

Internship Report on



The HR activities performed by “Grow n Excel” & It’s significance





Internship Report

On

The HR activities performed by Grow n Excel&It's significance

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ID: 10104042

Company Name:

Grow n Excel

(HR Management & Consultancy Firm)

Supervisor:

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Lecturer

BRAC Business School

BRAC University

Duration of Internship: 15th September to 15th December, 2015

Report Submission Date: 28th February 28, 2016



LETTER OF TRANSMITTAL

Reem Quashem

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship report

Dear Miss,

Firstly, it's an absolute pleasure to work on my report under your supervision. I have completed my Internship period in Grow n Excel and I am here to submit my internship report on **The HR activities performed by Grow n Excel** as a third party.

I will be expressing my knowledge and practical experiences as much as I can, regarding the recruitment department of Grow n Excel as I've worked mainly into that department. I would like to request you to accept my internship report for further assessment.

Sincerely,

Istyaque Hussain

ID: 10104042

BRAC Business School,

BRAC University.



Acknowledgements

I would like to express my gratitude and appreciation to the officials of Grow n Excel team for their utmost assistance for letting me learn and gather experience in their firm. The space and flexibility they have allowed me is exceptional and the environment was very supportive to new comers.

I would also like to thank my organizational supervisor who monitored and helped me for getting this Internship period completed in an effective manner, M. Rezaur Rahman, HR Associate, Grow n Excel, Bangladesh Ltd. for his patience and endless support throughout the internship period. To get accustomed with the nature of a not so common industry was quite a challenge for me; without his guidance, it would not have been possible for me to continue and then end up with a successful internship.

I would also like to show my utmost gratitude to all the officials of Grow n Excel; especially the teams that I have worked in and all the others teams in the Executive Search. I would like to mention the names of Tasnia Kabir Proma (HR Associate) & Sabrina Arifin Khan (HR Associate) for facilitating me with all the internal information that helped me to prepare the company overview and industry analysis; the information that I as an intern had no access to. Finally and most importantly, I would like to appreciate the guidance of Ms. Reem Quashem Lecturer, BRAC Business School, BRAC University, for her patience with me and guiding me out throughout the process properly.



Executive Summary

“**Grow n Excel**” a leading Human Resources and Management consultancy firm situated in Gulshan -1, Road 33, Plot CWS (B)-6. Grow n Excel started its operation in 2008 with only 3 employees. The CEO Mr. Zulfiquar Hussain started this business in his home. From there within the span of 6 years now it has its own office with 20 employees and many MNC and local clients.

This report will take a closer look on the operations of Grow n Excel - the company's different functions, its Strengths, Weaknesses, Opportunities and Threats. The report will focus on the learning that I have had of the company, in my time there as an Intern in the Executive Search Division. The report will delve into studying the factors like the headhunting, their quality and affectivity that affect the customer loyalty. The main purpose of the report is to see the significance of strategic human resource management practiced by HR consultancy firms in Bangladesh to ensure proper organizational growth and employee satisfaction. Additionally the report will give an idea about what the talent placement process, talent demand and supply. The report will interpret the necessity, significance, appreciation and the future of HR firms in Bangladesh. A tactful conclusion will then be brought up to summarize the findings of the report as a whole. Based on the finding a list of recommendations has been stated majority of which are drawn from the suggestions of the consumers themselves. Last but not the least a few of my point of view as recommendations.

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Chapter -One

Introduction

History

Product / Service offerings

Operational Network Organogram

Mission / Vision



1.1 INTRODUCTION

“**Grow n Excel**” is a leading Human Resources and Management consultancy firm situated in Gulshan -1, Road 33, Plot CWS (B)-6. Grow n Excel started its operation in 2008 with only 3 employees. The CEO Mr. Zulfiqar Hussain started this business in his home. From there within the span of 8 years now it has its own office with around 20 employees (Excluding Interns) and many MNC and local clients.

A company is known by the people it keeps

Human resource management is a mechanism in organizations structured and oriented to maximize the effectiveness as well as efficiency of their employees to gain the strategic goals. Human resource is initially concerned with how the employees are engaged with the organization. HR department in any organization is usually responsible for such activities occurred, including recruitment and selection from the applicants, training and development, appraisal and various rewarding program for Motivation, payroll and incentives management system. HR is also vastly linked up with industrial relations, which is the process of balancing of the practices of the organization with the regulations from collective bargaining and labor laws, set by the Government.

Four basic activities of HR:

1. Staffing,
2. Training and Development,
3. Motivation and
4. Maintenance.

These days, it's significant to make sure the flow of applicants toward the organization is of well quality and quantity as well. And recruitment is the process of attracting, screening and selecting the competent and skilled employees for the vacancies.

That's why I've chosen the “EXECUTIVE SEARCH” department as the core concentration of this report because I've expressed my interest in that department and they allowed me to work there for 90 days long as an Intern.

One of the factors behind this has been a shift towards using consultants to provide specific skills that clients don't have in house. Despite of having own HR department, most of the local as well as multi-national companies now outsource part of their functions to these consultancy firms. HR consultancy firms have in-depth knowledge about HR rules and policies. Most of the employees have studied vastly in this field.

1.2 History

M. Zulfiqar Hussain is the Chief Executive Officer and Leading Consultant of Grow n Excel. He is vastly experienced in HR activities for about 12 years and worked in Big names such as Citycell and Nestle. He initiated many activities and was the role model in HR in Citycell. Before joining Citycell, he was the manager of HR & Director of Corporate Affairs of Nestle Bangladesh Ltd. (a fully owned subsidiary of Nestle S.A. Switzerland) where he worked as the leader of Human Resources for more than a decade. He is also teaching at one of the best business schools (North South University, BRAC University) of Bangladesh. Mr. Hussain enjoys conducting training programs on a regular basis.

An optimistic and aggressive approach by Mr. Hussain in 2008 which gave birth to Grow n Excel and it consistently grew so much in these 8 long years. They have also a number of highly motivated and dynamic young professionals in the area of HR Services, Resourcing, Learning & Development to deliver premier services to our clients.



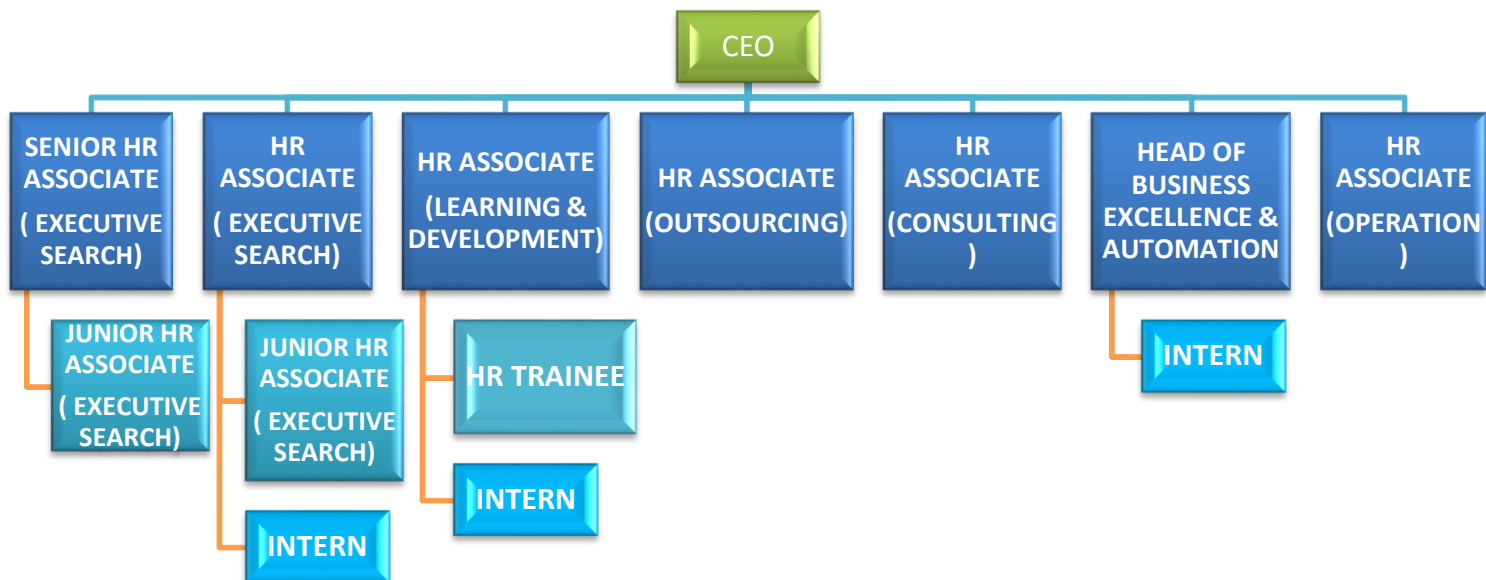
1.3 Services Offered by Grow n Excel

HR Planning & Strategy	<ul style="list-style-type: none">• Vision – Values Framework• Organizational Diagnostics• Employment Value Proposition• Comprehensive HR Processes• HR Audit
Action & Change	<ul style="list-style-type: none">• Executive Search• Recruitment & Selection Services• Organizational Restructuring• Change Management
Organizational Development	<ul style="list-style-type: none">• Performance Management• Talent management & Succession Planning• Leadershipship Competency Model• 360 Degree Feedback
Rewards & Retention	<ul style="list-style-type: none">• Compensation Survey• Compensation & Benifit Management• Job Evaluation• Employee Engagement Survey
Compliance & Relationship	<ul style="list-style-type: none">• Compliance Assistance & Advisory Services• HR Manual & Employee Code of Conduct• Employee Communication• Stakeholders Management & PR
HR Administration	<ul style="list-style-type: none">• HR Operations Support & Outsourcing• HRIS



1.4 Operational Network Organogram

Grow n Excel has a strong team which is a combination of professionals with expertise, experience and dynamism to address a wide range of outsourced services. We also have a number of highly motivated and dynamic young professionals in the area of HR Services to their clients.



2.2 Mission and Vision

With a mission to help individuals and organizations, **Grow n Excel** is engaged in providing a wide range of HR & Management consulting services. The employees have in-depth knowledge and understanding of best-in-class HR practices which help **Grow n Excel** successfully deliver customized services to the clients. **Grow n Excel** aspires to be the premier Human Resources & Management consultants in the country and is strongly driven by its core values - Professionalism, Passion and Client focus.

Considering the enormous potential of our country and its transformation, together we all have a role to play in unleashing individuals' potential and developing human capital. Towards this direction, we assist our clients in enhancing organizational capabilities to meet tomorrow's challenge.

Chapter -Two

Nature of the Job/s

Specific responsibilities of the Job/s

Different aspects of Job Performance

Critical Observations (SWOT)

Recommendations



2.1 Nature of the Job/s

With the vision to establish a well-developed set of practices regarding HR, Grow n Excel is working restlessly by offering all round HR solution considering the different types of need.

Executive Search-

No one wants to hire inappropriate and useless people and as the recruitment process costs well, the organization needs to hire the best employee with as less efforts as possible. In recent years from the establishment, we have successfully placed many Mid-Level and Top-Level employees for the employers with big names including top ranked MNCs in different sectors.

- FMCG
- Telco
- RMG & Textile
- IT
- Bank & Financial Institutions
- Other Sectors

Client of Grow n Excel:

Client list of Grow n Excel

Bata Shoe	Grameenphone Ltd.	IDLC	BRAC
Nokia Siemens Networks	Axiata Bangladesh Ltd.	Standard Chartered Bank	Citibank, N.A.
Pendekar Energy	(Robi)	United Commercial Bank Ltd.	Lankabangla Finance Ltd.
Rahimafrooz	Marico	HSBC	BEOL
Cairn Energy	Asian Paints Bangladesh	Walmart Bangladesh	ProthomAlo
Arla Foods	Mutual Trust Bank Limited	Unilever	Youngone
New Zealand Dairy	Reckitt Benckiser	BAT	Novo Nordisk
Oriental Real Estate	Suvastu Development		Lafarge
Gsk	Coats		Tesco
DHL	Rohto-Mentholatum		
Novartis			

HR Administration

HRIS (Human Resource Information System)

The HRIS department of Grow n Excel includes a personal server where all the collected resumes are stored in an effectively organized way. The database is kept up to date by replacing the existing resumes with the updated ones every 6 months from our trusted sources (BDjobs.com and also from LinkedIn) accordingly. The database is sorted and organized considering various terms of queries which helps finding out the resumes of appropriate candidates within the shortest possible time.

- Industry wise segmentation
- Company wise segmentation
- Department/Position wise segmentation

2.2 Specific responsibilities of the Job/s

Executive Search

- Understanding the requirement for the position. (As per client's demand)
- Understanding the variance of different Organograms
- Matching the basic requirements accordingly (Such as: Experience level, Departmental expertise, Operational Expertise, Educational Expertise, Age, Salary Range, Current Location of the candidate Etc.)
- Analysing the need of the client
- Analysing the Job Description and search resumes of appropriate candidates accordingly.
- Shortlist the resumes according to the number of vacancies out there (there can be 2 vacancies and the client may want at least 5 candidates compete for each)
- Contact the shortlisted candidates and inform them about the job opportunity in proper/attractive manner. Try to bring out the interest of them on the opportunity without using vague information. Sometimes sharing the JD helps the candidates to have a clearer view about the job.
- Collect the updated resumes from interested candidates who really want to join there.
- Collect personally made resumes only (As per Company Policy), we are not allowed to share resumes from BDjobs directly.
- Double checking the resumes for any casual errors and then Branding it with Grow n Excel watermark at the bottom and finalize the delivery by converting those resumes into PDF format.
- After forwarding the resumes the client overviews it and provides us with a specific schedule for interview session/s if they find the candidates worthy.
- We inform the candidates about the interview details and guide them as long as they arrive in that interview session.



HR Administration

- Collecting resumes considering industries, companies and departments from BDjobs (Mostly)
- Sorting them properly
- Mapping – Creating an overview of each resume in an organized way in a Spread sheet (Excel).
- Fetching required resumes when needed and validating the authenticity of the information in those resumes.

2.3 SWOT Analysis

As the popularity of Human Resource consulting firm is growing rapidly, we can see many firms trying to serve the same kinds of services and many are also entering the market. Each of them holds their core competencies and uniqueness to survive.

Strengths of the organization

- Strong & effective Networking
- Skilled Recruitment Team
- Demand forecasting
- Ability to work on all levels of hierarchy
- Authenticity of the database
- Ability to satisfy clients
- Ability to satisfy candidates
- Communication with clients
- Noticeable Brand Value

Weakness of the organization

- New Brand
- Lack of knowledge about the service
- Lack of reliability and faith
- Recession period has a harmful effect

Opportunity of the organization

- The method of third party recruitment firm is trending day by day
- Companies are likely to outsource their HR needs
- The more companies the more opportunities
- Students majoring in HR are willing to join such firms.

Threat of the organization

- Tough Competitors
- Lack of financial backup
- Instability of Political Condition



2.4 Recommendation:

After observing the activities and techniques they use, I have some recommendations which I think, can make them better:

- The firm should hire more members for the Executive search team specially. As they have lots of clients, the amount of work is pretty high as well as the urgency to it. Recruitment of an appropriate employee usually takes time to fill a vacancy but too much of an urgency can ruin the quality of Applicant Pool. Therefore, I recommend them to hire more people (Experienced People) in Executive Search team as it works as the main wing for Growth Excel.
- Though it's being a small firm with no more than 24-27 employees, the change in anything take lot of time to be implemented. That really needs to change and fast.
- They should properly assign tasks for the interns as they sometimes confuse them with various tasks at the same time. They should make the intern learn one particular technique at a time.
- Resources need to be more enriched.
- The database has to be updated in a frequent manner and the authenticity should be assured dynamically. (I've personally suggested the HRIS to provide a section on their site for Applicants who want to post their CVs and in specific categories. Thus, we would have got their personal CVs with latest updates.)
- Their working environment in terms of infrastructure, furniture, space allocation, interior etc is not up to the mark for being a better workplace environment.

Summary

When seeking for a proper practical experience of those HR activities which we used to read on books, I found out “Grow n Excel” as an excellent ground to do so. The challenges I used to face there made my views even clearer on the real life implementations of HR activities. From various activities, head hunting projects were the main tasks I used to handle out there and that gave me vast experience about the market scenario of job opportunities and demands of various educational and professional certificates.



Part 4:Project (Executive Search for Clients)

- 1. Objectives*
 - 2. Methodology*
 - 3. Limitations*
-

4.1 Objectives of the Project:

My core objective is to try and acknowledge the field of HR management and try to relate those to practical life in the working environments of HR consultancy firms in Bangladesh. The purpose of this study is to find out to what extent HR consultancy firms are actually designing and implementing SHRM in their day to day activities.

My internship report focuses on:

- An investigation on how altogether Strategic Human Resource Management is drilled in the administrations given by the HR consultancy firms.
- How SHRM is considered while outlining HR strategies for the organizations themselves and their customer and the results of those approaches (how are they producing representative fulfillment and authoritative development?)
- How it joins individuals particularly our customer with the vital needs of business.
- To what degree SHRM is influencing representative advancement level.
- How these organizations are executing SHRM to increment authoritative development.
- A representation of to what degree HR strategies and procedure (for instance, preparing, Performance examination, pay administration and strengthening) is really affected by SHRM in HR consultancy to enhance worker execution

4.2 Methodology:

Data collection: The internship report has been written on the basis of information collected from primary as well as secondary sources.

- **Primary Data:** The essential information is gathered through the poll overview directed with the workers of 'Grow n Excel'. Fundamental organization data may be gathered through talks basically with my supervisor and alternate workers.
- **Secondary Data:** For the organization part information will be collected from company website, different published articles, journal, and brochures.
- **Data Collection Methods:** Personal interviews (for 'Grow n Excel').

Data analysis and Reporting:

- In the organization part information had to be provided in a descriptive manner. In the project part the outcomes would be measured using likert scales ranging scale (5- Strongly Agree, 4 – Agree, 3- Neutral, 2- Disagree and 1- Strongly Disagrees).
- In the first phase I had to collect detailed information about all the independent and dependent factors as secondary data to have a concrete idea about all the factors
- After having enough idea about the factors I had to prepare a questionnaire and conduct a survey among the employees.

4.3 Limitations of the Study:

- It is a HRM project and people generally hesitate to give honest information in disclosing these confidential issues about their HR policies and practices.
- Getting diplomatic replies when throwing a question towards them.
- For this confidentiality I did not get any financial data of the firm .So all the financial analysis is approximately done.
- As the HR consultancy firms are competitive to each other, they are not interested to share information as they think it will be used against them later.
- Time constraint can be a big issue, as I have to do this report along with my regular office work.

Executive Search in Practice

Grow n Excel is one of the leading firms in the industry of third party HR consultancy firms. They have many services as mentioned before which are oriented to fulfill the needs regarding HR for the companies who prefer to pass their HR responsibilities to third parties. As a fan of Head Hunting activity, I've asked them to let me work in their Executive Search team which they allowed. I've worked under my supervisor for 3 months and assisted him to finish up the tasks in the queue regarding recruitment.

As a part of head hunters, one has to increase the number of their linkedin connections for a few days. It's almost like loading your gun before going to the battlefield. Afterwards, the assigned supervisor shows how to use BDjobs as an Employer and how to search using proper queries. After getting used to it the search duration for required applicants becomes shorter day by day.

There are certain steps when recruiting for a Client:

<ul style="list-style-type: none">• Personal Referrals and Networks
<ul style="list-style-type: none">• Explore Internal Database
<ul style="list-style-type: none">• Searching External Sources
<ul style="list-style-type: none">• Analyzing and matching JD with candidate's skills (Shortlisting)
<ul style="list-style-type: none">• Communicating with Candidate's
<ul style="list-style-type: none">• Interview and Tracking till Selection
<ul style="list-style-type: none">• Monitoring, Guiding and Retention

The Process of Recruitment in Grow n Excel:

The process begins with our clients contacting us over phone or mail to inform us about their vacancy which they need to fill. Then they share the Job Description as it's given below -

Transcom Electronics Limited **BASIC JOB DESCRIPTION**

Job Title: Zonal Sales Manager

Supervisor: ASM / RSM / NSM

Salary Range: 40k to 50k [negotiable, if candidate is potential]

I. Major Responsibilities

	Responsibility Description
1	Monitoring proper implementation of SOP in the Branches under the zone.
2	Assisting BM to map the area to ensure smooth implementation of promotional activities.
3	Evaluating business performance of the branches under the zone.
4	Assist BMs in executing management guideline to promote business
5	Assisting the NSM to prepare post promotion business feed back.
6	Giving inputs to NSM in yearly budget preparation (In assigned zone).
7	Monitoring sales performance of the Zonal branches.
8	Finding out new business locations and business prospects in the zone, coordinate with the land lords and make successful negotiation to get the location as per management guidelines.
9	Ensure proper merchandising.
10	Monitoring category wise product movement and achieve yearly sales target of that particular zone.
11	Counseling and motivating the branch personnel under the zone.

The specifications are also there though they usually don't tend to share it with candidates. They analyze and try to understand the job type, tasks included, skills required, specification on fields etc and then start searching candidates. They prefer personal referrals more than any other source because the authenticity is highest in this method. "Grow n Excel" has had lots of networking events and had some excellent conversations with corporate giant. Again Business cards are exchanged with a sincere desire to 'stay in touch'. And this process is helping "Grow n Excel" to build a strong corporate network as well as the referrals.

Secondly, they go for internal database which is uploaded into their personal server. They try to find out candidates by matching department, designation, skills, experience levels etc. If the CV from server has been updated within 3 months then it's acceptable for forwarding. But most of the time they have to go for an online search on BDjobs.com even if they find out a candidate with matching specifications because of the information of the CV being obsolete. They must find that person on BDjobs or linkedin to know their current info. It's significant to know where the candidate is working, his position, his salary and other facilities etc, because his/her possibility of interest in current job offer depends mostly on that.

Usually the CVs stored in their server is a complete waste in my opinion and that's why I've personally suggested them to talk to the BDjobs authorities and link up a synchronizer between them which will automatically replace the old CVs with the new ones whenever someone updates their CV on BDjobs.

The way my supervisor trained me was very logical in my opinion as he used to provide me a brief on the requirements (Skills, Depth of Experience, Educational Background, Grades, Job posting, are covering ETC) and then I was supposed to start searching on BDjobs and LinkedIn as well. There is no specific number of CVs that should be collected and sometimes it depended on the number of vacancies as well. As an example, Unilever had 2 vacancies in their call center department and they needed at least 5 candidates competing for each of them which meant we had to pass them an applicant pool consisting minimum 10 candidates.

After finding out the profiles of appropriate candidates we needed to contact them to let them know there's a job opportunity as we need to find out whether they are up for it or not. If a candidate shows intentions to join our Client's firm then we had to ask them for their personal made updated resumes. We also had to forward the JD to let them have a clear view of the job and collect their resumes via mail. That's how Grow n Excel keeps their standards high as keeping the authenticity. The policy of Grow n Excel doesn't allow recruiters to forward the CVs collected from BDjobs. That's why they used to collect the personal made CVs of the candidates and it allows Grow n Excel to keep its authenticity.



After collecting all the CVs, the next step is to check them properly and standardize it in terms of alignments, spacing, format etc. Then they are up for branding those resumes by putting a watermark of Grow n Excel with the submission date in the footer of every CV. After all those, they convert them to PDF and send the pool to the client via mail.

The internal Database is assigned and sorted by different companies, designations, levels of jobs, experience level, last update etc. They call these data entry process as Mapping which has to be done using Spreadsheet and the format looks like this:

Sl.	Organization/Company	Name	Education	Designation	Department	Job offered by GNE	Contact No. Mobile	Email	Total Experience	Job Experience 1
1	Heinz India	GOLAM MORSHED	MBA, AIUB	Head of Sales&Marketing	Operation Head for Bangladesh Market	RETAIL MANAGER	01199-809173	gmorshed1973@hotmail.com	25yrs	Lalmal Group Group COO May 01, 2009 - January 31, 2011
2	TRANSCOM Group	Masrur Chowdhury	MBA, NSU	Head of Sales & Distribution	Sales & Distribution	RETAIL MANAGER	01713 062531	masrur_c@yahoo.com	17yrs	September 2012 to December 2013 Airtel Bangladesh Ltd as Head of Distribution
3	Godrej Household Products (Bangladesh)	MD. MONIR HOSSAIN	MBA, University of Chittagong	Head of Sales & Marketing	Sales & Marketing	RETAIL MANAGER	1930555888	m_hossain1974@yahoo.com	17yrs	Senior Brand Manager Asian Consumer Care Pvt. Ltd. July 01, 2010 - July 31, 2011
4	Cocola Food Products Ltd.	Md. Obaidul Haque	MBA, Newport University	General Manager	Sales & Marketing	RETAIL MANAGER	01768-148803	khokan2k3@gmail.com	14yrs	Matador Group Head of Sales & Marketing 25th July, 2012 to 9th February, 2013
5	The Acme Agrovet & Beverages Ltd	MD. ALAUDDIN BHUYIAN	Masters in Accounting, Jagannath University	Sales Manager	Sales & Marketing	RETAIL MANAGER	01621-203423	alauddinbhuyian@gmail.com	18yrs	Regional Manager (Sales & Marketing) Tetley Aci bd Ltd May 01, 2010 - January 31, 2011
6	Rahimafrooz Batteries Limited	MD. MUSHFIQUR RAHMAN	MBA, University of Dhaka	Head/ Sr. Manager, Spark Battery	Sales & Marketing	RETAIL MANAGER	01713-062851	mrahman_bd_dhaka@yahoo.com	19yrs	Business Developtment Manager July 01, 2010 - June 30, 2013 Rahimafrooz Distribution



Resource Process Outsourcing for GlaxoSmithKline

It was one of the most significant tasks I've conducted in my internship period. This project was assigned to Md. Ishtiaq Ahmed Sami (Senior HR Executive) and he picked me for his assistance from the appointed interns. GSK is our client and they assigned their project named "Future Leadership Program" to us. It was intended to attract the fresh graduates with excellent leadership qualities. The post was for Team Leaders and Executives in their Marketing department. The job post was published by GSK and they gathered all the resumes (around 120 after shortlisting) and passed them to us. The process began which is explained below in steps:

- i. The very first task was to enlist some specified information from the resumes in an excel sheet (Name, Contact Number, E-mail, University) and then print them.
- ii. Made a call to each one of them to inform that they have been selected for the program. We also notified them about all the detailed information for the written examination which was in front. Then 110 of them agreed to appear for the exam and we marked them.
- iii. There were four sets of questionnaires made by our consulting team (Tasnia Kabir & Sabrina Arifin Khan).
- iv. Visited Brac Center Inn and booked the hall for the time period and done all the arrangements for the examination.
- v. Also worked as an invigilator in the exam hall followed by a small introductory seminar on GSK and the program by the current GM along with his successor.
- vi. Evaluated the papers and submitted the results to the HR Manager of GSK.

A lot of familiar faces from Brac University were also there for the examination alongside the graduates from other well reputed sides (IBA, NSU, AIUB, EWU, UIU etc).

Objective of "Future Leadership Program": The core purpose of the program is to get young and energetic candidate with high leadership potentials to utilize and nourish their skills and center them to the goodwill of the company. They would send them for 2 years paid training period in which they will be exposed to real life situations and taught how to handle them using marketing and interpersonal skills. After getting trained well, they will be appointed as Team Leaders or Executives and their starting salary will be more than seventy thousand excluding other benefits.



A sample screenshot when our client contacted us via mail:



Ishtiaq Ahmed <[redacted]>

to me, karim

FYI

From: Raihanul Alam [mailto:[redacted]]

Sent: Sunday, November 1, 2015 3:47 PM

To: Ishtiaq Ahmed

Subject: FW: advise candidate to reach the venue at 2:45 pm

Dear Sami,

Please call these four candidates for tomorrow's test.

Regards,

Raihan

Mustafa Raihanul Alam

HR Manager - Business Partner (Consumer Healthcare), Recruitment & Reward Lead

GSK Bangladesh Limited

House – 2A, Road – 138, Gulshan -1, Dhaka – 1212, Bangladesh.

Email

Tel

Mobile

gsk.com | [Twitter](https://twitter.com/gskbd) | [YouTube](https://www.youtube.com/gskbd) | [Facebook](https://www.facebook.com/gskbd) | [Flickr](https://www.flickr.com/photos/gskbd/) | [LinkedIn](https://www.linkedin.com/company/gskbd)



Recruitment for Unilever

The recruitment I've done for Unilever is one of the successful attempts by me when working for "Grow n Excel". The vacancy was in their call center department and they urgently needed a few agents to handle the task over there. The major job responsibilities included:

1. Making a call to each of their distributors and gather their feedback carefully.
2. Getting the most comprehensive information from the workers in the bottom of the pyramid.
3. Carefully getting notes of them and interpret them as required by the organization.
4. Informing or teaching a new scheme to the distributors.

As the process didn't require expertise in English (Spoken or Written), so they asked for candidates from B grade universities. It was quite easy to search and stack up 10 candidates who were very much interested to join. Then we passed the pool to Ms. IsratJahan who works as the HR executive for Unilever. She found those candidates worthy and asked us to let them informed about the interview schedule. They wanted at least 5 candidates to compete for each position and they were quite satisfied with the candidate we sent them. The interview process went smoothly and they hired 2 candidates from them. NasrinAkter and Md. Rajib Sheikh got appointed in the end.

Unilever_Call Centre Agent_Pool 1 Inbox x

 **M.Rezaur Rahman** <[redacted]>
to Israt, Abu, me ▾

Dear Israt Apu,

Please find the attached resumes for Call Centre Agent position.

- 01 Nasrin Akter
- 02 Imam Mushfiq
- 03 Romana Islam
- 04 Md. Kamrul Hasan Arif
- 05 Hafiza Akter Shama
- 06 Imoon Nahar Tumpa
- 07 Adnan Muhaimin Shurid
- 08 Abinta Ayaz
- 09 Heya Dewan
- 10 Md. Rajib Sheikh

If you have any further feedback; please let me know. Thanks.

Best Regards,
M. Rezaur Rahman
HR Associate
grow n excel
Human Resources & Management Consultants
House # CWS (B) – 6, Road # 33
Gulshan -1, Dhaka – 1212
Mobile: +880(2) 58814343
Tel: + 880(2) 58814343
Fax: + 880 (2) 58814343
www.grownexcel.com
cid:image001.jpg@01D126D9.482B21C0





Jahan, Israt <



to M.Rezaur, Abu, me

Dear Reza,

Please schedule them for December 1 from 10:40 am giving each 20 mins.
Send me the schedule after finishing.

Regards



Israt Jahan | Recruitment & Learning

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Recommendations

After working on these specific projects, I've found some loopholes in their system and that should change quickly to make it more efficient. These are some recommendations from my perspective regarding the activities in Executive Search team.

1. The process they follow is traditional and quite backdated which they need to work on.
2. Not enough technical sources cause lots of pressure and havoc in the workplace. They must ensure enough support to get the job done nicely.
3. The sources to get resumes are quite confusing and sometimes outdated as well. If only they had made a contract with BDjobs which would sync the updated resumes for them on their server, they didn't had to worry that much.
4. The desk phones and other communication mediums are quite poor in performance that creates useless stress for the employees.
5. They are not open to new ideas which has held them back.
6. Communication between the top level and bottom level is almost absent and that doesn't allow Mr. Zulfiqar Hussain to make necessary changes which may be causing problems for the bottom level employees.

Conclusion

Among numerous HR consultancy firm, "Grow n excel" is one of the surely understood and renounced association of all. So far this firm has assembled numerous accomplishments in Bangladesh corporate world. Their very much prepared selecting board can enroll top level representatives for various multinational and neighborhood organizations in Bangladesh. They worked with numerous commercial ventures such as; FMCG, TELCO, RMG and Textile, IT, Bank and finance related organization and other firm. They are making space for MNC's and LLC's to take their administration and experience the better approach for selecting gifted individuals for their association.

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