

Report On
**An Analysis of the Recruitment & Talent Acquisition Process at
Meghna Group of Industries**

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A report to the Brac Business School presented as an internship in partial completion of the
degree requirements.

Masters of Business Administration (MBA)

Brac Business School
Brac University
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Declaration

It is hereby proclaimed that

1. This internship report that was handed in was created entirely by me or us while we were pursuing our degrees at BRAC University.
2. Unless properly cited through and accurate referencing, the report does not contain any content that has already been published or written by a third party.
3. Nothing in the report has been submitted or accepted for credit toward any other degree or diploma from a university or other organization.
4. I/We have given credit to all primary sources of help.

Student's full name & signature:

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Letter of Transmittal

December, 2025

To

M. Nazmul Islam, PhD

Associate Professor (HRM), BBS

BRAC University

Kha 224, Pragati Sarani, Merul Badda, Dhaka-1212

Subject: A submission of Internship Report.

Dear Sir,

I'm writing to tell thank you from the bottom of my heart for all of your help and guidance to writing my internship report. As part of my MBA program, I am delighted to submit my internship report, **Analysis of Recruitment and Talent Acquisition Process in Meghna Group of Industries**. I have attempted to write this report using the data and recommendations you gave me.

I hope this report comes up to your expectations and I would appreciate any additional comments or ideas you might have to this.

Sincerely yours,

Asifuzzaman Khan Rafin

ID: 22264048

BRAC Business School

BRAC University

Date: December, 2025

Non-Disclosure Agreement

(This document is for the Non-Disclosure Agreement among the organization and the Student)

The Meghna Group of Industries and the student who signed this agreement at BRAC University.....

Acknowledgement

I must start by sincerely thanking to Allah for giving me with the strength and calm that enabled me to finish the internship report successfully internship report on time. A few individuals helped to complete this report, especially those who want to give their valuable time and ideas to assist in the creation of this internship report. These individuals' participation and involvement are responsible for this report's success.

I cannot stop thanking Meghna Group of Industries (MGI) to giving me the chance to do my internship under the Human Resources Department. It was a priceless learning process as it expanded my working knowledge base and allowed me to be exposed to the corporate HR environment.

I also give a lot of credit to my supervisor, Md. Ruhul Amin, the Assistant General Manager-HR, and Mr. Saikat Sarker, the Assistant Manager-HR, who provided most of the guidance and support to me during my internship time. Their help allowed me to understand various critical issues of human resource management in a practical context.

I would also like to express my gratitude to Dr. M. Nazmul Islam, Associate Professor (HRM), and BRAC Business School, who provided a solid support, sharp advice, and motivation in the process of writing this report. His suggestions significantly improved my general work performance. In addition, I would also like to recognize the whole team of the HR Department at MGI and their friendliness, co-operation and support to facilitate my internship experience.

Lastly, I would like to show my sincere gratitude to my family and friends obviously who have never left me, even during this educational process from beginning to the end.

Executive Summary

The internship report "An Analysis of the Recruitment & Talent Acquisition Process at Meghna Group of Industries (MGI)" offers an in-depth look of the hiring procedures and difficulties in one of the biggest companies in Bangladesh. This report suggests providing practical information on the recruitment policies and systems that the human resources department of MGI has used to organize massive recruitment programs to meet the diverse workforce needs of its business units, which include manufacturing, logistics, textiles, and fast-moving consumer goods and many more. As I worked in the HR department during my three-month internship, I was able to observe and carry out crucial duties such as screening resumes, communicating with candidates, coordinating interviews, managing employee files, documenting, entering PMS data and performing on boarding procedures.

This study concludes that despite the systematic nature of the methods employed by MGI to acquire talents, which include identification, short listing, interviewing and on boarding of candidates, the system has several weaknesses. The high centralization of recruitment processes at headquarters, the administrative burden, and delays caused by coordination make large-scale recruitment campaigns ineffective. The department has not been using many HR technologies but still relies heavily on paper and manual communication; moreover, the recruitment process is complicated by the lack of standardized guidelines for documenting and assessing employees. Despite such challenges, the human resources department of MGI has a laudable track record of getting the right person in the right place at the right time, and this aspect has been attained through teamwork, multi-tasking and optimizing the available interns who enhance the operational efficiency significantly. The results highlight the extreme urgency of embracing digital hiring tools, decentralization of some HR processes, and a more standardized structure in order to increase productivity and improve the jobseeker experience.

In addition to improving knowledge of business HR procedures, this report offers insightful suggestions for improving MGI's hiring process. As an intern, I saw the experience as a chance to develop real-world skills, comprehend actual HR difficulties, and close the knowledge gap between academic study and professional implementation.

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List of Acronyms

HRM- Human Resource Management

MGI- Meghna Group of Industries

SHRM- Strategic Human Resource Management

HRIS- Human Resource Information Systems

PMS- Performance Management System

CSR- Corporate Social Responsibility

VAT- Value Added Tax

IT- Information Technology

ATL- Above the Line (Marketing)

BTL- Below the Line (Marketing)

BDT- Bangladeshi Taka

USD- United States Dollar

SWOT- Strengths; Weaknesses; Opportunities; Threats.

Chapter 1

Overview of Internship

1.1 Student Information

Name: Asifuzzaman Khan Rafin

ID: 22264048

Program: MBA

Major: Human Resource Management

1.2 Internship Information

1.2.1

Period: 3 months period of Internship.

Corporate Identification: Meghna Group of Industries.

Department: Human Resources Department.

Location: Fresh Villa, House 15, Road 34, Gulshan 1, Dhaka.

1.2.2 Internship Company Supervisor's Information:

Name: Md. Ruhul Amin

Job title: Assistant General Manager Human Resources.

1.2.3 Job description/responsibilities.

I handled data entry of the employees and maintenance of Excel workbooks, which entailed input of information, tabulation of data in English and Bengali, and continuous upkeep and maintenance of the performance management systems, I also managed to create and update the exposure sheets.

I followed the candidate made sure all required information and documents were correct and complete by carrying out a comprehensive CV and document verification process.

I efficiently created personnel files for various departments, organized documents, and maintained track of digital and physical employee files.

I called shortlisted applicants for a variety of positions (Sales, Brand Promotion, Admin, Logistics, Chemical Plant, Electrical Engineering, etc.) to arrange the interview times. Verified interview times and walked applicants through the subsequent procedures. I spoke with former workers to learn about and document their reasons for leaving. And helped to create interview evaluation files for decision-making and write recruitment notes.

Also engage with the formalities for employee joining documents and helped new joiners to finish the requirements for joining, such as submitting paperwork accordingly, filling out forms accurately, and proving their identification properly. And I gathered, checked, and organized the required paperwork from new joiners into the appropriate files and follow the instructed employee members on correctly completing the forms and paperwork.

Sometimes, as part of the documenting process, I operated office equipment to print, scan, and photocopy of workers documents.

I helped to write and modify a variety of departmental notes, including those related to LPG sales, the ERP Core Team, SO/BP data, and tissue plant data, to produced candidate summaries and recruitment exposure sheets by their Cv.

1.3 Internship Outcomes:

1.3.1 Contribution of the intern to the company:

In Recruitment team department at Meghna Group of Industries (MGI), I was given different responsibilities. These include:

Excel Sheets and Data Entry: I performed data entry work on a laptop where I entered the data of employees, like name, title, department and place of work in Excel sheets. As part of my responsibilities, I occasionally typed documents using Bengali, for example, appointment letters, master data notes, and recruitment records.

Checking and registering resumes: I also made sure that the resumes of applicants were correct, organized correctly and bookmarked. I also arranged support documents, such as NID copies, conduct files, and photos.

Employee Performance Management System (PMS): I input evaluation records and other personalized information in the system to update and maintain the PMS data sheets.

Onboarding Support: I helped the new employees with their joining processes and helped them with the paperwork, filling the mandatory forms, getting the required information and also arranging their files as needed.

Interview Coordination & Communication: I organized interview programs by calling the candidates and informing them about the time of interview and to help them prepare the exposure sheets.

1.3.2 Benefits to the student

This experience of the internship helped me gain a great deal of practical experience in a human resources setting of an organization. The major lessons learned are:

HR Practical Experience Office: Working on a large-scale hiring cycle, I was able to learn the mechanisms of the HR department, including work with resumes, arranging an interview, and employing a new worker, as well as overseeing their performance.

Excel Expertise: Frequent tasks that included input of personnel data, formatting, and master data organization, usually with the need for Bengali text and sophisticated sheet formats, also significantly contributed to increasing my Excel expertise.

Communication & Coordination Skills: Written and oral communication skills, my belief in professional communication became better, as I communicated with the candidates, coordinated with the executive and senior executive personnel, and supported the new workers.

Document of Employee Management Skills: I developed the skill to arrange files, verify necessary documents like resumes, NIDs and certifications, and prepare full packages to hire and appraise a candidate.

Professional Responsibility: I was taught how to be disciplined, manage my time and work under direction in a working setting through assignments and deadlines.

1.3.3 Role of an Intern

MGI-HR provides interns with a unique role in comparison to the experience provided by other companies. An intern offers assistance in most organizations. The responsibilities assigned to an intern at Meghna Group of Industries, though, are very similar to a full-time worker. MGI has an HR department that is the most demanding one. HR staffs are always busy with numerous tasks and moreover, the work done by the intern is similar to the work of a full-time employee. Succinctly, an intern at MGI-HR will do virtually everything that an executive will do. The main tasks of the intern include:

Short listing of resumes, exposure and joining sheet, coordination of the interview process, conducting examinations, verifying the candidates documents, communicating with the shortlisted candidates, preparing a manpower recruitment note, preparing the employee's personal file and ensuring employee induction.

This is an activity carried out by an intern during their time in the human resources department. An intern performs virtually all the roles of an HR executive.

1.3.4 Recommendations for future internships to the organization

Be a pro and mindful: Because MGI interns are assigned the responsibilities that are almost at the executive level, exercising initiative and monitoring senior HR staff will help them understand ways in which the HR policies are practically applied.

Excel and data-management skills: Since a good part of the work is going to be based on Excel, future interns must know how to format, use formulas, and handle data before taking up the internship.

Time management: Since the HR department is always overworked, it is necessary to train interns to prioritize and deal with numerous tasks under pressure.

Communication practice: Future interns are also expected to perfect their verbal and written professional practices of communication since they will engage with many candidates and employees regularly.

Open Mindset: Interns ought to be open-minded to get the maximum out of the internship and also be ready to learn from their errors.

Chapter 2

Organization Part

2.1 Introduction

With over fifty years of expertise both domestically and internationally, MGI is a company and brand. With more than 6,650 distributors and 15,000 suppliers, it makes over \$3 billion a year. Originally established as Kamal Trading Company in 1976, Meghna Group of Industries (MGI) is one of the biggest corporations in Bangladesh. The conglomerate was founded in 1989 as Meghna Vegetable Oil Industries Ltd. on a small plot of land which was situated in Meghnaghat, Narayanganj.

MGI's diversification into a number of sectors and industries, such as FMCG, building materials, pulp and paper, LPG, feeds, fiber, power plants, shipping, seed crushing, chemicals, ship construction, securities, insurance, media, and aviation, is responsible for its success and quick growth. With a product portfolio under well-known brands like “Fresh”, “No.1”, “Actifit”, “Pure”, and “Meghnacem Deluxe”, MGI has become the largest investor in industrial development in Bangladesh, constructing nine new industrial units.

The process has contributed significantly to the company and the economy of Bangladesh, which has been largely through the unwavering commitment of the most dreams leader of the company, Mostafa Kamal. He has a renowned entrepreneurial skill and patriotic orientation, and in that regard, he has had a major effect on the growth of Bangladesh in terms of social welfare, health, education, sports, and industry. His genuineness and loyalty to the team have significantly improved the performance of MGI as a team.

Objectives of the Study

The Meghna Group of Industries (MGI) has a strong vision, mission and base values. Its mission is to become the most respectable and progressive multinational firm in Bangladesh. To attain this objective, MGI maintains a mission which focuses on the creation of value and customer satisfaction by innovative solutions, highly motivated employees, technological innovation and environmentally responsible, sustainable operations.

The Meghna Group of Industries (MGI) has a strong vision, mission, and basic values. Their objective is to become Bangladesh's most admired and progressive multinational company. To this end, MGI explains its mission statement, which focuses on value maximization and customer satisfaction, which is done by a way of innovative solutions, dedicated workforce, modern technology, and sustainable and environmentally friendly operation.

The company's basic values influence its operations and culture. Another pillar present in the organization is integrity as the basis of high levels of conformity to honesty and ethical behavior. The institution gives much weight to respect, thus creating an atmosphere where employees and other stakeholders are considered accordingly. MGI continues to consolidate its status as a leader in the industry, in the process striving to grow and improve in quality by adhering to the essential rule.

Mission

MGI has the aim to maximize customer satisfaction and potential improvement with innovative solutions, committed employees, adoption of technological innovations and a commitment that is environmental sustainability.

Vision

MGI is determined to be the most esteemed and progressive global conglomerate in Bangladesh.

2.2 Overview of the Company

One of Bangladesh's biggest and most varied conglomerates is Meghna Group of Industries (MGI). Beginning as Kamal Trading Company in 1976, the group subsequently branched out into manufacturing in 1989 when Meghna Vegetable Oil Industries Ltd. Was founded in Meghnaghat, Narayanganj (Meghna Group of Industries [MGI], n.d.-a).

With the help of roughly 15,000 suppliers and 6,650 distributors, MGI currently runs more than 54 industrial facilities in a variety of industries, employing over 50,000 people. An estimated USD 3.0 billion is its yearly turnover (MGI, n.d.-a). Under well-known brands such as Meghnacem Deluxe, Fresh, No.1, Actifit, and Pure, the company sells a variety of consumer and industrial goods (MGI, n.d.-a).

Building materials, pulp and paper, and fast-moving consumer goods (FMCG), chemicals, textiles, cement, feed, fiber, power, shipping, LPG, insurance, aviation, and media are just a few of the industries that MGI operates in. Furthermore, in line with its long-term goals for industrial development and worldwide competitiveness, In Bangladesh, the group was a pioneer in the creation of private economic zones, including the Cumilla Economic Zone, Meghna Industrial Economic Zone, and Meghna Economic Zone. (MGI, n.d.-b).

By means of consistent growth, innovation, and diversification, MGI has emerged as a major force in both local and global markets, making a substantial contribution to Bangladesh's industrial and economic development.



Figure 1- Fresh Cake & Water

Fresh Cement (Unique Cement Industries Ltd)

Fresh Cement is among the leading and most reliable cement manufacturers in Bangladesh, which is sold under the Fresh Ultra Strong and Meghnacem Super Deluxe names. Its high strength and durability are some of the reasons why the product is used in massive infrastructure projects, including power facilities and bridges. The corporation has a robust distribution network and huge plants.

Brand image: Fresh Cement has a lot of regard to itself as a good quality, trusted product. This quality and reliability can be proven by the fact that it is applied in the largest national projects, such as Matarbari power plant or the Kanchpur, Meghna, and Gumti bridges.

Financial Turnover in the Market: One of MGI's main revenue streams is fresh cement. It contributes significantly to MGI's overall Tk 36,000 crore (\$3 billion) business, generating hundreds of millions of dollars annually with a manufacturing capacity of 7 million 18ones and retail rates of Tk 800–1,000 per bag.



Figure 2- Unique Fresh Cement Industries Ltd.

Tissue & Paper (Meghna Pulp & Paper Mills Ltd)

Under the Fresh brand, this section produces tissue paper, napkins, infant diapers, and other personal hygiene items. These are ordinary products that are used in offices, homes and schools. MGI focuses on the production that is clean and environmentally friendly, and takes advantage of modern equipment.



Figure 3- Fresh Tissue & Paper

Market perception of the brand: Products made from fresh tissue and papers are renowned for being dependable, reasonably priced, and clean. The brand serves to consumers who are health-conscious and is linked to daily hygiene. Additionally, MGI emphasizes its usage of zero liquid discharge systems to demonstrate its eco-friendly philosophy.

Turnover in Finances in Our Market: The tissue segment contributes a consistent revenue stream, although being smaller than cement. It supports MGI's expansion in the FMCG (fast-moving consumer goods) industry.

Fresh LPG (Fresh LP Gas Ltd)

MGI's cooking gas brand is called Fresh LPG. It aims to supply clean and safe fuel and provides domestic gas cylinders. It is a more recent company that was founded in 2019 and is still expanding in the competitive energy sector.

Market Image: Fresh LPG is attempting to establish a reputation as a reliable and secure gas supplier.

Our Market's Financial Turnover: Its earnings are probably in the tens of millions of USD (low hundreds of cores BDT).

2.3 Management Practices

2.3.1 The Head Office Operations Includes:

Human Resources (HR): The HR division of Meghna Group of Industries (MGI) overseas is responsible for keeping an eye on staff members and ensuring that they are motivated, effective, and in line with MGI's corporate goals. One of its primary duties is recruiting and hiring, which includes advertising job openings, vetting applicants, conducting interviews, and acclimating new hires from MGI's various businesses, including cement, FMCG, and textiles. The HR department is also in charge of payroll and employee benefits, ensuring that wages, bonuses, and incentives are processed precisely and on schedule.

Administration: Meghna Group of Industries' (MGI) administration division is tasked with making sure the company's offices, infrastructure, and support services run smoothly. The

department provides corporate resources, transportation, and office maintenance and security to ensure that workers carry out their jobs in a convenient and safe environment.

Accounts: The finance and accounting department of Meghna Group of Industries (MGI) manages the company's financial operations, ensuring proper cash flow and accurate record-keeping. It oversees accounts payable and receivable, budgeting, cost analysis, cash flow and reconciliation accordingly.

IT: The IT division of MGI ensures the efficient and secure digital operations of the company's divisions. To safeguard corporate data and financial operations, it oversees network infrastructure, system maintenance, and cyber security.

Brand: The task of creating the branding for products and services falls to the Brand Management division of Meghna Group of Industries (MGI). Utilizing strategic marketing techniques, product-based branding promotes MGI's diverse product line, which includes FMCG, cement, ceramics, health and hygiene and LPG.

2.4 Marketing Practices

Information about the service or product lines

One of Bangladesh's biggest and most varied industrial companies is Meghna Group of Industries (MGI). The company produces a variety of goods and offers a wide range of services across numerous industries. Below is an extensive list of MGI's product lines and services.

Product Line:

1. Fast Moving Consumer Goods (FMCG).
2. Building Materials
3. Chemicals
4. Energy and Power
5. Pulp and Paper Industries
6. Health and hygiene products
7. Printing & Packaging
8. Stationeries
9. Other Industrial Sectors:

MGI is involved in other industries, such as:

- **Feeds and Agriculture:** This involves the production of good animal feeds and seeds.
- **Aviation & Shipping:** The Company offers logistics and maritime services.
- **Financial Institutions and Capital Market:** Investment and financial solutions.
- **Real Estate and Construction:** Real estate and housing developments.
- **Healthcare & Hospitality:** Hotels and hospitals.
- **IT & Digital Services:** Information technology and technology development.
- **Sports Management:** Sponsoring and managing sports-related activities.

Service Line:

Meghna Group of Industries (MGI) also provides a variety of services to support its company operations and promote economic development in addition to its diverse product line. Services include corporate social responsibility, technology, real estate, financial solutions, logistics, and more.

Logistics & Transportation Services

- CNG Refueling & Conversion
- Transport & Logistics Solutions
- Shipping & Maritime Services

Industrial and Economic Zones Development

- The Meghna Economic Zone (MEZ)
- The Meghna industrial economic zone (MIEZ).
- Comilla Economic Zone

Real Estate and Infrastructure Development

- Housing and Residential Projects.
- Real Estate Development, Commercial.
- Construction & Engineering Services.

2.5 Industry & Competitive Analysis

Porter 5 Forces Analysis



Figure 4 -Porters five forces model.

- Competitive Rivalry:** The major conglomerates that trade in Bangladesh such as PRAN-RFL, ACI, Abul Khair, Bashundhara, and others are also in stiff competition with MGI due to the shared pool of skilled employees. The human-resources department at MGI, therefore, is faced with a lot of pressure since the initiatives related to recruitment branding and compensation becomes crucial differentiators. Especially aggressive is the competition to recruit and keep employees with highly technical or managerial skills, especially in the mid to senior positions. In order to effectively attract and retain high-quality talent, MGI should put a strategic emphasis on employer branding, provide competitive compensation packages, and be a strong advocate of academic involvement.
- Threat of New Entrants:** The entry of new companies or start-ups especially in the technology, e-commerce, and low volume production business may increase the demand of the skilled labor. These newcomers might not be able to provide MGI with the same sort of job stability or brand recognition just yet, though. MGI's strong brand and varied company divisions provide it with an upper hand even as new competitors appear, but maintaining such an advantage requires constant recruitment strategy development.
- Bargaining Power of Customer:** Managers of departments frequently put pressure on HR employees to produce results quickly and with high quality. In addition to hiring, hiring managers expect strategic talent planning that is in line with company goals. By employing based on data hiring practices and prompt talent delivery, the HR department needs to establish itself as a strategic partner rather than only a support role.

- **Bargaining Power of Supplier:** Due to intense competition, recent graduates and entry-level job applicants have limited ability to negotiate. But most especially in technical fields like in the field of marketing, engineering or information technology, graduates of the best universities, technical specialists and experienced professionals have more bargaining power. MGI requires unique talent acquisition solutions that accommodate specific groups of applicants, which may provide them with learning opportunities and career advancement paths of the elite specialists.
- **Threat of Substitute Products:** Traditional hiring processes can be replaced by other options like contract hiring, outsourcing, freelance work or even robotization. This may require some of the departments to consider internal transfers or AI-enhanced CV screening to save time and resources.

SWOT Analysis



Figure 5- SWOT Analysis

Strengths:

- **Broad Company Portfolio:** Meghna Group of Industries works in several industries, including consumer goods, food, cement, real estate, etc. This diverse portfolio lowers the risk of losses and gives the organization a solid base.
- **Strong Brand Presence:** Because of the high caliber of its products and services, MGI has an established reputation in the market and has seen a rise in customer loyalty.
- **Huge Distribution Network:** Meghna Group of Industries can reach customers in distant parts of Bangladesh because to their extensive distribution network. Furthermore, they

are currently conducting business overseas by increasing the scope of their extensive network.

- **Technologically Superior:** The Company has invested in modern infrastructure, technology, and equipment to improve its manufacturing processes and it has trained its employees to get acquainted to them. It has also improved efficiency and reduced costs.

Weaknesses:

- **Limited Worldwide Existence:** The Company's minimal worldwide presence limits its exposure to foreign markets and possible expansion opportunities.
- **Dependence on Raw Materials:** Raw materials are also a major component of the supply chain of the Meghna Group of Industries; the fluctuations in the prices of raw materials can destroy the profitability.
- **Dependent on the Domestic Market:** The financial performance of the group depends on the local market which makes it vulnerable to the local economic changes.

Opportunities:

- **Expansion of International Markets:** To attract more customers and revenue, the company can look at expanding into the borders of Bangladesh.
- **Expansion into New Business Areas:** The Meghna Group of Industries can explore newer areas of business like renewable energy, which has a potential for expansion, besides decreasing its dependency on the conventional areas.
- **Strategic Collaborations and Relationships:** The Company could also form strategic alliances and partnerships with its competitors to expand its customer base and increase its market share.

Threats:

- **Economic Unpredictability:** The Company can also face the issue of economic operations due to the unpredictability of both the home and foreign economic environment, and this can impact its strategic estimates and resource distribution.

- **Political Unrest:** The operations of the company are vulnerable to the negative influence of the political unrest that has been seen in Bangladesh, which will affect the establishment of stability and the ability to achieve continuous growth patterns.
- **High Competition:** Meghna Group of Industries operates within a high competition environment which is typified by intense competition among domestic and multinational firms and is the situation that is likely to affect its profitability levels and undermine its overall presence in the market.

2.6 Summary and Conclusions

Meghna Group of Industries (MGI) is one of the leading conglomerates of Bangladesh and has a strong base in a range of industries such as fast-moving consumer goods (FMCG), cement, paper, liquefied petroleum gas (LPG), textile and energy. The headquarters of the organization has a systematic set of management practices that include human resource, administration, finances, information technology, branding and taxation, all of which combined support the growth of the organization. The range of products and services offered by the company, supported by an effective distribution system and a strong brand name, indicates its potential to meet a wide range of needs of the customers.

The in-depth analysis of the competitive environment and market conditions reveals the opportunities and limitations. High levels of competitive rivalry, coupled with rising pressure on the human resources to obtain and maintain talented employees, are the hallmarks of the Porters Five Forces model. Regardless of the exposure to risk factors, which include dependence on the local market, fluctuations in prices of raw materials, high competition, the SWOT analysis shows that MGI has a strong brand, substantial investments in technology and a wide distribution network.

2.7 Recommendations/Implications

- **Increase International Presence:** MGI needs to venture into other markets in order to diversify its sources of revenue and minimize its reliance on the domestic economy.
- **Improve Employer Branding:** HR practices must focus more on competitive compensation packages, recruitment of the best talent, and creating MGI as an employer of choice.
- **Use digital solutions within the operations and recruitment:** Replacing all the manual processes with advanced HR and operational software, the accuracy and efficiency of operations will be improved.
- **Sustainability Emphasis:** MGI shall ensure long-term competitiveness by investing further in environmentally friendly operations and corporate social responsibility.

Chapter 3

Project Part

3.1 Introduction

This chapter is a thorough evaluation of the Meghna Group of Industries (MGI) recruitment and talent acquisition procedures. In the view of meeting the overall employee needs of the organization, the analysis queries on how the HR department handles the sourcing and short-listing of candidates, scheduling of interviews, documentation of candidates, and on-boarding of employees. This analysis is intended to evaluate the effectiveness of these processes, determine the existing challenges, and highlight the measures that MGI has used to recruit and retain the talent in a very competitive field.

3.1.1 Difficulty faces in Recruitment & Talent Acquisition Process

Managing a large number of hires across multiple divisions is the responsibility of this tiny team, frequently with a few employees and under strict time constraints.

The HR team at Head Office is constantly under pressure because of the centralization of recruitment activities. They frequently have to plan large-scale hiring campaigns, sometimes with little notice, for field employees and factory workers alike. Coordination is made much more difficult by the absence of a separate HR unit in the factory complex, which houses a sizable section of the employees.

Sometimes poor staffing scheduling, multitasking requirements and staff turnover make the process more complicated. Such a lack of formal procedures has a harmful effect on the quality of employee recruited as well as on the morale of the HR department. The issue seems to be mainly the inconsistency of recruitment policies resolve it to help MGI achieve a significant improvement in terms of talent acquisition.

3.1.2 Objectives of the Report

This report will also appraise the effectiveness of such procedures and how these practices have been aligned with the overall human resource goals & objectives in the organization.

This report's primary objectives are:

- To identify obstacles and weaknesses in MGI's present recruitment and talent acquisition procedure.
- To determine which aspects of sourcing, screening, and recruiting procedures need to be updated or improved.
- To gather and investigate employee opinions about the present hiring and acquisition practices, with a focus on HR professionals.
- To offer feasible solutions to the problems in hiring and acquiring talent that have been identified.
- To investigate and recommend innovative ideas and technological resources that can be used to improve MGI's talent acquisition approach.

3.1.3 Significance of the Study

The practical implementation of HR practices in one of the biggest conglomerates in Bangladesh is brought out in this study, "An Analysis of the Recruitment & Talent Acquisition Process at Meghna Group of Industries (MGI)." It offers information about MGI's methodical approach to managing extensive hiring, candidate assessment, and onboarding. In addition to helping the company pinpoint areas where its hiring procedure needs to be improved, the results will be a useful resource for HR professionals and students to comprehend actual hiring and talent acquisition procedures in a competitive corporate setting.

3.1.4 Scope and delimitation of the study

Meghna Group of Industries will be a good opportunity to gain practical experience. As an intern under the Human Resources department, I gained a full picture of how HR works. My roles were more or less similar to those of a full-time worker which allowed me to handle various tasks that are not finished by interns very often. The knowledge obtained was also directly linked to my

studies and the experience I gained will help me to develop my career in the future. Combining with the senior members of the recruitment team, especially, those were helped me to develop my multitasking skills and also gave me a glimpse into how to work under pressure to ensure good performance.

However, there were a number of limitations apparent. Three months were not enough to make a complete appreciation of the HR processes in a big organization like MGI. Also, at the end of my internship, corporate policy did not allow me to access specific personal information as I was not a full-time employee. I was also not allowed to attend employee meetings so as to prevent the violation of policies. Therefore, I was only interested in the tasks that I was asked to perform.

3.2: Literature Review

Talent acquisition and recruitment are part of the core human resource activities, which have a direct impact on the organization's performance, especially in large organizations like Meghna Group of Industries (MGI). According to the records by Cappelli, Collings, and Mellahi (2009), talent acquisition is a more longitudinal, strategic, and workforce-focused process that relies on long-term workforce planning, employer branding, and creation of talent channels compared to recruitment that deals with short-term employment needs. The recruitment strategies and procedures that are in line with corporate goals in heterogeneous companies like MGI also guarantee operational efficiency in all the various industries, including logistics, fast-moving consumer goods (FMCG), and textiles. In order to expedite recruiting and enhance the candidate experience, contemporary recruitment processes are depending more and more on digital resources such as applicant tracking systems and online job portals defined by Stone, Deadrick, Lukaszewski, & Johnson, 2015. However, in order to retain affordable and culturally acceptable talent acquisition, internal hiring, university recruitment, and worker recommendations continue to be important according to Armstrong & Taylor, 2020. Additionally, employer branding is essential for bringing in qualified applicants and encouraging staff involvement (Backhaus & Tikoo, 2004). Managing large hiring numbers and maintaining consistency throughout decentralized operations are two of the particular difficulties that organizations face. Human resources professionals must use a flexible yet uniform approach to hiring in order to handle these issues defined by Ulrich, Brockbank, Johnson, Sandholtz, & Younger, 2008. In order to

maintain growth and keep a competitive employee in Bangladesh's changing industrial landscape, MGI must implement a comprehensive and thoughtful talent acquisition plan.

3.3 Methodology

Based on company data and practical knowledge, the study's methodology aims to give viewers a comprehensive grasp of Meghna Group of Industries' (MGI) hiring and talent acquisition procedures. This study uses primary and secondary data sources and is mainly descriptive and analytical in nature.

Primary Data: Primary data will be obtained by means of active participation in the HR department during the internship. Resume checking, interviewing, new-hiring preparations, data handling via Excel sheets, and maintenance of personnel files, direct communication with applicants and human resources managers were some of the tasks performed by the researcher. The understanding of daily HR processes was also enhanced by informal conversations and practice with the HR employees.

Secondary Data: The Secondary data were obtained by means of the relevant literature on the hiring and talent acquisition processes, performance-management documents, recruitment records, and the company documents.

Data Collection Methods: A mixture of systematic observation, experience participation, documentary review, and semi-structured interviewing of HR personnel was used to obtain a complete overview of the process of hiring.

Study Scope: The analysis will be focused on the hiring and selection activities in the various functional units, such as engineering, sales, marketing, logistics, and administration.

Limitations: The findings of this study are also restricted by the short term period of the internship (3 months) as well as resources to proprietary HR practices and policies.

3.4 Findings and Analysis

Findings

1. Recruitment Process Efficiency: The HR recruitment team usually follows a process such as sourcing candidates, verifying the CVs, short listing, scheduling interviews, documentation, and on boarding. However, there are cases where the lack of standardized procedures results in intra-departmental communication differences, records and interview ratings.

2. Role of Employee Support and Interns: According to a thorough examination, the range of human resources tasks, such as document organization, the data input on the personnel management system (PMS), interview arrangement, employee recruitment, and curriculum vitae verification, are mainly performed by interns. Although this kind of experiential participation can also lead to greater efficiency in procedures, it also highlights the current issue of understaffing, which forces HR operations to rely on interns.

3. Communication and Candidate Skills: To achieve the objectives of interview scheduling and on boarding support, the prospective candidates will be connected in direct communication through the telephone, thus maintaining face-to-face interaction. However, the use of manual communication channels may create delays in the notification process and may require extra follow-ups by the HR professionals.

4. Documentation and On boarding: Form filling, file preparation, and document verification are all part of the well-organized employee joining procedures. Minor inefficiencies in the on boarding process for new hires across departments can occasionally result from the lack of a standardized checklist.

5. Problems Found: HR employees face a heavy workload and multitasking requirements, particularly during major recruitment campaigns. Inconsistent hiring practices which result in inefficiencies and a greater administrative load and insufficient use of digital tools for hiring and on boarding, leading to a greater dependence on manual procedures. Limited HR staffing in divisional offices, such as factories, places a greater lead burden on HR at the head office.

Analysis

The results prove that despite the fact that the recruitment system of MGI was organized correctly, its centralization, a significant workload and a limited use of technology sometimes create operational issues. The active participation of interns depicts that the corporation is dependent on flexible employees to coordinate large HR procedures.

From my perspective, the organization can achieve higher productivity and a decrease in administrative load as well as a smoother experience for the candidates, through enhancing uniformity, increased use of HR technology and outsourcing specific tasks to the divisional HR offices.

3.5 Summary and Conclusions

I gained a lot about Meghna Group of Industries' (MGI) hiring and talent acquisition real life practices thanks to this internship. The study claims that MGI has a centralized hiring procedure, with the head office's HR division handling sourcing, screening, interviews, documentation, and on boarding. Although this structure ensures policy consistency, a small HR team managing large hires across multiple business units is under a great deal of pressure.

The results highlight a number of operational weaknesses as uneven documentation and interview evaluation, reliance on manual communication, limited use of digital recruitment utility, and understaffing of divisions.

Besides having practical exposure to the hiring practices, it also discovered areas that need strategic improvements in order to sustain production, reduce workload pressure, and improve the experience of applicants.

3.6

Recommendations/Implications

The following suggestions are made to enhance MGI's recruitment and talent acquisition procedures in light of the results and analysis:

1. HR Function Decentralization:

- To share recruitment duties, set up specialized HR departments at the Factory Complex and Chittagong Office.
- This would increase hiring efficiency on a large scale and eliminate the heavy reliance on the HR team at Head Office.

2. Standardization of Recruitment Practices:

- To guarantee uniformity across all divisions, create a standard hiring checklist, interview assessment form, and documentation procedure.
- Standardization will improve hiring quality overall, cut down on administrative delays, and minimize errors.

3. Improved usage of HR Technology:

- The integration of the digital medium of candidate correspondence, interview organization, and resume sifting, as in the case of an Applicant Tracking System (ATS), is promoted.
- Systematizing these processes will speed up the process of communication, reduce the number of manual workers, and improve the general experience of the candidates.

4. The Strategic Workforce Planning:

- To prevent pressure to hire at the last minute, work with department heads to implement staffing and manpower forecasting plans.
- HR can concentrate more on high-quality hiring and less on multitasking stress with careful planning.

5. Improved Education and Capacity Development:

- HR professionals should receive frequent training on employee on boarding, interviewing, and digital recruitment tools.
- This would enhance HR's capacity to oversee extensive and varied hiring.

6. Integration Strategy for Internships:

- Since interns are essential to MGI's HR operations, the company and the interns will gain from the introduction of structured internship programs with appropriate training and clearly defined responsibilities.

- Additionally, this will guarantee effectiveness while reducing excessive reliance on short-term assistance.

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Project Proposal

Report on

An Analysis of the Recruitment & Talent Acquisition Process at Meghna Group of Industries

By

Asifuzzaman Khan Rafin

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To

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&

Co-Supervisor: Dr. H. M. Arif, Assistant Professor

Date: December, 2025

Introduction

The topic I have chosen to do my internship report focuses on the “An Analysis of the Recruitment and Talent Acquisition Process at Meghna Group of Industries”. The reason behind choosing this topic is to know about the recruitment and talent acquisition process of The Meghna group of industries. I feel the topic is suitable to my major and the report with the mentioned topic will meet the requirements of the university.

Aims and Objectives

The research has the following objectives:

The primary purpose behind this report was to relate the learned theories and concepts during the MBA program with the recruitment and talent acquisition process at Meghna group of industries. The objective of this report is –

- To empirically analyze the current recruitment and talent acquisition procedures at MGI and determine whether they are in together with the overall human resource and business strategies of the organization.
- To determine the issues, limitations, and inefficiencies that the human resources division encounters at the process of candidate sourcing, screening, selection, and on boarding.
- To assess the efficiency of the recruitment methods and tools currently used at MGI, including documentation, interview coordination, and CV verification.
- To learn more about the experiences and opinions of interns and HR professionals about the hiring and talent acquisition process.

Methodology

The report was produced using both primary and secondary data. Active participation in the internship including informal conversations with HR specialists, on-boarding, interview scheduling, CV verification, and documentation, yielded the majority of the information.

Company records, HR policies, hiring records, and relevant scholarly works were the sources of the secondary data. Data collection techniques include observation, document review, informal interviews, and hands-on involvement. The study's thoroughness was hampered by the brief internship period and restricted access to private HR regulations.

Significance

The purpose of this report is to explain the hiring and talent acquisition practices used by Meghna Group of Industries (MGI). The objective is also to identify the shortcomings and issues with the current system and provide practical recommendations for improvement. This makes the report interesting since it not only points out the advantages and disadvantages of MGI's HR practices but it also makes recommendations that might enhance the company's hiring practices generally.

Timeline of the Work

The internship is set to take a period of 3 months which was the period of my internship program.