

**From recruitment to retention, the HR practices of Kazi Media Limited in
today's marketplace**

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

Brac Business School
BRAC University

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Declaration

It is officially stated that,

1. The internship report that I'm presenting is a real project that I worked on my own while attending BRAC University.
2. All content that has been previously published or written by someone else is excluded from the report unless it is correctly cited and includes precise and full references.
3. The report is free of any material that has already been authorized or submitted for another academic qualification at a university or any other related entity.
4. All primary sources of assistance have been acknowledged and embraced I/We.

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Letter of Transmittal

Dr. Syed Far Abid Hossain

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BRAC University, Bangladesh

Subject: Submission of the internship report on 'From recruitment to retention, the HR practices of Kazi Media Limited in today's marketplace'

Dear

Sir,

It is my great pleasure to inform you that I have written the report on **“From recruitment to retention, the HR practices of Kazi Media Limited in today's marketplace”** after **completing my four months internship period from Kazi Media Limited (Deepto TV) .** I worked in the HR & Admin department under the supervision of an honorable HR manager of Kazi Media Limited.

I have given my best effort to complete this report with necessary information about my experience and recommended proposition within the specific time period.

I strongly believe that the report will meet the given criteria and therefore, I pray and hope that you will accept the report.

Sincerely yours,

Samapti Rani Gope

ID-19204045

BRAC Business

School BRAC

University

Date: September 11,
2024

Non-Disclosure Agreement

This agreement is made between the Kazi Media Limited and the undersigned student of BRAC University.

..... Samapti Rani Gope

Acknowledgement

Working in Kazi Media Limited has been a sheer opportunity for me to transfer my academic knowledge in real-life practices. I would like to express my enormous gratitude, without whom completion of this report would be very challenging. First and foremost, the Almighty for giving me the strength to complete the report on time.

Also, I would like to express my respect and gratitude towards my supervisor DR. Syed Far Abid Hossain (Associate Professor) and my co- supervisor M. Nazmul Islam Ph.D(Assistant Professor) for the guidance and supervision that they have shown throughout the period.

Most importantly, I express my intense gratitude to my internship supervisor Mr. Oasim Kumar (Manager, HR & Admin- KML) who showed immense support, gave an opportunity to learn practically about HR, how to manage media and many other organizational behaviors. Lastly, I want to thank my fellow mates who continuously provide suggestions for the completion of my internship report.

Executive Summary

This internship report reflects my four months of experience as an HR intern in Kazi Media Limited (Deepto tv) which is a sister concern of Kazi Farms Group. Kazi Media Limited started their journey in 2015 with few media experts and the dedication of the managing director of KFG. The purpose of this study is to generate a constructive understanding about my experience during the internship period. More precisely, the HR practices that Kazi Media Limited follows to operate the company. To illustrate, their recruitment and selection process, payroll process, compensation and benefits. Also, some feedback for the sectors that they need to conduct improvements. This report has been written by using both primary and secondary data. In terms of secondary data, the manager of HR & Admin shared with me a few important elements which helped me to complete my report. Importantly, from my personal observation, I have mentioned a few findings both positive and negative, such as, outdated payroll process, lengthy recruitment, employee-centric and shared recommendations to improve for the future growth and development.

Keywords: Employee engagement, Training and development, Forecasting, Employee appraisal, performance management, documentation etc.

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Chapter 1 Overview of Internship

1.1 Student Information

Name:	Samapti Rani Gope
ID:	19204045
Program:	Bachelor of Business Administration (BBA)
Major 1:	Human Resource Management (HRM)
Major 2:	Marketing (MKT)

1.2 Internship Information

1.2.1 Company Information

Company Name:	Kazi Media Limited
Department/ Division:	HR & Admin
Tenure:	February 12, 2024 to June 11, 2024
Address:	7, GA, Tejgaon I/A, Dhaka

1.2.2 Internship Company Supervisor's Information

Name:	Mr. Oasim Kumar
Position:	Manager, HR & Admin, Kazi Media Limited

1.2.3 Job Scope – Job Description/Duties/Responsibilities:

As an HR intern, there were a variety of responsibilities. Because the media is a diversified workplace, where the HR department has to work proficiently and very actively. To illustrate more, the HR department of media consists of a different kind of recruitment, project monitoring, work culture etc.

Thus, the major responsibilities as an HR intern in Kazi media that I have conducted there:

1. Documentation and strongly monitored the day-to-day updates of employees for taking reports.

2. Execute the recruitment process as per the company policy.
3. Participated in the payroll process which was the most challenging part throughout the period.
4. Provide operational support in the department.
5. Actively delivered employees queries and necessary information.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

During my three months internship period, I have participated in various managerial activities of the HR department. Such as, from recruitment to payroll process, I tried to transfer my academic knowledge and tendency to learn new things which also helped the organization efficiently.

1.3.2 Benefits gained by the student

My internship period provided a very hands-on experience about how HR actually works and helped to boost up the needed skills in this sector. For example:

- **Enhance communication skills:** Throughout the period, I have come across different kinds of people which helped to enhance my connectivity and networking to adapt in different environments.
- **Problem solving attitude:** As I have mentioned earlier, the media is a diverse workplace. Thus, it helped to understand conflict management, handle uncertain situations etc.
- **Time management:** Time management is the most essential part of all employees. As an intern, I was also aware of this policy. I learned the necessity of it and properly designed the office hours and activity constructively so that I can complete my given task in the right time.

1.3.3 Problems and Difficulties

Lack of Manpower: Kazi Media Limited was experiencing a labour deficit in the HR department. Due to this reason, I faced a very heavy task and experienced a lot of stress.

Lack of Training and Proper Instructions: After joining, the HR department gave me task that I have to complete and the time span was very limited which was really challenging for

me at the very beginning. The directions were unclear, and gathering the essential information took a long time.

Long Work Hours: According to the internship contract, I worked 54 hours a week at Kazi Media, but I was occasionally required to work until 5 p.m. However, at the end of month I had to present during the weekend for the payroll process. Because of the intensive work hours, it was really very difficult for me to get mentally prepare for the next working days.

1.3.4 Recommendations on Future Internship:

To help the organization better position its internship program in light of future intern demand, I would like to suggest the following few changes:

Interns should not be given complete responsibility for the recruiting and selection process since they lack sufficient expertise of the procedure. As it is a costly process, Kazi Media needs to make the recruitment and selection process cost- effective to increase the efficiency. The company should involve their own experienced employees for the recruitment process.

Kazi Media Limited need to provide their interns necessary equipment and ensure proper office environment so that interns can complete their task proficiently. However, they can offer two days a week off so that interns can have sufficient time to complete their report which is necessary for completion of the program.

The company's remuneration for the interns should be fair enough as per the workload or they should subsidize the duties by making adjustments with the current remuneration package.

Chapter 2 Organizational Part

2.1 Introduction

Kazi Media Limited is the sister concern of kazi farms group. Kazi Media operates Deepto TV which is a private satellite 24/7 television channel. The majority of the network's content is entertainment, with a focus on daily drama shows. In addition, Deepto telecasts international content, primarily Turkish drama series. Moreover, in the non-fiction category, Deepto Tv tries to publish news with proper authenticity and remain transparent with the audience.

2.2 Overview of the Company

Kazi Media Limited (Deepto TV) is one of the highest rated broadcast companies. On November 18, 2015, it started airing officially, and two weeks later it was Bangladesh's most viewed television network. Kazi Media (Deepto TV) has various segments in their channel. They attract different audiences with their different products like news, dramas, talk shows and versatile events. Additionally, Kazi Media has a strong community of district correspondents who are well-trained and responsible for their tasks and proactive in terms of capturing news. Also, they are concerned about the external changes like political, economical, social, legal etc. so that they can uphold employee well-being as well as the company's reputation.

2.2.1 Vision

- Kazi Media Limited has started their journey with the vision to be the leader of broadcast channels to bring change and provide authentic and valuable information and ensure entertainment.

2.2.2 Mission

To reach the goal, KML follows a standard direction which is crucial to achieve the desired vision.

- Becoming trustworthy to the audience.
- Develop strong coherence so that employees can share their thoughts and take part in the decision-making process to make the goal achievable.
- Market research to highlight the changes and based on that design training and development session.
- Technological advancement
- Continue to calculate the gap between goal and optimum result.

2.3 Company Practices

2.3.1 Management practice:

Kazi Media Limited is a dynamic organization where it has been using the value driven management practices for their employees. As I have mentioned earlier, Kazi Media is the sister concern company of Kazi Farms Group, they maintain the same structure with all the units. This company has different departments and different kinds of employees such as permanent, casual, contractual etc. To accomplish its goals and plans, they are all cooperating and being cordial with one another. They practice open communication, and everyone has the right to speak up whenever they choose.

The human resource management in Kazi Media Limited has different functions, such as, HR Operations, Performance and Rewards, Talent Acquisitions, Payroll etc. Moreover, they also provide HR advisory services to help the employees personal growth. To add more, in the talent acquisition segment, HR invests more where they follow through the recruitment process including screening the best candidates from various sources, value-based assessments, interviews, reference checking, onboarding procedure etc. They try to maintain the standard HR policies throughout their parent company. Most importantly, they have attractive compensation and performance appraisal to keep the employees motivated in the workplace. They try to align with the labor law so that employees and company both are benefited by the decision. For example, employees get annual leave, casual leave, medical leave, maternity leave. Etc. Moreover, they give strong focus on Corporate Social responsibility (CSR). Above all, many effective training sessions and learning platforms helped Kazi Media Limited to grow faster and become more technologically advanced.

2.3.2 Marketing Practices

Kazi Media Limited (Deepto TV) is one of the highest rated channels. As a result, they need continuous branding, advertising, segmentation, and promotional activities to reach the target customer and increase the number of TRP.

Marketing strategy: Kazi Media following versatile marketing strategy in different segments. Through celebrity endorsement, advertising, selling news with authentic sources etc.

Marketing Channel: As it is a broadcast media, thus, they are more involved in social media. Such as, facebook, websites, instagram and all kinds of online media. The digital Media department mainly executes the channels so that it attracts the right customer.

Target Customer: Kazi Media Limited's core product is selling news, entertainment shows, dubbing series, serial etc. As a result, their target customers are different demographically. Thus, they reach the older citizens through news, youngsters through foreign series or other entertainment shows etc.

Advertising and promotion strategies: There are numerous ways that a company can enhance its promotional activities such as merging with other brands or channels, sponsorship, campaign in different areas etc.

2.3.3 Recruitment and selection process

The Recruitment and selection process of Kazi Media Limited is different in terms of the position of employment. However, for the permanent position, the process is the same and broad.

2.3.3.1 Job Analysis

Identify the specific requirement and the role itself.

- Analyze the current situation and forecast the future needs for the position.

2.3.3.2 Job Description and Specification

- **Job Description:** Prepare the required task and activity related to the job for the publication of job advertising.
- **Job Specification:** Mention the needed skills, experience, attributes for the job.

4. Prepare a Recruitment Requisition Form (RRF) for the approval by the department head, human resource department head, functional head and the managing director of Kazii Media.

2.3.3.3 Sourcing Candidates

- **Internal Recruitment:** Before selecting the outside candidates, promote the job in the internal department of kazi Media so that employees can apply for the post if their attributes meet with the criteria.
- **External Recruitment:** There are various platforms that kazi media uses for their recruitment process.
 - Social Media Platforms like linkedin, facebook
 - Bdjobs.com

- Directly from other Media
- University clubs
- Through references
- Send resume directly to the deepto tv mailing address.

2.3.3.4 Application Process: Candidates apply through the above-mentioned sources. The HR department of Kazi Media collects all the CVs from the sources.

2.3.3.5 Selection Process

- Shortlisted employee being called for the interview session. The first interview was held as a panel interview where attendees were Chief Executive officer, department head, reporting officer, manager of the Human Resource department.
- Once the interview session completes, the panel decides to take the written and computer test for the best candidates.
- Among them, they select two to three candidates.
- Lastly, the final interview session, where the candidates have to sit with the general manager of the HR department in the head office. And the best one candidate selected after the final interview.

However, the recruitment process of Artists, reporters are different. Because in that case, the program and production team prepare a different method of selection. Such as, there is a certain role-playing process which is known as audition.

Thus, the recruitment and selection process of media is very versatile.

Once the selection process is done, the joining procedure starts onwards.

Firstly, checking the candidate's previous workplace which reference and background checking, police verification etc.

2.3.3.6 Offer the job and negotiation

Onboarding:

- Provide them necessary information and the necessary documents needed for the joining process.
- Arrange an orientation program for the new joiner.
- Finally, ensure the joiner the rules and regulation of the media and announce the joining date.

2.3.3.7 Payroll Process

The payroll process of Kazi Media Limited was the most challenging yet the most important task I have done there. As they have different categories of employment, the process was quite abrupt. Here the payroll process of KML described below:

- First of all, collect the monthly attendance report of permanent employees from the ERP, along with the leave status, festival allowances etc. After collecting all the information correctly, posting it in the ERP.
- For the casual and contractual employees, the attendance report is collected from the departments or reporting officer. Once they approve the attendance, they send it through hardcopy to the Head office.
- On the other hand, artists, news presenters and the district correspondence's payroll done as their per day attendance which is collected from the departments.
- Once all the information is set accordingly, the human resource department approves the salary through the functional head and submits it to the head office.

2.3.4 Industry and Competitive Analysis

Industrial and competitive analysis assist businesses in making decisions. The following lists Porter's Five Forces and SWOT:

2.3.4.1 SWOT Analysis:

Strengths:

1. **Wide Reach and Influence:** Kazi Media has a strong Customer group because of their fictions and international dubbing series.
2. **Diverse Platforms:** Kazi Media tries to reach the audience through various platforms like Tv, social media channels, various shows etc.
3. **Rapid Information Dissemination:** Capable of quickly spreading news and information, crucial in emergency situations.
4. **Advertising Revenue:** Kazi Media Limited enables their advertising in various platforms which increase their revenue streams.

5. **Technological Innovation:** Kazi Media Limited actively enhancing their technology sector so that they can take part in the motto of “Digital Bangladesh”.

Weaknesses:

1. **Credibility Issues:** Sometimes reporters are unable to represent actual news due to information lacking.
2. **High Operating Costs:** Production, distribution, controlling of resources requires high cost.
3. **Regulatory Challenges:** There are strong rules and regulations that plays a vital role in Kazi Media limited. Government's permission in terms of news, telecast to manage the privacy of the country.
4. **Fragmented Audience:** Customers have an alternative choice to switch to other media channels. This issue works as a threat for Kazi Media Limited.

Opportunities:

1. **Digital Transformation:** Kazi Media utilizing the advanced advantage of technology and digital media to make the channel more user friendly.
2. **Global Expansion:** Spread the service in a broader range by the help of digital media.
3. **Innovative Content Creation:** Making projects, contents by the help of experts in this sector so that it attracts more audience and more marketers.
4. **Data Analytics:** Gauging data through various market research like reviews in social media, feedback, remarks of media experts helps to grow the Kazi Media Limited.
5. **Diversified Revenue Streams:** Revenue increases by pay-per-view, subscription of channel etc.

Threats:

1. **Changing Consumer Behavior:** In this rapidly changing market, customers' demands are also changing. They are shifting to more advanced entertainment platforms than traditional. For Kazi Media Limited it is a challenging part to retain customers.
2. **Intense Competition:** As we discussed in Porter's five factor model, Kazi Media's rivalry are strong enough, new channels are creating, also the number of content creators increasing giantly which is affecting the Kazi Media Limited in terms of their competitive edge.

2.3.3.3 Porter's Five Forces Model

Porter's five factors entitle a better understanding about the business and future threats and opportunities that the company will come across. Porter's five forces characteristics has been aligned with kazi Media Limited (Deepto Tv):

1. Threat of New Entrants (Barrier to Entry):

For Kazi Media different new channels are entering the market with different ideas which make the strategy competitive and challenging. To eradicate market myopia, Kazi Media is trying to overcome the threat of potential competitors.

2. Bargaining Power of Suppliers:

Concentration of Suppliers

- **High Concentration:** When the supplier ratio is low, the bargaining power of the supplier is strong. For instance, Kazi Media's suppliers can be film studios, artists, news presenters or reporters, producers etc.
- **Low Concentration:** However, when the quantity of suppliers is enormous, the bargaining power is comparatively less. Such as, contractual employees, freelancers, content creators etc.

3. Bargaining Power of Buyers:

There are many factors that are affecting the bargaining power. Some are mentioned below:

- i. **Availability of Alternatives:** If there are many media outlets providing similar content, buyers have more choices and can easily switch to another provider, increasing their bargaining power.
- ii. **Importance of Quality and Content:** When buyers prioritize high-quality content, exclusive rights, or unique offerings, their bargaining power may decrease if few alternatives provide the same level of quality or uniqueness.
- iii. **Economic Conditions:** During economic recession, buyers have more power as the media industry competes for a shortage pool of advertising revenue.

4. Threat of Substitutes:

Deepto tv is mostly famous for its Turkish dubbing series. There are other channels who are doing the same thing like ETV, GTV, channel I. As a result, it harms the customer retention process.

5. Competitive Rivalry Among Existing Competitors:

There are many established companies like Kazi Media Limited who are making the market so intense that sometimes the competitors find it difficult to incorporate. Such as Channel I, Rtv, these are some of the major competitors of Kazi Media (Deepto TV). Also, Maasranga Television and other reputed broadcast channels are the strong competitors of deepto tv. As they have similar kinds of products, uniqueness carries the most benefits to overcome competitors' situations.

2.3.5 Recommendations

As a leading broadcast channel, Kazi Media Limited (Deepto TV) gives the best service to their audience across the country. They are continuously working to make service easily accessible to the end customer. Therefore, I would suggest if they can expand the international market more tactfully it will be fruitful for the company as well as the bengali living in another country will be connected with the updates and celebrations. Furthermore, it would be more advantageous if they upgrade their social media platform with more advanced technology so that the news boosts rapidly and customers feel reliable with the organization. To sum it up, a broadcast channel is very challenging to cope up in the market, as a result, they need continuous improvement and continuity.

CHAPTER 3 Project Part

3.1 Introduction

The report is created to complete my internship program as it is a part of completing my bachelor's degree. The program is Bachelor of Business Administration (BBA) under BRAC Business School at BRAC University. The major purpose of this four months internship program is to give the students hands-on experience about an organization, allowing the fresher to transfer their academic knowledge in the corporate culture and based on the learnings submit the report to the respective department. I joined Kazi Media Limited (Deepto Tv) on February 12, 2024 and my last working day was June 10, 2024. My internship topic is "From Recruitment to selection, the HR practices of Kazi Media Limited (Deepto Tv) in today's marketplace." My honorable supervisor is Dr. Syed Far Abid Hossain and co-supervisor is Dr. M Nazmul Islam. Both my supervisor and co-supervisor really had been very cooperative in the report completion process.

3.2 Research Objective

The initial objective of this report is to assess the Hr practices of Kazi Media Limited (Deepto Tv), their recruitment and selection process, payroll process, employee appraisal. Also, how I was able to transfer my academic knowledge in this field and the further recommendations for the Kazi Media Limited.

Some of the core objective mentioned below:

- Bring industry experts or HR specialists to make the operation strengthen employee wellbeing and increase engagement within the organization.
- To eradicate the lacking in the recruitment process.
- To offer recommendations and necessary suggestions to improve the payroll process more technologically dependent.

3.3 Significance

The report is entitled with the purpose of evaluating and analyzing the HR practices in every activity of Top-level management to lower management. According to my three-month experience and observation, I have shared a few suggestions to overcome the shortcoming and other HR issues. On the other hand, this study helps to get rid of the outdated HR practices and

encourages people to follow more advanced HR policies. Additionally, this report directly gives aid to researchers or market researchers to understand the culture of Kazi Media more broadly.

3.4 Methodology

This report has been completed by using primary and secondary data. Primary data has been extracted from my personal observation during my internship period in Kazi Media Limited. Also, directly discussing with the HR head of Kazi Media, so that I can present a practical view of the organization's HR practices. However, the secondary data taken from many journals, researches, websites and annual reports of Kazi Farms group etc.

3.5 Overview of the Human Resource Department

The human resource & Admin department plays a crucial role in Kazi Media Limited (Deepto Tv). They control the managerial and other operational activities. In the HR team of Kazi Media Limited has three members which is quite challenging to complete the responsibility on time. Mainly, the HR department conducts the Recruitment and selection or the talent acquisition process according to the need of departments, projects. In this stage, the HR has to build a strong communication with the department heads to know the requirements of the employee, why they need this position and analyze vacancies and demand of the candidate in the market. The HR manager of Kazi Media Limited holds a strong leadership attribute that helps the overall management process to operate smoothly.

Additionally, the HR of Kazi Media Limited strongly regulates their policy as per the Labour Law, they ensure compensation, employee wellbeing and their rights by following the laws and rules. To illustrate, they are more employee-oriented and work for the betterment of both the party's employee and company. Their medical allowances, bonus, maternity benefits, involvement in the corporate social responsibility (CSR) presenting the organization more attractively.

Also, the manager is highly able to take part in the conflict management process, as every organization follows some different kinds of organizational culture. Thus, the manager looks after every department's activities flawlessly so that negativity or conflicts cannot occur. The process show-cause, explanatory note, advisory note take place when any unavoidable circumstances take place.

As payroll processing is also a part of the HR department. Kazi Media Limited is continuously trying to develop the process.

Also, the HR department also handles the food vendors to maintain the quality and hygiene of the food. Simultaneously, maintain the administrative team for the safety of the overall workplace.

To conclude, the responsibilities of the human resource department are very crucial to keep the company running and adapt with the market changing. As a result, Kazi Media Limited also played the role very efficiently and effectively to reach the goal of organization.

3.6 Findings and Analysis:

The findings have been summarized based on the study of Kazi Media Limited:

- i. The HR team is lacking manpower in their team. As I have mentioned, they only have three members in the team, manager, one officer and a contractual employee. As a result, this issue caused them to lack sufficient manpower. They need to rely on the head office employee which is time consuming and not letting the media unit grow with more expertise.
- ii. Ii. Showing dominance in the office, for the position or salary or working a long tenure which is affecting the work culture with a negative scenario.
- iii. Iii. The salary offered by Kazi Media Limited is not well designed, they must create a well-constructed salary sheet based on qualification, job role, job group etc.
- iv. Iv. Due to insufficient HR members, they are not able to organize a separate team for the recruitment process. As they need to hire employees very often. As a result, it is very necessary to have a special team of expert employees for the recruitment process.
- v. However, they have many positive features as well, the brand image of kazi media is so huge that they attract very highly qualified candidates through various job portals, organizations, productions etc.
- vi. Vi. Also, their projects like dubbing series, own projects like Dena Pawna, Joba, Mashrafi Junior etc. attracts audiences across the country which is increasing the brand value of the organization.

3.6.1 Implications for managers and further research

The analysis of this study shows that Kazi Media Limited has a mixture of positive and negative HR practices. To minimize the negative impact, they can coordinate a strong HR team to develop more HR practices, create training and development sessions to bridge the gap that the company is facing. To add more, review the salary and recruitment process to make the process efficient in order to resource allocation and company's growth.

3.6.2 Limitations

The report has certain limitations as it is covered by a private limited company. The information that I have shared here taken from my personal observation, a detailed discussion with the HR manager and some data or reports on their website. However, their financial data is highly confidential which is only shared with the top management. As a result, I could not mention their budgeting, revenue growth and other financial data.

3.7 Conclusion

The growth of an organization relies on hiring the right people, in the right position, at the right time and having the capability to use the resource efficiently. Kazi Media Limited practice to utilize their resources fruitfully and increase sustainability among all the units. To illustrate, in terms of their hiring, they firstly incorporate the internal job circulation, if any of the employees match with the job description they try to incorporate the job redesign procedure. As a result, it saves time, keeps the organization thin and maintains efficiency of the organization. Moreover, their strong recruitment process, stages of interviews make the selection process more competitive and able to pull out the best candidates.

Furthermore, Kazi Media Limited follows very proficiently in organization's HR practices such as yearly performance appraisal, maintaining turnover rate, retirement policy, compensation management, training and development as per company's need, keep track of vision and mission, developing standards of goal, analyzing the current value of the company, employee performance management, employee engagement etc. These are the attributes that each company should monitor on a daily basis.

However, the above-mentioned findings like, increasing HR specialists in the team, workforce development, developing own fictions to get rid of copyright, and incur more audience will be very advantageous for the media.

In conclusion, for the success of a company, the necessity of a well-structured human resource team is crucial. Thus, Kazi Media Limited must generate more HR practices for the betterment of media as well as the Kazi Farms Group as well.

3.8 Recommendations

Kazi Media Limited (Deepto TV) is undoubtedly one of the advanced and most viewed broadcasting channels in Bangladesh following Kazi Farms Group. Their advanced features and contemporary projects are the main weapon for increasing the audience. However, from the findings and internship observation, It is quite challenging to mention recommendations for such a big and well-reputed company. Despite all the positive activities, I would like to mention a few suggestions for Kazi Media Limited.

- a. Kazi Media Limited does not inform the candidates who are not selected after the interview, which creates a negative impact for the company. Thus, they can let the candidate inform them about the result in a positive manner. A study says that companies who inform the candidates who are not selected hold a competitive image in the market. (Nawaz & Gomes, 2019).
- b. A well-structure of the duty time, not just randomly changing the shifts which creates vague attendance reports, simultaneously affects inequality among the employees.
- c. Arranging transportation facilities for the female employees during the period of pregnancy, as their location is not in a safe place and roads are not well-constructed.
- d. Organize the company technologically advanced, reduce paperwork, smooth distribution of information among the departments so that employees do not need to come to the HR department repeatedly for everyday updates.
- e. Lastly, encourage employees to not involve in kinds of grouping, harassment or any activities that go beyond organization's policy.

These are my few observations from my short internship period that can be a fruitful start for the continuous improvement of the work environment and the media as a whole.

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