

Internship Report

Recruitment and Selection Process of Reckitt Benckiser Bangladesh Ltd.



**Reckitt
Benckiser**

Internship Report
On
Recruitment and Selection Process of Reckitt Benckiser
Bangladesh Ltd.

Submitted to:

Mr Ariful Ghani

Lecturer

BRAC Business School

BRAC University

Submitted By

Syeda Jannatus Salwa

ID: 12104199

BRAC Business School

BRAC University

Date of submission

29th May 2016



Inspiring Excellence

Letter of Transmittal

29th May 2016

Mr Ariful Ghani

Lecturer

BRAC Business School

BRAC University

Sub: Submission of final Internship Report

Dear Sir,

I am submitting my internship report on “**Recruitment and Selection Process of Reckitt Benckiser Bangladesh Ltd**” with due gratefulness and admiration. This report was part of my assignment during my internship at Reckitt Benckiser Bangladesh Ltd. It is my pleasure to carry out the internship report under your supervision.

As a requirement of preparing an internship report, I have selected “Recruitment and Selection Process as my core concentration. This report is based on my practical experience during my internship program. I have prepared the report through working with my supervisor (at RBBL) and consulting with you as an academic supervisor. I will be grateful enough if you kindly accept my report.

I would like to request you to accept my Internship report for further assessment.

Thank you for your kind consideration and guideline.

Yours sincerely,

Syeda Jannatus Salwa

ID: 12104199

BRAC Business School

BRAC University

Acknowledgement

Success of the internship report is the outcome of the contribution and involvement of a number of people. Special thanks to those who took the time to share their guidance and suggestions to improve the report.

First, I express my sincere gratitude to **Reckitt Benckiser Bangladesh Ltd** and its employees who provide the platform to complete my internship successfully. Special thanks to, Human Resource Director- **Faija Sajia Ansari**, Admin Manager- **Khawa Mohammed Ali** and HR and Admin Coordinator- **Toma Biswas**.

Then, I would like to thank our honourable academic supervisor **Mr Ariful Ghani, Lecturer, BRAC Business School, BRAC University**. I am thankful to him for his continuous support, patience and feedback that helped me to organize the report properly.

Last but not the least I am thankful to my institution **BRAC University** that helped me by providing good environment and facilities.

Executive Summary

This internship report is based on three-month long internship program that I have successfully completed. For my internship, I got the opportunity to work at **Reckitt Benckiser Bangladesh Ltd.** I worked under Human Resources department from 01.02.2016 to 30.04.2016. Being at practical corporate world for the first time it was a new experience for me. It will be very helpful for my career.

Previously HR sector was ignored by organization but it becomes the emerging sector in corporate world. Without Human Resource, practice organization cannot achieve long-term success effectively and efficiently. In my internship report my main goal is to describe the area of Human Resource management practice in Reckitt Benckiser Bangladesh Ltd.

In this report, I tried my best to include how HR Department works. I focused on major activities related with HR recruitment activities of RBBL. The function of the report is to give detail knowledge about the recruitment process. The report also includes the company's goals, mission and vision.

My personal view about the Human Resources division and my value addition are also included in the report. I tried my best to translate the real world experience into a document.

I hope that the report would give an insight to the responsibilities carried out during my internship. Due to confidentiality, there are some limitations on data access. I tried my best to provide as much information as possible about the recruitment and selection process.

Table of Contents

Contents

Executive Summary	v
Chapter 1.....	1
The Organization Overview	1
1.1 Introduction.....	2
1.2 Origin of the Company:	4
1.3 Reckitt Benckiser in Bangladesh:	6
Brief Profile OF RBBL.....	7
1.4 Reckitt Benckiser Brands:.....	8
Products of Reckitt Benckiser Bangladesh Ltd.....	11
1.5 Vision, Mission, Purpose and Values	12
Vision.....	12
Mission.....	12
Purpose.....	13
Values	14
1.6 Operational network and organization chart	15
Key Personnel of RBBL.....	15
Operational network structure.....	16
Chapter 2.....	22
Overview of Job Performance.....	22
2.1 Internship at Reckitt Benckiser Bangladesh Ltd.....	23
2.2 Description of the Job	23
2.3 Different Aspect of Job Performance.....	26
2.4 Critical Observation and Recommendations.....	27
Observations	27
Recommendations.....	28
Chapter 3.....	29
Project	29



3.1 Objective of the Report.....	30
3.2 Methodology of the Report.....	31
Primary Source.....	31
Secondary Source.....	31
3.3 Limitations of the Report.....	32
Chapter 4.....	33
Recruitment and Selection Process.....	33
4.1 Summary.....	34
4.2 Human Resource Department of RBBL.....	34
Main Functions of the Department.....	35
Responsibilities of the Department.....	38
4.3 Recruitment and selection process of RBBL.....	40
Steps of recruitment and selection process of RBBL.....	43
Chapter 5.....	54
Findings.....	54
Chapter 6.....	57
Recommendations.....	57
Chapter 7.....	60
Conclusion.....	60
References.....	62



HEALTH ▸ HYGIENE ▸ HOME

Chapter 1

The Organization Overview



HEALTH ▸ HYGIENE ▸ HOME



1.1 Introduction

Reckitt Benckiser is the world's No.1 Company in household cleaning products and a leading player in health and personal care. This company operates in more than sixty countries and sales their products in more than 200 countries. They focus on high-margin products and have strong growth earning per share in recent year. It was founded by a merger between Britians Reckitt & Colman plc and the Dutch company Benckiser NV in 1999. This company owns a wide range of household brands in five areas, they are- surface care, fabric care, health and personal care, home care and dishwashing products. Their vision of passionately delivering better solution to consumers defines both their values and purpose. Reckitt Benckiseer always focuses on appointing good quality of employees' .This Company started their business in this region in 1961. They produces and markets twelve products line in Bangladesh. After the merge with Benckiser in 2000 under an extra ordinary general meeting, the name of the company changed to Reckitt Benckiser Bangladesh Limited. Besides, they maintain a responsible corporate behaviour and provide a very good working environment to their employees. This company started their business in this region in 1961.

Brief Profile of Reckitt Benckiser-

Reckitt Benckiser Plc	
Type	Public Limited Company
Trade as	LSE : RB FWB: GB00GB24CGK77
INIS	GB0024CGK77
Industry	Consumer Goods
Founded	1814 (J&J Colman) 1823 (Benckiser) 1840 (Reckitt & Sons) 1938 (Merger of Reckitt & Sons and Benckiser)
	1999 (Merger of Reckitt & Colman and Benckiser)
Head Quarters	Slog, England UK
Key People	Adrian Bellamy (Chairman) Rakesh Kapoor (CEO)
Products	Cleansing Products Consumer Healthcare Products Condiments Personal Care Products
Revenue (2015)	\$ 8.874 Billion
Net Income (2015)	\$ 1.745 billion
Number of employee (2015)	37200
Web site	www.rb.com

Table 1.1: Brief Profile of Reckitt Benckiser

1.2 Origin of the Company:

In 1823, Johann A. Benckiser founded a business of industrial and consumer goods, industrial chemical and the business went public in 1997.

On the other hand, in 1840 Reckitt & Sons started a business of household products. They merged with J&J Colman in 1998 and become Reckitt & Colman.

In 1999, a merger between Britians Reckitt & Colman plc and the Dutch company Benckiser NV founded Reckitt Benckiser. Burt Becht becomes the first CEO of the company. He focused on core brands and improved efficiency, increased marketing spend and product innovation, focusing on consumer needs that bought transformation in the company and linked to company's ongoing success. Besides operating their business, RB purchased or acquired many business and brands.

In 2011, Bart Becht retired and Rakesh Kapur becomes the new CEO of reckitt Benckiser.

In 2014, Reckitt Benckiser announced to dropping its full name in favour of RB as it was a bit of mouthful, thinking of that the name change would make life easier. (Reckitt Benckiser plc- History:Reference for Business)

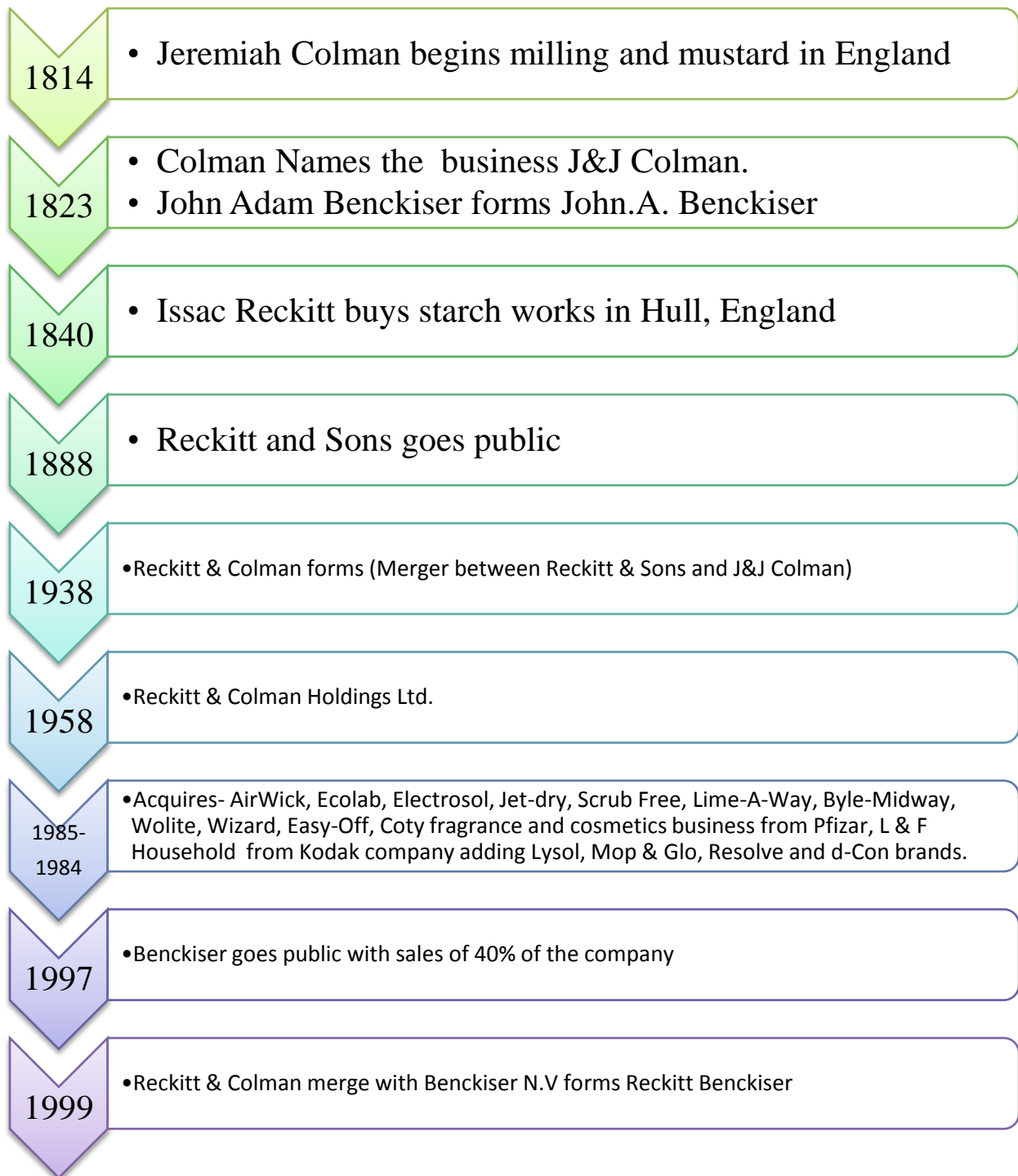


Figure 1.1: History of RB

1.3 Reckitt Benckiser in Bangladesh:

Reckitt Benckiser Plc operates in 60 countries and Bangladesh is one of them. Local subsidiary name in Bangladesh is Reckitt Benckiser Bangladesh Ltd (RBBL). The current managing director of the company is Mr Visal Gupta. Reckitt Benckiser Bangladesh Ltd (RBBL) offers health and hygiene care products for customers in Bangladesh. RBBL provides products in the area of surface care, dishwashing, homecare, health and personal care.

RBBL has its own factory in Chittagong and head office is in Gulshan, Dhaka from 2001. Previous head office was in Agrabad, Chittagong. Products that are marketed in Bangladesh are produced in Chittagong and then all finished products are delivered to the warehouse in the Tongi industrial area.

This company started operating in this region in 1961 as “Robinson’s Foods (Pakistan) Limited”. After the liberation war 1972 the name was changed to “Robinson Foods (Bangladesh) Limited”. In 1986, again the name of the company was changed to Reckitt and Colman Bangladesh Ltd.

After the merge with Benckiser in 2000 under an extra ordinary general meeting name of the company was changed to Reckitt Benckiser Bangladesh Limited.

Brief Profile OF RBBL

Reckitt Benckiser Bangladesh Ltd	
Type	Public Limited Company
Trade as	LSE : RB FWB: GB00GB24CGK77
INIS	GB0024CGK77
Industry	Consumer Goods
Founded	1961 (Robinson Foods (Pakistan) Limited) 1972 (Robinson Foods (Bangladesh) Limited) 1986 (Reckitt & Colman (Bangladesh) Ltd. 2000 Reckitt and Benckiser (Bangladesh) Ltd.
Head Quarters	Gulshan, Dhaka Bangladesh
Key People	Nitish Kapoor (Chairman) Visal Gupta (Managing Director)
Products	Cleansing Products Consumer Healthcare Products Condiments Personal Core Products
Web site	www.rb.com

Table 1.1: Brief Profile of RBBL

1.4 Reckitt Benckiser Brands:

From the beginning, this company is operating successfully and now they are major player in personal care and consumer care products, besides they are the leader in household cleaning products in the market over 180 countries. Reckitt Benckiser always focuses on innovation and providing best quality products to their customers. Their focus is to make consumers life easier with their products and satisfaction of the consumer (Reckitt Benckiser). They focuses on five core categories of products and it include worlds-leading brands

- Fabric Care
- Surface Care
- Health and Personal Care
- Automatic Dishwashing
- Home Care

Fabric Care:

Among all fabric care and water softener category products, RB is the in the number one position in worldwide. Besides, they are in the second position in Garments Care worldwide. 28% on net revenue comes from this category of products. This category include –

- fabric treatment
- Garment Care
- Water softener,
- Fabric softener,
- Laundry detergents

Key Brands of RB Fabric Care-

- Calgon
- Vanish
- Spray 'n' Wash
- Woolite

Surface Care:

20% revenue comes from this category and it holds number one position worldwide. It has five-product group-

- Lavatory Cleaners
- General Cleaners
- Speciality Cleaners
- Polishes

Key Brand form Surface Care-

- Cillit bang
- Lysol
- Dettol
- Harpic

Health and Personal Care

RB provides some good quality of health and personal care products. Their health care products are leading in the market and have good preference from their customers. 15% of net revenue of RB comes from its health and personal care products. In this category, they have five different types of products –

- Antiseptics
- Depilatories
- Denture Care
- Analgesics Cold/ Flue
- Gastro- Intestinal

Key Brands Health

- Strepsils
- Mucinex
- Nurofen
- Gaiscon

Key brands Personal Care

- Veet
- Dettol
- Clearasil



Dishwashing

Reckitt Benckisers earns 14% of its revenue from dishwashing products. Products are used in automated dishwashing

- ▶ Finish
- ▶ Calgonit

Home Care

For home care RB, have three categories of products

- Air Care
- Pest Control
- Shoe Care

Key Brands

- ▶ Air Wick
- ▶ Mortein

Products of Reckitt Benckiser Bangladesh Ltd.

Reckitt Benckiser follows a local approach of market practice that is based on local consumer needs and market strategy. Company do not offer all products under their category in Bangladesh, based on local test RBBL serve some of the global brands here.

RBBL produces and markets twelve products line in Bangladesh which include-

- | | | |
|-------------|----------------|------------|
| ✔ Mortein | ✔ Veet | ✔ Airwick |
| ✔ Harpic | ✔ Robinson's | ✔ Desprin |
| ✔ Trix | Barley | ✔ Strepsil |
| ✔ Mr Brasso | ✔ Robin-Liquid | ✔ Durex |
| ✔ Dettol | Blue | |

RBBL have narrow products line but they are still leader in certain field in which they operate. In the household sector Dettol, brands of Reckitt Benckiser and Salvlon brands of ACI have majority market share. Harpic brand holds the leading position as a toilet cleaner substance.

Our Brands



Figure 1.1: Brand of RB

1.5 Vision, Mission, Purpose and Values

Vision

Vision of Reckitt Benckiser is a “world where people are healthier and live better.” (Reckitt Benckiser)

They are passionately delivering better solution in household cleaning health and personal care to the consumers. They focus on little things that help people in their everyday life. Then they deliver brilliant fast acting solution that help in making life better and easier. In addition, they create outstanding shareholder value in the process.

Mission

‘Reckitt Benckiser is passionate about delivering better solution to consumers’ (Reckitt Benckiser)

All products of Reckitt Benckiser focus on making peoples life easier and give solutions to problems. They care about their consumers and try their best to satisfy their customers by providing better solutions of consumer’s everyday life. They give huge effort on innovation and continuous development of their products and find a brilliant fast acting solution that, make consumers life easy.

Purpose

Reckitt Benckiser’s purpose is to make a difference by giving people innovative solutions for healthier lives and happier homes. This means they are expanding their capabilities and investing in innovation to stay ahead of the game.



Figure 1.2: Purpose of RB

Health inspires us

Reckitt Benckiser is expanding their research and innovation for making a difference to consumer’s life. They provide commitment to produce top quality, trusted medicines with relevant medical facts and certified evidence.

Hygiene is the foundation of healthy leaving

Reckitt Benckiser research team works to come up with hygiene solution to different lifestyle widely across different geographic. Products like, Dettol, Dettol soap, Finish and Harpic plays a great role in improving hygiene measures

Home is the centre of family life

Healthier life and happier home is at the centre of RB’s vision. They have some trusted brand from the very beginning and they continued to provide new offerings to meet the changing needs of the consumers.

Values

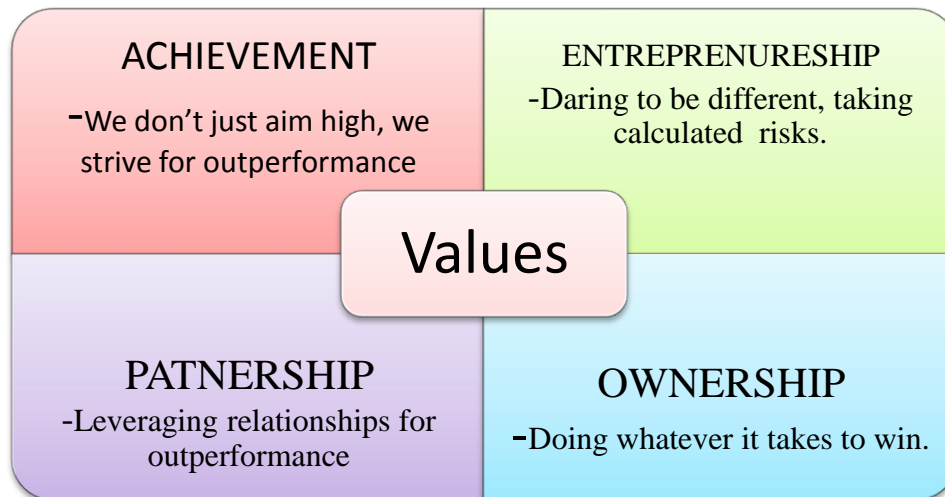


Figure 1.3: Values of Reckitt Benckiser

Source: (Reckitt Benckiser)

Achievement (Aim high to strive outperform)

Achievement makes them who they are RB people do not just aim high they aim to achieve beyond expectation. They support and develop their people for achieving better result.

Entrepreneurship (Be daring, different and take risk)

They encourage bold thinking and commercial drive and turn effective ideas in to great execution.

Partnership (Build relationships, be successful)

They pull together to success and bring their strength together when needed to work as one unit. Resolve conflict quickly to enhance effectiveness. They believe in – 1+1=3 attitude

Ownership (Win, win, win!!!)

They believe in never giving up. Their people are given the right to do what they think is right within a framework. In terms of obstacles, they need to identify what they need to do on that situation.

1.6 Operational network and organization chart

Key Personnel of RBBL

Position	Name
Managing Director	Visal Gupta
Marketing Director	Syed Tanzim Rezwan
Human Resources Director Bangladesh & Sri Lanka Cluster	Faija Sajia Ansari
Finance Director Bangladesh & Sri Lanka Cluster	Mr. Nayan Ranjan Mukhopadhyay
Supply Director Bangladesh & Sri Lanka Cluster	Mahmud Hasan Khan
Sales Director	Kazi Arif Zaman

Table 1.2: Key Personnel of RBBL

Operational network structure

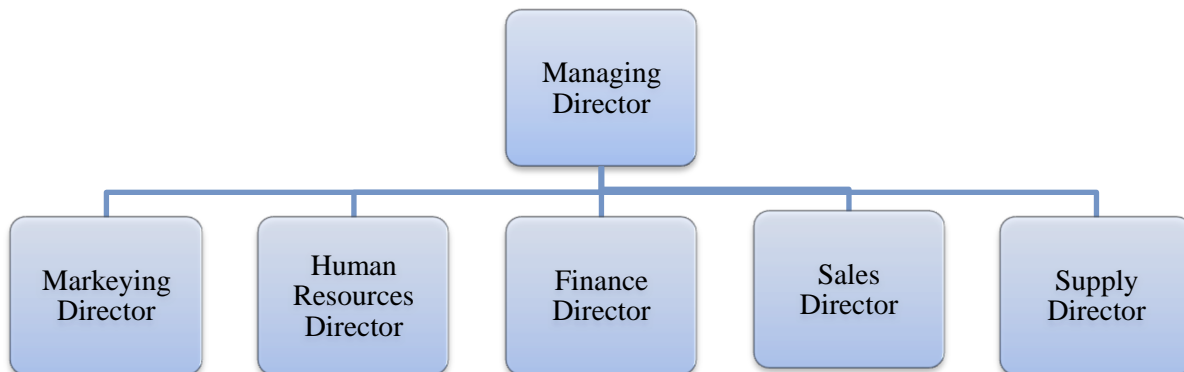


Figure 1.4: Organization Chart of RBBL

Marketing Department

Marketing Department focuses on brands, sales promotion and public relation. They measure market demand by gathering information through their employees. They design pricing strategy and manage product life cycle. Besides, they also manage retail and wholesaling. Depart chart of RBBL Marketing Department is given below-

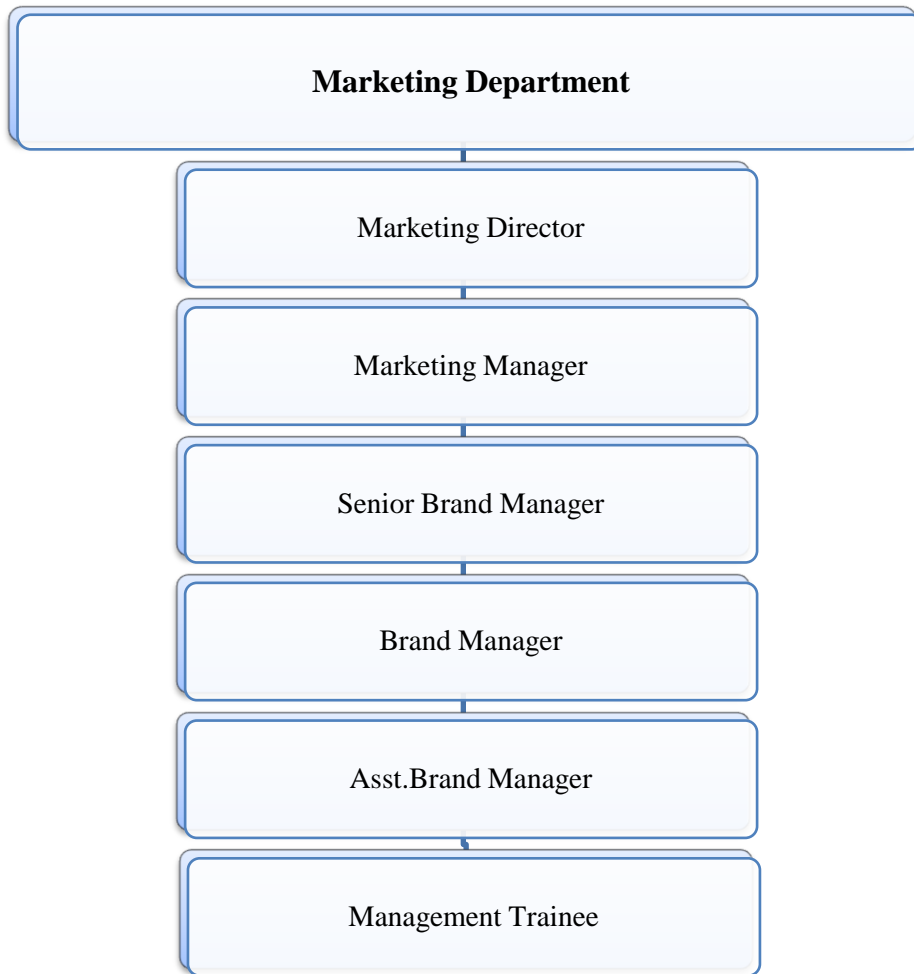


Figure 1.5: Marketing Department Chart

Finance Department

Finance department of RBBL is divided into three parts

- Commercial
- Supply Finance
- Core Finance

This three part is dependent on each other and can take responsibility of other functions.

Activity of this function for example-

- Handling annual meeting
- VAT
- Shareholders and share related activities
- Keeping Day-to-day record etc

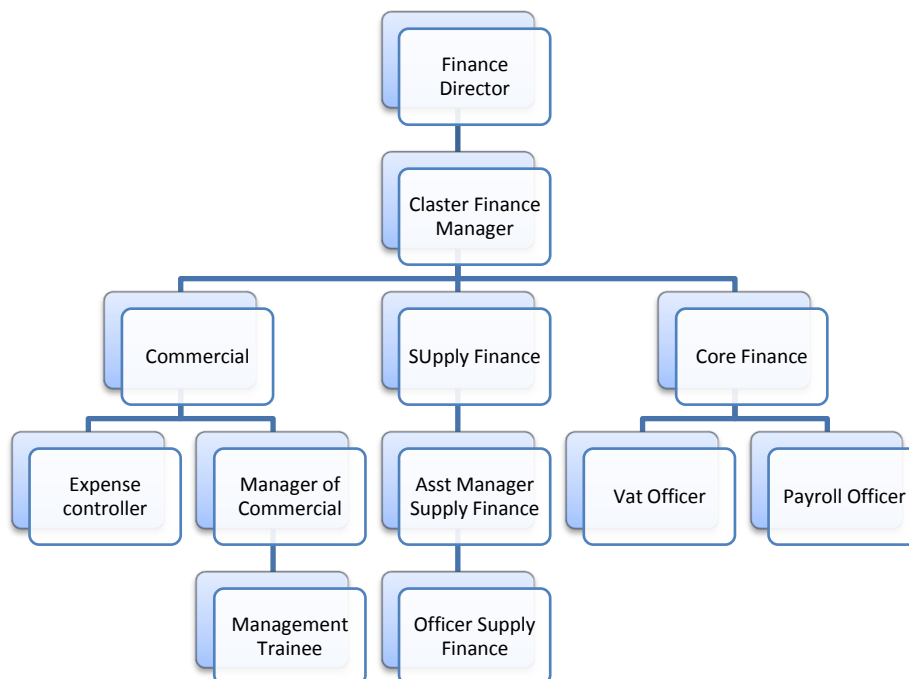


Figure 1.6: Finance Department Chart

Supply Department

This Department have three areas

- Supply
- Procurement
- Quality assurance

In short, function of this department is to knowing the demand from the market according to that collecting raw materials and sending it to the factory for production. After production, sending products to the DEPO is also their responsibility. During this process, they observe quantity, quality and operate the process.

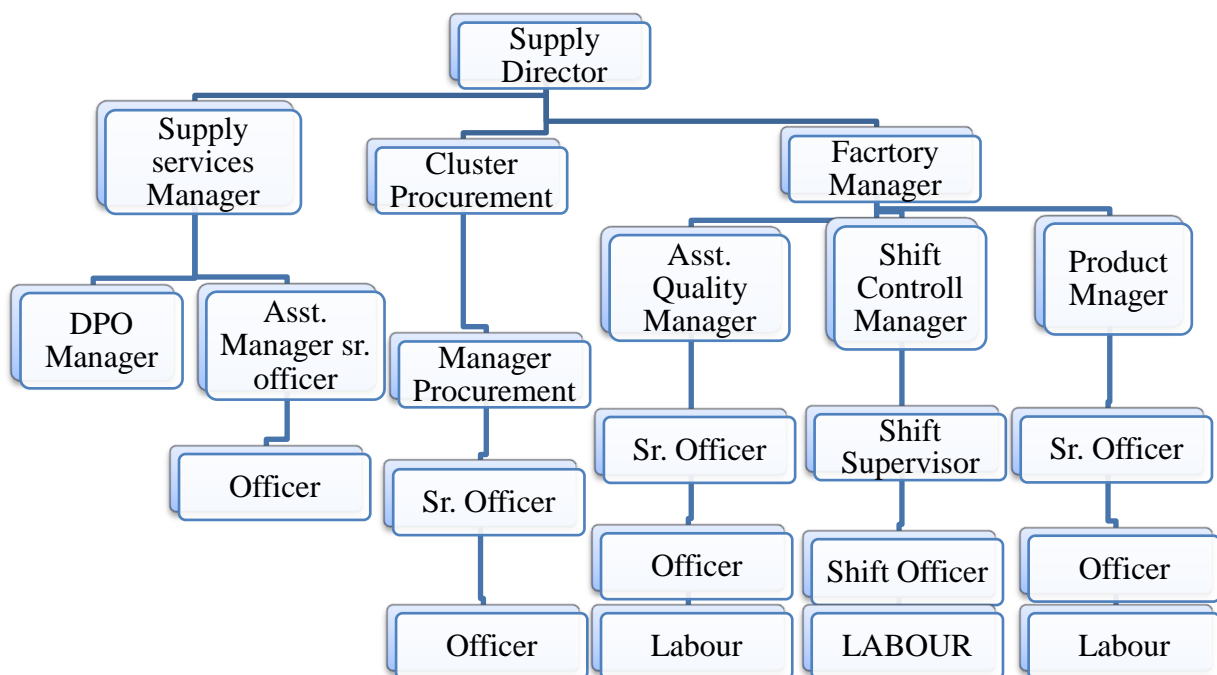


Figure 1.7: Supply Department Chart

Sales Department

Sales Department maintains and operate distribution network. Their goal is to make products available and creating market awareness, they continuously develop their operation for boosting sales in the market. Structure of sales department of RBBL is given below-



Figure 1.8: Sales Department Chart

Department Chart

HR Department

As my major is in HR, I worked at Human Resource department. This department take care of both human resource and administration works. Compare to other department this department is small. The structure is given below-

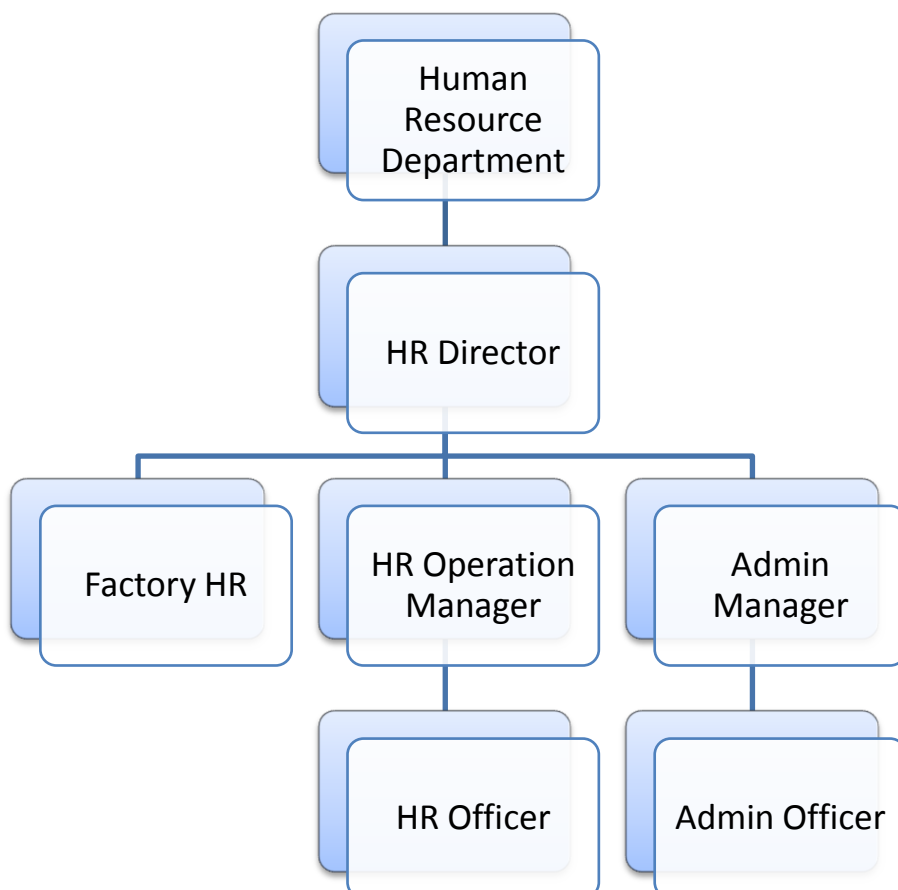


Figure 1.9: HR Department Chart



HEALTH ▸ HYGIENE ▸ HOME

Chapter 2

Overview of Job Performance



2.1 Internship at Reckitt Benckiser Bangladesh Ltd

I have the opportunity to have three-month long internship at Reckitt Benckiser Bangladesh Ltd. RBBL treats their interns as important as employees of the organization. Interns get the chance of gathering practical experience of real business world. I have come across with different works conducted by HR department. It was a great experience for me to work in this organization. I can relate this experience with my theoretical knowledge that I have learned in my major courses.

2.2 Description of the Job

I was assigned with some regular and periodical works.

Designation	Intern
Department Name	HR Department
Duration	1 st February- 30 th April, 2016

Table 2.1: Job Description

Responsibilities of the Job

- Collecting CV
- CV Screening
- Setting Interview Date
- Calling for Interview
- Preparing Interview Schedule
- Creating Employee profile



✓ Collecting CV

Reckitt Benckiser collects CV through

- CV Bank
- Job site
- Universities
- Head hunting firms
- Management Referrals

My job was to collect CV and print them.

✓ CV Screening

There were some areas to be considered while screening the CVs, for example- age, education, experience. Different job have different requirements. My line manager used to give me the CVs and a requirement list. Based on that, I used to select CVs.

✓ Setting Interview Date

After selecting CVs with the approval of my line manager my duty was to fix the interview date. For that I had to consult with the HR director to find the time and date of the interview.

✓ Making Interview Call

After fixing interview date, it was my job to call candidates for interview and informing them about interview date, time and venue.



✓ *Preparing Interview Schedule*

It was my job to prepare an interview list, which contained name of the applicant, contact number and time, with few empty columns for applicant's signature. Then I had to give serial number on candidates CVs.

✓ *Calling For Final Interview*

Calling candidates selected in preliminary interview and preparing new interview schedule for them.

✓ *Creating Employee Profile*

HR department keeps record of their employees. After recruitment all employees file is created for keeping employee information. The employee file include-

- Employee Joining letter
- Employee CV
- Photocopy of educational certificate
- Medical Certificate
- Photocopy of National ID card
- Employer Nominee Form
- NID photocopy of Nominee

✓ *Employee Joining*

When new employee joins, I used to do the task of taking necessary signature and filling. For example, taking their sign on the company Whistle Blower Policy, Code of Business Conduct, and giving them copy of this two policy



2.3 Different Aspect of Job Performance

I had to do many others things beside my main duties. I consider them as value adding experience. The main aspects of job performance is given below

I had to communicate with many people of different department for taking signature in many documents. Delivering many important documents to different department was also included in my task. Photocopy, scanning documents and ring binding of files were included in daily activities.

Apart from my specific jobs, I also worked with HR Admin and learned some work. They include-

✓ *Admin Operating cost*

I prepared admin operating cost for the year 2015 and 2016 (January-April). I was given all the bills for the year and according to that, I give input in Excel and prepared admin-operating cost for the year. I also arrange those bills according to month and serial number in one file. Thing include in this file – Corporate office rent, Bills from different vendors, Driver and Casual salary, product for office use, BTCL and cleaning bill etc.

✓ *Vendor Enlistment*

Creating vendor enlistment form was one of my tasks during internship. Whenever a new vendor came, I used to take all the information from the documents that are given by the vendor. Information include in the form is – name, address, telephone number, VAT registration number, VAT zone etc. Then I had to take signature of Admin Officer, HR Director and Finance Director for the approval.



✓ *Petty Cash Adjustment*

Petty cash adjustment was also included in my task. Petty cash is the store of money kept by the organization for small expenditure. I used to take all the bills of office expenditure and prepare petty cash claim. For example- bills for holiday snacks, pantry item, cleaning works etc.

✓ *Preparation of bills*

Besides that, I prepared monthly Grocery Item purchase bill, expense claim bill for different purpose like, training, farewell, renovation, etc. I used to prepare memo for Interns payment, prepare casual salary for floor assistants with over time payment calculation.

2.4 Critical Observation and Recommendations

In this three month, internship there was many things to learn. Every work I did was a new experience for me. Being at a new environment with new people was a great source of learning-

Observations

Friendly work environment

RBBL have a very friendly work environment. There is less discrimination and people from different background work together. Besides people from different department and know each other.

Employees are co-operative

I found the employees of RBBL are very cooperative and they help each other. Even for my internship report, they helped me by giving information.



People are active and sincere to their assigned work

People are sincere about their work and they maintain time schedule. Work is properly divided among employees of different department.

I enjoyed my work experience

I enjoyed my work every day was a new learning and observing the real corporate world was interesting

Help interns in understanding their task.

All the employees are very helpful and helped me by giving guideline.

Recommendations

RBBL do not have sufficient employees for supporting their recruitment and selection process. Recruitment and selection is a very long process and there are many steps. For doing all, the works there should have people specifically for this purpose. They should increase more employees in this sector.

They can keep a specific place for interns especially for HR department. Therefore, that intern can do their work. Besides they should provide all the things intern will need for working in the organization like, PC, mail id or a pen drive that have access to all the computers. I faced problem regarding file transfer from personal laptop as all the files are secured and customer for office computer only.



HEALTH ▸ HYGIENE ▸ HOME

Chapter 3

Project

3.1 Objective of the Report

The main objective of the report is to connect my learning of Human Resources Management with real life and gaining significant practical understanding of the process.

Identifying Human Resource practice by the organization

Previously in our University Courses, I learned about HR but it is different way of knowing HR through internship. It helps to connect us all activities with our learning.

Applying theoretical concept in real corporate world

When we start working in real corporate world, it gives us an opportunity of practical learning besides our theoretical learning.

To study brief about the company

Previously I heard about RBBL. However, after doing internship my knowledge about this company increased and I get to know many information about the company. Besides, I observed how all the departments work together for the success of the company.

Knowing more about all the activities of the Human Resource Department

I learned about HR department and their activities. Nevertheless, HR department also takes care of administrative works. Observing those activities was also a good source of leaning.

Coordinating the recruitment and selection process in real life.

As my focus was not recruitment and selection process, I coordinate with the recruitment team and it gave me lots of information and learning. Observing various steps of recruitment and selection process is another source of leaning.

To assess and evaluate the activity

While working on recruitment and selection process I tried to evaluate the activity to find out whether it is effective or not.

Identifying problems

Connecting with theoretical learning and identifying problem from the project was another target of the report.

To recommend necessary steps to solve those problems

Suggesting a solution to problems and discussing the effectiveness of those suggestions. I tried to find out areas where they can improve.

3.2 Methodology of the Report

Primary Source

Primary data is collected through informal interview with the employee and obtain through observation. I did this while doing my day to day job and by participating in recruitment and selection process.

- Observation while working as intern
- Open ended and close ended question
- Conducted discussion with HR Department employees

Secondary Source

Secondary data was collected from records of the organization and website. Beside that academic source like, text books to gain knowledge on concepts related to Recruitment and Selection process.

- Office documents
- Website of the Office
- Different report from office

3.3 Limitations of the Report

This report is based on my internship experience at Reckitt Benckiser Bangladesh Ltd. All the information I give here is based on my observation and experience. Besides the organization also helped me in giving some information for the purpose of the report. I tried my best to make this report by using all my experience and that information. However, there are some limitations in this report that I would like to mention-

Some strategies and operations of the company were restricted

Organizations have some confidential issues that they are not allowed to share according to the company policy. Not only for RBBL has all organization maintained this policy.

Human Resources department maintain confidentiality

When it comes to HR Department, confidentiality is a very important concern, even all the information is not shared with employees and other department. In this situation, getting all information is not possible.

Employees did not disclose all information

Employees are very responsible in maintaining confidentiality all departments and employees are concern about this policy in RBBL.

Short Time

Only few days of internship are not enough to find problems and recommend solution to problems. It took me some days to know the environment and employees. I cannot accumulate all the relevant fact, as this was totally a new environment for me.



HEALTH ▸ HYGIENE ▸ HOME

Chapter 4

Recruitment and Selection Process

4.1 Summary

The main goal of this report is to become familiar with the human resources practice of Reckitt Benckiser Bangladesh Ltd., especially with their recruitment and selection process. Every organization considers human resources as the most important resource. For their success, they always concern about recruiting and selecting the best candidates. Therefore, we can say recruitment and selection is an important part of an organization. Recruitment process focuses on applicant's talents, skills and experience. Besides, selection process deals with preparing list of qualified candidates and identifying the best candidate among them.

4.2 Human Resource Department of RBBL

Reckitt Benckiser Bangladesh Ltd always treats their employees with respect and considers them as their best asset. They have Human Resources department with strong managing system. A good environment in the organization is very important as it provides high level of employee satisfaction. Organization should provide an environment where people of different background can work together and give their best performance. Giving importance to all these things RBBL focuses on continuous development of the department.

Main Functions of the Department

The main functions of Human Resources department of Reckitt Benckiser Bangladesh Ltd. are given below-

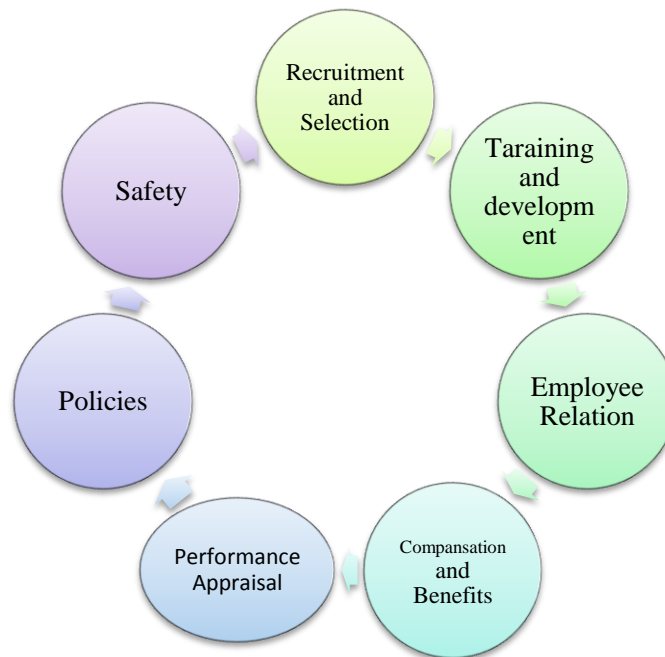


Figure 4.1: Main Functions of HR Department

Recruitment and Selection

HR Departments most important job is to recruit the best employee for the organization. Organization success depends on its employees. This department finds need for employment and fill the vacant position. They advertise, source, take interview, and select the best employee for the position. This sector will be discussed details in this report. This process include-

- Recruitment
- Selection
- Orientation

Training and Development

After giving appointment to an employee HR Department always, observe his/her work progress. Based on the observation they find out whether that employee needs improvement or not. Based on employee needs they arrange training program for employees.

Employee Relation

Key for strengthen employee relations are-

- Job Satisfaction
- Employee engagement
- Solving work place conflict

Human Resources department take the responsibility on good working environment. They make sure that every employee's are treated equally and fairly. If employees face any problem, they directly contact with HR Department.

Compensations and Benefits

HR Department is responsible of providing benefits to their employees. For example-

- Medical and dental benefits
- Life Insurance

It motivates employees besides attract talented employees towards the organization.

Performance Appraisal

HR Department monitors employee performance level. They ensure that the employee performance level is satisfactory level or not. This information's are important for promotions, pay and other benefits.

Policies

HR Department is responsible for giving employees all the policies of the organization. For example-

- Code of Business Conduct
- Whistleblower policy
- Other Policies

Safety Management

There is some legal obligation for providing safe work place for employees. HR Department takes care of this safety concern, as safety is important for the organization and they should provide safe working environment for employees.

Responsibilities of the Department

Organizational structure modification

Updating Organization Structure regularly is the responsibility of HR. All the new appointment, promotion and exit record need to be including in the organizational chart.

Attendance and Leave

Keeping employee attendance and observing where they are coming office in time or not is a key responsibility of HR. Besides this department takes care of employees leave. This department head approves applications.

Job analysis, design and evaluation

Preparing detail information of the job with description and specification. HR Department then designs how the task will be performed and evaluates how much the job should be paid.

Maintaining employee file

Maintaining employee information in a file. Where they keep employee joining letter, certificates, nomination form etc.

Updating employee information

While working in the organization if any employee gets promotion or changes his job position then this information needs to be updated on his file.

Safety and security

Ensuring safety in the office is an important responsibility of HR. They take care of all safety issues.

Recruitment policy and procedure

Recruiting and selecting employees is a long process and it should be done in a structured ways. HR Department handles recruitment and selection procedure.

Recruitment tracking

Recruitment tracking is a responsibility of HR. If any employees get appointment, HR keeps record.

Exit tracking

When any employee leaves the organization, HR keeps record of that. They give that employee exit form for getting some information.

Maintaining exit and hiring form

Maintaining exit and hiring form is the duty of HR. Even after one employee leaves the organization, HR keeps all his/her information.

Job title changing record

Promotion record or job title change record of present employees are kept by the HR Department.

4.3 Recruitment and selection process of RBBL

When there is vacancy for any department, they directly communicate with RBBL Human Resources Department. Recruitment and selection process is the process of finding and hiring the best-qualified candidate for a job position in timely and in cost effective manner.

Recruitment process of RBBL is applicable when-

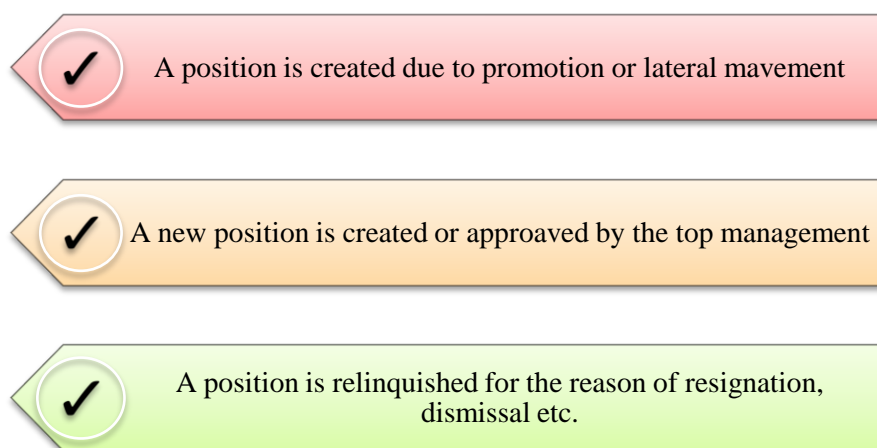


Figure4.2: Reasons of Recruitment

When any of the above situations faced HR department relies recruitment process based on the headcount and approval of functional head.

Sometimes organizations feel the need of a new position that time they create new position and search for employees for that position. This happens when the organization or the department is restructured.

On the other hand, when any employee got promotion or retired for that, vacant position organization needs employees. Besides vacancy created for the reason of resignation and dismissal can also be a reason behind recruitment.

Recruitment process of RBBL include-

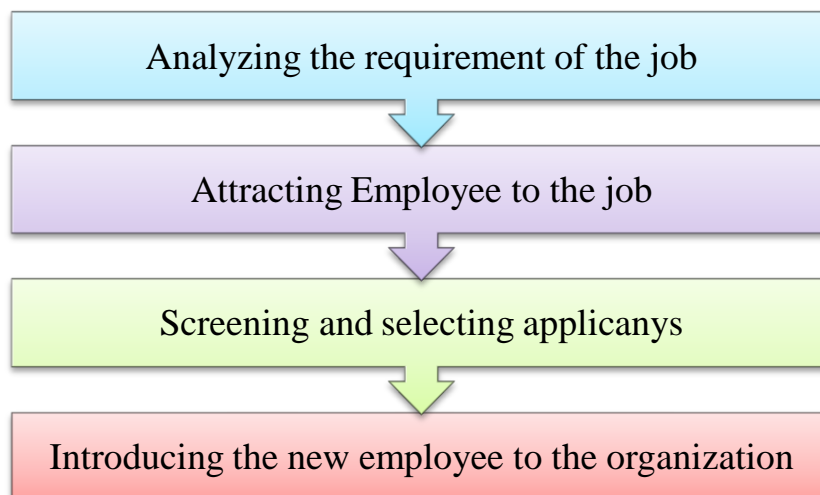


Figure 4.3: Recruitment Process of RBBL

Firstly, HR Analyze the need for vacant position. That means what type of candidates is needed for that position, their qualification, age, experience etc.

Secondly, according to the need they give advertisement in different media for attracting candidates. There they mention job details, salary structure, and qualifications needed.

Then, they collect all the CV from different source and select candidates to call for interview, assessment and final interview.

At the end, they introduce the selected employee to the organization and give them instruction about company policy and procedure.

Standard selection process of RBBL include-

For selecting candidate's organization first, screen all collected CV's and short list candidates for preliminary interview.

Then they call candidates for preliminary interview. After the preliminary interview candidates are short-listed for final interview

After the assessment and final interview, candidates are selected for the post.



Figure 4.4: Standard Selection Process of RBBL



Steps of recruitment and selection process of RBBL

HR Department handles recruitment and Selection process of RBBL and they always focus on finding best employees for the organization. For recruitment and selection, Reckitt Benckiser follows some steps.

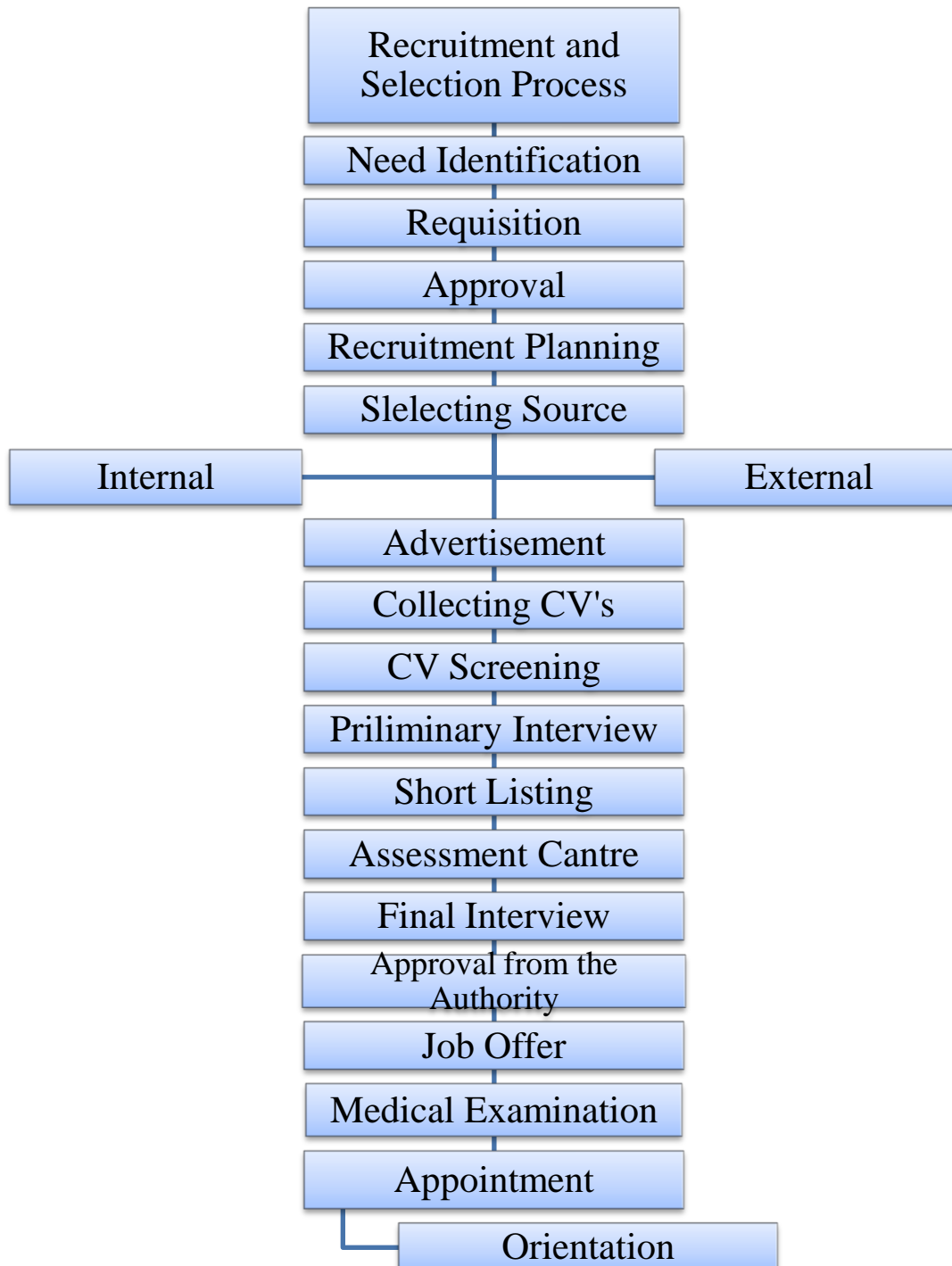


Figure 4.5: Steps of Recruitment and Selection Process of RBBL

Step 1: Identify need

When there is need for recruitment, first, the line manager informs the department head and the department head consult with the HR head. The department may announce new position for organization restructure, department redesign and they need employee for that. On the other hand, there can be need for employees for the replacement of employees who were promoted or resigned.

Step 2: Requisition

Concern department sends a headcount reacquisition form to HR division. It contains details information of the post and how many employees are needed. Information like, function, job grade, role, educational experience, experience etc.

Recruitment Requisition Form

Function:

Role:

Job Grade:

Reason:

Vacancy:

New Role Created:

Educational/Professional qualifications:

Experience:

Any other requirements:

Role Profile:

Signature
Head of Function

Figure 4.6: Requisition Form of RBBL

Step 3: Developing position description

It is very important to clearly describe responsibilities and qualification to attract the best candidate. It helps candidates to take decision whether they want to do the job or not. HR department finds the general duties and responsibilities of the position. Then according to the position, they find out the basic qualification needed for that specific position that can be academic qualification, work experience etc. Information that should be clearly mention in the requisition form-

- Purpose of the position
- Basic information
- Function of the job
- Requirement of the job
- Qualification

Step 4: Approval from HR Department

When all the reason behind recruitment is clearly described to HR and information related to recruitment is given. Department head creates and submit the recursion form to HR for approval. After reviewing HR give approval and manage recruitment.

Step 5: Developing recruitment plan

A structured recruitment plan is very important for attracting the best-qualified candidates. HR department plan for recruitment time, selection process, CV collection etc.

Step: 6 Selecting Source

RBBL usually recruits from two sources

- ❖ Internal source
- ❖ External source

Internal Source

Internal sourcing is a process of sourcing employees from the organization. Internal recruitment is a very effective tool to utilize talent within the organization. This process helps individuals of the organization to maximize their career opportunities. This policy is applicable only for the permanent management population of the organization. The functional director of RBBL through HR, should do this requisition. Then HR announces vacancy through bulletin board. According to RB recruitment policy for internal recruitment-

- Employees who have similar job grade can apply for the post only if they have at least one year of job experience. That does not include employees in probation period.
- On the other hand, employees applying for one grade higher position should have at least two years of job experience in current job grade.
- Having strong rating on immediate performance assessment is must for being eligible for applying.

Employees who fulfil all the above requirements they should discuss with their line manager. Line manager forwards this to the department supervisor. In case of need individuals can directly consult with the functional director of the department. Functional director forwards the resume to HR. HR department of RBBL do not consider any application without the approval of Functional Director. If it is accepted by, the functional director and HR division then individuals sit for an interview with

- Head of Function
- HR Manager

External Sourcing

In absence of suitable candidates within the organization. CV's can be collected through-

- ✓ CV Bank
- ✓ Job sites
- ✓ Job advertisement
- ✓ Universities
- ✓ Head hunters
- ✓ Management referrals

CV Bank

CV bank is good source in terms of urgent needs company can easily get CV's from CV bank and call candidates for interview.

Job Site

If RBBL post job advertisement in job sites the collect CV's, form them. Now a day's Jobs sites are very popular source of recruitment.

Head-hunters

There are many headhunters in Bangladesh like, Grow n Excel, Peoplescape. They help in recruitment process by selecting suitable candidates for the company.

Universities

Now a day's universities have career-consulting centre. For example, BRAC University have OCSAR. If RBBL wants candidates, they contact with career consulting centre of Universities.

Management Referrals

Existing employees also help in recruitment by recommending suitable candidates for a vacant position.

Step7: Job Advertisement

Hr department then give advertisement. They get all the required information from the requisition form. It is the duty of HR Department of RBBL to mention all the information clearly in the advertisement. In advertisement they include-

- Organization description
- Job title and description
- Requirement and qualification
- Salary information
- Application deadline

Step 8: CV Screening

Criteria of the jobs mentioned in the recruiting form. HR team screens all the CV has and find whether it full fill the requirement or not. As the number of people applying for is huge for RBBL, it is challenging job to select right candidate.

CV Screening Criteria of RBBL HR Department

RBBL follows some criteria for different position. Here for example I am giving the criteria that RBBL follows for the post of MT, TSO and Officer Position

Criteria for MT Program

Recruiting candidates for the management trainee program RBBL follows some criteria. Applying for the post of MT candidates must

- ✓ complete Four years of graduation in relevant discipline
- ✓ CGPA 3.50 on a 4.00 grade scale or equivalent
- ✓ From any local, overseas, public , UGC approved Private University
- ✓ Candidate with CGPA 3.00 who have exceptional extra-curricular task record are allowed to apply
- ✓ From any local, overseas, public , UGC approved Private University

Criteria for TSM Recruitment

For the post of Territory Sales Manager RBBL, team search for employees with –

- ✓ 4 year Graduation in any discipline
- ✓ From any local, overseas, public , UGC approved Private University
- ✓ CGPA 3.00 on a scale of 4 or equivalent
- ✓ Candidates with CGPA 2.75 who have exceptional academic / extra-curricular activity record can apply
- ✓ Candidate must have 2nd Division / GPA 3.00 SSC and HSC /GPA 3 in ‘O’ and ‘A’ levels.

Criteria for Officer (Production and maintenance) Recruitment

- ✓ 4 year graduation in engineering
- ✓ CGPA 3.00 on a scale of 4 or equivalent
- ✓ From any local, overseas, public , UGC approved Private University
- ✓ From any local, overseas, public , UGC approved Private University
- ✓ Candidates with CGPA 2.75 who have exceptional academic / extra-curricular activity record can apply
- ✓

Step 9: Preliminary Interview

After screening The CV’s RBBL arrange preliminary interview for the candidates. Through various conversations HR, try to judge the candidates and shortlist dew candidates. These interviews are conducted based on RB values. People selected from the preliminary interview sit together for assessment.

Step 10: The Assessment Centre

Cases are given them to the candidates for assessing their capabilities. In order to be selected for the next phase they must obtain average score of three.

For MT program in RBBL, candidates who pass in the assessment centre need to undergo some test. They include

- Verbal Critical Reasoning
- Numerical Critical Reasoning

They have to obtain minimum score of 70% in these tests to qualify for the MT program.

Step 11: Final Interview

After passing the assessment, centre candidates will be selected for the final interview.

During interview the interview committee look for some of this things-

- ✓ Communication skill
- ✓ Getup, body language, eye contact
- ✓ Confidence level
- ✓ General knowledge about the organization
- ✓ Some other skills



FINAL INTERVIEW FORM

Name: _____ Date: _____ Time: _____
Job: _____ Interviewer: _____

Impact: _____ Tick the appropriate box

Positive	Nil	Negative
----------	-----	----------

Personality:

Strong Points:

|

Weak Points (if any)

Expectations from the company:

Salary Expectation

Career Commitment:

Comment: _____ Overall

Figure 4.7: Sample Final Interview Form of RBBL

Step 12: Job Offer

When they pass successfully, HR personnel call the selected candidate for job offer. They call the candidate and inform them about this. If the candidate wants to accept the offer, they are given the offer letter from the organization.

Step 13: Medical Examination

If the candidate accepts the offer, they need to successfully pass in the medical examination. They are sent to medical centre and there the authority gives him/her medical report. Satisfactory medical report is needed for issuing the formal appointment letter.

Step 14: Appointment Letter

Medically fit candidates are called to come to the office for collecting appointment letter. They need to collect the appointment letter from the Human Resource division of RBBL. After signing the appointment letter they are given a particular date for joining. The authority in the appointment letter-will mention these things

- ✓ Position
- ✓ Basic Salary
- ✓ Commencement
- ✓ Other allowance

Step 15: Orientation

The last part of selection process is orientation where candidates are given instruction about the job and guideline, policies and manuals. In addition, HR department give them a list of things they need to submit for creating his employee file.



HEALTH ▸ HYGIENE ▸ HOME

Chapter 5

Findings

Findings

During my internship, I work at Reckitt Benckiser Bangladesh Ltd. at HR department. My concentration area was recruitment and selection process of RBBL. Previously I learned theoretical recruitment and selection process. In addition, during my internship I observed practically the recruitment process. However, there are some similarities with theoretical process but it is not possible to apply all theoretical knowledge in the organization. Recruitment process in RBBL is designed according to organizations policy, values and requirements. In the report, I described the recruitment and selection process with diagrams for better understanding. Moreover, my findings are

- All general steps of recruitment is followed by RBBL
Recruitment and selection process have some general steps that every organization follows. In addition, I observed that they maintain all general steps of recruitment and selection process.
- RBBL have structured recruitment and selection process
RBBL tries to maintain a structured recruitment and selection process. Steps are followed properly during recruitment and selection process.
- They strictly follow the policy and rules regarding recruitment and selection
RBBL have a policy for Recruitment and rules written there are strictly followed by the HR Department.
- Mostly they prefer external recruitment besides they follow internal recruitment
RBBL recruit internally but most of the time they prefer to recruit from external sources.



- Management referrals in RB always helps in finding good quality of candidates
As current employees know what type of employees the organization needs and according to that they refer a candidate when the organization needs people for specific posts.
- Recruitment is high in sales department
Sales department needs more employees because they have TSO, TSM, SR etc. In addition, the employee turnover rate is high in this sector.
- They prefer one-by-one interview system
One by one interview is time consuming. Sometimes candidates need to give an interview in two departments with department heads and it took a long time.
For example, first, the field operation manager takes an interview of a candidate for TSO post then the candidate gives an interview with HR head and then he gives a final interview with Sales Director.
- Separate team for recruitment and selection process handling

Organization should have a team for recruitment as sometimes it becomes hard for HR people to take care of their activity and recruitment. Making an interview list, calling candidates, maintaining a schedule, maintaining an employee file. There is a huge amount of work for the recruitment process.
- Employees are highly motivated and satisfied
I found employees in this organization motivated and satisfied. Works are properly divided and the working environment is very good.
- HR Department does not have enough people
For supervision of recruitment and selection process the HR Department does not have a good number of workforce. People in HR are already busy with their own responsibilities.



HEALTH ▸ HYGIENE ▸ HOME

Chapter 6

Recommendations

Recommendations

RBBL handle their recruitment and selection process in a very organized manner. For finding best employees for the organization, they always give importance to this process. Finding a good employee is not a very easy process. Expert management team plays a big role here. However, they follow and maintain a good recruitment and selection policy. During my internship, I noticed some gap in the recruitment and selection process they are given below-

Sould increase campus recruitment

They should increase campus recruitment and they should evaluate performance of candidates from different Universities. That will help them to know which University graduates are performing well

Give importance to CV bank

RBBL recruitment team should give importance to CV bank, in terms of urgency it will help them to fill up the vacancy.

More people for supervising recruitment

RBBL need more people for supervising recruitment and selection process. They should have separate team for recruitment.

Group interview can be a good idea

For saving time, group interview can be a good idea. It will save time and as well as it will help to find the best candidate with good communication skill.

List of necessary things

A list of necessary things needed for employee filing should be given to the new employee so that they can bring all the papers. This process will save lots of time. I observed that candidates often forget to bring all the things and HR people need to remind them repeatedly.



Feedback to the rejected employees

For the improvement of the candidates, RBBL can give feedback to the rejected candidates. It will help them in the future for improvement and if they want they will be apply in this organization again.



HEALTH ▸ HYGIENE ▸ HOME

Chapter 7

Conclusion

Conclusion

Reckitt Benckiser is one of the successful companies and the secret behind this success is their skilled management and well trained employees. From the very beginning, they are always focusing on being successful and being the market leader. Most of their products are well known and have good consumer impression. They maintain good quality service in every operating country. Besides their products, they also give importance in maintaining good corporate culture. It creates an environment where people from different background can work together.

Reckitt Benckiser is one of the reputed global companies operating in Bangladesh. They are successful in Bangladesh and their products have huge demand in this market. Their set of management and employees ensure good products quality and service to their customer.

RBBL always focus on recruiting good quality employees, as they are a big asset for an organization. They train their employees for their development and give many opportunity of learning.

Human Recourse is a very important part for any organization. For getting and maintaining good number of workforce, a strong HR policy is needed. RBBL have Human Resources department with strong managing system.

The main objective of the report was to connect my learning of Human Resources management with real life and gaining significant practical understanding of the process. All the information I have given here is based on my observation and experience. However, there are some limitations in thus report but I tried my best to include all the information needed.

It was a great experience for me to join Reckitt Benckiser Bangladesh Ltd. as an intern and to be a part of their HR Recruitment and Selection team. Reckitt Benckiser is always dedicated to improvement and development. I have gained practical knowledge.

References

- Reckitt Benckiser. (n.d.). *About Us: RB*. Retrieved May 15, 2016, from RB Web Site: <http://www.rb.com/>
- Reckitt Benckiser. (n.d.). *brands: RB*. Retrieved May 11, 2016, from RB Website: <http://www.rb.com>
- *Reckitt Benckiser plc- History:Reference for Business*. (n.d.). Retrieved 17 May, 2016, from Reference for Business Web site: <http://www.referenceforbusiness.com/history2/21/Reckitt-Benckiser-plc.html>
- Reckitt Benckiser. (n.d.). *rb-annual-report-2015: rb*. Retrieved May 19, 2016, from rb web site: http://www.rb.com/media/1598/rb-annual-report-2015_final.pdf