

**Report on**  
**Effectiveness of the HR System at Impress Group**  
**(Innovative Creation Ltd.)**

By

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ID: 17104071

Bachelor of Business Administration

BRAC Business School

Brac University

December 2022

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## **Declaration**

It is hereby declared that

1. This report submitted is my original work while completing my degree at BRAC University.
2. This report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. This report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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

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**Md. Abdul Alim**

ID: 17104071

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

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**Ms. Tanzin khan**

Lecturer

BRAC Business School

BRAC University

## Letter of Transmittal

Tanzin Khan

Lecturer

Brac Business School

Brac University

66 Mohakhali, Dhaka – 1212

Subject: Internship report Submission

Dear mam,

With due respect and pleasure presenting my 04 (Four) months internship report. It was both a challenging and a thrilling path for me as a fresher. It was an amazing journey to be a part of corporate HR in a group of companies. Impress Group one of the greatest groups along with an organized corporate working environment. The topic of my internship report is report “Effectiveness of HR System at Impress Group (Innovative Creation Ltd.)” the main focus on my report is how HR effects in a company, employee management, recruitment processing, HR policies, training activities etc. of Innovative Creation Ltd – Impress group.

I hope that all my mistakes will be considered and despite my best efforts, a mistake could have been made in the report.

Sincerely yours,

Md. Abdul Alim

ID: 17104071

BRAC Business School

BRAC University

Date:

## **Non-Disclosure Agreement**

[This page is for Non-Disclosure Agreement Between the Company and The Student]

This agreement is made and entered into by and between Innovative Creation Ltd. – Impress Group and the undersigned student at Brac University.....

## **Acknowledgement**

This project's successful completion is the result of the involvement of many people, especially thanks to those who were giving their valuable time and sharing their knowledge with me to improve this beautiful report. Without the grace of Almighty Allah, I am unable to accomplish this valuable report on time. I would also like to thank my university supervisor Ms. Tanzin Khan, lecturer at BRAC Business School, BRAC University for her adorable guidance and proper track for me that I needed badly also thanks to my office supervisor, Fariha Tasnim, Senior Executive, HR & Admin Dept, Innovative Creation Ltd – Impress Group who was always there for my betterment through my every step. Finally, I'd like to extend my sincere gratitude to all of the existing staff of Innovative Creation Ltd. – Impress Group for giving enjoyable and learning co-operation, for which this report is made from.

## **Executive Summary**

Innovative Creation Ltd. is a 360-marketing agency established in 2009 and is a concern of Impress Group, one of the most highly regarded and diversified conglomerates of Bangladesh. The main activities of our company are brand activation/ promotion, event management, social media campaign, public relation building, trade marketing, campaign run and other promotional activity etc. We have top notch companies of Bangladesh as clients some of those are Grameenphone, Nestle, Mercedes-Benz, Mitsubishi, Pathao, Suzuki, Honda, Coca-Cola, BRAC aarong, Bangladesh Army, Daraz, Bkash, BRAC bank and so on. We have successfully done these companies' various activities like promotional, event management, campaign run etc. Recently we were one of the proud organizers of 4 top brands (Suzuki, Mercedes-Benz, Mahindra and KTM) in the 6th international Bike Show held in Bashundhara, Dhaka. It is a highly developed and organized company with a professional corporate working environment located in Banani, Dhaka.

Effectiveness of HR in this organization is fantastic. Their policy and other stuff are highly modified and well-polished. Each policy and activity maintain a stable HR practice all over the office and employee friendly for every sector in such as leave or salary payroll system, attendance system, recruitment process, counseling with employees in case any emergency of any employee the HR team is always there to sort out. This makes it simple for Innovative Creation Ltd. – Impress group to get skilled workers who will aid the company in achieving its main objective to hold a perfect goodwill to all.

# **Table of contents**

**Declaration**

**Letter of transmittal**

**Non-Disclosure Agreement**

**Acknowledgement**

**Executive Summary**

**Table of Contents**

**Chapter 1 - Summary of the Internship**

1.1 Introduction

1.2 Objective of the study

1.3 Problem faced / Limitations

**Chapter 2 – Company Profile**

2.1 Company picture

2.2 About Company

2.3 Overview of Innovative Creation Ltd. – Impress group

2.4 Customer Service and clients

2.5 Company analysis

2.6 Operations

2.5 Management committee

2.6 Contacts

**Chapter 3 – Basic HR activities**

3.1 Attendance

3.2 Employee management system

3.3 Recruitment Process

## **Chapter 4 – Effective HR & policies**

4.1 Software Limitations

4.2 Issues regarding recruitment

4.3 Suggestion

4.4 HR policy of Innovative Creation Ltd. – Impress Group

## **Chapter 5 – Conclusion & Recommendations**

5.1 Conclusion

5.2 Recommendations

## **References**



# Chapter 1 - Overview of Internship

## 1.1 Introduction

Have you ever heard the name of “Channel I” one of the renowned TV channels in Bangladesh or “Incepta pharmaceuticals” the largest pharmaceuticals company in Bangladesh. Yes, I am talking about one of the biggest groups in Bangladesh, the Impress Group. They have 30+ running companies in Bangladesh in different sectors. This is a study based on the HR department, Innovative Creation Ltd. One of the finest companies of Impress Group. This internship report was created to meet a requirement for BRAC University's BBA program. The purpose of this report is to combine the theoretical information learned in academic coursework with the practical work done in actual businesses. I am working at Innovative Creation Limited, a concern of Impress Group.

I work in the company’s HR department. This is not only a major department but also an important sector from where all the human management is handled. For me, this is a new challenging environment to relate my academic knowledge to corporate and I believe it will take me to the top of managerial positions someday. Here basically I handle and assist core HR works such as recruiting process, employee management, attendance reporting, effectiveness, policies, and limitations as well.

## **1.2 Objective of this report**

Board objective: The board objective of the report is to get knowledge regarding the effectiveness of HR practice and various limitations of a company.

Specific objective:

- To explain the HR policies of Innovative Creation Ltd. – Impress Group
- Effectiveness of HR Department at Innovative Creation Ltd. – Impress Group
- The descriptive view of Employee management system in HR

## **1.3 Problem faced / Limitations**

As I am writing this report on the effectiveness of the HR system at Innovative Creation Ltd.- Impress Group. There is a lack of some important things as I observed in HR. We are trying to get rid of these issues but some systems are rebuilding nicely.

- Lack of software issues for preparing salary payroll, employee's files
- Issues regarding recruitment in the duration and limited platform

## Chapter 2 – Company Profile

### 2.1 Company picture:



### 2.2 About Company:

Innovative Creation Ltd. is a 360 BTL marketing agency established in 2009 and is a concern of Impress Group, one of the most highly regarded and diversified conglomerates of Bangladesh.

### 2.3 Overview of Innovative Creation Ltd. – Impress Group

Innovative Creation Ltd. Is one of the companies under the umbrella of Impress Group. Basically, we generate a seamless synergy of services for all your marketing needs. It started the journey in October, 2009. A 360-marketing agency who have done the social media campaigns, Brand activation, event management, Trade marketing, public relation building. We have operated our company with HR & Admin, Operation, Accounts. Creative, Strategic Planner, Visualizer department.

### 2.4 Customer Service and clients:



## **2.5 Company Analysis:**

### **Corporate culture:**

The ideas and customs connected to a certain firm are referred to as its "corporate culture." For instance, a corporation's hiring and promotion practices or mission statement may indicate its corporate culture. Some businesses define themselves as "innovative" or "environmentally concerned" organizations to align themselves with a certain set of principles.

Innovative Creation Ltd. Have a beautiful corporate environment to work and ethics. Every employee feels and acts like a family. Everyone is helpful and empathetic as well. Respect and work ethics is fully loaded here and every one working as their own end. Whenever any problems arise, the allocated department will immediately solve that and run the operation again.

### **SWOT analysis:**

#### **Strength:**

Company model's greatest elements and most potent marketing aspects. Team's primary skills and expenditure. Innovative Creation Ltd. – Impress Group, one of the renowned 360 marketing agencies in Bangladesh. We have a very good respective position in this sector and all the departments are strongly working continuously to hold this position in the market. Moreover, in this year 2022 Innovative Creation Ltd. - Impress Group owns the highest PO (Purchase Order). This is a very good opportunity and great achievement as well for our company. We work with the top-notch brands in Bangladesh and all those clients are very satisfied.

#### **Weakness:**

An organization's limitations prevent it from operating at its highest potential. A bad brand, higher-than-average turnover, high levels of debt, an insufficient supply chain, or a lack of cash are examples of areas in which the company has to improve in order to stay competitive. Every company have some weakness or difficulties. Innovative Creation Ltd. – Impress Group is not the outsider from it. We have to concentrate in the business development work and client service department. Another big issue that is right manpower and lacking of manpower. We have a good number of market receivables for this reason the cash flow system in the company is hampered sometimes.

#### **Opportunities:**

Opportunities may be seized, and you can take precautions to avoid them, but it cannot alter them. There is a great opportunity for Innovative Creation Ltd. – Impress Group in the Event management and Marketing agency service. Clients always want a stable, reliable company who does all the things very smoothly with highest transparency. So, in this sector we are one of the best companies in the country. Another opportunity is we have top notch clients and some clients are fixed also.

#### **Threats:**

Threats also include that can have an adverse impact on your company from the outside, such as supply-chain issues, changes in market demands, or a lack of qualified candidates. It is critical to foresee risks and combat them before you suffer from them and experience a stop in your progress. Other Companies are mainly threats for us. It is very clear that in the same field we all are competitors. We always find something new in every project or activity for being advanced from all other companies in Bangladesh. But any other company doing something exceptional is really a threat for us and their new idea can become a game changer in this industry and we as well.



## **2.6 Operations:**

### **Brand activation:**

The number of marketing channels is increasing; thus, it is crucial that you understand how your brand activation experience may be connected across many contact points. Because there is no purpose in investing money and time in an endeavor that will not benefit you. So, we take over and create a strategy that is in accordance with your goals and available resources.

### **Event management:**

It is the most fulfilling profession there is, in our opinion. We have ideas for exhibitions, sporting events, festivals and concerts, meetings, roadshows, conferences, charity events, fashion events, parties, award ceremonies, product launches, VIP events, and many other types of events. The list continues after that. We also do special events including weddings, birthdays, high teas, and others.

### **Social media campaign:**

There is a strong probability that you are browsing our services because you spotted our Facebook advertisement or page. Businesses today have teams specifically focused on social media marketing because it is more accessible, affordable, and relevant than ever.

Social media, however, is a hard nut to crack. People get irritated, bored, and perhaps outraged. The advertising effort that you hoped would help your company fails.

### **Public relation:**

Through various communications, such as conventional media, social media, and personal commitments, our PR professionals help you establish a positive reputation in your professional environment. PR experts are essentially storytellers who help your audience picture you as the shining hero. If an error has been made, we intervene to minimize the harm.

Our expertise include: Media relations, Advertorials, social media, Brochures and catalogs, Business events, Speaking engagements, Sponsorships or partnerships, Employee relations, Community relations and many more.

### **Trade marketing:**

Our hardworking staff employs a range of trade marketing strategies to assist you in reaching your goal. Trade exhibits, trade promotions, branding, strategic alliances, continuing market analysis, internet marketing, etc. are some of our areas of expertise. All these techniques enable us to generate strategies and concepts to advance your brand.

## 2.5 Management Committee:



Abdur Rashid Majumder  
Chairman



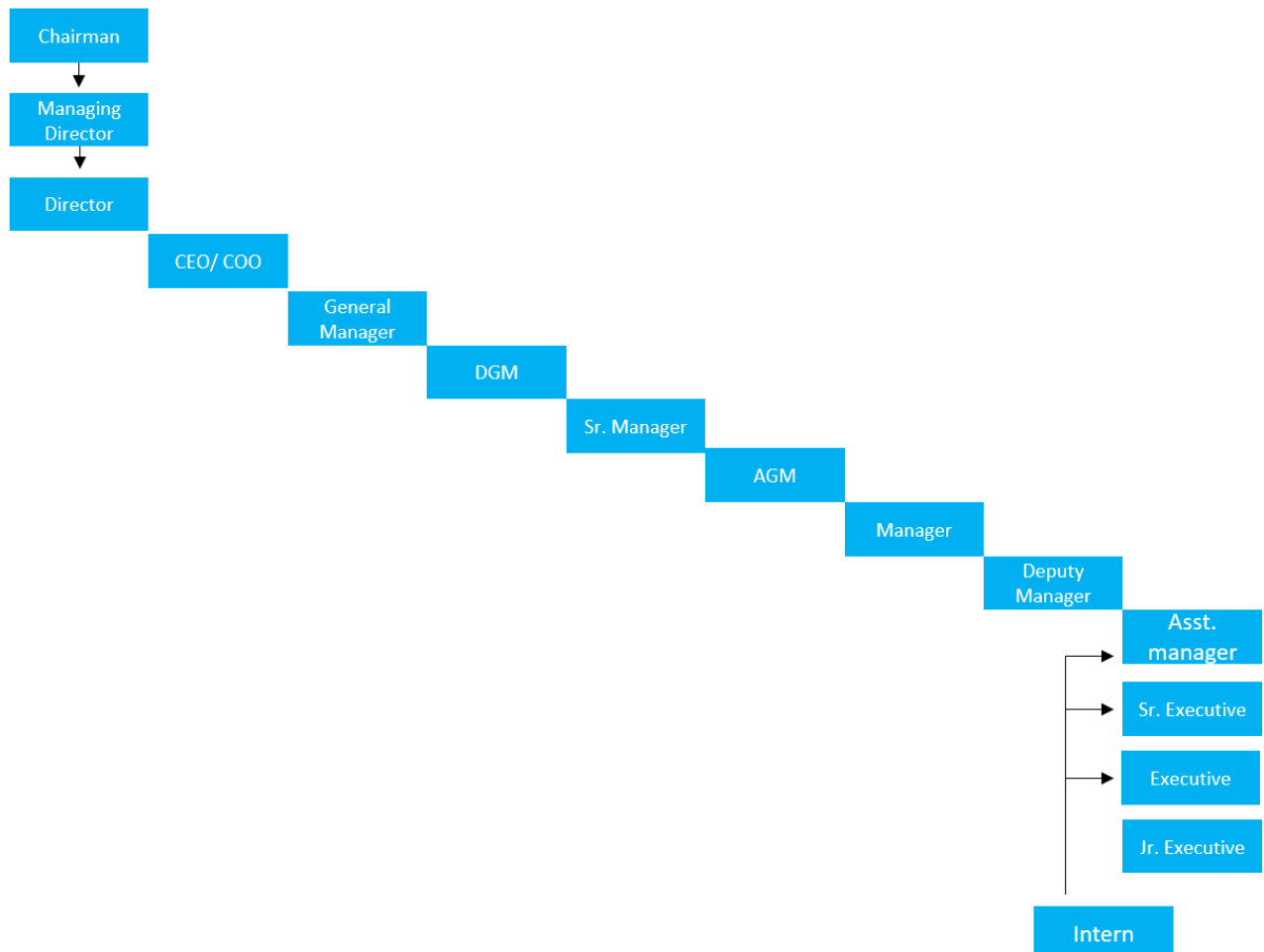
Raihan Rashid Majumder  
Managing Director



Zarin Farhana Rakhee  
Director

## Organization Structure:

Innovative Creation Ltd. – In order to promote uniformity and transparency among all of its employees and authorities, it has a horizontal organizational structure.







## 2.6 Contact details of the company:

Name: Innovative Creation Ltd. – Impress Group

Address: ABC Spring Flower

House – 52 (2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Floor)

Road 02, Banani, Dhaka – 1213

Contact: +88-02-55040980

Email: [hr@icreation.com.bd](mailto:hr@icreation.com.bd)

Web: [www.icreation.com.bd](http://www.icreation.com.bd)



## Chapter 03 - Basic HR activities

### 3.1 Attendance:

- Card Punch system

Nowadays everywhere frequently uses the time attendance punch system. The Innovative Creation – Impress group is not different from the update system. By the system we the HR can easily get the clock-in and clock-out time in one sheet. The information is compared to the records of current employees as soon as an employee enters the office and punches in or out on the machine. Not only that can identify those who are being late or taking early leave. This is a card system punch and that card is an employee's ID card. Employees punch their ID card for clock-in and clock-out.

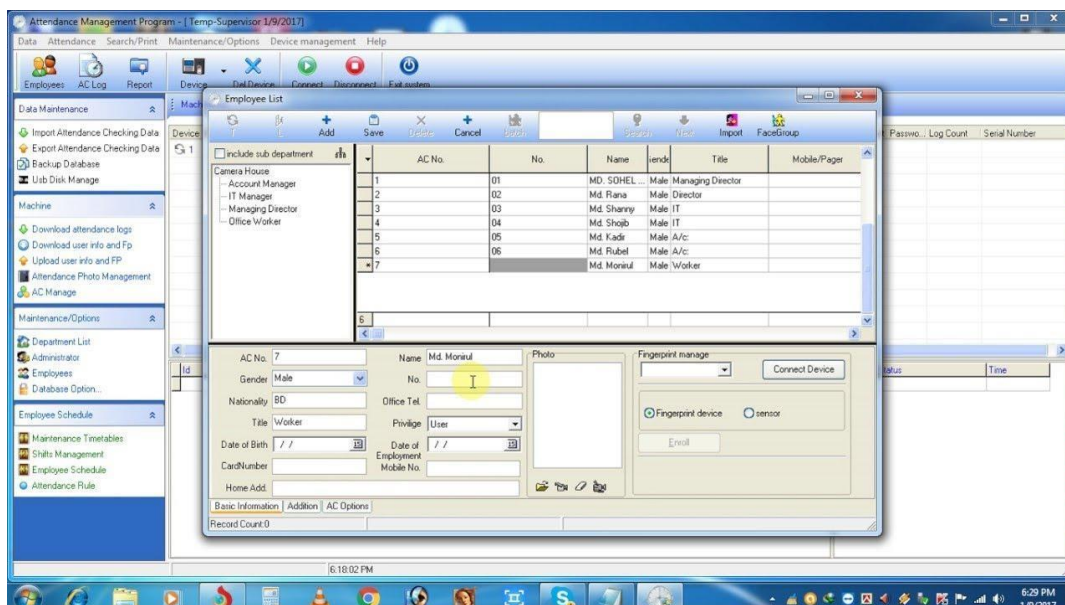
- Daily update, monthly adjustment with leave

After connecting the software with the time attendance punch machine, we can download the daily attendance sheet and update it with remarks such as who is on leave, who is late or any other remarks. Employees can send messages to the HR through WhatsApp or email. Monthly attendance sheets must be updated with the adjustment of basis of employees leave, work in holidays and other emergency purposes. It will help to create the salary sheet easier. Innovative Creation Ltd. – Impress groups strictly maintain the attendance procedure because this is also a sensitive issue for the reason it is directly connected to the salary payroll.

- To whom to report the attendance sheet

Daily attendance reports must be submitted to the Roman Raihan, Asst. manager, SK Musfique Mamun, CEO and Zarin Farhana Rakhee, HR Director on a daily basis. Create a new excel file for adding remarks of employee update function and reporting the daily report. For the monthly report which contains all of the days in one report to Roman Raihan, Asst. manager, SK Musfique Mamun, CEO, Zarin Farhana Rakhee, HR Director and Our respectable Rezoanur Rashid Majumder, Managing Director of innovative Creation Ltd. – Impress group for salary approval or any other decisions need to be made.

A screenshot of attendance software system-



## 3.2 Employee Management System

- Personnel document file system

Each and all employees have separate files, both hard copy in our personal file storage and soft copy in computer. Here belongs employee's CV, appointment letter received scan copy, joining letter scan copy, Bank account details, educational certificates photocopy, NID, nominee's information, any extra certificates, SIM issue paper, laptop issue paper etc. by this file maintaining system HR can easily track any specific employee's information and find his/her at a glance.

The benefits of handling a proper employee document system are privacy maintenance, easily tracking any employee. Innovative creation Ltd. – Impress group maintains 100% employee privacy to hold separate personal files for each employee.

- Leave management

Employees can take leave in case of any emergency. But here Innovative Creation Ltd. – Impress group have a policy that employees must submit a leave form against their leave before taking the leave. Current workplaces demand modern methods for managing fundamental HR procedures, which provide several advantages for managers, staff members, and the HR division. The key advantages are increased productivity and transparency, decreased costs, fewer mistakes, and a quicker approval and payroll procedure.

If any employee does not submit his/her leave form against his/her leave then his salary will be held and he/she will be in trouble. If the employee submits the leave form and if it is approved then it will be counted as "Leave without pay" but some exceptions are always there for the flexibility for the employees. Innovative Creation Ltd. – Impress group always maintain an open face transparent system. Everybody has the right to express them.



### REQUISITION WORK IN HOLIDAYS

Today's Date:	20.07.2022	No. Days Holiday:	02
Name:	Md. Golam Kibria		
Employee ID:	11110120013	Designation:	Manager
Department:	Data Analysis	Holiday Year	2022

I would like to work in the following Holiday

Proposed date of work	From	22.07.2022	To	23.07.2022
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Reason: Project TCI Training

Applicant Signature: Golam Kibria

Date: 20.07.2022

Comments of HOD/AD/CEO:

Signature for Approval:	<input type="checkbox"/> Approved	HOD/AD/CEO Assign By	HR & Admin	Director	Managing Director
	<input type="checkbox"/> Disapproved				



Work in Holidays Form

COMPANY NAME:	<input type="checkbox"/>	Innovative Creation Limited
	<input checked="" type="checkbox"/>	Innovative Research & Consultancy Limited
	<input type="checkbox"/>	Innovative Export & Import Limited
		
<b>LEAVE APPLICATION FORM</b>		

Name: Md. Golam Kibria Opu Designation: Manager



Department: Data Analysis ID Number: 11110120013

Date of Joining: 01112011 Date of Confirmation (If Confirmed): \_\_\_\_\_

	Address	Cell Number
During the leave period	Green Lounge, 180/6/12/D, Bank Colony, Titas Road, East Rampura Dhaka-1219	01911989854

Date of Leave: 13.09.2022 Until 13.09.2022 Including Total Working Day/Days 1


Reason of Leave: Due to son's illness.

Applicant's Signature		Head of Department	
-----------------------	---	--------------------	---

HR Division Use Only				
Type of Leave (Please Tick Where Applicable)	Casual	Medical	Replacement	No Pay
Day/Days	Casual Leave	Medical Leave	Replacement Leave	
Leave Entitlement				
Brought Forward Leave				
Leave Taken				
Leave Applied				
Balance of Leave				

Note: \_\_\_\_\_

Checked By: \_\_\_\_\_ Date: \_\_\_\_\_

Approved By:		
	Director	Managing Director

- Training activities or yearly employee ceremony

HR department of Innovative Creation Ltd. – Impress group conduct different types of training activities for employees because of the employee's corporate behavior practice and their career increment and it helps all the employees so much. HR department arranges different training for the different segments of employee such as executive training, Managerial Training, Training for the office assistants etc. moreover some common training like how to say NO, Privacy maintaining, Team playing activity so on.

Innovative Creation Ltd. – Impress group always maintain a corporate HR practice too but on the other hand the company is very much employee friendly. We arrange various ceremonies like sports tournaments, picnics, competitions, etc. on a yearly basis. Moreover, we believe by this function employees can recharge themselves and build a team playing mentality which helps them to focus both their career goal and company's vision.

### **3.3 Recruitment Processing**

- Pre-Recruitment:

Timing is everything while recruiting. Over a certain period of time, you want to recruit the best applicant. More candidates will apply for occupations that are more frequent and have less criteria, thus recruiting teams will benefit from shortlisting prospects right away.

We shortlist candidates from various sites maximum from bdjobs beside that we collect applicants' resumes from Facebook pages, LinkedIn or other references etc. Then again narrow down some quality candidates finally and call them out. HR will call and make a conversation if he is really interested or not then call for a primary interview session. We send a text along with time, date, venue etc. Scheduling an interview session in a word file containing the candidates name, contact no. post for they applied etc.

- Interview session:

In the first hour of the interview day, we give all the candidates a follow up call to confirm if he will come or not. After coming interview candidates welcome them particularly and be seated with a cup of tea or coffee. After 5 – 10 minutes, ask to start a little written test. After that one by one enter the viva room and give their interview.

If they are selected in the first primary interview then call for the 2<sup>nd</sup> phase of interview that is held face to face with the management team.

- Post recruitment:

Calling the final selected candidate to give the appointment letter with some important personal documents like NID, educational certificates, guardian's NID, photo etc. Give the appointment letter and the joining letter the main copy and take the receive sign to the photocopy that is stored in his/her personnel file also.

Prepare a welcome package with some flowers, chocolates, diary, pen, calendar, welcome card etc. On the first day of joining, introduce him/her to all the employees of the office which is called the ice breaking session.

## **Chapter 04 - Effective HR & policies:**

### **4.1 Software limitations:**

Human resource management includes tasks including hiring, educating, fostering, and providing incentives. By continuously offering educational and training programs for the personal and professional development of the group's personnel, HRM must work to achieve excellence in the HR field.

We innovative Creation Ltd. – Impress group is one of the growing groups in Bangladesh but here we have a lack of IT such as software used on Attendance, Salary payroll, Conducting employee's leaves, work in holidays, home office, official visits, early leave.

Moreover, we are facing difficulties in handling employee's personnel documents. It's 2022 and in the upcoming new era it's not time to handle paperwork.

### **4.2 Issues regarding recruitment:**

The HR team encounters difficulties in matching the candidates' time slots with the interviewing panel, and even after doing so, they frequently are unable to guarantee that the interview will actually end on time. This is due to the numerous instances in which candidates fail to show up for the interview at the appointed time when the panel is prepared and vice versa. The recruiting procedure presents a hurdle that the recruitment team finally overcomes.

Innovative creation Ltd. – Impress group has a little gap in finding the candidates. Most of the time we are dependent on bdjobs. We have no other major field where candidates directly reach us. Moreover, bdjobs is not that much informative to show the quality of candidates. On the other hand, our recruitment process goes through a lengthy process. From the very beginning it takes a huge time to join a candidate at his/her desk.

### **4.3 Suggestion:**

We can have software base HR works for the betterment of Innovative Creation Ltd. HR team. Not only that but also making the company's track smoother. There is many superb software all over the world but we preferred HRIS, Workforce Now these are the world-famous software for HR System. Especially using it for attendance management.

On the other hand, we can use Paylocity, Paycom for the salary payroll activity. The HR team of Innovative Creation Ltd.- Impress group facing difficulties at the end of the month preparing salary payroll of a huge number of employees. For the recruitment we can use other Facebook career pages and LinkedIn. Or they can come to the office and submit the hardcopy of their cv.

Last important thing is we should reduce the length of recruitment processing time. It would be better for the company and the applicant as well. Otherwise, it kills more time and slows down the pace of recruitment.

#### **4.4 HR policy of Innovative Creation ltd. – Impress group**

Innovative Creation ltd. – Impress groups have a wonderful HR policy that helps to drive the company and employee both on the right track. Moreover, our HR policy is too employee friendly and flexible for any emergence. The benefit of HR rules is that they simplify daily business operations and keep staff on the same page. Without them, staff members would get perplexed about the company's values and expectations, which would create a volatile working atmosphere.

Innovative Creation Ltd. – Impress group have a written HR policy that given in the next page:





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# HR POLICY

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### **1. Overtime policy:**

Overtime & extra hour working is applicable & it is mandatory to maintain a clear policy and guideline of extra hour working allowance & after hour incentive calculation. It should not be by force. Overtime work is completely voluntary and OT sheets must be maintained. By force OT should be avoided.

The Company Innovative Creation Limited does not encourage overtime since it takes personal time away from an employee. So, the Company advises departments to ensure that an effective pain is available and in operation in order to facilitate business smoothly. But sometimes, in order to achieve departmental targets, due to urgent situations overtime may be required to meet business needs. There is no provision of overtime for the Executive Staff.

### **2. Resignation & Termination policy:**

Written company policy must be maintained & written notice should be given in terms of termination. There should also be a policy for resignation.

Resignation/Termination notice from either side shall be of **(i) 15 (fifteen)** days by company and **1 (one)** month by the employee during probation period and **(ii) 01 (one)** month by company and **02 (two)** months by the employee for a confirmed employee. The Company may pay if the employee can surrender the notice period pays in lieu of giving notice.

A regular employee who resigns shall do so in writing to the appointing authority following proper channels of communication. Prior to the acceptance of the resignation letter, thorough checks shall be made in respect of the following:

- ✓ . Weather any legal proceeding is underway against the employee by the Company;
- ✓ . Up-to-date cash account, if applicable;
- ✓ . Statement of any financial transactions dealt: by the employee and liability of the Company in respect thereof;
- ✓ . All Company's asset under his/her/her possession;
- ✓ . Any other liabilities/obligations to other departments;

### **3. Leave policy:**

The Company shall respect the individual Worker's need for recovery and ensure that all Workers have the right to adequate leave from work with pay and there should be a provision of sick leave, annual leave, and casual leave.

#### **Annual Leave:**

Confirmed employees are entitled to **15** working days of leave with pay per calendar year. Annual leave will accrue only from the date of confirmation of an employee. It may be availed only after it has accrued and with the approval of the management obtained at least seven days in advance. If anyone wants to take leave before or after any public /festival holiday it should always be from the balanced annual leave. The Company always encourages the employees to take whatever Annual Leave is entitled to them during the leave year. Management however shall not approve annual leave without making suitable alternative work arrangements. Unused annual leave will automatically be carried over to the next leave year but accumulation of annual leave cannot exceed **40 (forty) days** at any one time.

**Casual Leave:**

Casual Leave (CL) means leave of absence for a short period granted to an employee who may be unable to attend office due to urgent private effects. Departmental Head may, subject to the exigencies of service, grant to an employee up to a maximum of **10 (ten)** working days in a calendar year and not exceeding **3 (three)** days at a time.

**Sick Leave:**

In each calendar year a maximum of **14 (fourteen)** working days will be allowed to an employee as Sick Leave. Application for sick leave exceeding **2 (two)** days has to be supported by a registered physician. Sick Leave cannot be accumulated and the unspent leave shall lapse on **December 31<sup>st</sup>** of each year.

**Maternity Leave:**

Female married employees will be entitled to up to **112 (one hundred and twelve)** days, including holidays, of paid maternity leave. Maternity leave can be availed for a maximum of two occasions while serving for the Company.

**Leave without pay:**

Leave enjoyed by any employee beyond the total number of his/her entitlement with approval of the Management will be without pay. Also, for unauthorized absence employees will lose pay for the day(s) of absence.

**Leave Records:**

Leave records to be maintained meticulously by the HR & ADMIN Department and it is the responsibility of every employee to timely inform and apply for his/her leave. No unrecorded absence shall ever be allowed. No leave may be granted a clearance as to the admissibility of the leave (Leave balance) has been obtained from the HR & ADMIN department. Rejoining after any leave must be at least before noon. Otherwise joining will be counted from the day after leave cannot be claimed as of right. When the exigencies of the service so require, discretion to refuse or revoke leave is reserved to the authority empowered to grant it.

**4. Disciplinary policy:**

An employee has the right to get fair judgment if any disciplinary action has been taken against him/her and so on if any discipline break issue arises then proper investigation & judgment should also have to be maintained by the company. Companies can maintain a written format including all necessary terms & conditions of all disciplinary & compliance related issues following national labor law.

Innovative Creation Limited promotes fair practice in managing all disciplinary issues. Before imposing any penalty/punishment to any employee must follow all or some of the steps mentioned below depending on the gravity of the case with a view to keeping in line with the principles of natural justice:

- ✓ Conduct preliminary equity in fact finding, if required.
- ✓ Provide a minimum of 4 days to the employees to reply.
- ✓ Receive a report of the inquiry office/committee with findings.
- ✓ Appoint an Inquiry Officer/Committee.

**5. Health, Security, Safety:**

The Company shall secure that the Workers are provided with a healthy and safe working environment in accordance with internationally recognized standards. The Company shall do its utmost to control hazards and take necessary precautionary measures against accidents and occupational diseases. He never necessary Workers are to be provided with, and instructed to use, appropriate personal protective equipment. The Supplier shall provide adequate and regular training to ensure that workers are adequately educated on health and safety issues. They shall ensure that, where it provides accommodation, it shall be clean, safe and meet the basic needs of the workers and where appropriate for their families.

Health and safety at work means maintaining an environment at the workplace which does not affect the health of the employees and also arranging some measures to ensure safety of employees at work. The objective of having a policy of Health and Safety is to “create a safe and healthy work environment in the Office as per the Law of the Land concerning protection of employees, against occupational hazards in the working Environment.

**6. Working Hours:**

The Company shall ensure that working hours are not excessive and as a minimum comply with applicable local laws. Due to the business need, if any employee worked in a **Weekly Day Off or Declared Holiday**, the concerned employee is entitled to get a Compensatory Leave if his/her departmental heads agreed.

**7. Working Condition:**

The Company shall provide remuneration that meets any national legal standard on minimum wage. The basis on which Workers are being paid is to be clearly conveyed to them in a timely manner. Working conditions for work premises shall also be defined in a separate policy.

The responsibilities of all employees of “Innovative Creation Ltd.” come into effect by accepting appointment whereupon they pledge themselves to discharge their functions and regulate their conduct for the interest of the company only.

All employees shall execute their duties abiding by the Job Descriptions as well as by all other rules and regulations of the company. While in the job or executing any of the job tasks, the employee shall neither seek nor accept instructions from any other authority external to Innovative Creation Limited. In general, the employee shall take instructions from his/her immediate supervisor or the Departmental Head for executing the job role.

The employees shall not be engaged in any trade or business other than that of the company without written consent and cannot be directly or indirectly interested in the business of other companies engaged in the related business.

The employees shall display professionalism and integrity inside and outside of the company while conducting business to uphold the image of Innovative Creation Limited. They shall avoid actions that may adversely impact the image of the company.

**8. On job accident benefit policy / comprehensive and benefits:**

There should be an accident benefit policy covering how the employee shall be benefited; full insurance coverage of other forms of benefits which must be maintained in written format.

This chapter outlines the rules relating to compensation structure and the benefit package of the company and gives detailed procedures for exercising them in order to promote fair treatment and consistency within the organization.

**9. Age & Identity verification policy:**

The company should follow a particular guideline of age and identity verification containing the form of evidence. "Child labor" means any work by child or young person unless it is considered acceptable under the **ILO Minimum Age Convention 1973 (C 138)**.

**10. Freedom of Association:**

The Company shall ensure and recognize the right of free association and where a significant proportion of the workforce agree, collective bargaining of employees or workers (employees and/or workers hereafter to be collectively referred to as "worker/workers"). The supplier shall not discriminate against worker's representatives or members of trade unions, which shall also access to carry out their representative functions in the workplace. Where the right to freedom of association and collective bargaining are restricted under national law, the supplier shall allow workers to freely elect their own representatives.

**11. Forced, boded or compulsory labor:**

The Company shall not use forced or compulsory labor, including, but not limited to, debt bonded labor. The supplier shall ensure that the work relationship between the Worker and the Supplier is freely chosen and free from HR & Admin. The Supplier shall ensure that all workers shall be free to leave their employment work after giving reasonable notice. Workers shall not be required to lodge deposits of money, identity papers or similar in order to get or keep their employment/work.

**12. Employment of children or young workers:**

The Supplier shall not employ or use child labor. In these Principles "**child**" means anyone under **18 years** of age, if any child is found working at the premises of the Company, it shall immediately take steps to redress the situation in accordance with the best interests of the child. The Company shall secure that persons under the **age of 18** do not perform any hazardous work. In these Principles 'hazardous work' means work which exposes children to physical, psychological or sexual abuse.

**13. Equal rights to employees:**

The Company shall prohibit direct or indirect negative discrimination based on race, color, sex, sexual orientation, language, religion, political or other opinion, national or social origin, property, birth or other status, and shall promote equality of opportunity or treatment in employment and occupation.

**14. Physical security procedure:**

Physical securities procedure and guidelines for restricted areas must be followed and the company shall maintain a policy to carry out such guidelines.

**15. Environment & Pollution:**

The Company shall take a precautionary approach towards environmental challenges, undertake initiatives to promote greater environmental responsibility, and encourage the development and diffusion of environmentally friendly technologies. The Company shall act in accordance with relevant local and internationally recognized environmental standards.

The Company shall minimize its environmental impact and continuously improve its environmental performance.

**16. HSSE Supply Chain Management:**

There should be an open guideline for business partners to ensure transparency in operation. Proper & clear instructions & detailed explanation should be covered in the guideline.

**17. Anti-Corruption:**

The Company shall comply with applicable laws and regulations conceding bribery, corruption fraud and any other prohibited business practices. The company shall not offer promise or give any undue advantage, favor or incentive to any public official, international organization or any other third party. This/her applies regardless of whether the undue advantages are offered directly or through an intermediary.

**18. Prohibition for anti-competitive activities:**

The Company shall under no circumstances cause or be part of any breach of general or special competition regulations, such as illegal cooperation on pricing, illegal market sharing or any other behavior that is in breach of relevant competition laws.

**19. Code of Conduct:**

The company should have a code of conduct signed by all the employees and the **COC** shall contain all do's and don'ts for the employees.

**20. Recruitment:**

Innovative Creation Limited entertains a discrimination-free hiring policy. All recruitment policies within the organization are in line with the labor laws of Bangladesh. The following are some basic guidelines followed for recruitment:

- ✓ Education to match the specific job that a candidate is being hired for.
- ✓ Behavioral attributes required for the execution of the job tasks.
- ✓ Age limit to be followed as per the labor law in Bangladesh.
- ✓ Expedience and skills, if any, are required for the specific job.
- ✓ Health and fitness to be considered as per the job requirements.
- ✓ Candidates with any record of convicted felony will not be considered for hire.

**Requisition for personnel:**

The relevant department head completing a Manpower Requisition Form and submitting it to HR & ADMIN initiates the management staff selection procedure. There is a Manpower Requisition Form titled "**Manpower Requisition form**", **Form No. F001**, attached to this Manual is used when the recruitment is for filling an existing vacancy as per the approved Organization Chart or needed when the department is requesting for any employee that is in addition to the currency approved strength shown on the approved Organization Chart.

The Company will only recruit employees against an approved vacancy. The Company will find the best suitable candidate by way of structured interviewing (or by other suitable selection tools) short listed candidates by Line Management and Human Resource Department. Innovative Creation Limited is an equal opportunity employer allowing no discrimination on grounds of gender, religion, caste or creed. For some positions however either male or female may be specified to meet the special requirement of the job to be eligible for employment the candidate must have the **minimum age of 18 years**.

The selected applicant may also be advised for medical tests before issuing any contract if Management so desires. By accepting a position with Innovative Creation Limited an employee automatically agrees to abide by the policies/rules prescribed in this manual.

**Appointment:**

All the appointments must be processed through the HR & ADMIN Department.

All types of appointment in **Grades M1 to M10** will require the approval of the Director.

After final selection, appointment letter(s) will be issued (by the **HR & ADMIN Director for grades M1 and M10**) to the successful candidate(s).

The appointment letter should clearly state the following:

- . Designation
- . Grade and salary
- . Income tax deduction information
- . Probation period
- . Reporting date, time and place
- . Notice period required by either party for termination of appointment.

Candidates may be required to provide a release letter from their previous employer where applicable.

## **21. Income Tax:**

- ✓ Income tax is the individual responsibility of the employees.
- ✓ All the employees of the Company will be responsible for paying the applicable income tax.
- ✓ Companies will deduct taxes at source according to the tax law applicable for each employee.

### **Joining Report:**

New employees are required to submit their Joining Report to the concerned Departmental Head on the first day of reporting to the job along-with **Employee Information Form F005**. The form "**Employee Joining Report**", **Form F004** is attached to this Manual, is then signed by the employee and the employee's immediate supervisor, and through the Departmental Head, is sent to the HR & ADMIN Department.

Upon receiving the Joining Report, the HR & ADMIN Department sends out a circular to the factory and to the Corporate Head Office of the organization for informing personnel with the organization about the new joining. In addition, the HR & ADMIN Department assigns an Employee Code, collects a photograph from the new employee, and issues an Employee Identification within two weeks of joining.

### **Personnel Records:**

Personal history of all employees will be recorded in the **computerized HR & ADMIN Information Management System** of the Company. Personnel files will also be maintained for employees at the Company's HR & ADMIN Department.

Each file will contain:

- ✓ Job Application, CV, Educational Credentials
- ✓ Appointment Letter and Letter of Acceptance
- ✓ Job Description
- ✓ Completed Personal history Form
- ✓ Confirmation, Merit Increase, Promotion and Transfer Records
- ✓ Annual Performance Appraisal Records



- ✓ Warning Letters, Show Cause Notices
- ✓ Leave Records

Such records will be regularly updated with additions and alterations as may be necessary from time to time.

- ✓ Confidentiality of the files will be strictly maintained.

## **22. Payroll System:**

After joining any individuals, the HR & ADMIN Department will be setting up the new employee's record on the payroll system and Bank Account Opening after completion of the above-mentioned procedures.

### **Employee orientation:**

An employee's orientation to their department or business units is an excellent way to help employees make a complete transition to hiring the company. Innovative Creation Limited follows various integration methods and schedules based on the nature of the employment and department's business functions.

### **Probation and confirmation in service:**

Probation on fresh appointment shall be a period of 6 months. **Thirty (30)** days before the expiry of the probationary period, HR & ADMIN Department will notify the concerned departmental head for giving comments within **seven (7)** days of the notification relating to performance of the employee for confirmation.

Probation period may be extended further **by 3 to 6 months** or shortened at the discretion of the management. The HR & ADMIN Department will communicate the decision in relation to confirmation in writing to the concerned employee before the expiry of the probation period.

Before the end of the probationary period, the HR & ADMIN Department sends to the new employee's Department Head the form "**Probationary Evaluation Report, Form F006**", attached to this manual, after completing the top section. This form is then completed and signed by the employee's immediate Supervisor and the Department Head, and sent back to HR & ADMIN Department at least four working days before the end of the probationary period based on the recommendations contained in the Evaluation Report, the HR & ADMIN Department will issue the letter. During the probation period, employees shall not be eligible for Annual Leave. He/she may only avail Casual and Sick Leave.

### **Duties and obligations:**

The responsibilities of all employees of Innovative Creation Limited come into effect by accepting appointment whereupon they pledge themselves to discharge their functions and regulate their conduct for the interests of the company only.

All employees shall execute their duties abiding by the Job Descriptions as well as by all other rules and regulations of the company. While in the job or executing any of the job tasks, the employee shall neither seek nor accept instructions from any other authority external to Innovative Creation Limited. In general, the employee shall take instructions from his/her immediate supervisor or the Departmental Head for executing the job role.

The employees shall not be engaged in any trade or business other than that of the

company without written consent and cannot be directly or indirectly interested in the business of other companies engaged in the related business.

The employees shall display professionalism and integrity inside and outside of the company while conducting business to uphold the image of Innovative Creation Limited. They shall avoid actions that may adversely impact the image of the company.

### **23. Leave without pay:**

Leave enjoyed by any employee beyond the total number of his/her entitlement with prior approval of the Management will be without pay. Also, for unauthorized absence, an employee will lose pay for the day(s) of absence.

#### **Leave records:**

Leave records are to be maintained meticulously by the HR & ADMIN Department and it is the responsibility of every employee to timely inform and apply for his/her leave. No unrecorded absence shall ever be allowed.

#### **Leave Application:**

Application to avail any type of leave is made on the prescribed form “**Leave Application**“, form **F007** attached to this document. The employee may attach any other supporting document to provide details about the leave if required. The employee completes the Leave Application and submits it to his/her Department Head for approval. After approval, the Leave Application is sent to the HR & ADMIN Department for maintaining leave records.

#### **Compensation and benefits:**

This chapter outlines the rules relating to compensation structure and the benefit package of the company and gives detailed procedures for exercising them in order to promote fair treatment and consistency within the organization.

#### **Salary structure:**

Refer to the Salary & Remuneration Package Structure for Jr. Executive and above staff of Innovative Creation Limited for details regarding the structure of salary and allowances for different grades under the company. To operate on an attractive and competitive compensation structure that attracts, retains and motivates the employees of the right caliber for all of our core activities.

After proper evaluation of the job responsibilities, each position in the Company is mapped to an appropriate grade and each grade has its own salary range. This applies to all positions. The range is a gross monthly package that covers basic salary plus allowances for house rent, conveyance and medical allowance.

### **24. Salary zone:**

Each salary range is broken into **3 slabs** — **Lower bracket, mid-level and Higher bracket.**

**Lower Bracket:** The salary that is normally paid to an employee entering that grade, with the minimum experience and qualification required to carry out the duties of the position.

**Mid-level:** The middle level of the salary range that is paid to an employee with acceptable level of experience and competency required for the position.

**Higher Bracket:** The higher level of salary that is paid to an employee with vast experience and proven ability to perform an excellent job.

**Gross salary:**

Gross salary means the pay guaranteed to the employee in writing in his/her appointment letter, and as and when modified and communicated to him/her in writing. Income Tax, as may be applicable, shall be deducted from the employee's monthly salary.

The break-up of the Gross is as follows:

✓ Salary Break Up:

Basic	50% of Gross
House Rent	30% of Gross
Medical Allowance	06% of Gross
Conveyance Allowance	04% of Gross

**Festival bonus:**

Based on the confirmation and length of Service of employees' annual festival bonus will be paid to Executives and Non-Executives employees as below process.

It will be paid in **two times (unless otherwise decided by the Management)** to the employees in accordance with the religion of the person concerned i.e., **Eid-ul-Fitr and Eid-ul-Adha for Muslims, Durga Puja for Hindus, Christmas for Christians, and Buddha Purnima for Buddhists.**

Category	Confirmation and Length of Service	Bonus Payment Process
Executives	Confirmed employee (6 months and above)	50% of Gross Salary
	Probationary employee (3 months to below 6 months)	15% of Gross Salary
	Probationary employee (1 month to below 3 months)	N/A
Non-	Probationary employee (6 months and above)	100% of Gross Salary

Executives	Probationary employee (1 month to below 6 months)	15% of Gross Salary
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## 25. Cell phone allowance:

The objective of providing Cell Phone allowance with SIM to the management staff is to remain connected as we all know that “**Connectivity is Productivity**”. The management encourages using the mobile phone for business purposes only.

### Cell phone ceiling:

Based on the actual average use for the executives of different grades the mobile bills limit is set as follows:

Designation/Grade	Maximum Monthly Entitlements (In taka)
Director / Managing Director	At actual
CEO /COO/ Associate Director/Assistant Director	2,500.00
General manager/ DGM/ Sr. Manager / AGM	2,000.00
Assistant Manager / Deputy Manager / Manager	1,500.00
Jr. Executive / Executive / Senior Executive	1,000.00

All overseas calls (for official purpose only) are to be reimbursed by the company in excess of the limit.

### Salary advance:

Management discourages its employees to avail any kind of advances from the Company. For exceptional cases, however, the employees are advised to apply in writing. A confirmed/regular Employee may apply for:

- ✓ A portion of his/her salary in advance at any time of the month as “salary advance” which will be adjusted in full against his/her salary of the same month;
- ✓ An “emergency advance” the amount of which in any case shall not exceed that of his/her one month’s gross salary. The employee will then be liable to refund the amount to the Company within the next twelve months, in twelve equal monthly installments, or earlier.

Any request for advance from the Company must be approved by the Director. Applications shall be channeled through departmental Head to HR & ADMIN Department who will then place the case before the Director for final decision. Management always reserves the right to refuse such a request without assigning any reason whatsoever.

No request for advances shall be considered from an employee who has not yet

settled advances he/she availed earlier.

## **26. Life insurance:**

The Company will arrange Group Life and Disability insurance at Company's cost for all regular employees.

This insurance policy will cover Life, accidental death, permanent total disability, and permanent/partial disability. The insured amount will be regulated by the detailed remuneration and benefits policy.

### **Gratuity scheme:**

Regular/confirmed employees of the Company who have completed minimum **5(five) years** of continuous service from the date of joining will become eligible for gratuity payment at the time of termination of employment with the Company. The Gratuity policy will be effective from 2021.

Gratuity will become payable on termination of service due to voluntary resignation, death, ill health, accident, retirement, or termination of service by the Company without assigning any reason.

Gratuity will not be payable to any employee who for reasons which are set out in the service manual, constitute dismissal for wrong doing or which will render the employee liable to summary dismissal.

Gratuity is payable to the legal heir/heirress or to the nominee of the deceased employee in case of death of the employee while in service of the Company.

Gratuity is payable at the rate of one month's basic salary last drawn for each completed year of service. Gratuity amounts at the time of payments are subject to income tax as per prevailing laws of the country. No advance or loan will be allowed to any employee against his/her/her gratuity fund.

The gratuity entitlement will be as follows:

### **Funeral Assistance:**

In the unfortunate event of the demise of an employee, an amount of Tk. 20,000/- (Taka Twenty Thousand only) will be paid towards funeral expenses. The amount will be hand over by the Human Resources Department to the next of kin (wife, children, father, mother, brother or sister, in that order) of the deceased employee.

## **27. Conveyance rate:**

Employees who are required to move out of the office on official duty require a clear policy governing the reimbursement of expenses they incur towards conveyance and in certain cases food. The prime objective of this policy is to ensure that such employees are reimbursed such conveyance and food expenses on an equitable basis.

### **Conveyance entitlements:**

Conveyance entitlements for travel within the Dhaka Metropolitan City are stated below. All employees required to commute within Dhaka Metropolitan City for official purposes shall be governed by the

“Conveyance Rate Chart” listed below. The rates will be revise when necessary, so as to be in line with the existing fares charged by the various modes of publics transport.

Zone (s)	Mode of Transport			
	Taxi Cab/Uber/ Pathao	CNG	Bus	Rickshaw
<u>Zone-1</u> Gulshan-1, Mohakhali, Satrasta	At Actual	Tk. 80/- to Tk. 100/—		Tk. 30/- to Tk. 50/-
<u>Zone-2</u> Gulshan-2, Banani, Notun-Bazar, Shahajadpur, Kakoli,	It Actual	Tk. 150/- to Tk. 200/-		Tk. 50/ to Tk. 60/-
<u>Zone-3</u> Moghbar, Kawranbar, Farmgate.	At Actual	Tk. 150/- to Tk. 200/-	Tk. 30/- to Tk. 40/-	
<u>Zone-4</u> Baridhara DOHS, Bishaw Road, Motijheel, Paltan, Shahabag, Rampura, Greeri Road, Dhanmondi.	At Actual	Tk. 200/- to Tk. 250/-	Tk. 40/- to Tk. 50/-	
<u>Zone-5</u> Uttara, Chakbar, Mirpur	At Actual	Tk. 250/- to Tk. 300/-	Tk. 30/- to Tk. 40/-	

## 28. Food allowance:

The company provide lunch in the office for all its employees. In the event of an employee missing the lunch provided by the office as a result of being on official duty outside the office between 01:30 pm and 03:00 pm, he/she is entitled to have lunch outside and claim reimbursement of the expenditure subject to following:

Designation	Food Allowance (Maximum Limit of)
CEO /COO/ Associate Director/Assistant Director/General Manager/ DGM	At Actual
AGM/ Sr. Manager/ Manager	Tk. 300/-
Deputy Manager/ Assistant Manager	Tk. 250/-
St. Executive / Executive / Jr. Executive	Tk. 200/-
Office Assistant/Driver /Office Boy/ Cook/ Peon	Tk. 100/-

Lunch bill must be signed by the concerned departmental head of the Department (HOD). Then the bill must be submitted at the HR & ADMIN & Admin Department for checking and signature.

Then the bill shall be submitted to the Accounts & Finance Department, after

checking and taking management approval the Accounts department will process for payment.

Due to business needs, employees may work in the office beyond working hours. For after 07:30 pm late-night work, holiday work, employees must submit pre-requisition in prescribed form to the HR & ADMIN Department through Line Manager/Head of the Department (HOD).

Employees need to work after 08:00 pm. At the office, Tk. 25/- per person will be paid as tiffin allowance and employees who need to do late night work or holiday work at the office, Tk. 200/- per person will be paid as lunch/dinner allowance or will be arranged to provide food.

**29. Business travel, Local travel, accommodation, and meal allowance:**

The company supports the following two types of business travels for which the guidelines and benefits are documented below:

- ✓ Domestic business-related travels.
- ✓ Foreign business-related travels in relation to events, export, import, purchase, sales & promotion, training, seminars, fairs, conferences, etc.

The daily allowance is payable for each unit of 24 hours, to be counted from one hour prior to the departure time of flight/bus/train etc. at the first airport/station till one hour after the arrival time back to Dhaka, Bangladesh. If the journey time exceeds 20 hours, an extra day's daily allowance is granted. Except for emergency cases, the travel request must be submitted at least 10 (ten) working days ahead of the proposed travel date.

For the purpose of tour within Bangladesh in connection with Company's business, employees shall be follow the below guidelines:

Designation	By Air	By Rail	By Road
Director/Managing Director	wherever available	1 <sup>st</sup> Class Cabin	AC Executive Coach
CEO/Sr. GM/GM/DGM	Upon Approval	1 <sup>st</sup> Class Chair	AC Coach
AGM/ Sr. Manager/ Manager	Upon Approval	1 <sup>st</sup> Class Chair	AC Coach
Deputy Manager/ Assistant Manager	Upon Approval	1 <sup>st</sup> Class Chair	AC Coach
Sr. Executive / Executive / Jr. Executive	Upon Approval	1 <sup>st</sup> Class Chair	AC Coach
Office Assistant/Driver /Office Boy/ Cook/ Peon	N/A	Showon or Economy class	Showon or Economy class

#### ACCOMODATION AND MEAL ALLOWANCE

During local travel Accommodation and Food Allowance shall be follow as below:

Designation	Accommodation (Maximum Limit of)	Meal Allowance (Maximum Limit of)
Director/Managing Director	At Actual	At Actual
CEO/Sr. GM/GM/DGM	Tk. 2,500/- to Tk. 4,500/-	Tk. 1,000/-
AGM/ Sr. Manager/ Manager	Tk. 2,000/- to Tk. 3,000/-	Tk. 800/-
Deputy Manager/ Assistant Manager/Sr. Executive / Executive / Jr. Executive	Tk. 1,500/- to Tk. 2,500/-	Tk. 600/-
Office Assistant/Driver /Office Boy/ Cook/ Peon	Tk. 800/- to Tk. 1,000/-	Tk. 500/-



### **30. Performance management and appraisals:**

Appraisal is done for all the employees that have passed the Probationary Review and who have been in the organization for at least **6 (six)** months in the appraisal year.

#### **Annual Performance Evaluation and Increase:**

Performance of all employees is appraised annually at the end of each calendar year. Evaluation will be done based on previous year performance and Key Performance Indicator (**KPI**). This/her process is initiated by the Human Resources Department by sending the **Overall Performance Appraisal Form, F012** to each of the departments. The process will start from 20th December and complete with the management approval by 20th January of every calendar year. The amount of annual increment will be depending on the overall performance of the company and the financial condition.

## **Chapter 5 – Conclusion & Recommendations**

### **5.1 Conclusion**

A good HR practice keeps the company's health and growth. Need of proper activities and practices of the HR department of any organization is the reason behind success. In this study I have tried to show how the HR works in an organization and the basic activities such as attendance, employee handling, recruitment process, software issues, HR policies, limitations. It helps me to take a clear corporate picture by working in Innovative Creation Ltd. – Impress Group. I try to create a picture of the SWOT analysis of Innovative Creation Ltd. – Impress Group to view an overview of the company and our activities as well. In the part of industry analysis it is very transparent to understand the operations and culture in this report. The term "human resources" is used to refer to both the employees of a business or organization and the division in charge of handling resources pertaining to workers.

An organization's management and personnel development are referred to together as "human resource management" in modern parlance. Human resource management, often known as people or talent management, includes supervising all activities associated with managing the human capital of a business. The goal of the study was to comprehend the duties performed by the HR department, ascertain how Innovative Creation Ltd. maintains the HR practices and emphasize the employee management.

In the contemporary company environment, the requirement for efficient HR procedures cannot be disregarded. Through this study paper, we have proven that HRM is crucial to an organization's performance. Even with a strong product, a business is less likely to succeed without the help of its employees. For businesses, having a contented staff has become a competitive advantage since it may guarantee that workers provide their best effort, which in turn affects the company's success.

## **5.2 Recommendations**

In a nutshell, it can be mentioned that we did our absolute best to write this study report so that it requires the least amount of technical understanding to grasp its key components. I gathered pertinent data using a questionnaire and interviews. Then I discussed certain restrictions and potential workarounds.

Innovative Creation Ltd. – Impress Group trying to make a strong position and also hold its position by innovating and generating new ideas continuously. You are largely in charge of the employee experience with the organization in your capacity as a HR department. Employees nowadays are more smart and self-educated due to the abundance of information available to them, which implies that they will have expectations and requirements based on their research. so we have to be smarter to continue with the flow of the whole world moving forward. Manage their expectations by outlining a feasible and practical remedy if they have unreal ideas for an outcome.

Moreover, In the HR perspective this study recommended selective hiring, that means not only just hiring people but also hiring the right people to make sure that matches with the company goal. Make teams for different tasks. By this it's going to be easy to gain the marks and other employee's grow their learning skills.

Organizations must set appropriate and practical policies that will not only guarantee that human resource departments can address the myriad issues they face, but also create procedures for doing so if similar issues arise. The HR management depictions are accurate. They concentrated on how to grow more each month. The tide is turning right now. Innovative Creation Ltd. – Impress Group must take more significant actions that will benefit them.

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