

Report On

# **Impacts of Training & Development Programme (MPO) in Square Pharmaceuticals PLC**

By  
**Syed Sajid Didar**  
**ID – 19104155**

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

BRAC Business School  
BRAC University  
May, 2024

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## **Declaration**

I, Syed Sajid Didar, by this process certify that this written paper for my internship, entitled "The Impact of Training & Development Programme in Square Pharmaceuticals PLC" is fully composed by me. All references reviewed during the writing process are duly recognized. The written portion of this project paper has neither been approved nor forwarded for any other academic degree or educational diploma certification at any University or other establishment.

I acknowledge how vital copying from other sources is and I have made sure to prevent it by taking every precaution in my report writing. I have continually utilized my own thoughts and concepts, putting my own language throughout the paper, and I have given due credit to anyone whose work I referenced. I have also carefully proofread the paper for grammar and spelling errors to assure precision.

### **Student's Full Name & Signature:**

\_\_\_\_\_  
**Sajid**

**Syed Sajid Didar**

19104155

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

\_\_\_\_\_  
**Md. Shamim Ahmed**

Senior Lecturer, BBS Department

BRAC University

## **Letter of Transmittal**

Md. Shamim Ahmed

Senior Lecturer,

BBS Department.

BRAC University

Merul Badda, Dhaka-1212

**Subject: Project Submission on “Training & Development Programme (MPO) in Square Pharmaceuticals PLC”**

Respected Sir,

With great pleasure, I am forwarding the extensive document, which describes the impact of “Training and Development Programme” carrying out by Square Pharmaceuticals PLC. My three and a half month internship tenure at Square Pharmaceuticals came to a completion with this project paper. The goals, approaches, conclusions, and suggestions that came from our coordinated efforts to improve our workforce's skills and competences are explained in this paper. I have gained a great deal of insight from communicating with the HR Department of Square Pharmaceuticals and I have given my best effort to make this paper.

I sincerely value and am grateful for all the assistance, helpful advice, and insightful feedback that you have provided throughout preparing this project paper. Your guidance has inspired me to pursue excellence. I genuinely hope that learning about the organizational working procedures and its programme will be interesting as well as enlightening for you. I would happily provide the interpretation of the report upon request, expecting you would forgive any minor errors I make.

Sincerely Yours,

Syed Sajid Didar,

ID – 19104155.

BRAC Business School,

BRAC University.

## **Non- Disclosure Agreement**

This Non-Disclosure Agreement is made and entered into as of 12<sup>th</sup> November, 2023 by and between:

- Syed Sajid Didar, a student of BRAC University (Hereinafter referred to as the "Intern"); and
- SQUARE Pharmaceuticals PLC (Hereinafter referred to as the "Company").

In consideration of the mutual covenants and agreements contained herein, the parties agree as follows:

### **1. Confidential Information.**

"Confidential Information" for this Agreement refers to all non-public information that the Company discloses to the Intern, whether orally, in writing, or any other form or channel, including but not limited to

- Trade secrets;
- Proprietary information;
- Business information;
- Customer information;
- Financial information;
- Technical information; and
- Any other information that the Company reasonably designates as confidential.

### **2. Non-Disclosure**

All Confidential Information will be kept private by the Intern, who also undertakes to utilize it exclusively to complete the internship report titled "Impact of Training & Development Programme (MPO) in Square Pharmaceuticals PLC". Without the Company's prior written approval, the Intern may not divulge any Confidential Information to any third party.

**3. Publication of the Report.**

Only once the Report has been examined and authorized by the Company may the Intern publish it. Before posting the Report, the Intern must delete any Confidential Information from it.

**4. Return of Confidential Information.**

The Intern shall return to the Company all Confidential Information in the Intern's custody or control, whether in paper or electronic form, upon conclusion of the internship and/or publication of the Report (whichever occurs later).

**5. Term and Termination.**

The Intern's duties under this Agreement must be fulfilled before the Effective Date, but this Agreement will remain in force until all Confidential Information has been delivered to the Company.

**6. Governing Law and Jurisdiction.**

The laws of the State of Bangladesh shall govern this Agreement and be followed in its interpretation. The courts of the State of Bangladesh shall have exclusive jurisdiction over any issues arising out of or related to this Agreement.

**7. Entire Agreement.**

All earlier or contemporaneous communications, statements, or agreements, whether oral or written, are superseded by this Agreement, which sets forth the parties' full understanding of its subject matter.

**8. Severability.**

The remaining terms of this Agreement shall continue in full force and effect if any part of this Agreement is determined to be defective or unenforceable.

In witness of, the parties have executed this Agreement as of the date first written above.

\_\_\_\_\_ Sajid \_\_\_\_\_

Syed Sajid Didar, Intern.

Witness,

\_\_\_\_\_  
SQUARE Pharmaceuticals PLC.

## **Acknowledgement**

Firstly, I intend to convey my sincere gratitude to the Almighty Allah, the most generous and gracious, for making me capable enough to finish this project paper on the given time. Then, I want to express my heartfelt gratitude to my course supervisor, **Md. Shamim Ahmed**, Senior Lecturer of BRAC University, for guiding me with his advice throughout and for giving me the opportunity to initiate this project. His encouragement and support for my academic development have been very essential and helped me to get ready for this educational endeavour. I want to show my gratitude to Square for providing me with this chance so that I can understand the marketplace and grow professionally. The invaluable skills, experiences and insights, I have gathered in this organization over my tenure have been extremely important in strengthening my competencies and comprehension of the field. I would like to convey my sincere appreciation to my supervisor, **Mr. Khalid Abdullah**, the Manager of HR Department, whose advice and assistance have been invaluable to me during my internship. Additionally, I would like to convey my regards to the General Manager of Human Resource Department, A K Paul. His kind nature, incisive criticism, and eagerness to impart knowledge really enhanced my educational experience. Then, I am immensely grateful to Mrs. Laura Saha and Mr. Monirul Islam, the Executives of Field-Force Management wing, for their exceptional cooperation during my internship journey. Additionally, I would like to specially thank Mr. Abdur Rahman, the Executive of Learning & Development wing, for his support and constantly being willing to respond to my inquiries. His commitment to fostering the professional growth of interns is very well-received and acknowledged. Finally, I want to express my inexpressible appreciation to each and every member of the HR Department and my colleagues for their support as well as encouragement and for helping to create a friendly and cooperative working atmosphere.

## **Executive Summary**

The "Training & Development Programme" internship research covers a comprehensive analysis of the tactics, operations, and results of the organization's instructional and growth programmes. The paper includes a thorough investigation of a number of topics, such as the purpose of training, programme structure, execution of strategies, and monitoring tools.

The very first volume provides a thorough summary of my internship experience, highlighting the goals attained along with the tasks and activities I have performed as an intern. This segment provides readers with an understanding of the duties and viewpoints of an intern employed in the Human Resource Department of Square Pharmaceuticals PLC.

The organizational background is covered comprehensively in the second chapter, with some particular highlighting points of Square Pharmaceuticals PLC. This segment summarises the most important facts along with its most recent financial statements. The interns get an exclusive departmental orientation to know about the company's biography, history, culture, its operations in different sectors and practices.

This internship report mainly concentrates on the third chapter, which is titled "Training & Development Programme (MPO) in Square Pharmaceuticals PLC". Enhancing MPO's understanding, medicinal knowledge and abilities in order to support not only personal but also organisational expansion and growth is the main intention of the training and development programme. In vibrant corporate surroundings, the programme seeks to answer the company's current and potential demands by combining academic frameworks with real-life implications. Additionally, the analysis surveys several assessment models and approaches to evaluate the influence of learning on individual performance and organisational profit, highlighting the measurement of training efficacy as an essential component.

To sum up, this internship paper offers insightful information about the Training & Development Programme, emphasising how it improves MPO's skills, enhances organisational effectiveness, and promotes a perpetually improving and learning environment. In the modern economical marketplace, Square Pharmaceuticals has maximised their workforce capacity to attain long-term success by utilising the latest developments in learning approach, distribution, and monitoring.



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# **Chapter 1**

## **Overview of Internship**

## Introduction

The overview of this journal entry explores the important investigation of how training and development initiatives affect individuals at Square Pharmaceuticals PLC's ability to learn and grow. Organisations understand the critical importance of preserving the professional development of employees in the fast-paced, highly unpredictable business world of nowadays. As being a major participant in the pharmaceutical sector, Square Pharmaceuticals PLC understands the value of developing and enhancing the skills of its workforce. This research attempts to shed light on the detailed exercise plans that Square Pharmaceuticals PLC has put in place, the approaches taken, and the degree to which these activities have improved the labour force expertise. Through an extensive examination of these factors, the study aims to provide insightful data that can help improve and optimise the company's training and development initiatives. It also seeks to clarify the wider effects of these kinds of initiatives on worker productivity, organisational effectiveness, and Square Pharmaceuticals PLC's general effectiveness.

I have been blessed enough to join Square Pharmaceuticals PLC (Mohakhali, Dhaka, Bangladesh) as an Intern in HR Department on 12<sup>th</sup> November, 2023 for the period of three months (12<sup>th</sup> November, 2023 – 11<sup>th</sup> February, 2024). As my major is in Human Resource Management, this opportunity has helped me the ideal setting in which I can apply the theoretical understandings I have learnt in my academic studies to real-world application and first-hand professional exposure. I have gained experience on a variety of Human Resource related topics during these three months internship period, particularly Field-Force Management as I was assigned to work in this panel. To do internship in the Field-Force Management, an individual needs to have science background till his/her HSC programme and basic biology related knowledge. My goal was to connect my educational understandings and insights with real-world, in person work exposure.

My supervisor, the manager of the HR department and to whom I reported to, **Mr. Khalid Abdullah**, oversees the wing; I have worked on at Square Pharmaceuticals PLC. The primary responsibility of the team I worked for was to train the medical promotional officers and make them able to work in the marketplace. I've also had the chance to work on a number of HR activities and projects, which has given me the chance to put the theoretical concepts I've learned in the classroom to use in practical situations. Whether it was organising trainee employees, helping the Executives in evaluating the trainees in the exam, assisting the MPO's

in training classes, participating with recruiting promotions, every assignment has advanced my career and given me an extensive knowledge of HR procedures. I have been involved in preserving the MPO's training marks, updating trainees databases, and helping with communications pertaining to HR are just a few of the administrative duties. In addition, I have organised curriculum vitae, called applicants for interviews, created applicant's CV summary, helped with written and viva tests, instructed them for medical screenings, conducted phone interviews for the position of business development officer, and kept track of possible hires among other things. There's a common phone, where all the clients, participants and candidates call for their general queries regarding any kind of information. I have received those calls very professionally, giving my best to answer their queries. Recognising the client's queries and perspective at the corporate office and from factories has been a daily activity for me. Through these exercises, I was able to improve my ability to prioritise and organisational abilities as well as my understanding of the significance of precision and confidentiality in HR documents.

## **Job Description**

### **The Duties & Responsibilities of my Internship programme**

- Exam Invigilation of Medical Promotional Officers.
- Written exam scripts checking of Medical Promotional Officers.
- IQ scripts checking of MPO walk-in exams.
- Creating an applicant's CV summary.
- Checking the authentication of CV profile & medical history of newly selected MPO candidates.
- Updating the marks in the excel file of Medical Promotional Officers regularly.
- Providing any kind of assistance for management duties.

### **The Learning Outcomes of my Internship Programme**

- Understanding the operations & regulations of Square Pharmaceuticals.
- Explaining the effectiveness, security and purity of pharmaceuticals products in their main plant to uphold necessary standards.
- Using appropriate vocabulary & formal language while speaking with senior managers, executives and other company administrators.

- Preserving confidentiality while maintaining the organization's moral guidelines in terms of revealing official information.
- Networking with the senior professionals of Square Pharmaceuticals and building a good connection with them.

### **Personal Skills Development**

- Interaction with co-workers, managers, and clients has been a common aspect of my internship journey. By taking an active role in discussions, posing queries, and getting opinions about my writing and speaking style, I have concentrated on enhancing my interpersonal abilities.
- Working an apprenticeship has been hard as I needed to coordinate a lot of different projects and commitments. By prioritising work, establishing objectives, and dividing more complex projects into smaller, more manageable tasks, I had managed my time effectively in Square Pharmaceuticals PLC.
- Taking on new obstacles and having an open mind to picking up new abilities. An internship offers the chance to gain experience in a variety of settings and become accustomed to various workplace customs and procedures.
- Managing assignments with a finding solutions perspective, while presenting with difficulties or barriers, I have been able to use my analytical and imaginative abilities to come up with answers and never been afraid to ask my superior or co-workers for advice, whenever I required it.
- Learning to express myself professionally through my performance, presence, and work commitment during my internship journey. Even in difficult circumstances, I have been able to be vibrant, show responsibility, and keep an optimistic outlook in the organization.
- Developing confidence in my services and my working ability to contribute to the organisation. I have been able to put aside feelings of inadequacy and impostor syndrome and concentrate on demonstrating my aptitudes.

### **Benefits to the Students**

An internship in the human resources department of Square Pharmaceuticals, a well-known pharmaceutical organisation, offers a student invaluable insight into the business, its day-to-day activities, and its distinctive HR procedures. An intern is exposed to the difficulties and circumstances that Human Resource managers in the pharmaceutical industry deal with, on a

daily basis when he/she will serve as part of the HR department. One can gain flexibility, brainstorming and decision-making skills, and a greater comprehension of HR procedures in a business environment with this sort of knowledge. To help interns develop their professional abilities, Square Pharmaceuticals' HR department offers training sessions and meetings with senior executives and managers. These chances can help a student advance and can grow both individually and intellectually by performing practical duties, getting helpful insights, and conquering obstacles in a welcoming atmosphere.

## **Recommendation**

### **Advice for prospective interns with my previous experience of BBA internship in the Pharmaceutical sector**

If an individual is looking to do internship in the HR department of pharmaceutical sector, then he/she needs to make sure to emphasise the particular responsibilities, assignments, and abilities, they have while giving their internship interview at Square Pharmaceuticals and in their application papers. For example, I was required to have Science background until my HSC programme as my panel has chemistry and biology related activities in their training & development programme. So, I have tried to showcase my biology knowledge along with Human Resource Management understandings during the interview. One must investigate the business and the particular position they would like to participate in extensively beforehand registering or attending the interview for a new internship. Recognising their goals, core principles, offerings, and any new projects or advancements will be beneficial for the applicant. They must make sure their answers in the conversation and on their resume reflect the qualities the organisation is seeking. Establish relationships with pharmaceutical business executives. One of the best ways to learn about the industry and make connections is to socialise with professionals who are currently operating HR activities there. Participate in business gatherings, make connections on LinkedIn as well as other social media platforms and ask supervisors and fellow colleagues for associations. Stay up to date on the latest advancements in the field of medicine. Keeping informed with the latest developments and patterns of pharmaceutical sector is essential, as the industry is always evolving. Attend meetings, go through business magazines, and follow pharmaceutical companies on online platforms. By following these tips, one may put oneself in the best possible situation to succeed as a potential apprentice in the pharmaceutical sector.



# **Chapter 2**

## **Organization Part**

## **Introduction of the Company & its Practices**

Square is representing as one of the most well-known and prosperous industries of Bangladesh in the current time. Since its founding in 1958, it has grown to become one of the most significant companies of Bangladesh. Square Pharmaceuticals PLC has held a strong and dominant position in healthcare sectors since 1985 and is currently the no. 1 pharmaceutical of Bangladesh. In an effort to better compete in the worldwide marketplace, they have increased the variety of goods and services they offer. Since 1987, Square Pharmaceutical has led the way in the international shipment of pharmaceuticals. They currently export different medicinal products and antibiotics to 36 countries. Square Pharmaceutical PLC's standing and expertise have been strengthened by the expansion of their operations and offerings. A vast range of medical items, such as pills, capsules, syrup, suspensions, inhalation devices, creams and lotions and more, are produced and sold by the organisation. Its manufacturing line comprises treatments for a number of clinical categories, including cancer, heart disease, anti-infective, neurological, lung function, and digestive disorders.



Square Pharmaceuticals PLC is a multinational pharmaceutical firm based in Bangladesh. It sells goods to more than 42 nations in the Americas, Europe, Asia, and Africa. The company's earnings and profitability are significantly impacted by its activities in other countries. Square Pharmaceuticals has been run by the innovative executives. One of the creators since its establishment. Samson H. Chowdhury was instrumental in making the business become Bangladesh's outstanding pharmaceutical empire. His son Tapan Chowdhury inherited responsibility for the company after his death, carrying on the family business's tradition of quality and creativity. Square Pharmaceuticals reached to a major landmark in its organisational structure when it was formed as a private limited company in 1958, owing to its consistent development and expanding market representation. Square

Pharmaceuticals changed its status to a publicly traded corporation in 1975, which opened up more options for growth and increased capital inflow. Its development path and marketing ambitions were aided by this change in strategy. With the offerings of stock and shares, the business became publicly traded and attracted institutional and private investment in 1982, which supported its evolution goals and research & development initiatives even more. To take advantage of worldwide possibilities and expand its footprint outside of Bangladesh, Square Pharmaceuticals started exporting its products abroad from 1985. Square Pharmaceuticals participated in significant cooperative agreements and broadened its line of operations throughout the 1990s. One noteworthy collaboration that demonstrated its dedication to creativity and diversification was with KOSÉ Corporation of Japan, which was established to produce and distribute skincare items. Square Pharmaceuticals received ISO 9001 authorization in 2010, demonstrating their dedication to upholding elegance and distinction requirements in their operations and production procedures. With the goal of capitalising on the increasing demand for biological items, Square Pharmaceuticals broadened its activities into biotech in 2010 by founding Square Biotech Ltd., in accordance with evolving developments and technological breakthroughs. In addition to commemorating its 56th anniversary in 2014, the business kept growing both locally as well as globally. Basically, Square Pharmaceuticals PLC manufactures medicines for human consumption as well as medicines for animals and agricultural products, produced by Agro-Vet Division and Crop Care Division, respectively. Square Pharmaceuticals persevered in its business and made a substantial contribution in 2020 to Bangladesh's healthcare industry in spite of the difficulties during the COVID-19 epidemic. Employees at Square Pharmaceuticals PLC treat the company like a family, expressing their commitment and devotion to it beyond simply being a place of employment.

## **Mission, Vision & Objectives**

### **Mission**

*Our mission is to create and deliver creative and high-quality healthcare solutions while upholding strict ethical standards in business operations and assuring benefits to investors, stakeholders, shareholders and the general public as a whole. (Square Pharmaceuticals PLC website)*

### **Vision**

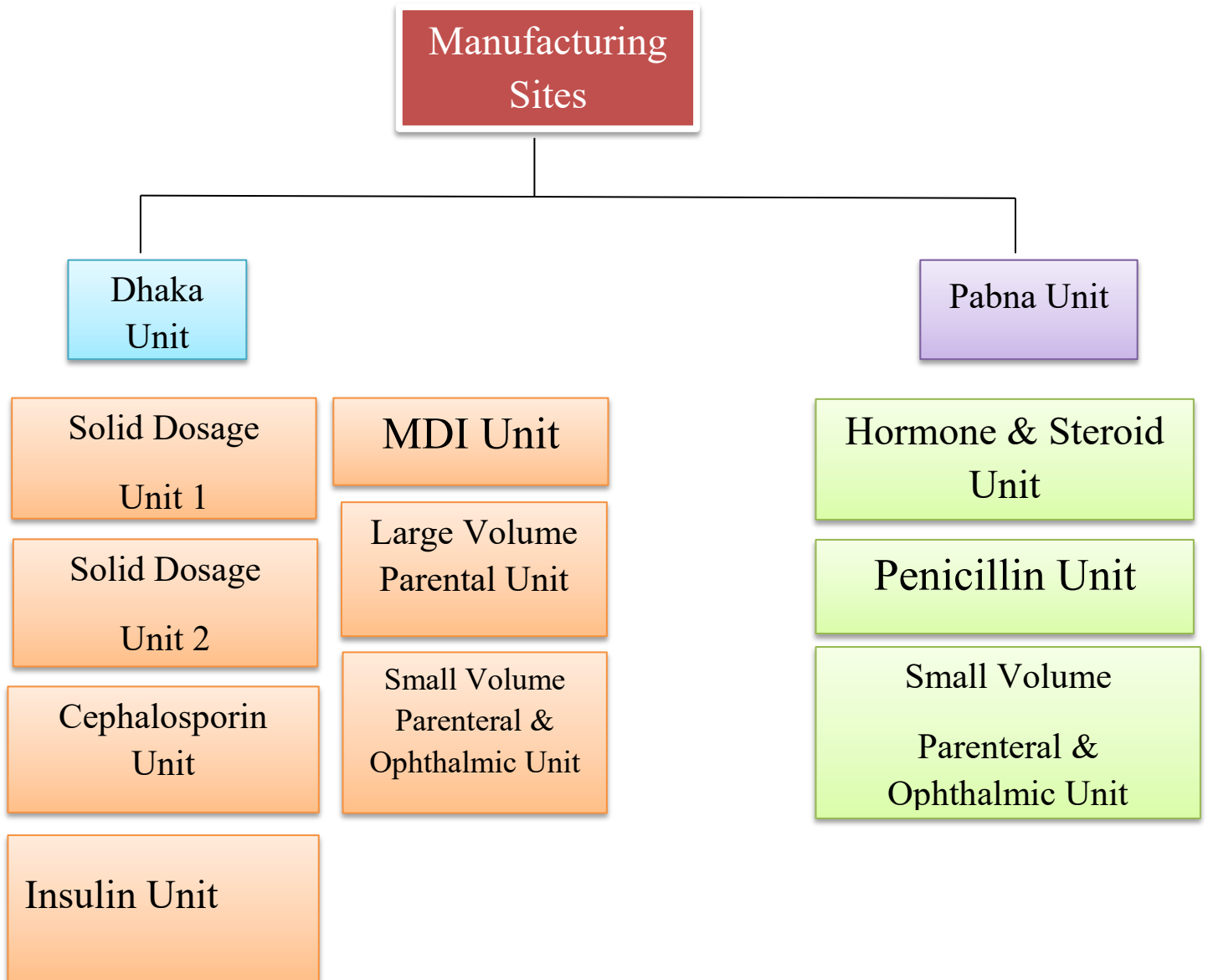
*We see business as an asset to improve the material and societal prosperity of shareholders, workers, and society as a whole, resulting in the accumulation of capital through economic and ethical advantages. (Square Pharmaceuticals PLC website)*

### **Objectives**

*Our goals are to achieve the purpose represented by our vision by conducting transparent commercial operations based on market structures within the legal and social framework. (Square Pharmaceuticals PLC website)*

## Manufacturing Plants

Square Pharmaceuticals PLC operates two manufacturing plants in Bangladesh, where one is called the Dhaka unit and the Pabna unit.



## **Dhaka Plant**

The Dhaka manufacturing plant is situated 50 kilometres north of the Dhaka city. Bovis Lend Lease, UK engineered this production facility. The aforementioned manufacturing factory has been constructed in accordance with cGMP CFR 21 and is cutting-edge for edible compact dosage patterns. The Dhaka plant started to operate around 2002.



After visiting the Dhaka Division in 2002, a UNICEF delegation from Copenhagen made the decision to include this plant in their worldwide distribution network. In 2003, the site was also inspected by UK-based consulting company David Begg Associates, which confirmed that it meets with MHRA (Medicines and Healthcare Products Regulatory Agency, United Kingdom) laws and guidelines, in addition to the UNICEF assessment. (Square Pharmaceuticals PLC, website)

### **Solid Dosage Unit 1**

This General Production Building serves as the Dhaka Section's central manufacturing plant. GPB is mostly used in the large-scale production and shipment of pills and tablets form. GPB started functioning in 2002.

### **Solid Dosage Unit 2**

Modern services were established at a new production site in 2014 to meet the growing need for medicine items. This plant recommends producing medicinal dose forms with a yearly proportion of 8000 million pills and 2000 million oral dosages at the maximum level of production. This unit's construction and execution adhere to worldwide guidelines and GMP.

This steel-framework construction, vertically projected high-rise building design was developed in conjunction with the Square group of engineers and a global architect.

### **Cephalosporin Unit**

To lessen the chance of a serious health risk carried by bacterial spread and contamination between items, specialised and independent manufacturing plants must be provided for the creation of certain medications, for example strongly sensitising chemical substances as Cephalosporin's.

### **Insulin Unit**

SQUARE set up its state-of-the-art insulin production facility to ensure the best possible adrenaline. The building structure of the Insulin Manufacturing Facility was developed by T-pro (Telstar Projects), a renowned Spanish company that is an internationally recognised leader in Cleanroom Integrated operations. Their scope included construction of buildings and services. For the purpose of completing insulin supply, SQUARE purchased an Italian IMA-MAC container cleaning and stuffing machine. The three connected components of this machine—a cleansing unit, a dehydrogenation device, and a filling unit. Since it can rinse, evaporate, seal, cease, and cover glass containers in a single process, this machine are known as a Monoblock engine.

### **MDI Unit**

SQUARE set up its state-of-the-art insulin production facility to ensure the best possible serum. The framework of the Insulin Production Unit was developed by a renowned Spanish corporation, Tpro also known as Telster Projects that is an internationally recognised leader in Cleanroom Integrated programmes. Their scope included building work and services. They can make huge amounts of insulin medicines since T-pro also provides the main manufacturing facilities.

### **Small Volume Parenteral & Ophthalmic Unit**

Among the largest multinational operations in Bangladesh, SQUARE group, has established an additional noteworthy development with the creation of a specialised ophthalmic unit. Ophthalmic goods are currently being manufactured at the very advanced Ophthalmic Production Unit situated in Kaliakoir, Gazipur and it was assembled in compliance with with the cGMP guidelines of the US FDA and UK MHRA. This excellent



establishment uses Blow-Fill-Seal Technology to keep a suitable and safe atmosphere. The structure was constructed by renowned medicinal production facility specialist Telstar S.A. of Spain, while the equipment was designed and manufactured by Weiler Engineering, Inc. of the USA.

### **Pabna Plant**

The Pabna Division was the organization's initial production facility, opening for business in 1958. This state-of-the-art plant complies with every single WHO cGMP regulations. In 1998, it obtained an ISO 9001 Licence, with the USA's Orion Registrar Inc. acting as the certification body. Additionally, the 2008 version of the Quality Management System has undergone changes and was modified in 2002.



### **Hormone & Steroid Unit**

Square Pharmaceuticals manufactures its hormonal and steroid medications in an independent laboratory designated exclusively for those materials in accordance with current cGMP. All the production procedures, such as capsule bending, covering, blazing, specific sanitation, distribution room, and automated crystalize, were completed at the aforementioned plant.

### **Liquid Unit**

Every pharmaceutical company that hopes to prosper must have a robust liquid section, the Square Pharmaceuticals PLC has, which comprises sweet liquid, unsolved particles, lotion,



fluid, as well as dry powder. The other subdivision is only for the preparation of the Entacyd medicine particles. It started functioning in 2010.

### **Penicillin Unit**

The cGMP standard mandates that every supplier of pharmaceuticals completed with antibiotic establish a comprehensive surveillance plan aimed at preventing the cross-contamination of supplements with antibiotic. Construction of the specialised Penicillin production plant followed cGMP guidelines. It has state-of-the-art equipment to make antibiotic items that satisfy global requirements.

### **The Affiliated Companies of Square Group**



**Square Hospitals Ltd.**



**Square Fashions Limited**



**Square Toiletries Ltd.**



**Square Textiles Ltd.**



**Sabazpur Tea Company Ltd.**



**Square Informatics Ltd.**



**Masranga Productions Ltd.**



**Mediacom Limited**



**Masranga Communication Ltd.**



**Aegis Service Limited**

## Export System



At present, Afghanistan, Georgia, Laos, Macau, Maldives, Philippines, Azerbaijan, Bhutan, Malaysia, Cambodia, Singapore, Sri Lanka, Hong Kong, Iraq, Tajikistan, Vietnam, Myanmar, Nepal and Yemen are among the Asian nations where SQUARE Pharmaceuticals PLC offers its pharmaceutical products and facilities.

These African nations, Kenya, Mozambique, Mauritius, Sudan, Tanzania, Libya, Nigeria, Somalia, and Mauritania are served medicines and healthcare products by SQUARE Pharmaceuticals PLC's pharmaceuticals PLC.

The company offers medical items and services to Panama, Suriname, Costa Rica, Nicaragua, Jamaica and Belize throughout the region of South and Central America along with United Kingdom.

## Departments of Square Pharmaceuticals PLC

A number of divisions constitute Square Pharmaceuticals PLC, a couple of that are versatile to accommodate operating requirements. The range of divisions is indicative of the difficulties administration encounters in maintaining the proper operation of the business. Here's an overview of a few:

- **General Service Department** – Here employees are in charge of all the day-to-day operations, from maintaining an organised workplace atmosphere to overseeing infrastructures to ensure that everything operates as planned.
- **Sales Department** - The sales team is in charge of promoting Square Pharmaceuticals' goods and ensuring that they are well received by consumers.
- **Product Management Department** - Here employees are responsible for all aspects of our medicine line, including market analysis, innovative product launches, and distribution management.
- **Medical Service Department** - Here professionals responsible for monitoring the secure and efficient administration of our medications and for offering assistance and healthcare data whenever it is required.
- **Accounts & Finance Department** - This group manages all aspects of our finances, including conducting budgets, transactions and creating expenditures, so that our financial stability is maintained.
- **International Marketing Department** - The global marketing team's main goals are to ensure that Square Pharmaceuticals expands globally and to raise awareness of the company's goods throughout the globe.
- **Supply Chain Management** - They ensure that our medical items are consistently supplied and accessible whenever it is required by managing their seamless and effective delivery to customers.
- **Technical Service Department** - They provide debugging assistance for consumers who experience technological problems with the items we sell.
- **Distribution Department** - They are in control of overseeing every aspect of logistics and ensuring that our medications reach their destination on schedule.

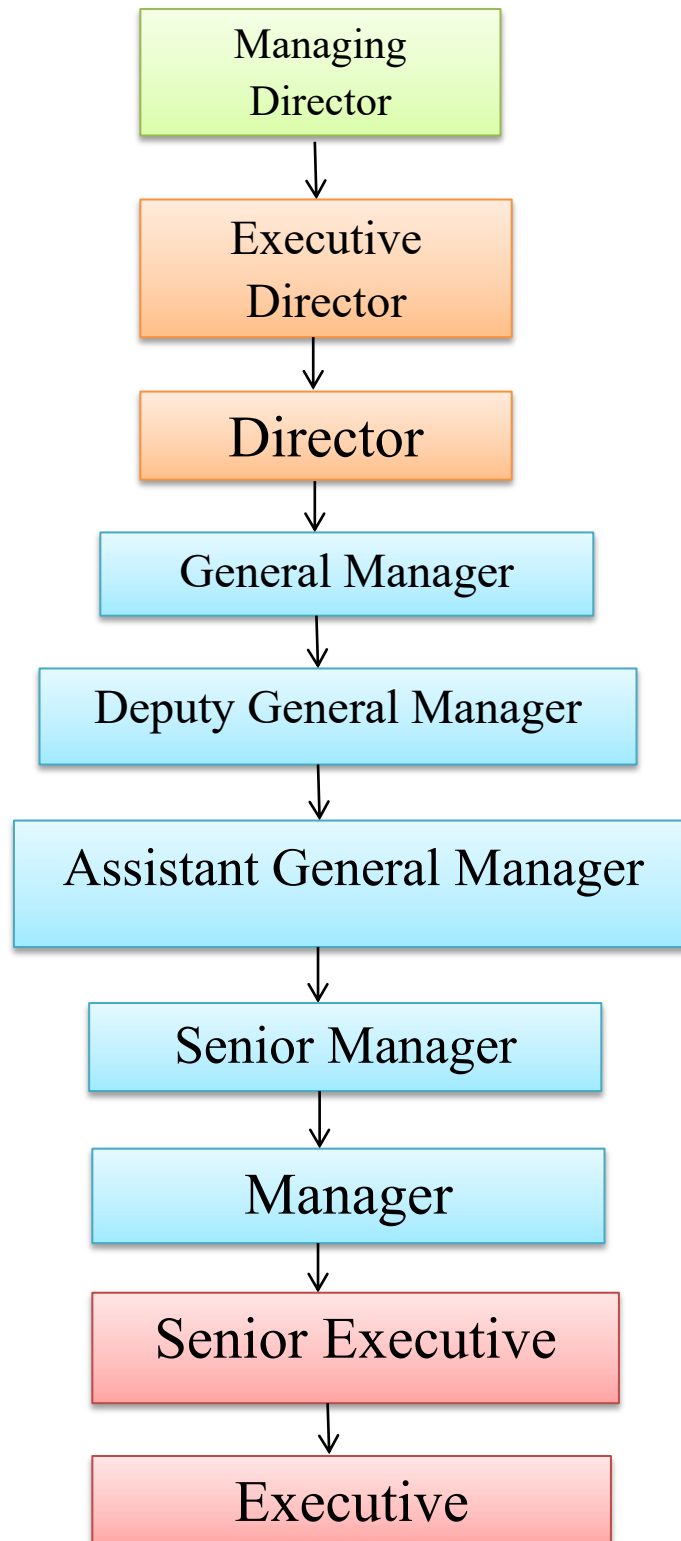
- **Human Resource Department** - The HR authorities handle all aspects of their teammates, from identifying outstanding abilities to maintaining all of their proficiency and motivation.
- **Share & Corporate Affairs** - They ensure that we are abiding by all laws and regulations and maintain our shareholders' satisfaction.
- **Operations Management** - They make sure everything runs smoothly for the goods we sell by supervising the entire process, from purchasing the materials to distributing the finished good.
- **Quality Assurance** - They maintain things at the highest level by ensuring that our goods adhere to all legal and quality specifications.
- **Engineering** - They maintain the optimal condition of our manufacturing plants and ensure that our production machinery operates flawlessly.
- **Production** - is all about creative thinking and making sure our new medicine inventions not only satisfy but surpass the requirements of regulatory agencies.

#### **Leadership Style and Departmental Procedures**

SQUARE Pharmaceutical PLC seems to have a cooperative management approach. Managers of departments meet with the creator of the technological programme and the Human Resources department if important choices have to be generated, including talking about the KPI monitoring technology. The GM of the HR department has the final say in execution and authorization, even with this participatory methodology. These findings clearly demonstrate the interactive nature of the leadership strategy.

## Human Resource Management

There are two sectors in the HRM Department of Square Pharmaceuticals PLC – Management and Non-Management. Management sector has 16 grades (M1 – M16), whereas Non-Management has 8 grades (N1- N8). The positions (From upper grade to lower grade) of Management sector has been shown below –



The HR Department has established a unique atmosphere in HRD that is similar to a connected family. Here, it's all about sticking by one another through good times and bad, sharing in triumphs, and being there to offer assistance when situations get hard. Our HR department at Square works tirelessly to develop guidelines that maintain everything operating effectively. They have committed to ensuring that each opinion is acknowledged, and they remain constantly here to support colleagues in achieving their personal as well as organisational goals. In terms of labour unions, they support open discussion and reaching mutually beneficial agreements. Furthermore, the lack of disturbance is a testament to our ability to settle disputes constructively

There are mainly 4 functional areas in the Human Resource Department of Square Pharmaceuticals PLC – Recruitment and Selection, Learning and Development, Organization Development and Reward Management.



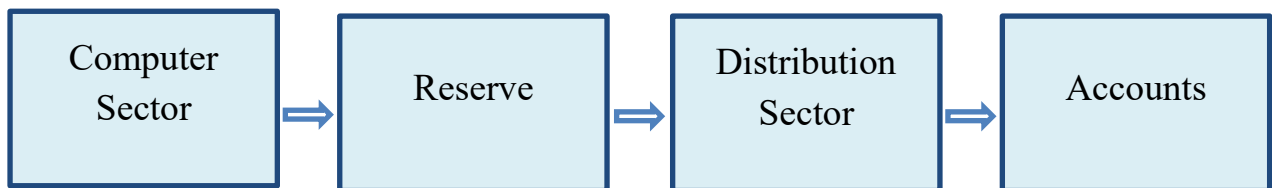
### **Marketing**

In the medicinal sector, establishing and preserving partnerships is at the centre of promotional efforts. Restrictions and moral concerns make standard advertising and marketing strategies less viable than in sectors like telecommunications or fast moving consumer industry. In Bangladesh, medical professionals are the main target audience, with pharmacists and biochemists making up a significant supplementary market. In the end, the items are consumed by those receiving treatment. Pharmaceuticals cannot be directly

promoted in an approach that could endanger the public's wellness due to governmental limits. Rather, organisations send out Medical Promotional Officers to interact with physicians and explain the advantages and special features of their goods. To guarantee the dependability of the goods, these marketing agents need to be ready to answer any questions from medical professionals. Furthermore, the standard of the medicine items has significance because persistent complaints from patients can discourage medical experts from recommending a specific medication of our company in the future.

### **Procedures related to Distribution, Payroll and Insurance**

Delivering our medications to those in needs throughout Bangladesh is the most essential stage after they are manufactured at our facilities in Dhaka as well as Pabna. First, we transport our goods to 26 distribution centres spreading over 26 regions. They are subsequently delivered to nearby retailers. However, it involves more than simply shifting containers. We devote the opportunity to ascertain the actual requirements of each neighbourhood. In situations where supply exceeds consumer demand, trends must be examined to ensure that medications are delivered to the least accessible locations.



As per the procedure diagram presented by Square Pharmaceuticals, the Depo operation is divided into multiple stages. The sales department delivers the demands to the computer sector initially. According to these requirements, orders are submitted, receipts are prepared, and a reasonable verification is carried out. Containers that have been moved from the manufacturing facility to the Depo are stored in the following section. Product packaging for grocery stores takes place at the distribution part, where blue-collar workers like transporters and assistants contribute to this process. Important medications are transported in compact vehicles that need a minimum of two safety officers. Upon distributing medications to grocery stores, the accounts department manages the accounting records and makes sure the revenue gets returned to the corporation. Notably, all retail locations input sales using the same software, Electronic Sales Order, which allows the accounting department of the organization to follow the shipment of pharmaceutical containers through sales representatives.



When an individual joins the company, the organisation opens two separate accounts on their behalf with Guardian and Pragati Life Insurance Corporation. In the case that a worker passes away, the corporation closes these accounts. Nevertheless under child labour rules, no one below the age limit of 18 or older than 60 can access one of these accounts. Unexpectedly passing away, severe illness benefit, partially handicap, permanent disablement, and family plan incentive are all covered by the policy.

### **Information System Practices**

SAP is the programme that is used in the company; it functions as an extensive database for all employee-related tasks at SQUARE Pharmaceutical PLC. Workers are divided into various categories, each denoted by a unique code:

**Daily SPL** - Individuals recruited through the internal process on a regular schedule are referred to as Daily SPLs.

**Daily Outsiders** - Refers to staff members recruited on a daily basis using external processes.

**Apprentice** - Workers who have been with a company for between three and six months.

**Probationary** - For the first six months of their confinement, individuals are paid. They are eligible for every advantage once they start working as permanent employees.

## Financial Statement of the Company

| <b>Business Results:</b>               | <b>2021-2022</b> | <b>2020-2021</b> | <b>2019-2020</b> | <b>2018-2019</b> | <b>2017-2018</b> |
|--|------------------|------------------|------------------|------------------|------------------|
| Gross Revenue                          | 66,406,960       | 58,346,258       | 52,926,219       | 44,595,486       | 34,573,391       |
| Value Added Tax                        | 8,809,019        | 7,643,229        | 7,049,770        | 5,909,831        | 4,568,416        |
| Net Revenue                            | 57,597,941       | 50,703,029       | 45,876,449       | 38,685,656       | 30,004,975       |
| Gross Profit                           | 29,639,914       | 25,902,993       | 23,339,779       | 18,974,590       | 14,406,366       |
| Net Profit (Before Tax)                | 21,024,560       | 18,755,933       | 17,185,382       | 13,965,289       | 10,825,055       |
| Net Profit (After Tax)                 | 16,417,497       | 14,743,265       | 12,955,974       | 10,562,864       | 8,219,526        |
| Net Assets Value (NAV)                 | 93,007,355       | 82,217,575       | 69,909,802       | 60,806,055       | 46,662,876       |
| Total Assets                           | 97,535,187       | 86,602,384       | 74,350,804       | 65,061,673       | 53,329,313       |
| Total Bank Borrowings                  | -                | -                | -                | -                | -                |
| Total Current Assets                   | 62,748,424       | 54,945,934       | 46,886,758       | 38,291,545       | 27,196,589       |
| Total Current Liabilities              | 3,349,091        | 3,109,956        | 3,228,073        | 2,961,271        | 5,539,791        |
| Current Ratio                          | 18.74            | 17.67            | 14.52            | 12.93            | 4.91             |
| Net Assets Value per Share (NAV)       | 104.92           | 92.75            | 78.86            | 68.59            | 52.64            |
| Net Operating Cash Flow per Share      | 13.93            | 12.27            | 12.29            | 14.20            | 10.70            |
| EPS-Earnings per Share (SPL)           | 18.52            | 16.63            | 14.62            | 11.92            | 9.27             |
| EPS-Earnings per Share (Consolidated)  | 20.51            | 17.99            | 15.06            | 14.27            | 13.09            |
| EPS at Original Capital at IPO         | 1,641.75         | 1,474.33         | 1,295.60         | 1,056.29         | 821.95           |
| Quoted Price per Share - DSE           | 216.70           | 215.50           | 172.50           | 264.30           | 293.10           |
| Quoted Price per Share - CSE           | 216.90           | 215.60           | 172.50           | 264.90           | 292.80           |
| Price Earnings Ratio-DSE (Time)        | 11.70            | 12.96            | 11.24            | 21.13            | 30.09            |
| Price Earnings Ratio-CSE (Time)        | 11.71            | 12.96            | 11.24            | 21.18            | 30.06            |
| Market Capitalization-DSE (in billion) | 192.09           | 191.03           | 145.63           | 208.53           | 216.13           |
| Market Capitalization-CSE (in billion) | 192.27           | 191.12           | 145.63           | 209.00           | 215.91           |
| Shares Outstanding                     | 886,451,010      | 886,451,010      | 844,239,058      | 789,008,466      | 737,391,090      |
| Face Value per Share                   | 10.00            | 10.00            | 10.00            | 10.00            | 10.00            |
| Dividend (Cash)                        | 100%             | 60%              | 47%              | 42%              | 36%              |
| Dividend (Stock)                       | 0%               | 0%               | 5%               | 7%               | 7%               |
| Dividend Payout (in '000)              | 8,864,510        | 5,318,706        | 4,390,043        | 3,866,141        | 3,170,782        |
| <b>Shareholders:</b>                   | <b>2021-2022</b> | <b>2020-2021</b> | <b>2019-2020</b> | <b>2018-2019</b> | <b>2017-2018</b> |
| Sponsors/Directors                     | 5                | 5                | 5                | 5                | 5                |
| Financial & Other Institution          | 1,126            | 1,211            | 916              | 927              | 825              |
| Foreign Investors                      | 70               | 90               | 91               | 118              | 107              |
| General Public                         | 75,363           | 75,233           | 60,251           | 56,570           | 54,925           |
| Total -                                | 76,564           | 76,539           | 61,263           | 57,620           | 55,863           |
| <b>Employees:</b>                      | <b>2021-2022</b> | <b>2020-2021</b> | <b>2019-2020</b> | <b>2018-2019</b> | <b>2017-2018</b> |
| Executives                             | 5,747            | 5,205            | 4,644            | 4,350            | 3,833            |
| Non Executives                         | 2,514            | 2,746            | 2,612            | 2,099            | 2,108            |
| Workers                                | 2,938            | 2,559            | 2,570            | 2,785            | 2,191            |
| Total -                                | 11,199           | 10,510           | 9,826            | 9,234            | 8,132            |

### Overview

The company's overview of finances reflects consistent growth over the last 4 fiscal years. There was a noteworthy 93% increase in total revenue and a 64% increase in net income from 2017–2018 to 2021–2022. Furthermore, there has been an enormous spike in not only overall assets but also in the company's net worth, including a two times increase in overall assets as well as an 84% rise in the Net Asset Value.

## **Net Income and Financial Viability**

In the field of profitability, the corporation has had a successful run over the last 5 years. Although the percentage of gross profit increased from 41.6% to 44.4%, the rate of ROE decreased little from 23.0% to 21.8%, suggesting that the earnings was more effectively converted into profit. In a comparable manner, the percentage of net profits grew from 31.3% to 28.4%, demonstrating the organization's capacity to boost earnings from services. Financially speaking, the overall earnings from business increased by an adequate 13.81%. There was a 13.98% increase in net profit following taxation, from Tk. 15.95 billion to Tk. 18.18 billion.

In comparison to the prior calendar year, independent earnings from business activities for the financial period that ended on June 30, 2022, increased by 13.81%, to Tk. 66.41 Billion. Additionally, net profit after taxes increased by 11.41% to Tk. 16.42 billion from Tk. 14.74 billion. Earnings per Share increased from Tk. 16.63 in the previous year to Tk. 18.52 in the current season. Corresponding to the rise in revenue, retained earnings climbed from Tk. 70.07 billion in 2020–2021 to Tk. 81.17 Billion in 2021–2022, demonstrating the organization's sustained prosperity.

## **Market Status and Growth in this Industry**

Square Pharmaceuticals PLC has been at the top of Bangladesh's medicine sector for many years because of consistent improvements in its operational, financial, and competitive business results. Bangladesh's medicinal product business is expected to have a substantial boom and triple in terms of revenue over the following 8 to 10 years, reaching a yearly turnover of Tk 1,000 crore, according to business experts. At present, the medical product sector is Bangladesh's 2nd largest taxpayer, accounting for 97% of the country's medicinal requirement through 265 corporations approved by the Department of Drug Administration. Additionally, figures and stats indicate a major rise in the shipment of medications by local pharmaceutical corporations, with trades experiencing a significant 27% rise between July to April timeframe of the 2021–22 financial year.

Bangladesh wants to take advantage of the Pharmaceuticals industry, which is expected to develop at a Compound Annual Growth Rate of three to six percent throughout the following 5 years, in order to establish itself as an important contributor in the international business. Following a healthy increase of 18.66%, the International Medical System Plus Healthcare market value decreased by 3.85% in the second quarter of 2022 as opposed to the equivalent

time in 2021. Azithromycin, the mineral calcium, vitamin C and chlorine dioxide are among the COVID-19 virus related medications that drove the second quarter of rise in 2021. Nevertheless, between July 2021 and June 2022, there has been an apparent drop in pandemic circumstances and clinic as well as medical admissions as a result of increasing health education, which resulted to a decrease in conventional health screenings despite escalating of the inflation rate.

The domestic businesses and Square Pharmaceuticals CAGR during the last 5 years were 7.12% and 4.69%, correspondingly, demonstrating steady, yet a little percentage of rapid expansion.

### **Liquidity**

The financial ratios of the organisation remain stable. The business's present ratio at 18.74, which is far higher than the suggested threshold of 2, shows that it has sufficient funds on hand to cover its immediate liabilities.

### **Financial Standing**

The business's debt-to-equity proportion of zero, which shows it has no financial obligations, demonstrates its good solvency metrics. Strong financial standing is a reflection of overall great accomplishment. The company is doing well economically, growing gradually, and continues to flourish.

### **Conclusion**

Among the country's finest technologically proficient sectors, the pharmaceutical industry saw a dramatic shift from being import-dependent in the 1980s to having grown into independent and supplying to the international marketplace. Throughout the pandemic era, the pharmaceutical sector demonstrated its strengths by quickly adapting to unforeseen obstacles and meeting the growing need for Covid'19 related substances from not only local but also foreign markets. Because of the TRIPS Agreement copyright exemption, Bangladesh's medicine industry is positioned to develop as a centre for universal medication. Square Pharmaceuticals has an effective and well-organized hiring and training procedure. The organisation uses a variety of approaches, such as hunting, outside sourcing, and inside recruiting, to find individuals. It evaluates participants' abilities and understandings through standardised examinations and oral interviews. The chosen individuals subsequently go through an initial health evaluation. They get an employment opportunity when they make it

through every level. The goal of Square Pharmaceutical PLC's hiring procedure is to find and choose the most qualified applicants while maintaining impartiality and equitable treatment all along the way. The goal of Square Pharmaceuticals' reward management procedure is to encourage staff to contribute more by recognising their outstanding performance. KPI, which differ for every division and position, are the foundation of the system. Supervisors appraise the achievements of their staff members in addition to evaluating them based on how well they meet their performance objectives. The HR division then double-checks all the information to assure impartial and precise evaluations. Square Pharmaceuticals considers a number of considerations when determining remuneration such as the rate of inflation, the expense of residing in the town where the employee lives, and the business's economic standing. Moreover taken into account are wage classifications established by the government. Encouraging workers to be more efficient while providing them with adequate benefits are the overall goals of Square's incentive process. The medical products business of this country has a distinct promotional environment that necessitates the use of creative and moral business practices. Pharmaceutical businesses can thrive in this sector by emphasising relationship-building with medical specialists and offering exceptional goods. Corporations can also enhance their business's advertising efforts by interacting with hiring candidates at the beginning of their professional lives.

In the final analysis, Bangladesh's medical items sector is growing and has an optimistic outlook. It's going to become more and more important in the field of medicine worldwide, especially in terms of manufacturing and supplying standardized medications.

# **Chapter 3**

## **Project Part**

## Introduction

### Learning & Development

We have a dedicated team in Square Pharmaceuticals PLC, which find reliable solutions that improve the accuracy of their everyday sales operations with outstanding effectiveness. It not only increases overall production but also reduces expenses and unnecessary effort. The Manager of the HR department, Mr Khalid Abdullah administers the Field-Force Management wing at the company headquarter. Besides, one senior Executive along with two Executives assists him in managing this work. They are in charge of supervising the field-based staff. We view these workers as members of our white-collar family, and their primary responsibilities are sales-related duties for three major product:

- Human Medicine
- Agro-vet Division for Animals & Birds
- Crop-care Division

Our field employees, who are regarded as representatives of our professional workforce in these categories, work mostly on sales-related projects. Even though they both deliver packages, their daily schedules are not the same. Their primary goal is to promote our items in retail establishments. Additionally, each of these field units has an own name and title to give them an identifiable character. They are –

**Medical Promotion Officers (MPO's):** People may have probably noticed them at healthcare facilities, pharmacies, medical clinics and Doctor's chambers. Their main goal is to promote medicines for human well-being.

**Sales Promotion Officers (SPO's):** These are the employees; people may have seen promoting animal medications in settings related to the treatment of animals.

**Sales Development Officers (SDO's):** These individuals are frequently seen marketing pesticides and crop pharmaceuticals to the agricultural industry and associated businesses.

Square Pharmaceuticals, a pioneer in the field of medicine, is devoted to improving wellbeing of human using cutting-edge goods and attentive support. In order to enhance the treatment of customers, medical experts and innovative medical solutions must work together, and our Medical Promotional Officers (MPOs) are important in this process.

Our MPOs will graduate from this extensive training curriculum with the understandings, abilities, and moral foundation required succeeding in this fast-paced industry. The programme includes strong interpersonal abilities, creative advertising knowledge, extensive product information, and a comprehensive grasp of the governmental landscape. Our mission is to train competent, morally-driven individuals so that they can convince healthcare experts, chemists, and other participants of the advantages of our medicinal products advancements.

There is an increasing need for training and development in the job market for two key factors:

**Change** - This covers a wide range of topics, which is one of the main justifications for the significance of learning and growth. Learning and adapting are necessary anytime something begins to evolve, whether it is in technology, procedures, or strategies. Training and development create an on-going cycle of expansion and adaptation by assisting individuals and groups in adapting to these modifications.

**Development** - In the modern workplace, providing a competitive compensation is insufficient to maintain employee motivation. Officials yearn for their own fulfilment and advancement, and they expect something extra from their work. Being the best possible version of oneself is now more important than just punching in and out. Investigating ideas like mysticism and being aware of oneself which are gaining significance on a worldwide scale may be necessary to achieve this. We can consider Ford as an example. They provide their staff with "self-awareness" training, not because it improves work output but rather because it promotes a feeling of inner peace. It's about realising that higher self-awareness and personal growth lead to genuine job fulfilment.

### **Background Study**

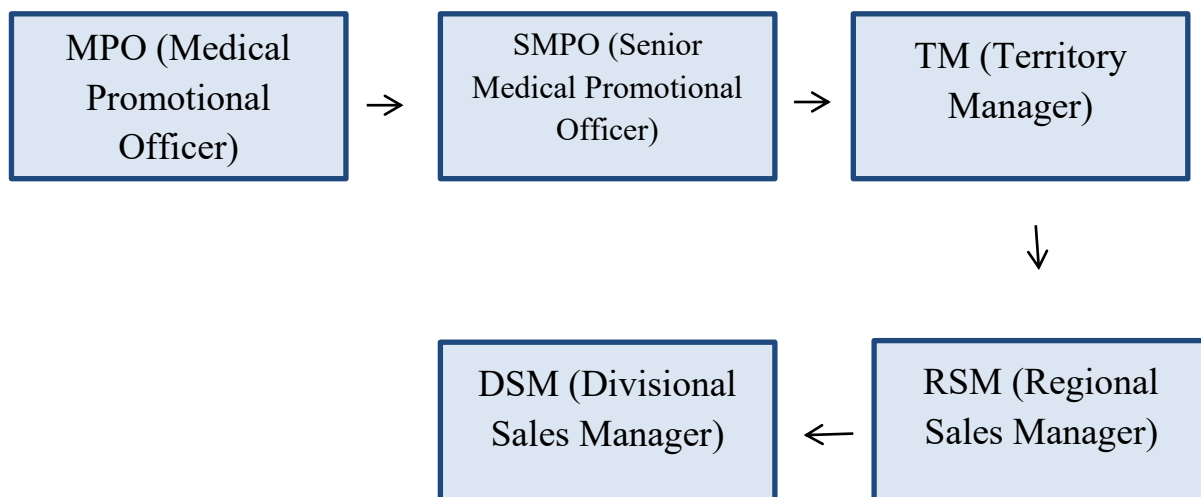
The Medical Promotional Officers must grasp complicated medical knowledge, legal regulations, and efficient methods of interaction, for which training and development are essential. Well-designed training courses improve MPOs' competent skills and understanding of the product, allowing them to give medical professionals with precise and convincing insights. Furthermore, Chauhan and Chaturvedi (2018) emphasise that MPOs must engage in constant professional growth to stay informed on legislative developments and innovations in medicine. I have worked as an intern in the Learning & Development wing and this area looks after the MPO's (Medical Promotional Officers) and their work to promote the human medicines that Square Pharmaceuticals makes in their factory. Their direct clients are Doctors



and Chemists. Their job responsibility is to go to the Doctors and Chemists, explaining them the qualities of human medicines that the company makes and how it will cure their health from various diseases. So, there is a formal process of selecting the Medical Promotional Officers and the process is done by a walk-in interview. The main requirement to sit for the MPO selection interview is that the candidate has to be from Science background (Science up to SSC), as he/she should have good knowledge about Zoology, Botany and Chemistry. Firstly, there will a proper CV scrutiny on the day of the walk-in interview by our respected senior executive, Mr Soumya Ghosh. After analysing their CV along with the official documents of SSC & HSC certificate, the documents get verified and the candidate gets qualified to sit in the interview board. There are 2-3 panel members in every viva board. They select the candidates on the basis of their approach, behaviour, family background and their whereabouts etc. For the knowledge part, the panel members observe if the candidate has a very good basic knowledge about Zoology, Botany & Chemistry. After the interview session is done, only the selected candidates get the opportunity to sit for the written exam. There are 2 parts in the written exam – Science part and English part. The Science part has the Zoology, Botany & Chemistry related questions, for example MCQ's and fill in the blanks. The English part instructs to write a short paragraph on a particular topic and some fill in the blanks with articles, prepositions, pronouns etc. The candidates passing the written exam get selected for the position of the Medical Promotional Officers in the Square Pharmaceuticals PLC.

### Promotional Stages of MPO

A Medical Promotional Officer can be promoted depending on his performance in the job field.



If a MPO does very good in the marketplace fulfilling his job responsibilities, then he/she will be promoted after 3 years to Senior Medical Promotional Officer, also known as SMPO. After 4 years, SMPO's will be eligible to become Territory Manager, after executing their professional duties effectively. TM, who continuously outperforms the competition and carries out their duties, can advance after 5 years to the rank of RSM aka Regional Sales Manager. Following 4 years of service, roughly one or two RSM, who have demonstrated exceptional performance doing their professional duties with a suitable level of aptitude; might be qualified to receive the promotion of becoming DSM, also known as Divisional Sales Manager.

### **Research Objectives**

Study on the training and development programme for medical promotional officers (MPOs) seeks to accomplish a number of important goals. We can analyse the degree to which the programme for pharmaceutical understanding and growth achieves its stated objectives. We may find out the information, abilities, or proficiency MPO's are lacking that the present training programme might not be covering. We can assess the training and development program's effect on MPO productivity. We will be able to recognise the various demands and teaching preferences of MPOs in order to adjust the instructional curriculum. We can examine the training curriculum in comparison to standard procedures and business requirements along with checking the company's overall corporate objectives are in line with the training and development programme.

### **Significance of Training & Development Programme**

Pharmaceutical companies such as Square Pharmaceuticals PLC offer Medical Promotional Officers (MPOs) training and development programmes that are designed to improve their expertise, abilities, biological knowledge and competencies in order to successfully market medicinal items while abiding by the business laws. The following fundamental strategies are used in these kinds of programmes –

- **Knowledge of Medical Products** – MPO's are required to have a comprehensive understanding of the pharmaceutical items they pitch to their target clients. Every item in Square Pharmaceuticals PLC's portfolio should be covered in their learning sessions, including its applications in medicine, its biological mechanisms of action, dosage forms, adverse reactions, and precautions.

- **Legal Agreement Training** – MPO’s are required to comprehend and abide by pertinent rules and regulations, business norms, and ethical behaviour due to strict rules controlling the promotion of medicines. Elements include dealings with medical professionals, moral marketing techniques, and commitment to the pharmaceutical code of conduct should all be included in training sessions.
- **Improvement of Marketing Abilities** – MPO’s should possess strong interpersonal promoting abilities in order to convince medical professionals of the advantages of their products. Modules on relationship-building, negotiating strategies, objection handling, and communication skills may be included in the training course.
- **Enrichment of Biological Understanding** - While interacting with medical personnel, MPOs can gain more credibility if they demonstrate an excellent grasp of medical studies as well as information related to pharmaceutical products. Course concepts, assessing scientific literature, and analysing data from clinical investigations are some of the topics covered in learning classes.
- **Utilizing Innovative Software** – MPO’s use a range of online resources and devices to analyse information and communicate effectively in the modern world. Square Pharmaceuticals PLC has its own software and an app for such work. So, digitalized healthcare information, computerised documentation channels, and Customer Relationship Management system also known as CRM are all also covered in learning materials.
- **Possibilities for Professional Growth** - Offering MPOs chances for advancement in their career progression can boost enthusiasm and inspire them. Square Pharmaceuticals PLC provides the MPO’s with mentorship potentials, professional growth initiatives and internal career advancement opportunities.

Square Pharmaceuticals PLC have created a comprehensive training and development program that gives its Medical Promotional Officers the abilities, assets, and expertise they need to succeed in their positions and provide value to the organization's achievement by putting these fundamental strategies into practice.

## **Methodology**

This methodology describes the process for looking into the outcome, dimension, and efficacy of medical promotional officers' (MPOs') learning initiatives. The objective is to evaluate the extent to which these programmes improve MPOs' abilities, expertise, and output. I had a detailed one hour conversation with my supervisor, Mr Khalid Abdullah, on what kind of training the employees are given, what kind of skills they are provided with, employee's growth in the marketplace along with the after effects of this training and development programme. The strategy of using quantitative information will be the methodology of the study. This all-encompassing strategy guarantees a strong examination of quantifiable results as well as extensive respondent views.

Participants – Medical Promotional Officers in the field who have recently completed training within the 1 year.

Materials - Inquiries will include elements of training completed, effects on work efficiency, estimated success, course curriculum coordinating with market goals, materials being effectively structured etc.

Here, I have used Google form to conduct the online survey and taken their opinions.

## **Findings and Analysis**

### **Impact of Training and Development Programme (MPO) in Square Pharmaceuticals PLC**

In the rapid-fire economy of today, training and development activities are essential. In light of the swift advancement of the internet, intensifying rivalry, and rising customer demands for superior service and quality, companies must prioritise providing their workforce with the necessary competencies. The need for educating employees for potential new responsibilities and difficulties is the root of this worldwide demand. Square Pharmaceuticals PLC provides employee training to the MPO's, SPO's and SDO's. There are 600-700 MPO's joining per year in Square Pharmaceuticals. They create an impact in the company's revenue generating by achieving their sales target.

Firstly, the Medical Promotional Officers get calls for the training & development programme in the main headquarter of Square Pharmaceuticals PLC, which is situated in Mohakhali, Dhaka. Potential newly joined MPO's at Square Pharmaceuticals could have a variety of experiences, from recent fresh graduates of university to established industry

veterans. All individuals, regardless of their backgrounds, must go through this particular training & development sessions to gather knowledge about medicines and related items. Before getting their actual job responsibilities and shifting into the marketplace, they are provided with the training & development programme for two months. In this programme, every MPO gets the induction training, grooming sessions, refresher course, and leadership development programme etc. As Doctors and Chemists are their direct clients and the MPO's have to explain the qualities of the medicines and its advantages for human health, so they have to be very well knowledgeable about human body parts and medicinal items. The Senior Executive, Mrs, Anjuman along with the other two Executives of Field-Force Management wing, Mrs. Lora Saha and Mr Monirul Islam, monitor these MPO's batches. They report the updated information related to MPO's to the Manager of HR department, Mr Khalid Abdullah. Since the new MPOs at Square Pharmaceuticals might have worked for other companies in the past or they might be freshly graduates, it's possible that they are unfamiliar with the specifics of our company's culture and policies. They have designed an organisational orientation for this reason. For those who are unfamiliar with Square Pharmaceuticals, it serves as an intensive introduction that covers our core values, identity, and operational procedures. This introduction aims to assist MPO's get started right away and create trust rather than merely stuffing heads with information. We think that people may stand out more when they know where they belong to. The authority explains everything in details during induction training, from Square Pharmaceuticals' origins and background to workplace norms, including what to wear in the office and how to eat in lunch. In the training sessions, the MPO's are taught about the human body system and medical products by various well qualified doctors and faculties of Square Pharmaceuticals PLC. Moreover, the MPO's are provided with communication skills, time management skills, sales, negotiation skills, customer services, safety and security etc. The faculties teach them how to interact with the Doctors, Chemists and Pharmacists. They become able to communicate in the marketplace in a very formal way. The grooming session helps the MPO's to grow as an individual. They get the chance to refine their works and make them prepare for the competitive workplace. It helps them to build a healthy relationship with their clients and make a trustable connection with them. Additionally, the MPO's get to know through this training session how to dress properly while meeting the clients, how to talk with them in a formal way, how to approach the clients, how to observe them and how to manage the clients. They also get evaluated through a short written test on daily basis and they are given feedback for their performance in the exam. Additionally, every batch of Medical

Promotional Officers gets the opportunity to visit the Dhaka manufacturing plant located in Gazipur, so that each of them can have a practical knowledge about the medicine's creations. They get to see precisely in the plant which chemicals are used, how the products are blended and go into the granulation, how the medicine's quality is maintained and packaging etc.

The foundation of Square Pharmaceuticals' prosperity is an unwavering dedication to dependability, quality, and a keen sense of duty to the business, the country, and all of mankind. "Square means commitment", as employees frequently say, underscoring the organization's devotion. As the HR people of Square Pharmaceuticals work so diligently, the company values upholding health guidelines and guaranteeing personnel pleasure. My supervisor, Mr Khalid Abdullah, the manager of HR Department, believes that training and development programme is essential in order to stay profitable in the business, competitive in the marketplace, to enhance worker productivity, and adjust to changing technologies. Not only can effective training lessen workplace dissatisfaction but it also improves spirits, commitment, and relationships—all of which contribute to a decrease in employee turnover. Square is really committed to accomplishing these objectives and works hard to uphold high standards and assist its team members. The HR department at Square Pharmaceuticals is focused on assisting MPO's in developing into professionals. The main engine of propelling Medical Promotional Officers transformation at Square Pharmaceuticals is the "Learning & Development" wing within the Human Resources Department at the company's main headquarters situated in Mohakhali, Dhaka. To monitor every individual's growth and determine what kind of educational coaching they require, they employ a framework. In the modern business world, training is essential for improving productivity and staying one step ahead of the competition. The faculties at Square are incredibly committed to ensuring that each MPO has the opportunity to develop into a market leader in the years to come. They put a lot of effort into upholding the organization's high standards.

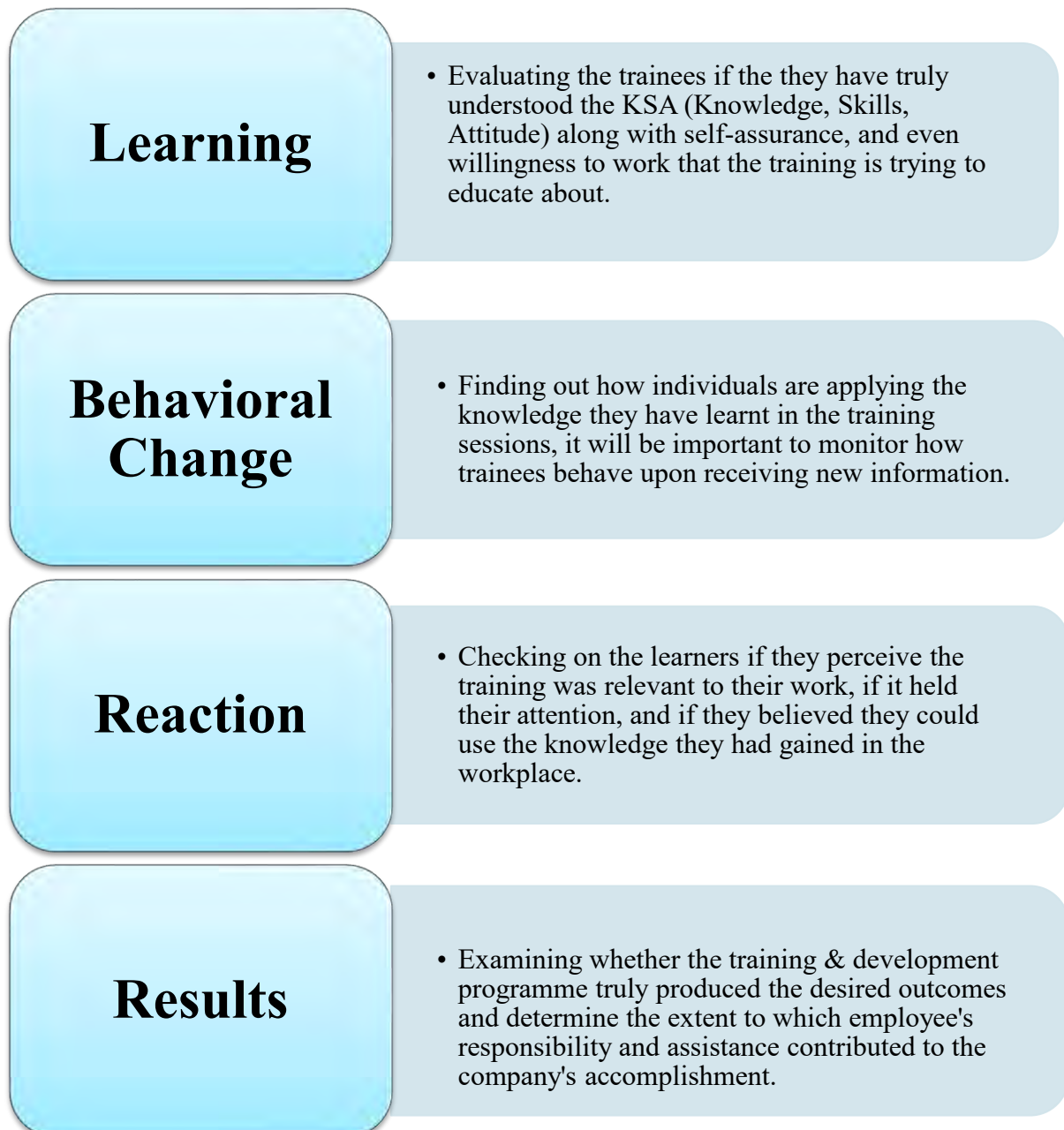
### **Employment Development Plan**

The standard HR phrase "Training Need Analysis" (TNA) has a unique meaning at Square Pharmaceuticals PLC, where we refer to it as our Employee Development Programme (EDP). This isn't an ordinary analysis—rather; it's a customised strategy for directing our workers' training paths. After receiving the EDP report, our excellent Field Force Management team gets to work creating a variety of development programmes. We use the 70-20-10

framework, which is a combination of 70% experiential learning, 20% peer-to-peer learning, and 10% official training.

### **Training Assessment Applying Kirkpatrick Model**

Our Learning & Development team at Square Pharmaceuticals goes above and beyond simply providing training; they ensure that it is retained. Our methodical analysis procedure is based on the Kirkpatrick concept. The four stops on the pathway are Behavioural Change, Learning, Reaction, and Results. To be honest, it can be somewhat of a haystack to identify the immediate outcomes of training, which is why we focus especially on the initial three stages.

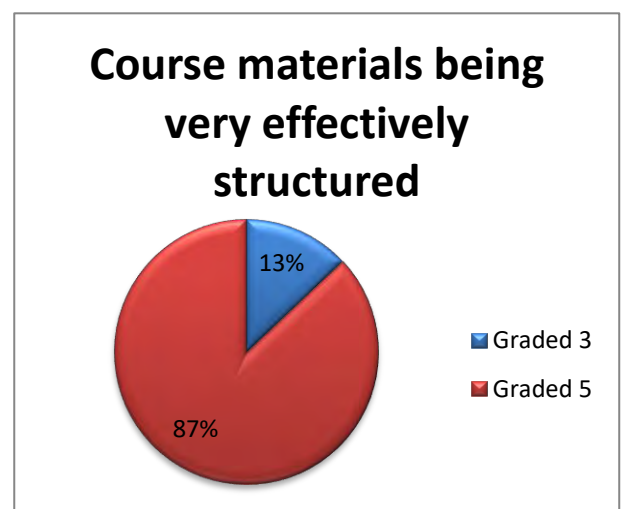
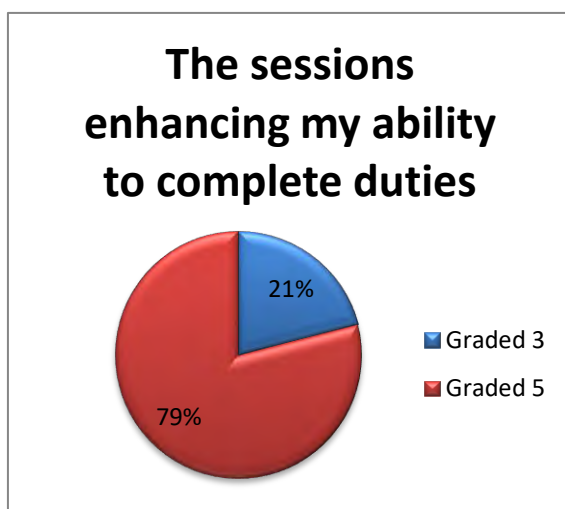
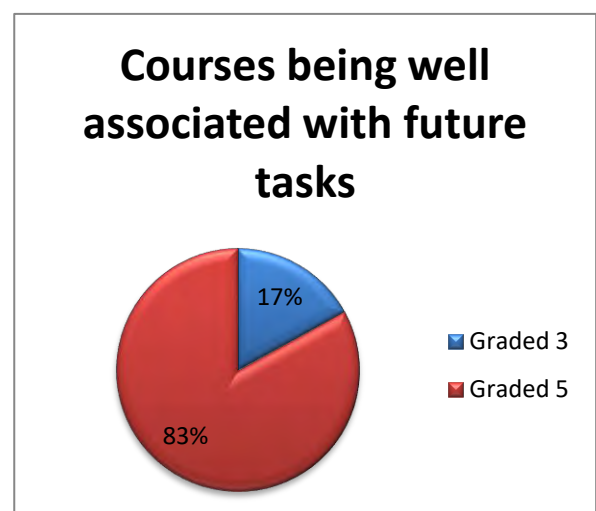
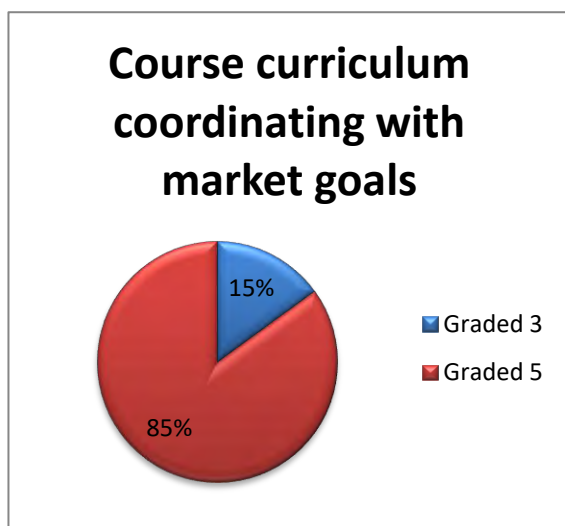


## Evaluating the Training & Development Programme Impacting Employee Advancement

I have conducted a survey in order to better understand the results of Square Pharmaceuticals PLC's training and development initiatives. The goal of this training programme is to improve the abilities of MPO's. I intend to demonstrate how individuals improved after receiving these sessions based on their post-training evaluations.

### Reaction on Training & Development Programme

Following the learning sessions, I conducted a survey and every participant gave their feedback. This is how I measured its effectiveness. Let's now highlight an overview of their opinions to find out what they think of their development. On the rating system, 1 represented the least amount of agreement and 5 being the strongest one.

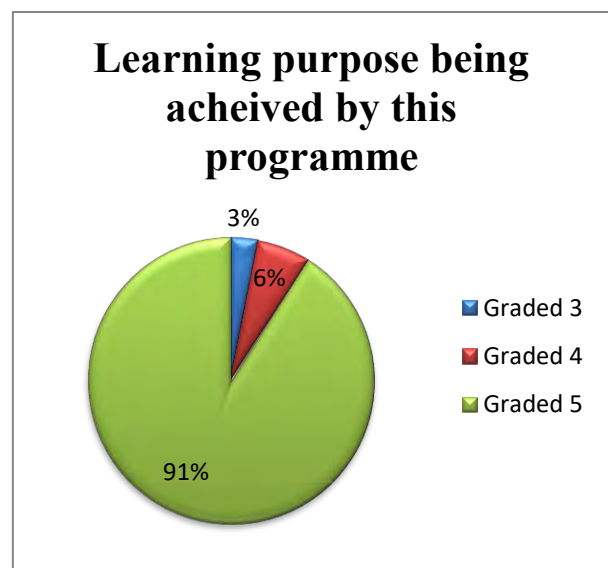
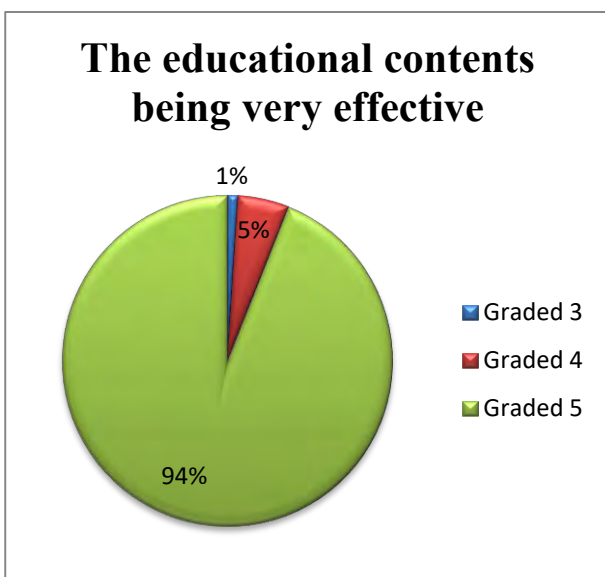
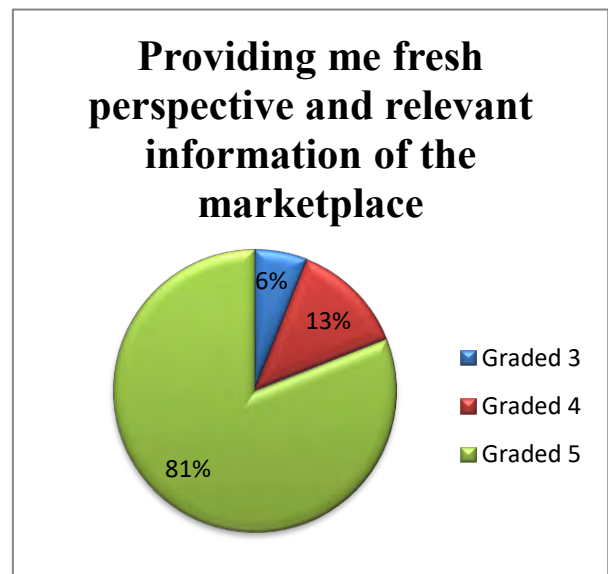
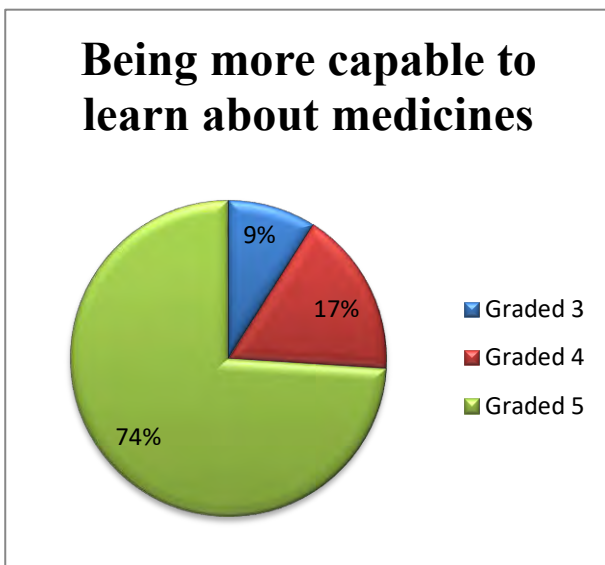




Participants have already provided opinions on the training programmes in the previous statistics and numbers, utilising a rating system of 1 to 5. The satisfaction of employees concerning their instructor and the activities is clearly favourable, considering the survey form.

### Learning Evaluation

Participants also have provided opinions on how much they believe they have actually improved in particular areas.



The MPO's opinions are summarised and their levels of fulfilment are displayed in graphical form. According to the survey, participants evaluated themselves more favourably than they had in the past and they confirmed that the training sessions had a positive influence.

### **Behavior**

Each employee has attested in this area of having applied the skills they learned to their regular work responsibilities.

### **Result**

Positive results from instructing Medical Promotional Officers include better understanding about medicines, stronger interaction skills with healthcare providers, more self-assurance while providing information about medical products, and a higher comprehension of legal obligations.

### **Findings of the Survey**

The HR people of Square Pharmaceuticals PLC is encouraged and linked, much like an extended family. They are well-organized, ensuring that each programme they implement is designed to increase employee satisfaction and motivation.

After careful inspection, I have discovered the following opinions –

- When it comes to MPO training instruction, they are insightful, ensuring that it aligns with the goals of the business.
- Training sessions are frequently scheduled and well-planned, allowing participants to benefit from learning opportunities.
- Their ability to plan ensures that training session doesn't conflict with other company initiatives.
- Following this programme, they allow each participant to evaluate the training sessions utilizing the Kirkpatrick method, which enables them to assess their current state and areas for improvement. They appreciate that the organisation is interested in their professional development. Workers claim that receiving the knowledge of these medicinal products benefit them both personally and professionally.
- To ensure that every participant gets the most out of it and doesn't waste their time or money, Square Pharmaceuticals verifies the training they provide is simple to understand.

- They have a great framework in place where they collect opinions on the training & development programme from the participants. This helps the Executives to determine, whether training is genuinely improving employees' productivity at the field.
- At the end of the day, it is evident that the HR department is concerned with ensuring that all the Medical Promotional Officers of this organization are content, developing, and putting up an outstanding effort, rather than just executing documentation.

## Recommendations

- **Enhancing the HRIS Personnel** - The HRIS workforce requires additional employees because there is plenty of work to be done, particularly now that Square Pharmaceuticals is emphasising the security of its employee data.
- **Expanding National and International Learning Initiatives** – Square Pharmaceuticals may provide additional training opportunities, both nationally as well as globally, particularly in light of the organization’s aspirations to expand into nations such as Kenya.
- **Transition to Practical Learning** – The employee’s should be able to put what they've acquired into effect through additional hands-on coaching rather than merely sessions and lectures, as this will be crucial for the business to grow internationally.
- **Space Constraints in the HR Floor** – The HR authorities can relieve mobility on the Human Resource Department as the space is a little bit congested, by resolving capacity issues, resulting in a more pleasant workplace.
- **Enhancing the number of Executives in Learning & Development wing** – The HR department may increase the Executives in the Learning & Development division in order to better handle scheduling and deadlines and fulfil increased training & development commitments.
- **Enactment and Simulation Activities** - In a secure and controlled setting, interactive training like engaging in enactment and simulated elaborative situations can assist MPO's sharpen their marketing and interpersonal abilities.
- **Industry Observation and Competitive intellectual ability** - In order to modify their marketing approaches successfully, MPOs must remain up to date on industry developments, other pharmaceutical company’s products, and consumer preferences. So, classes on other medicinal company’s profiling, market evaluation methods and obtaining information about market environment may be included in training programmes.
- **Observing the Trainees Opinions before Orientation** - To improve the efficiency of this development programme and gain a deeper understanding of trainee’s requirements, the Learning & Development wing can implement an initial evaluation procedure in addition to the approved Kirkpatrick methodology.

Such suggested measures are intended to quickly satisfy Square Pharmaceuticals PLC's evolving demands, allowing the company to effectively handle its impending worldwide growth and increasing employment requirements.

## Conclusion

I have gained an invaluable experience during my incredibly transforming journey at Square Pharmaceuticals that will last for an eternity. It has greatly improved my organisational abilities and made me realise how crucial organised methods are to my profession. Joining the Square Pharmaceuticals PLC as an intern has not only increased my capacity to interact with different people but has also been immensely satisfying, along with my supervisor's consistent guidance and the HR Executive's support and advice. Close association, specifically with the Field-Force Management division, has provided me with significant knowledge into how an organisation can promote inspirations among workers utilizing efficient and well-constructed training programmes. One of the important observations drawn from this project emphasise on how important evaluating requirements is as a first step in creating instructional strategies that work. Square Pharmaceuticals can maximise the beneficial effect of learning efforts by customising instructional programmes to fit individual objectives by finding shortcomings in understanding, knowledge, and productivity. During my stint in this company, I have personally seen how important HR is to recruiting, maintaining, and growing talent—all of which help the business achieve its long-term goals. The importance Square Pharmaceuticals takes on establishing a supportive working atmosphere that fosters individual development as well as participation is among the most significant lessons I have learned from my experience. The organisation illustrates its dedication to developing highly engaged and productive employees through several initiatives, including training and development, employee wellness programmes along with reward and benefits. In conclusion, my internship adventure at Square Pharmaceuticals has been a fulfilling and an enlightening journey. It has given me the chance to acquire expertise from accomplished HR Executives and Managers, make a real contribution to organisational goals, and obtain vital knowledge about the constantly changing field of Human Resource Management. I'm truly humble for the knowledge and abilities I've gained here and am eager to utilise these skills in my upcoming ventures.

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## Appendix

1. Course curriculum is coordinated with market goals.

a. Graded 1

b. Graded 2.

c. Graded 3.

d. Graded 4.

e. Graded 5.

2. Course contents are well associated with future tasks.

a. Graded 1

b. Graded 2.

c. Graded 3.

d. Graded 4.

e. Graded 5.

3. The training sessions have enhanced my ability to complete corporate duties.

a. Graded 1

b. Graded 2.

c. Graded 3.

d. Graded 4.

e. Graded 5.

4. The course materials have been made effectively structured.

a. Graded 1

b. Graded 2.

c. Graded 3.

d. Graded 4.

e. Graded 5.

5. The training & development programme has made me capable of learning about pharmaceutical products.

a. Graded 1

b. Graded 2.

c. Graded 3.

d. Graded 4.

e. Graded 5.

6. The training sessions have provided me fresh perspectives and relevant information of the marketplace.

a. Graded 1

b. Graded 2.

c. Graded 3.

d. Graded 4.

e. Graded 5.

7. The learning contents of this programme are very effective.

a. Graded 1

b. Graded 2.

c. Graded 3.

d. Graded 4.

e. Graded 5.

8. The learning purpose have been achieved by this training & development programme.

a. Graded 1

b. Graded 2.

c. Graded 3.

d. Graded 4.

e. Graded 5.