



INDEPENDENT

Internship Paper
On
‘HR Activities and Practices of Independent Television Ltd.’

Submitted To:

Mr. Feihan Ahsan
Faculty Advisor
BRAC Business School (BBS)
BRAC University

Submitted By:

Lamia Tanha Trope
ID: 09204022

Date of Submission: November 2, 2014

Letter of Transmittal



November 2, 2014

Feihan Ahsan

Lecturer

BRAC Business School

BRAC University

Subject: Internship report on HR activities and practices of Independent Television Ltd.

Dear Sir,

I am submitting my internship report on Independent Television Ltd. with due gratefulness and admiration. As a necessity of preparing an internship report based on the practical situation in the organization I have learnt a lot things especially in recruitment section. As per partial accomplishment of the requirements for the BBA degree, I have completed the internship from Independent Television. It is my pleasure to carry out the internship report under your supervision.

I have also gotten the chance to experience what life is like in the corporate world and all in all, it was a fantastic learning experience. Thank you for being there as a support whenever I needed it.

It was a challenge in completing this project and compiling this report and I hope I have fulfilled your hopes and expectations.

Sincerely,

Lamia Tanha Tropa

ID: 09204022

Brac Business School

BRAC University

Acknowledgement

First of all, I would like to thank almighty Allah for his grace in accomplishing my internship report timely.

I would like to express my gratitude to my honorable academic instructor Mr. Feihan Ahsan from the core of my heart for his kind support, guidance, constructive supervision, instructions and advice and for motivating me to do this report.

I am also thankful to HR Division of Independent Television Ltd. for giving me the opportunity to work with his HR department. I would like to thank Mr. Promit Ghosh, Assistant Manager; Ms. Jannatul Marfua, Senior Executive & Rashed Mahmood, Junior Executive of HR department for their cordial help by providing various key information and giving me the path to write a fruitful report.

I am also grateful to the employees of HR Department for their cordial acceptance. They were very helpful in providing relevant information for my report whenever I approached. It was a great opportunity for me to know about the practical experience of HR department of Independent Television Limited for the cooperative environment of this organization.

The experience I have gathered will be a privilege for my future career planning. I believe that this Endeavor has prepared me for taking up new challenging opportunities in future.

I think, this report will motivate me in my future to take more initiatives and big projects with the help of satisfaction that, I have completed such a big project in an efficient manner.

A special thanks to:

- Ms. Sharmin Shabnam Rahman, Assistant Professor, BRAC Business School

Executive Summary

Independent Television is a 24 hours news channel in Bangladesh. It is a sister concern of Beximco Group. Independent Television seeks to be Bangladesh's number one 24 hours news channel, where viewers will find a full spectrum of news and analysis. Independent Television will carry news, break news and make news through investigative reporting in a way that is not done before in the country. The organizational structure of Independent Television is very systematic flowchart. Here, at the top, there is board of directors whose are the key decision makers of the company. Under board of directors, there are Executive Editor & Managing Editor.

There are several departments in Independent TV like as Broadcast Technology, Distributions, Finance and Accounts, Human Resources, Sales & Marketing, CSR, News. Independent Television treats every employee with dignity and respect in a supportive environment of trust and openness where people of different backgrounds can reach their full potential. The organizational human resources policy emphasize on providing job satisfaction, growth opportunities, and due recognition of superior performance. There are some responsibilities in HR department like as Short Term HR Planning, Long Term HR Planning, Work and Job analysis, design and evaluation, Recruitment and Selection, Employee and Management Training and Development.

In this report I am trying to describe TV channel's HR department's corporate entity and want to show Independent TV in terms of Selection process, Recruitment methods, Recruitment sources, Training & development programs and Compensation practice.

Before drawing any conclusion based on this report it may be noted that the report was prepared in a very short term and there is lack in data. But still the report may be useful for TV channel's HR department of a corporate entity.

Table of Contents

Chapter 1.....	3
1.1 Introduction.....	4
1.2 Background of the Report	4
1.3 Objectives of the Report	5
1.4 Methodology of the Report.....	5
1.5 Scopes of the Report	6
1.6 Limitations of the Report.....	6
Chapter 2.....	7
2.1 Overview	8
2.2 Owners	8
2.3 Mission	9
2.4 Vision	9
2.5 Goal	9
2.6 Core values	9
2.7 Primary Human Resource Strategy of Independent Television.....	9
2.8 Strategic Objectives of Independent Television Ltd	10
2.9 Services of HR	10
2.10 Organizational Structure	11
2.11 Organizational Hierarchy of Independent Television Ltd.	12
2.12 Departments of Independent Television.....	13
2.13 Organizational overview at a glance	15
2.14 The Overall Position of Independent Television.....	17
2.15 Human Resources Division of Independent Television	18
2.16 Major responsibilities of HR	19
2.17 Human Resource activities of Independent Television	20
2.18 Other HR activities of Independent Television Ltd.....	32

Chapter 3.....	36
3.1 Description of the job.....	37
3.1.1 Calling for Interview	38
3.1.2 File documentation of employees.....	38
3.1.3 Leave Processing	38
3.1.4 File documentation	38
Chapter 4.....	41
4.1 SWOT Analysis of Independent Television Ltd.	42
4.1.1 Strengths	42
4.1.2 Weakness	42
4.1.3 Opportunities	42
4.1.4 Threats.....	42
Chapter 5.....	43
Chapter 6.....	45
Chapter 7.....	47
7.1 Contact Persons.....	48
7.2 Websites.....	48

Chapter 1



INDEPENDENT

My internship attachment was with Independent Television Ltd.; a dynamic organization with wonderful work ethic and environment. In my 3 months attachment with this organization, I have learnt a lot, thanks to the wonderful mentors who took their time to teach me everything about how the human resources department operationally works. This section discusses the objective of the report, the methodologies, the scopes and the limitations.

1.1 Introduction

Human Resources department is the emerging sector in the new era of corporate world. Previously HRM was ignored by big organizations. Today the situation has changed, most of the organizations are emphasizing on HRM practice. The main reason is, the organization runs by the people or human resources not by the machine. So, it is important to maintain these human resources in order to gain long term success in Business. Independent Television also gives emphases on HRM practice. In my Internship Report, my main target is to identify the area of HR practice of Independent Television.

1.2 Background of the Report

There is no doubt that the world of work is rapidly changing. As part of an organization then, HRM must be equipped to deal with the effects of the changing world of work. For them this means understanding the implications of globalization, technology changes, workforce diversity. Changing skill requirements, continuous improvement initiatives contingent workforce, decentralized work sites and employee involvement are the issue for confront. Now it is a big challenge for the HRM to support the organization by providing the best personnel for the suitable position in shortest possible time. Starting with recognizing the vacancies and planning for them is a great task. Moreover selecting attracting the suitable candidates and selecting the best person in time is a challenge.

The cost of the recruitment is significant. So, proper planning and formulate those plan is the task that require more focus and improvement. Equal opportunity and sourcing is also a vital part. Realizing this need we tried to find the difference and similarities between theoretical aspects with the practical steps taken by the company. We took an attempt to demonstrate the feature for the further improvement.

1.3 Objectives of the Report

The objectives of the report on “HR Activities and Practices of Independent Television Ltd.” are as follow:

- To identify what type of HRM practices are done by Independent Television Ltd.
- To identify the strengths and weakness of HRM practice of Independent Television Ltd.
- To know the performance appraisal system of Independent Television Ltd.
- To analyze compensation practice of Independent Television Ltd.
- To know the theoretical framework of training and development policy of Independent Television Ltd.
- To know the training policy of Independent Television Ltd.
- To recommend necessary steps for overcoming problems.

1.4 Methodology of the Report

In order to contract the report I have collected necessary information from two sources -

a. Primary Sources of Information

b. Secondary Sources of Information

a. **Primary Sources of Information:** The primary data collected from the following sources:

- Face to face discussion
- Telephone discussion
- Oral interview of the responsible officers

b. **Secondary Sources of Information:** The secondary data collected from the

following sources:

- Websites of Independent Television Ltd.
- Various documents of Independent Television Ltd.
- Internet
- Library

1.5 Scopes of the Report

The report deals with the HRM practice including HRP, recruitment and selection process, training & development process, compensation management, employee relation & separation, etc. in terms of theoretical point of view and the practical use. The study will allow learning about the HRM issues, importance, modern techniques and models used to make it more efficient. The study will help to learn the practical procedures followed by the leading organizations. Moreover the study will help to differentiate between the practice and the theories that direct to realize how the organization can improve their HRM practice & process.

1.6 Limitations of the Report

This dissertation report is my first assignment outside of course curriculum in the practical life. I the student of BBA program just one stage behind of completing my formal studies. Before completing the institutional experience practical performance in the formal stages become difficult. So in performing this report lack of my proper practical knowledge is greatly influenced in this performance. Besides above have to face some other limitations are:

- Time is a major limitation that would mostly with stands a comprehensive study on the topic selected.
- Various confidential matters, forms, report, were not disclosed to me from HRD.
- Some strategies of business and operation were restricted to handover.
- Improper coordination among all departments.
- Being busy with other works so not getting more information.

Chapter 2



INDEPENDENT

Overview of the organization

2.1 Overview

Independent Television is a 24 hours news channel in Bangladesh. It is a sister concern of Beximco Group, a large business group in Bangladesh. Independent Television obtained license from Bangladesh Government in March 2010 and started its first transmission on 10th October of 2010 with the first MPEG- 4 technology in Bangladesh. This TV Channel has a group of sincere editors and reporters who are committed to bring the latest Bangladesh News and World News to viewers. Independent TV typically covers topics on politics and business. It also covers shows on culture, sports and automobile.

- 3.7 Satellite
- Satellite: Apstar 2R
- Orbital Position: 76.5 East
- Downlink Frequency: 4113 MHz
- Symbol Rate: 3696 KSPS
- FEC: $\frac{3}{4}$
- Polarization: H Pole
- Video Coding Format: MPEG-4

2.2 Owners

Independent Television is owned by Beximco Group, Salman F. Rahman, who is the chairman of Independent TV, is also the Vice Chairman of Beximco group. Salman F Rahman is currently serving as a director of the Bangladesh Securities and Exchange Commission and Dhaka Stock Exchange. He was the founder of Bangladesh Enterprise Institute. He also served as president of Metropolitan Chamber of Commerce and Industry, Bangladesh Aushad Shilpa Samity, Bangladesh Textile Mills Association, The Federation of Bangladesh Chambers of Commerce and Industry and the SAARC Chambers of Commerce and industry.

2.3 Mission

Independent Television seeks to be Bangladesh's number one 24-hour news channel, where viewers will find a full spectrum of news and analysis.

2.4 Vision

Independent Television intends to set the world-class standards in Bangladesh's broadcast industry, putting people high on the agenda.

2.5 Goal

Independent Television will carry news, break news and make news through investigative reporting in a way that is not done before in the country. Technologically superior at home and in South Asia, the channel will be a hub of journalistic professionals.

2.6 Core values

- Put our customers first
- Emphasize in professional ethics
- Maintain quality at all levels
- Believe in being a responsible corporate citizen
- Say what we believe in
- Foster participative management

2.7 Primary Human Resource Strategy of Independent Television

The primary Human Resource Strategy of Independent Television is Proper documentation. Here, every process is documented in time. Whenever a decision is being taken, proper documentation is must. It is said that, the main safeguard of HR is right and easy to locate documentation. HR department strictly maintains its strategy.

2.8 Strategic Objectives of Independent Television Ltd

Independent Television intends to set the world-class standards in Bangladesh's broadcast industry, putting people high on the agenda. The main strategic objectives of Independent television are,

- To ensure working satisfaction to all employees thus turns into good performance
- To deliver accurate and fast Information to viewers
- To innovate up to date value proposition to the market

2.9 Services of HR

Human Resources department provides following services to their customers:

- Acquisition – Recruitment, Confirmation, Re-contract
- Compensation & Benefit – Salary and Bonus, Leave encashment
- Development – Training, Orientation
- Utilization – Evaluation and Performance Management
- Employee Relations – Grievance handling and counseling
- Employee services – ID card, Business Card, and E-mail address etc.

2.10 Organizational Structure

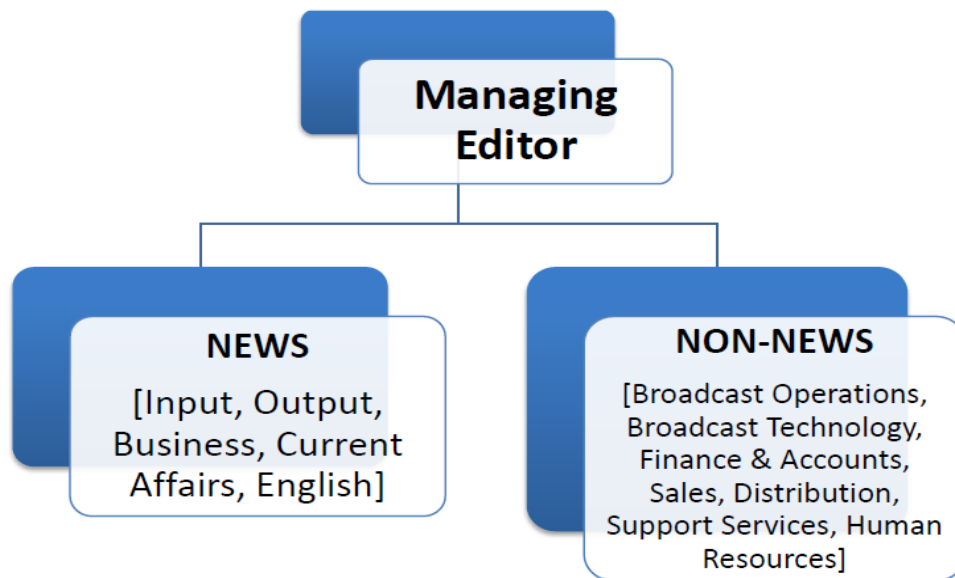


Figure 1: Organizational Structure of Independent Television Ltd.

Managing Editor is the main authority at Independent television. Under this post there are basically news and non-news departments.

- NEWS department includes Input, Output, Business, Current Affairs, English departments.
- NON-NEWS department Broadcast Operations, Broadcast Technology, Finance & Accounts, Sales, Distribution, Support Services, Human Resources departments are includes.

2.11 Organizational Hierarchy of Independent Television Ltd.

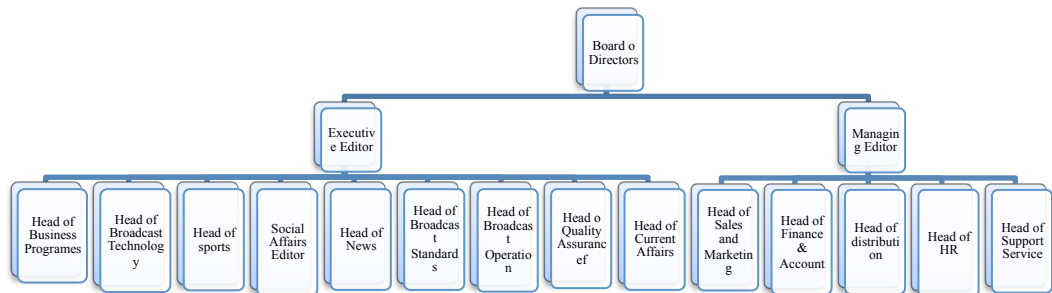


Figure 2: Organization Chart of Independent Television Ltd.

The organizational structure of Independent Television is very systematic flowchart. Here, at the top, there is board of directors whose are the key decision makers of the company. Under board of directors, there are Executive Editor & Managing Editor. These two positions hold authority to control all Departmental Heads. Under Executive Editor there are following Departmental Heads;

- Head of Business Programmes
- Head of Broadcast Technology
- Head of sports
- Social Affairs Editor
- Head of News
- Head of Broadcast Standards
- Head of Broadcast Operation
- Head of Quality Assurance
- Head of Current Affairs

Under Managing Editor there are following Departmental Heads;

- Head of Sales and Marketing
- Head of Finance & Account
- Head of HR
- Head of Support Service
- Head of distribution

Under every Head of departments there are some Executives to help them in completion of the organizational goals and objectives.

2.12 Departments of Independent Television

Every organization runs under some certain departments. Independent Television is also not different from them. There are some departments in Independent Television; here are the department names,

- **Business Operations**

Broadcast Operations is responsible for generating visual production of stories to be on-air.

- **Broadcast Technology**

Broadcast Technology is responsible for providing technical support (visual and audio) in broadcasting programs.

- **Business Programs**

It is basically for value added service. The main functions of the department are scroll updating of the channel and maintaining social media network.

- **Current Affaires**

The main responsibility of Current affairs department is to make program for current events of the country. Sometimes upcoming events are also becomes concern of this department.

- **Distributions**

Distribution department is responsible to ensure that each television set in every household in Bangladesh has access to Independent Television Ltd. It also maintains periodical communication to cable operators, arranges of channel placement where required and also covers Client relationship.

- **Finance and Accounts**

Basic functions of Finance & Accounts department are:

1. Accounting – keeping books of accounts with necessary compliance
2. Finance – budgeting and fund management
3. Receipt and Payments – collecting and depositing receipt, arranging
4. Payment for vendors and employees
5. Traffic billing – keeping books of Accounts and bill collection

- **Human Resources**

Human Resources department performs following functions in employee management:

1. Acquisition – Recruitment, Confirmation, Re-contract
2. Compensation & Benefit – Salary and Bonus, Leave encashment
3. Development – Training, Orientation
4. Utilization – Evaluation and Performance Management
5. Employee Relations – Grievance handling and counseling
6. Employee services – ID card, Business Card, and E-mail address etc.

- **Support Service**

Support Services department is responsible for ensuring following logistic and administrative supports to business:

1. Office Management
2. Transport Management
3. Inventory Management
4. Café Management
5. Logistic and Protocol Management

- **Videography**

Videography department is responsible for all video related works of the station including, capturing to editing of the program.

- **Sales & Marketing**

Sales department is basically focused to BUSINESS. Responsibilities are:

1. New business search
2. Client relationship – potential and existing
3. Sales event management – arranging and participating parties, campaigns and programs

- **Input**

The duty of Input department is generating all the news and programs for the channel.

- **Output**

On the other hand, the duty of output department is telecasting all the news and programs for the channel.

- **News**

News Department gathers and edits stories for daily broadcast – in Bangla and English. Categories include:

1. National
2. International
3. Assignment based
4. Current Affairs
5. Business

2.13 Organizational overview at a glance

The registered name of the television is Independent Television Ltd. It is a 24-Hour Operational News Channel. Independent Television founded in 2010 and on-aired in 2011. It is a sister concern of BEXIMCO Group. Total No. of employees of the channel are 550. TV Headquarter is in Dhaka, Bangladesh. The website of the channel is www.independent24.tv

CSR

Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives, while at the same time addressing the expectations of shareholders and stakeholders.

- As Independent television is a sister concern of Beximco Media Limited provided Taka 3.50 crore to the Bangladesh Cricket Board (BCB) as sponsorship money of Bangladesh National Cricket team for the last cricket world cup
- Charity contributions through the Gono Sahajjo Songstha (GSS) for the educational sector for the unprivileged
- Free drugs during natural calamities and distribution of clothing during winter
- As part of BEXIMCO Group's focus on society development, Fazlur Rahman Foundation has established a project called "FRF Diagnostic Centre". The project provides health-screening services for Beximco Pharmaceuticals and Beximco Antibiotics Industries employees.
- Sponsoring events and national sport stars and teams
- Official sponsor of the Bangladesh National Cricket team for the ICC Cricket World Cup 2011
- Official sponsor of the FIFA friendly match between Argentina and Nigeria held in September, 2011.

2.14 The Overall Position of Independent Television

As the political condition of Bangladesh has been volatile and violent, there has been an uprising of the viewers of news channel to be updated about the condition of the country.

There is a very famous quotation ‘Bad news is always good news for media’. Being the new in the media, independent television of doing pretty well in the industry.

The overall position is depicted bellow by tables and chart.

Channel	TVR'000s	TVR%	Reach'000	Reach %	Share	Time Spent(Univ) in Min	Time Spent(View) in Min
Asian TV	6	0.12	1950	37.73	1.17	11.44	30.3
ATN Bangla	8	0.16	2643	51.14	1.57	15.41	30.1
ATN NEWS	9	0.18	2621	50.71	1.84	18.27	36.0
Bangla Vision	7	0.13	2818	54.52	1.32	13.11	24.0
Boishakhi TV	5	0.1	2365	45.75	1.03	10.15	22.2
BTV	5	0.09	2230	43.14	0.89	8.52	19.7
Channel 24	5	0.1	2387	46.17	1.00	10.03	21.7
Channel 9	6	0.12	2128	41.17	1.17	11.44	27.8
Channel I	10	0.19	2982	57.68	1.89	18.57	32.2
Desh Tv	7	0.14	2595	50.20	1.37	13.42	26.7
Diganta TV	8	0.15	2448	47.37	1.53	15.19	32.1
Ekushey Television	11	0.22	2508	48.52	2.17	21.45	44.2
Gtv	4	0.08	2357	45.60	0.80	8.02	17.6
Independent TV	11	0.22	2217	42.89	2.18	21.46	50.0
Islamic TV	3	0.06	1368	26.46	0.60	6.01	22.7
maasranga	16	0.32	3247	62.81	3.21	32.05	51.0
mohona tv	1	0.03	1221	23.62	0.27	2.45	10.4
My TV	3	0.06	1946	37.65	0.59	5.56	14.8
nTV	11	0.2	3059	59.18	2.06	20.35	34.4
Rtv	8	0.15	2705	52.33	1.50	15.02	28.7
SA TV	4	0.08	2412	46.66	0.83	8.19	17.6
Somoy TV	10	0.18	2697	52.17	1.86	18.37	35.2
Others	345	6.67	5026	97.23	67.21	672.25	691.4
Any channel	513	9.92	5047	97.64	100.00	1000.24	1024.4

Figure 3: Overall performance of Independent TV and it's competitor

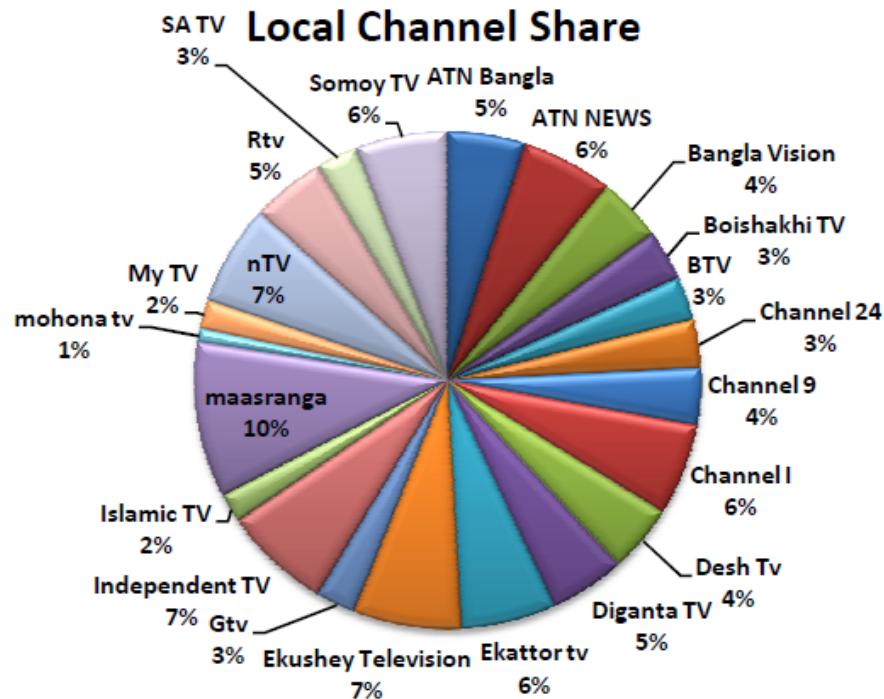


Figure 4: Market share of Independent TV

2.15 Human Resources Division of Independent Television

Independent Television Limited recognizes that a productive and motivated work force is a prerequisite to leadership in the market it serves. Independent Television treats every employee with dignity and respect in a supportive environment of trust and openness where people of different backgrounds can reach their full potential. The organizational human resources policy emphasize on providing job satisfaction, growth opportunities, and due recognition of superior performance. A good working environment reflects and promotes a high level of loyalty and commitment from the employees. Realizing this, Independent Television has placed the utmost importance on continuous development of its human resources, identify the strength and weakness of the employee to assess the individual training needs, they are sent for training for self-development. To orient, enhance the knowledge of the employees Independent Television organizes both in-house and external training. Human Resource division of Independent Television is taking care of total function for all employees. The main functions of Human Resources division are,

- Recruitment and Selection
- Pay-roll System
- Employee Attendance
- Training and Development
- Performance Evaluations

2.16 Major responsibilities of HR

The major responsibilities of HR in Independent Television are,

1. HR Policy formulation

Independent Television emphasis on HR policy formulation for not only own department but also for the other departments.

2. HR Planning

Independent Television establishes both short term and long term planning for the organization.

i. Short Term HR Planning

Independent Television primarily recruits its human resources that will support Strategic Human Resource Planning for current period.

ii. Long Term HR Planning

Here Independent Television is looking forward to build long-term resources by several Training and Development programs.

3. HR Info System

Independent Television uses several software to ensure HR Info System includes,

- Vista HR Manager &
- Vista TAS

4. Work and Job Analysis, Design and Evaluation

For every job there are work and Job analysis, design and evaluation at Independent Television so that jobs are well defined.

5. Recruitment and Selection

Recruitment and Selection of Independent Television are also important parts. Every recruitment and selection process is made after concerned department submits requisition for workforce.

6. Diversity Management

Independent Television highly believes in Diversity management. Here, in Independent Television, there are many employees from different divisions of the country, even from other countries like Indian and Pakistani employees.

7. Career management

Career management is also important part of Independent Television. For every employee, after one year his/her job is being evaluated for long-term perspective.

8. Employee and Management Training and Development

Independent Television offers several in house and external Training program for the employees.

2.17 Human Resource activities of Independent Television

Independent television has array of human resources activities. These includes,

- a) Recruitment and Selection
- b) Training and development
- c) Performance Appraisal
- d) Compensation
- e) Employee Relations

It is very important for an organization to perform these five arrays of HR activities. All of these are people oriented tasks and must be performed by HR department. Independent television Ltd. is very efficient in these five sector and has a good structure for long term success.

a) Recruitment and Selection

1. Workforce Requisition:

The workforce requisition is the primary and the first step of recruitment process. It is a process through which the approval is taken to initiate the recruitment process.

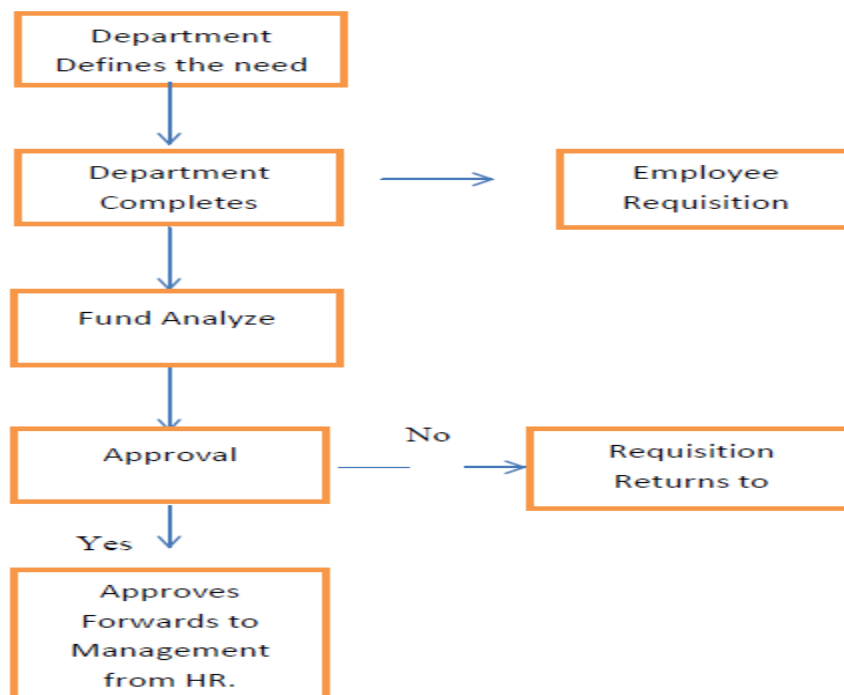


Figure 5: Employee Requisition Process

2. Analysis of position and requirement

Analysis of position and requirement includes understanding the client organization with regard to current business activities, future expansion plans, work culture and extends to mapping competencies for specific position including job title, deliverables, Key accountabilities and other important details which are required to bring success to the position. Independent Television carefully analyses every positions and recruitment situation of the market.

3. Approval of Managing Editor

The Managing Editor of Independent Television Ltd. Approves the requisition form and check the required workforce needed for the particular Department.

4. Candidate Sourcing

Advertisement: Advertisement can be published in job sites, newspaper or other media like, BDjobs, JobsA1.com, and Prothomalojobs. Etc. Referrals: The length of time spent on sourcing potential candidates can vary greatly depending upon the level and complexity of the position, according to many respondents. Referrals mainly based on Position, Situation, and the nature of job.

5. Short listing of Applicants

Immediately after the closing date, all original applications received, together with a Summary Information Sheet, will be sent by Human Resources to the Chair of the Recruitment Panel, who should forward copies of the applications to the Panel members and arrange for short-listing to take place, The process involves drawing up a list of target companies from which to recruit and utilizing our network, along with our database then we list most potential candidates within target companies. We then contact candidates and share the opportunity with them and draw their interest in the position.

- Primary Short listing by HR: Human Resource Department Primarily Shortlisted the candidates thus who applied for the position and send the list to the concerning department.
- Final Short listing by Departments: Department review the list of applicant and finally select the candidates for interview.

6. Assessment

Written Test: A written test would be conducted if needed. Written test is often required, depending on the types of the position where the candidate is to be employed.

Interview: Interview can be conducted in various ways. Few examples regarding Independent Television are furnished below-

- Traditional Face-to-Face Interview

Most interviews are face-to-face. The most traditional is a one-on-one conversation. Focus should be on the person asking questions. Maintain eye contact, listen and respond once a question has been asked. Establish rapport with the interviewer and show them that interviewee's qualifications will benefit their organization.

- Panel/Committee Interview

In this situation, there is more than one interviewer. Typically, three to ten members of a panel may conduct this part of the selection process. This is a chance to show group management and group presentation skills on display. Here candidate is required to read the various personality types of each interviewer and adjust to them. Find a way to connect with each interviewer.

- Behavioral Interview

The basic premise behind this type of interview is that the past behavior is the best predictor of future actions. These types of questions may be asked in any interview format—telephone, panel or one-on-one.

This type of question generally starts with the words “Give me an example when...” or “Tell me about a time when...”

- Stress Interview

This kind of interview is specially conducted for sales department. Here the interviewer watches the level of patients of the interviewee.

7. Pool of Suitable Candidates

After having the written test and interviews we have got the pool of suitable candidate. Candidates are called for salary negotiation session.

8. Salary Negotiation

Before start talking pay (and salary negotiations) with a prospective employer, we need to find out how much the job is worth. We will need to take the time for research. That way we will be prepared to get what we're worth and to get a job offer that's realistic and reasonable.

Salary negotiation is something at which hiring managers are usually a lot more proficient than the people they hire. Human Resources must be consulted to provide detailed guidance and advice on determining appropriate offer salary levels within the grade.

When deciding upon an appropriate salary to be offered, consideration will normally be given to the following objective criteria -

- The level, breadth, depth and complexity of the individual's knowledge and understanding of different aspects of the job and, as appropriate, expert, professional and theoretical knowledge.
- The level and breadth of existing relevant skills.
- Qualifications and length of relevant experience of the successful candidate.
- Current salary and monetary benefits (e.g. bonus) of successful candidates.
- Equal pay principles that all staff should receive equal pay for the same or broadly similar work, for work rated as equivalent and for work of equal value.

9. Offering Candidates

The final stage in the selection procedure is to confirm the offer of employment after satisfactory references have been obtained, and the applicant has passed the medical examination required for pension and life assurance purposes or because a certain standard of physical fitness is required for the work. The contract of employment should also be prepared at this stage.

- If there are several suitable candidates, it may be appropriate to "hold" rather than reject these until the outcome of the offer to the most suitable candidate is known.
- All unsuccessful candidates should be notified of the outcome appropriately and are provided with feedback, if requested, by the Chair of the Recruitment Panel.

- If anyone accepts this job offer, the hire date will be on the day that s/he attends new-hire orientation. Plan to work for the remainder of the business day after new-hire orientation ends.

10. Recruitment paperwork

The Chair of the Recruitment Panel should complete the Recruitment Panel Chairperson's Report and return to Human Resources, together with all associated recruitment paperwork, including:

- The original applications of all candidates;
- The completed short-listing form(s);
- The original interview/assessment notes and test sheets, if applicable;
- The completed Interview/Assessment form(s).

11. Joining and Placement

It contains few steps, candidates required to take appointment letter from HR, needs to fill joining document, and finally he placed under his\her reporting line manager.

12. Confirmation

After recruitment, permanent employees will need to serve under probation period as follows: -Skilled Employees: Initially for three months, extendable for further three months. -Unskilled Employees: Initially for six months, extendable for further three months.

Superiors must notify HR department one week prior to the maturity of employees have completed their probation period. A formal confirmation letter is issued subject to successfully completion of probation period and necessary approval as well.

13. Promotion, Transfer, Re-Designation, Deputation, Absorption

Promotion: As required by the company, an employee may be promoted to a higher level or may be absorbed, deputed or transferred at any position, in any place of company's operation or in any of its sister concern or other associated Group\Companies.

Transfer: Where the duties and responsibilities of an employee change, the company may change the remuneration, designation and job description of the post.

Re-Designation: The promotion, transfer or change of designation, duties and responsibilities shall not however, be disadvantage to the employee with regard to his or her nature of work, status remuneration.

Absorption: However, provision of clause 12.3 will not apply to transfer on account of inefficiency, misconduct or where the transfer is made at the request of the employee.

14. Selective Recruitment Using Job Boards

Although staff turnover is not a major issue for media world and Independent Television Ltd. Authority, the agency relies on selective recruitment techniques to maximize the use of limited hiring budgets. To ensure the most appropriate methods of sourcing and attracting qualified candidates are used, the agency considers the following details for each position: level of entry (junior, intermediate, and senior), level of education (degree, diploma), professional association, and technical requirements (Engineer, GIS tech). Using this information, the company determines which job boards, communication channels, and advertisement strategies are best for targeting candidates with the required skill sets.

A key component of this process is having an in-depth understanding of the variety of job boards in the market and what types of candidates they attract. Depending on the position, Independent Television will either choose to advertise using a niche job board or employ a mass recruitment strategy that utilizes a variety of job advertisement services.

Positions that require specific technical skill sets, the company often relies on niche job boards since they reduce the candidate pool by targeting a more applicable audience. On the other hand, Independent Television utilizes as many free job posting or partner sites as it can to maximize exposure and increase the number of applicants for other positions.

15. University Internships

Independent Television with expert advice, information, and tools to assist with the development and implementation of sustainable policies and practices—offers internships to Masters and Bachelor level university students as part of its recruitment strategy. Using the internship program, Independent Television can target students who excel academically and provide them with the opportunity to obtain practical work experience. This helps to train and develop the skill sets of interns at an early stage of their career while giving the company an opportunity to gauge the intern's skills, abilities, and inner drive. The program has proven beneficial to both the interns and the company, and is one way Stratus is helping build the capacity of new graduates in the environment industry.

Training and development

Training is a process of learning a sequence of programmed behavior. It is application of knowledge. It gives people an awareness of the rules and procedures to guide their behavior. It attempts to improve their performance on the current job or prepare them for an intended job.

Development is a related process. It covers not only those activities that improve job performance but also those that bring growth of the personality; help individuals to progress towards maturity and actualization of their potential capacities so that they become not only good employees but also better men and women. In organizational terms, it is intended to equip a person to earn promotion and hold greater responsibility.

Training is an essential part of every employee. Well training leads to development of them and thus leads to development of the organization. Independent television offers **Employee Training program both internally and externally.**

Internal Training Program

Here, Independent Television organizes an in-house training program where both internal and external trainers **facilitate** training programs for individual departments. Internal

training program is very helpful for the employees as in this system they can get training in their own environment. Human Resources Department organizes mainly two types of internal training; for own department and the other departments.

External Training Program

Here, employees are trained by external Training Institutes like; bdjobs, prothom-alojobs etc. employees are sent towards to the several training institute for a period of time.

There

- On the job training

On the job training is a training that shows the employee how to perform the job and allows him or her to do it under the trainer's supervision.

On the job training is normally given by a senior employee or a manager like senior a manager. The employee is shown how to perform the job and allowed to do it under the trainer's supervision.

- Job rotation

Job rotation is a training that requires an individual to teach several different some in a work unit or department and performer each job for a specified time period.

In job rotation, individuals learn several different job within a work unit or department. One main advantages of job rotation is that it makes flexibilities possible in the department. When one employee like junior executive absence another executive can easily perform the job.

- Apprenticeship training

Apprenticeship training provides beginning worker with comprehensive training in the practical and theoretical expect of work required in a highly skilled occupation. Apprenticeship program combined of the job and classroom training to prepare worker for more than eight hundred occupation such as computer operator, sewing technician.

Performance Appraisal


Performance appraisal is the process of assessing employee's past performance, primarily for reward, promotion and staff development purposes.

'Performance appraisal (is) a process that identifies, evaluates and develops employee performance to meet employee and organizational goals.

Performance Appraisal doesn't necessarily use to blame or to provide a disciplinary action. Previous management theories used to view performance appraisal as a stick that management has introduced to beat people. Performance appraisals are now more clarified and they concentrate on developing organizational strengths and employee performance.

Performance appraisal system of Independent Television is very efficient in terms of evaluation. The main intention of the system is to evaluate the employee's performance of the job. Performance appraisal is conducted for an employee after completion of one year service in the channel. Based on the evaluation Independent Television offers the employees Increment, if the performance is satisfactory. If the performance is not satisfactory, the employee may be warned for that and asked to perform better.

ITV/HR/3/015
Created on: 27 June, 2012
Last modified: _____



INDEPENDENT

Performance Appraisal Form

Name: _____

Department: _____ Designation: _____

Joining date: _____ Education: _____

Current salary: _____ Performance period: _____

Please mark (✓) Yes or No for the questions below, (to be filled up by appraiser)

Questions	Scale		Remarks
	Yes	No	
	6	0	
Does he attend briefing in time?			
Does he performs his duties as per instructions?			
Does he order and maintain grocery supplies and monitor inventory regularly?			
Does he maintain grocery and cooking equipment in good working order?			
Does he maintain kitchen (stove, crockeries etc.) cleanliness?			
Does he maintain proper grooming, hygiene and personal care daily?			
Does he wear proper and clean uniform (esp. apron and gloves) regularly?			
Does he complete all works on time as required?			
Does he store raw materials properly?			
Does he able to work under stress?			
Total (out of 60)			

ITV/HR/3/015
Created on: 27 June, 2012
Last modified: _____

Please mark (✓) the following criteria based on your judgment (to be filled up by appraiser)

Questions	Excellent 5	Good 3	Average 1	Poor 0
Attitude and behaviors with superiors				
Behaviors towards colleagues				
Taste of food				
Quality of food				
Sincerity				
Punctuality				
Job knowledge				
Respect to company rules and regulations				
Total (out of 40)				

Appraisal for:

Confirmation
 Promotion
 Yearly Increment
 Special Increment

Excellent 86-100
 Good 70-85
 Average 60-69
 Poor below 59

Supervisor comment:

Section Head comment:

HR observation:

comment: (appraise self comment)

Supervisor

Section head

Department head

Figure 6: Performance appraisal form

The main pre- requisite of performance appraisal is that, the employee must complete one year service length in channel. Based on the performance, Independent television also offers Promotion for employee.

Compensation

Compensation is an important issue in Independent Television. Here, HR department uses a software- “VistaHR manager” to process Compensation for all employees. Here, for every employee, there are two parts in salary payment, one is addition and another is deduction. Under addition part, 50 % is basic salary and other 50% is divided into House rent, Medical facilities, Conveyance, and Miscellaneous costs. On the other hand, in deduction part, there are provident funds, income Tax, absent and leave without pay deductions.

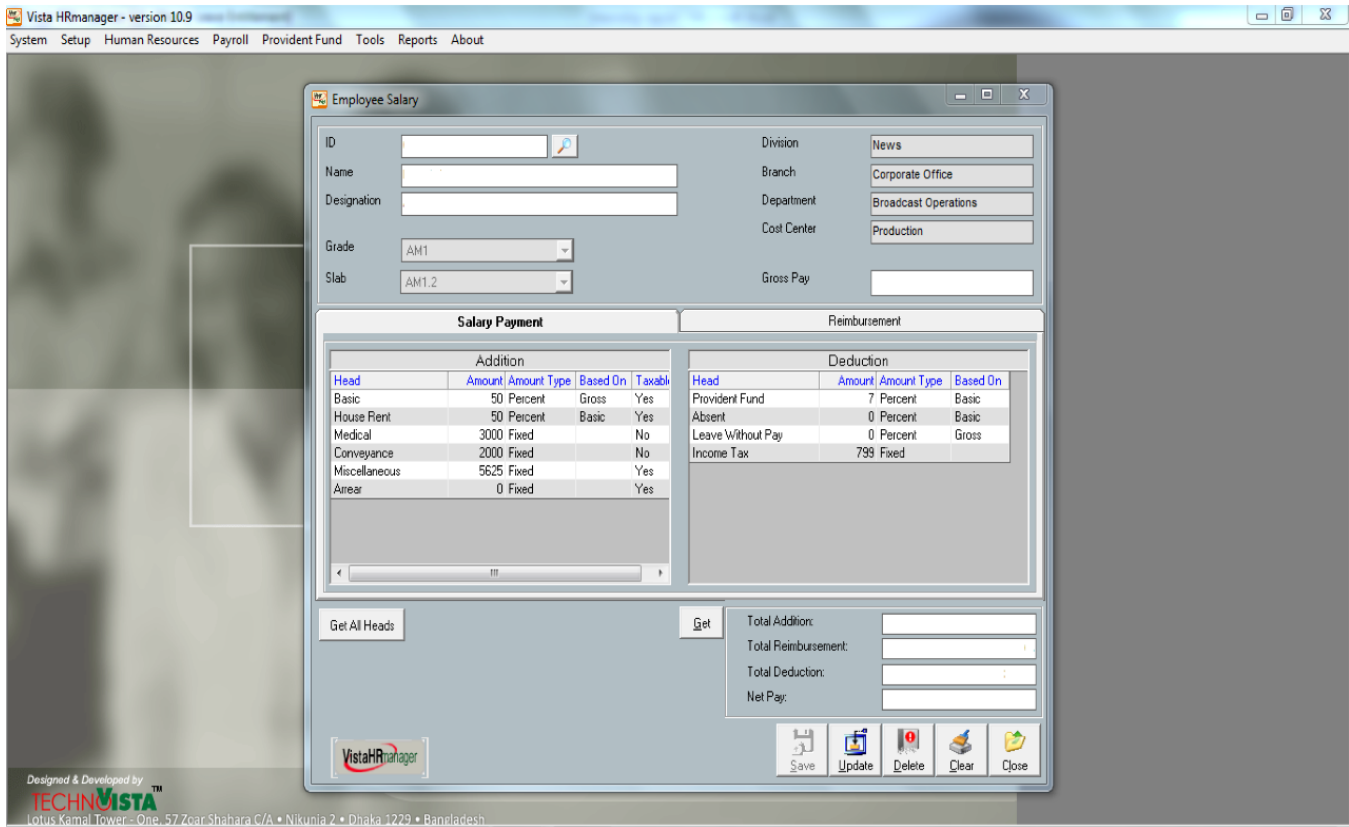


Figure 7: Vista HR Manager Software for Salary preparation

The total pay of an employee is determined by adding up all additions and subtracting all deductions. Then the salary inputs to employee's bank account.

Employee Relations

Independent Television emphasis on wonderful employee relations with long-term perspective, so that the employees retains for many years. Independent Television is careful on ethics, justice and fair treatment for every employee in order to ensure employee relations.

In Independent Television there are good practices of ethics. There are several policies to ensure ethics, for example-

- Equal Employment Opportunity Policy and
- Sexual Harassment Policy

These two policies indicate that Independent Television is highly motivated to ensure

ethics in workplace. Ethically Independent Television is very committed that all employees will get fair treatment in every aspect of work life.

Justice is also a very important concern of Independent Television in every cases, Independent Television ensures justice for all employees. In case of any occurrence, justice Independent Television investigates with high level of importance and endures

Fair treatment is also for every employee ensured by Independent Television. Here, HR department ensures that all employee gets equal treatment in every sector of work life.

2.18 Other HR activities of Independent Television Ltd.

There are some other HR works done by HR department; here are some brief,

a) Policy Works:

A policy is typically described as a principle or rule to guide decisions and achieve rational outcomes. The term is not normally used to denote what is actually done; this is normally referred to as either procedure. Like as-

- Food policy
- Mobile phone policy
- Sexual harassment policy
- Holiday policy
- Recruitment policy
- Leave policy
- Security Policy
- Equal employment policy
- Travel policy
- Car policy
- Provident fund policy
- Increment policy
- Bonus policy
- Accident policy

b) Leave Management System

Web-based Employee Leave Management System streamlines communication between HR and employees, facilitates simple yet efficient management of employee leaves. Leave management ensures that all leave taken and leave requests are properly accounted for. Office staffs can apply, approve and view leave records without the hassle and delay of going through the admin staff - it's all at your ID card with anytime, anywhere access. For employees, this system allows them to easily determine their vacation availability (from any point-in-time) and request leave online. For managers, leave approval no longer involve trails of paperwork. The system provides full audit trails of your staffs' leave balances and plans.

Below are some essential features of leave management system:

- i. Organization Leave Policy masters.
- ii. Yearly Leave & Holiday Set-up.
- iii. Employee leave master (with eligibility for applicable leaves)
- iv. Leave Application (by Employee)
- v. Leave Application (by Front office/HR)
- vi. Approval / Rejection.
- vii. Request for cancellation of applied leave.
- viii. Leave Approval/Rejection & cancellation.
- ix. Leave encashment.
- x. Special grants.
- xi. Reports.

c) Attendance Tracking System

Tracking the time and attendance of the employees working for the company can be a difficult task for any business. Careful records will need to be kept to ensure that all employees are being paid the correct amount on each paycheck and their earned or taken sick and vacation time is correctly logged. Keeping track of all of this information for each employee can be a daunting assignment, but using HR software to assist in the process can make tracking the time and attendance of employees much easier and more streamlined. It provides customized reports for review by HR personnel and department managers.

d) Security

User can login into system using their corporate email credentials. This application is accessible only with in office intranet. Application encrypts all essential information before storing it into database for better protection of data. For password protection used MD5 based 64 bit encryption. So that even developer cannot decrypt password.

e) Health and safety at work

A young worker or employee must do an assessment of possible health and safety risks, before they employ in this organization. They must pay particular attention to their age, lack of experience, and other things that could be a risk to their health and safety. There are special restrictions on the following types of work:

- Work which you are not physically or mentally capable of doing.
- Work which brings you into contact with chemical agents, toxic material or radiation. (e.g. Independent television broadcast technology department).
- Work which involves a health risk because of extreme cold, heat or vibration. You are only allowed to do the work above under the following circumstances-
 - Where it is necessary for employees training.
 - Where an experienced person is supervising them.
 - Where any risk is reduced to the lowest level that is reasonable.

These rules do not apply if employees are doing short term or occasional work in a family business or in a private household, which is not considered to be harmful to them.

f) Night Shifts

There are special limits on the hours employees can work at night. Employees cannot usually work between 10pm and 6am (only for those who belong to non-news Departments like HR, Finance, Accounts, and Support Service etc.) but journalists are allowed to work on different sessions in order to their assignments.

g) Holidays

Employees are legally entitled to paid holiday in the same way as other workers. How much paid holiday they get depends on how many days they work and when their leave year begins.

Chapter 3



INDEPENDENT

Internship at Independent Television

I have got the opportunity to work in Independent Television Ltd. as an intern for three months from 10th May 2014; it's a part of my academic program. As my major is Human Resource Management, I worked in Human resource department as an intern where I had learnt several Human Resource practices of Independent Television Ltd.

3.1 Description of the job

I had the opportunity to have three months long internship at Independent Television Ltd. I have come across with different tasks that are conduct by the HR department. I was introduced to the jobs of an HR personnel, there were different types of jobs I was made acquainted with some were regular others were periodical. I was assigned to the following jobs regularly. Those were-

- File documentation of employees
- Collecting Personal information of employees
- Collecting Provident fund form of employees
- Software update
- Collecting CV
- Call for interview
- Create interview summary
- Attendance work
- Entry in leave register
- Generating Domain & Mail ID of employees
- Deduct mobile bill of employees
- Deduct canteen bill of employees
- Creating ID cards of employees
- Creating Business cards of employees
- Creating increment letters of employees

Some of these jobs are briefly described below:

3.1.1 Calling for Interview

After screening the CVs and separate them based on their location, it was my job to call the candidates for interview and inform them about the interview date, time and venue. The interviews were held in the head office of Independent Television Ltd. After the interview I had to call the selected candidates.

3.1.2 File documentation of employees

The HR department of Independent Television Ltd. keeps record of their employees both manually and in HRMS. After recruiting I learned to prepare files for new employees. Every new employee is assigned a PIN for their identification. The employee file contains employees joining letter given by INDEPENDENT TV , employees CV, photocopy of employee's educational certificates, reference letter.

3.1.3 Leave Processing

Leave processing includes receiving leave applications and inputting to software. Apart from these specific jobs, I also observed other jobs performed by other team mates. Here I observed,

- Recruitment and selection process
- Payroll
- Policy formulation
- Training and Development
- Grievance handling etc.

3.1.4 File documentation

Here file documentation generally means serial all personal documents of individual employees according to their checklist. I also follow the checklist to serial the documents of individual employees.

➤ Collecting Personal information

I collect personal information of each employee like blood group, age, permanent address, present address.

➤ Collecting Provident fund form

I assemble individual employee's provident fund form, which is 7% for all employees.

➤ Software update

Independent Television regularly use two types of software for their regular activities update. Vista HR Manager & TAS. In Vista I update new joining employee's personal information, educational information & also their bank account information.

➤ Collecting CV

For hiring new employees I gather CV from external source like BDjobs, JobsA1 & also from internal source like known person of current employees.

➤ Call for interview

I call all candidates before their written exam & interview.

➤ Create interview summary

Before any interview I have to generate the interview summary of each employees.

➤ Entry in leave register

I have to entry leave status of individual employees in the software & also in manual register book.

➤ Generating Domain & Mail ID of employees

I suggest each employee's domain & mail ID & mail it to IT department to precede it.

➤ Deduct mobile bill of employees

I abstract all employees extra mobile bill from their monthly salary.

➤ Deduct canteen bill of employees

I deduct each employee's canteen bill from his or her monthly salary.

➤ Creating ID cards of employees

I assemble requisition form for employee's ID card & mail them to IT department to generate it.

➤ Creating business cards of employees

I gather **requisition** form for employee's business cards & mail them to selected studio to precede the work.

Chapter 4



INDEPENDENT

Analysis

4.1 SWOT Analysis of Independent Television Ltd.

4.1.1 Strengths

- Maximum utilization of fund.
- Web based HR management.
- Diversification
- Good relationship with employees.
- Training for Train up the Employees.
- Immense machineries support.

4.1.2 Weakness

- Manipulation of other Departments.
- Small workforce.

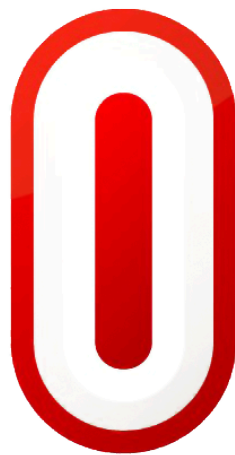
4.1.3 Opportunities

- Skilled workforce.
- Introduce new HR strategies.
- Time to time foreign trade training.
- New employees (fresh graduates) are recruited every year.
- New branches will be opened in different part of Bangladesh.

4.1.4 Threats

- Market leaders are very experienced in this concern.
- Increase Competition to better customer service.
- Pressure to decrease rate of profit.

Chapter 5



INDEPENDENT

Recommendations

According to my work on Independent Television, I have identified some sectors where some development can happen; here are those,

- Training and Development issue:

More intensive training program should be introduced to increase the employee performance to the optimum level. The HR policy could include certain provisions regarding to a reutilized and modern training.

- HR counseling cell:

In this system, the employer-employee relationship can increase. Here, to authorized HR personal, all employees will come and will tell their problems. HR personal will then take necessary steps.

- Continuous modernization and revision:

Modernization and revision of the HR policies and strategies are indispensable for any organization as the world is getting more diversified day by day. The head of HR should continuously monitor the changes happening around and adjust the policies to match the changed scenario.

Chapter 6



INDEPENDENT

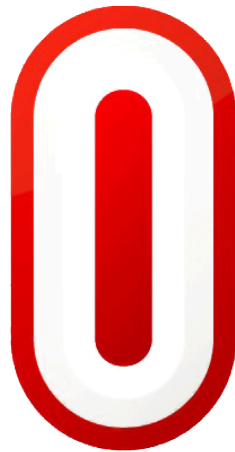
Conclusion

Conclusively, I would look at the extent to which Independent Television hold themselves accountable for effective HRM systems and adherence to the Merit System Principles (as appropriate) or other organizational values and policies.

In sum, the organizational performance of ITV could be explained by its effective recruitment and selection practices and performance appraisal practices. As the review of the literature showed, research has established that although the value of a company's human resource assets may not show up directly on its balance sheet, it nevertheless, has tremendous impact on an organization's performance. However, there was insufficient evidence to show that ITV remuneration practices as well as its training and development practices contribute positively towards its corporate performance, as perceived by the respondents.

Based on the findings of this research, it is recommended that the management of GCGL continue to ensure that the HR policy, which is a result of the corporate strategy to use human resource, among others, to achieve outstanding performance every year, is upheld. In addition, copies of the HR policy should be made available to all employees to ensure widespread dissemination and application of the policies. Management should continue to ensure that the recruitment and selection process is, and seen to be fair. There should be measures that will ensure that all recruitment and selection practices adhere to the standards and policies of the company since effective recruitment and selection practices will ensure positive financial returns for the company, either through ensuring effectiveness on the part of employees, or minimization of costs associated with training and retraining of employees.

Chapter 7



INDEPENDENT

References

7.1 Contact Persons

- Promit Ghosh, Assistant Manager, Independent Television Ltd.
- Jannatul Marfua, Senior Executive, Independent Television Ltd.
- Rashed Mahmud, Junior Executive, Independent Television Ltd.

7.2 Websites

- www.google.com
- www.independent24.tv
- www.wikipedia.com
- www.prenticehall.com
- www.startupbizhub.com
- www.businessdictionary.com/definition/after-sales

Chapter 3 36

 3.1 Description of the job 37

 3.1.1 Calling for Interview 38

 3.1.2 File documentation of employees 38

 3.1.3 Leave Processing 38

 3.1.4 File documentation 38

Chapter 4 41

 4.1 SWOT Analysis of Independent Television Ltd. 42

 4.1.1 Strengths 42

 4.1.2 Weakness 42

 4.1.3 Opportunities 42

 4.1.4 Threats..... 42

Chapter 5 43

Chapter 6 45

Chapter 7 47

 7.1 Contact Persons..... 48

 7.2 Websites 48

Chapter 1



INDEPENDENT

My internship attachment was with Independent Television Ltd.; a dynamic organization with wonderful work ethic and environment. In my 3 months attachment with this organization, I have learnt a lot, thanks to the wonderful mentors who took their time to teach me everything about how the human resources department operationally works. This section discusses the objective of the report, the methodologies, the scopes and the limitations.

1.1 Introduction

Human Resources department is the emerging sector in the new era of corporate world. Previously HRM was ignored by big organizations. Today the situation has changed, most of the organizations are emphasizing on HRM practice. The main reason is, the organization runs by the people or human resources not by the machine. So, it is important to maintain these human resources in order to gain long term success in Business. Independent Television also gives emphases on HRM practice. In my Internship Report, my main target is to identify the area of HR practice of Independent Television.

1.2 Background of the Report

There is no doubt that the world of work is rapidly changing. As part of an organization then, HRM must be equipped to deal with the effects of the changing world of work. For them this means understanding the implications of globalization, technology changes, workforce diversity. Changing skill requirements, continuous improvement initiatives contingent workforce, decentralized work sites and employee involvement are the issue for confront. Now it is a big challenge for the HRM to support the organization by providing the best personnel for the suitable position in shortest possible time. Starting with recognizing the vacancies and planning for them is a great task. Moreover selecting attracting the suitable candidates and selecting the best person in time is a challenge.

The cost of the recruitment is significant. So, proper planning and formulate those plan is the task that require more focus and improvement. Equal opportunity and sourcing is also a vital part. Realizing this need we tried to find the difference and similarities between theoretical aspects with the practical steps taken by the company. We took an attempt to demonstrate the feature for the further improvement.

1.3 Objectives of the Report

The objectives of the report on “HR Activities and Practices of Independent Television Ltd.” are as follow:

- To identify what type of HRM practices are done by Independent Television Ltd.
- To identify the strengths and weakness of HRM practice of Independent Television Ltd.
- To know the performance appraisal system of Independent Television Ltd.
- To analyze compensation practice of Independent Television Ltd.
- To know the theoretical framework of training and development policy of Independent Television Ltd.
- To know the training policy of Independent Television Ltd.
- To recommend necessary steps for overcoming problems.

1.4 Methodology of the Report

In order to contract the report I have collected necessary information from two sources -

a. Primary Sources of Information

b. Secondary Sources of Information

a. **Primary Sources of Information:** The primary data collected from the following sources:

- Face to face discussion
- Telephone discussion
- Oral interview of the responsible officers

b. **Secondary Sources of Information:** The secondary data collected from the

following sources:

- Websites of Independent Television Ltd.
- Various documents of Independent Television Ltd.
- Internet
- Library

1.5 Scopes of the Report

The report deals with the HRM practice including HRP, recruitment and selection process, training & development process, compensation management, employee relation & separation, etc. in terms of theoretical point of view and the practical use. The study will allow learning about the HRM issues, importance, modern techniques and models used to make it more efficient. The study will help to learn the practical procedures followed by the leading organizations. Moreover the study will help to differentiate between the practice and the theories that direct to realize how the organization can improve their HRM practice & process.

1.6 Limitations of the Report

This dissertation report is my first assignment outside of course curriculum in the practical life. I the student of BBA program just one stage behind of completing my formal studies. Before completing the institutional experience practical performance in the formal stages become difficult. So in performing this report lack of my proper practical knowledge is greatly influenced in this performance. Besides above have to face some other limitations are:

- Time is a major limitation that would mostly with stands a comprehensive study on the topic selected.
- Various confidential matters, forms, report, were not disclosed to me from HRD.
- Some strategies of business and operation were restricted to handover.
- Improper coordination among all departments.
- Being busy with other works so not getting more information.

Chapter 2



INDEPENDENT

Overview of the organization

2.1 Overview

Independent Television is a 24 hours news channel in Bangladesh. It is a sister concern of Beximco Group, a large business group in Bangladesh. Independent Television obtained license from Bangladesh Government in March 2010 and started its first transmission on 10th October of 2010 with the first MPEG-4 technology in Bangladesh. This TV Channel has a group of sincere editors and reporters who are committed to bring the latest Bangladesh News and World News to viewers. Independent TV typically covers topics on politics and business. It also covers shows on culture, sports and automobile.

- 3.7 Satellite
- Satellite: Apstar 2R
- Orbital Position: 76.5 East
- Downlink Frequency: 4113 MHz
- Symbol Rate: 3696 KSPS
- FEC: $\frac{3}{4}$
- Polarization: H Pole
- Video Coding Format: MPEG-4

2.2 Owners

Independent Television is owned by Beximco Group, Salman F. Rahman, who is the chairman of Independent TV, is also the Vice Chairman of Beximco group. Salman F Rahman is currently serving as a director of the Bangladesh Securities and Exchange Commission and Dhaka Stock Exchange. He was the founder of Bangladesh Enterprise Institute. He also served as president of Metropolitan Chamber of Commerce and Industry, Bangladesh Aushad Shilpa Samity, Bangladesh Textile Mills Association, The Federation of Bangladesh Chambers of Commerce and Industry and the SAARC Chambers of Commerce and industry.

2.3 Mission

Independent Television seeks to be Bangladesh's number one 24-hour news channel, where viewers will find a full spectrum of news and analysis.

2.4 Vision

Independent Television intends to set the world-class standards in Bangladesh's broadcast industry, putting people high on the agenda.

2.5 Goal

Independent Television will carry news, break news and make news through investigative reporting in a way that is not done before in the country. Technologically superior at home and in South Asia, the channel will be a hub of journalistic professionals.

2.6 Core values

- Put our customers first
- Emphasize in professional ethics
- Maintain quality at all levels
- Believe in being a responsible corporate citizen
- Say what we believe in
- Foster participative management

2.7 Primary Human Resource Strategy of Independent Television

The primary Human Resource Strategy of Independent Television is Proper documentation. Here, every process is documented in time. Whenever a decision is being taken, proper documentation is must. It is said that, the main safeguard of HR is right and easy to locate documentation. HR department strictly maintains its strategy.

2.8 Strategic Objectives of Independent Television Ltd

Independent Television intends to set the world-class standards in Bangladesh's broadcast industry, putting people high on the agenda. The main strategic objectives of Independent television are,

- To ensure working satisfaction to all employees thus turns into good performance
- To deliver accurate and fast Information to viewers
- To innovate up to date value proposition to the market

2.9 Services of HR

Human Resources department provides following services to their customers:

- Acquisition – Recruitment, Confirmation, Re-contract
- Compensation & Benefit – Salary and Bonus, Leave encashment
- Development – Training, Orientation
- Utilization – Evaluation and Performance Management
- Employee Relations – Grievance handling and counseling
- Employee services – ID card, Business Card, and E-mail address etc.

2.10 Organizational Structure

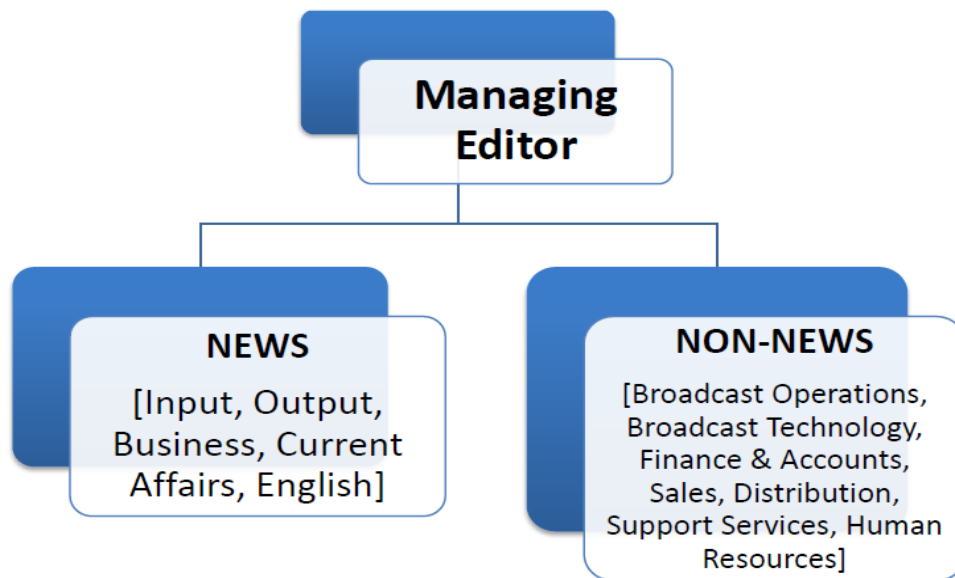


Figure 1: Organizational Structure of Independent Television Ltd.

Managing Editor is the main authority at Independent television. Under this post there are basically news and non-news departments.

- NEWS department includes Input, Output, Business, Current Affairs, English departments.
- NON-NEWS department Broadcast Operations, Broadcast Technology, Finance & Accounts, Sales, Distribution, Support Services, Human Resources departments are includes.

2.11 Organizational Hierarchy of Independent Television Ltd.

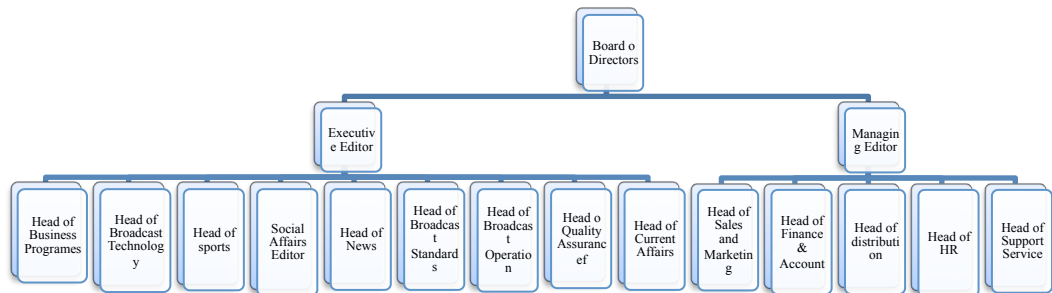


Figure 2: Organization Chart of Independent Television Ltd.

The organizational structure of Independent Television is very systematic flowchart. Here, at the top, there is board of directors whose are the key decision makers of the company. Under board of directors, there are Executive Editor & Managing Editor. These two positions hold authority to control all Departmental Heads. Under Executive Editor there are following Departmental Heads;

- Head of Business Programmes
- Head of Broadcast Technology
- Head of sports
- Social Affairs Editor
- Head of News
- Head of Broadcast Standards
- Head of Broadcast Operation
- Head of Quality Assurance
- Head of Current Affairs

Under Managing Editor there are following Departmental Heads;

- Head of Sales and Marketing
- Head of Finance & Account
- Head of HR
- Head of Support Service
- Head of distribution

Under every Head of departments there are some Executives to help them in completion of the organizational goals and objectives.

2.12 Departments of Independent Television

Every organization runs under some certain departments. Independent Television is also not different from them. There are some departments in Independent Television; here are the department names,

- **Business Operations**

Broadcast Operations is responsible for generating visual production of stories to be on-air.

- **Broadcast Technology**

Broadcast Technology is responsible for providing technical support (visual and audio) in broadcasting programs.

- **Business Programs**

It is basically for value added service. The main functions of the department are scroll updating of the channel and maintaining social media network.

- **Current Affaires**

The main responsibility of Current affairs department is to make program for current events of the country. Sometimes upcoming events are also becomes concern of this department.

- **Distributions**

Distribution department is responsible to ensure that each television set in every household in Bangladesh has access to Independent Television Ltd. It also maintains periodical communication to cable operators, arranges of channel placement where required and also covers Client relationship.

- **Finance and Accounts**

Basic functions of Finance & Accounts department are:

1. Accounting – keeping books of accounts with necessary compliance
2. Finance – budgeting and fund management
3. Receipt and Payments – collecting and depositing receipt, arranging
4. Payment for vendors and employees
5. Traffic billing – keeping books of Accounts and bill collection

- **Human Resources**

Human Resources department performs following functions in employee management:

1. Acquisition – Recruitment, Confirmation, Re-contract
2. Compensation & Benefit – Salary and Bonus, Leave encashment
3. Development – Training, Orientation
4. Utilization – Evaluation and Performance Management
5. Employee Relations – Grievance handling and counseling
6. Employee services – ID card, Business Card, and E-mail address etc.

- **Support Service**

Support Services department is responsible for ensuring following logistic and administrative supports to business:

1. Office Management
2. Transport Management
3. Inventory Management
4. Café Management
5. Logistic and Protocol Management

- **Videography**

Videography department is responsible for all video related works of the station including, capturing to editing of the program.

- **Sales & Marketing**

Sales department is basically focused to BUSINESS. Responsibilities are:

1. New business search
2. Client relationship – potential and existing
3. Sales event management – arranging and participating parties, campaigns and programs

- **Input**

The duty of Input department is generating all the news and programs for the channel.

- **Output**

On the other hand, the duty of output department is telecasting all the news and programs for the channel.

- **News**

News Department gathers and edits stories for daily broadcast – in Bangla and English. Categories include:

1. National
2. International
3. Assignment based
4. Current Affairs
5. Business

2.13 Organizational overview at a glance

The registered name of the television is Independent Television Ltd. It is a 24-Hour Operational News Channel. Independent Television founded in 2010 and on-aired in 2011. It is a sister concern of BEXIMCO Group. Total No. of employees of the channel are 550. TV Headquarter is in Dhaka, Bangladesh. The website of the channel is www.independent24.tv

CSR

Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives, while at the same time addressing the expectations of shareholders and stakeholders.

- As Independent television is a sister concern of Beximco Media Limited provided Taka 3.50 crore to the Bangladesh Cricket Board (BCB) as sponsorship money of Bangladesh National Cricket team for the last cricket world cup
- Charity contributions through the Gono Sahajjo Songstha (GSS) for the educational sector for the unprivileged
- Free drugs during natural calamities and distribution of clothing during winter
- As part of BEXIMCO Group's focus on society development, Fazlur Rahman Foundation has established a project called "FRF Diagnostic Centre". The project provides health-screening services for Beximco Pharmaceuticals and Beximco Antibiotics Industries employees.
- Sponsoring events and national sport stars and teams
- Official sponsor of the Bangladesh National Cricket team for the ICC Cricket World Cup 2011
- Official sponsor of the FIFA friendly match between Argentina and Nigeria held in September, 2011.

2.14 The Overall Position of Independent Television

As the political condition of Bangladesh has been volatile and violent, there has been an uprising of the viewers of news channel to be updated about the condition of the country.

There is a very famous quotation ‘Bad news is always good news for media’. Being the new in the media, independent television of doing pretty well in the industry.

The overall position is depicted bellow by tables and chart.

Channel	TVR'000s	TVR%	Reach'000	Reach %	Share	Time Spent(Univ) in Min	Time Spent(View) in Min
Asian TV	6	0.12	1950	37.73	1.17	11.44	30.3
ATN Bangla	8	0.16	2643	51.14	1.57	15.41	30.1
ATN NEWS	9	0.18	2621	50.71	1.84	18.27	36.0
Bangla Vision	7	0.13	2818	54.52	1.32	13.11	24.0
Boishakhi TV	5	0.1	2365	45.75	1.03	10.15	22.2
BTV	5	0.09	2230	43.14	0.89	8.52	19.7
Channel 24	5	0.1	2387	46.17	1.00	10.03	21.7
Channel 9	6	0.12	2128	41.17	1.17	11.44	27.8
Channel I	10	0.19	2982	57.68	1.89	18.57	32.2
Desh Tv	7	0.14	2595	50.20	1.37	13.42	26.7
Diganta TV	8	0.15	2448	47.37	1.53	15.19	32.1
Ekushey Television	11	0.22	2508	48.52	2.17	21.45	44.2
Gtv	4	0.08	2357	45.60	0.80	8.02	17.6
Independent TV	11	0.22	2217	42.89	2.18	21.46	50.0
Islamic TV	3	0.06	1368	26.46	0.60	6.01	22.7
maasranga	16	0.32	3247	62.81	3.21	32.05	51.0
mohona tv	1	0.03	1221	23.62	0.27	2.45	10.4
My TV	3	0.06	1946	37.65	0.59	5.56	14.8
nTV	11	0.2	3059	59.18	2.06	20.35	34.4
Rtv	8	0.15	2705	52.33	1.50	15.02	28.7
SA TV	4	0.08	2412	46.66	0.83	8.19	17.6
Somoy TV	10	0.18	2697	52.17	1.86	18.37	35.2
Others	345	6.67	5026	97.23	67.21	672.25	691.4
Any channel	513	9.92	5047	97.64	100.00	1000.24	1024.4

Figure 3: Overall performance of Independent TV and it's competitor

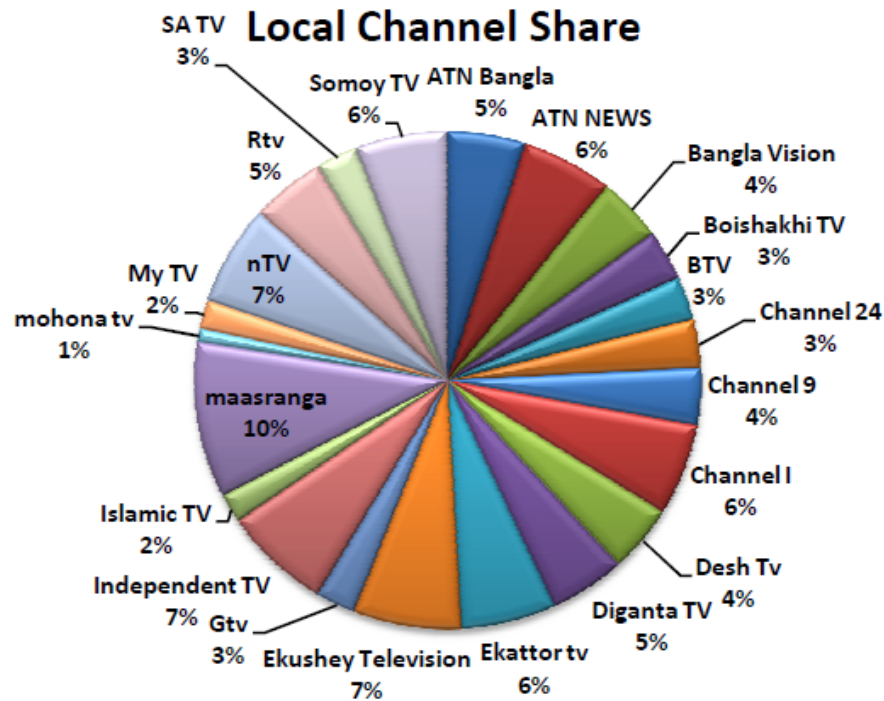


Figure 4: Market share of Independent TV

2.15 Human Resources Division of Independent Television

Independent Television Limited recognizes that a productive and motivated work force is a prerequisite to leadership in the market it serves. Independent Television treats every employee with dignity and respect in a supportive environment of trust and openness where people of different backgrounds can reach their full potential. The organizational human resources policy emphasize on providing job satisfaction, growth opportunities, and due recognition of superior performance. A good working environment reflects and promotes a high level of loyalty and commitment from the employees. Realizing this, Independent Television has placed the utmost importance on continuous development of its human resources, identify the strength and weakness of the employee to assess the individual training needs, they are sent for training for self-development. To orient, enhance the knowledge of the employees Independent Television organizes both in-house and external training. Human Resource division of Independent Television is taking care of total function for all employees. The main functions of Human Resources division are,

- Recruitment and Selection
- Pay-roll System
- Employee Attendance
- Training and Development
- Performance Evaluations

2.16 Major responsibilities of HR

The major responsibilities of HR in Independent Television are,

1. HR Policy formulation

Independent Television emphasis on HR policy formulation for not only own department but also for the other departments.

2. HR Planning

Independent Television establishes both short term and long term planning for the organization.

i. Short Term HR Planning

Independent Television primarily recruits its human resources that will support Strategic Human Resource Planning for current period.

ii. Long Term HR Planning

Here Independent Television is looking forward to build long-term resources by several Training and Development programs.

3. HR Info System

Independent Television uses several software to ensure HR Info System includes,

- Vista HR Manager &
- Vista TAS

4. Work and Job Analysis, Design and Evaluation

For every job there are work and Job analysis, design and evaluation at Independent Television so that jobs are well defined.

5. Recruitment and Selection

Recruitment and Selection of Independent Television are also important parts. Every recruitment and selection process is made after concerned department submits requisition for workforce.

6. Diversity Management

Independent Television highly believes in Diversity management. Here, in Independent Television, there are many employees from different divisions of the country, even from other countries like Indian and Pakistani employees.

7. Career management

Career management is also important part of Independent Television. For every employee, after one year his/her job is being evaluated for long-term perspective.

8. Employee and Management Training and Development

Independent Television offers several in house and external Training program for the employees.

2.17 Human Resource activities of Independent Television

Independent television has array of human resources activities. These includes,

- a) Recruitment and Selection
- b) Training and development
- c) Performance Appraisal
- d) Compensation
- e) Employee Relations

It is very important for an organization to perform these five arrays of HR activities. All of these are people oriented tasks and must be performed by HR department. Independent television Ltd. is very efficient in these five sector and has a good structure for long term success.

a) Recruitment and Selection

1. Workforce Requisition:

The workforce requisition is the primary and the first step of recruitment process. It is a process through which the approval is taken to initiate the recruitment process.

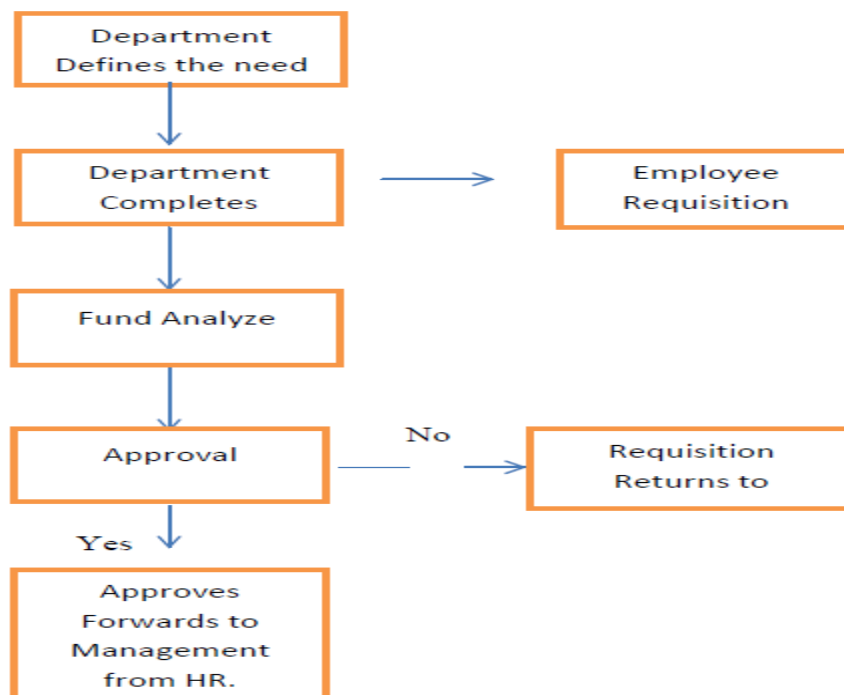


Figure 5: Employee Requisition Process

2. Analysis of position and requirement

Analysis of position and requirement includes understanding the client organization with regard to current business activities, future expansion plans, work culture and extends to mapping competencies for specific position including job title, deliverables, Key accountabilities and other important details which are required to bring success to the position. Independent Television carefully analyses every positions and recruitment situation of the market.

3. Approval of Managing Editor

The Managing Editor of Independent Television Ltd. Approves the requisition form and check the required workforce needed for the particular Department.

4. Candidate Sourcing

Advertisement: Advertisement can be published in job sites, newspaper or other media like, BDjobs, JobsA1.com, and Prothomalojobs. Etc. Referrals: The length of time spent on sourcing potential candidates can vary greatly depending upon the level and complexity of the position, according to many respondents. Referrals mainly based on Position, Situation, and the nature of job.

5. Short listing of Applicants

Immediately after the closing date, all original applications received, together with a Summary Information Sheet, will be sent by Human Resources to the Chair of the Recruitment Panel, who should forward copies of the applications to the Panel members and arrange for short-listing to take place, The process involves drawing up a list of target companies from which to recruit and utilizing our network, along with our database then we list most potential candidates within target companies. We then contact candidates and share the opportunity with them and draw their interest in the position.

- Primary Short listing by HR: Human Resource Department Primarily Shortlisted the candidates thus who applied for the position and send the list to the concerning department.
- Final Short listing by Departments: Department review the list of applicant and finally select the candidates for interview.

6. Assessment

Written Test: A written test would be conducted if needed. Written test is often required, depending on the types of the position where the candidate is to be employed.

Interview: Interview can be conducted in various ways. Few examples regarding Independent Television are furnished below-

- Traditional Face-to-Face Interview

Most interviews are face-to-face. The most traditional is a one-on-one conversation. Focus should be on the person asking questions. Maintain eye contact, listen and respond once a question has been asked. Establish rapport with the interviewer and show them that interviewee's qualifications will benefit their organization.

- Panel/Committee Interview

In this situation, there is more than one interviewer. Typically, three to ten members of a panel may conduct this part of the selection process. This is a chance to show group management and group presentation skills on display. Here candidate is required to read the various personality types of each interviewer and adjust to them. Find a way to connect with each interviewer.

- Behavioral Interview

The basic premise behind this type of interview is that the past behavior is the best predictor of future actions. These types of questions may be asked in any interview format—telephone, panel or one-on-one.

This type of question generally starts with the words “Give me an example when...” or “Tell me about a time when...”

- Stress Interview

This kind of interview is specially conducted for sales department. Here the interviewer watches the level of patients of the interviewee.

7. Pool of Suitable Candidates

After having the written test and interviews we have got the pool of suitable candidate. Candidates are called for salary negotiation session.

8. Salary Negotiation

Before start talking pay (and salary negotiations) with a prospective employer, we need to find out how much the job is worth. We will need to take the time for research. That way we will be prepared to get what we're worth and to get a job offer that's realistic and reasonable.

Salary negotiation is something at which hiring managers are usually a lot more proficient than the people they hire. Human Resources must be consulted to provide detailed guidance and advice on determining appropriate offer salary levels within the grade.

When deciding upon an appropriate salary to be offered, consideration will normally be given to the following objective criteria -

- The level, breadth, depth and complexity of the individual's knowledge and understanding of different aspects of the job and, as appropriate, expert, professional and theoretical knowledge.
- The level and breadth of existing relevant skills.
- Qualifications and length of relevant experience of the successful candidate.
- Current salary and monetary benefits (e.g. bonus) of successful candidates.
- Equal pay principles that all staff should receive equal pay for the same or broadly similar work, for work rated as equivalent and for work of equal value.

9. Offering Candidates

The final stage in the selection procedure is to confirm the offer of employment after satisfactory references have been obtained, and the applicant has passed the medical examination required for pension and life assurance purposes or because a certain standard of physical fitness is required for the work. The contract of employment should also be prepared at this stage.

- If there are several suitable candidates, it may be appropriate to "hold" rather than reject these until the outcome of the offer to the most suitable candidate is known.
- All unsuccessful candidates should be notified of the outcome appropriately and are provided with feedback, if requested, by the Chair of the Recruitment Panel.

- If anyone accepts this job offer, the hire date will be on the day that s/he attends new-hire orientation. Plan to work for the remainder of the business day after new-hire orientation ends.

10. Recruitment paperwork

The Chair of the Recruitment Panel should complete the Recruitment Panel Chairperson's Report and return to Human Resources, together with all associated recruitment paperwork, including:

- The original applications of all candidates;
- The completed short-listing form(s);
- The original interview/assessment notes and test sheets, if applicable;
- The completed Interview/Assessment form(s).

11. Joining and Placement

It contains few steps, candidates required to take appointment letter from HR, needs to fill joining document, and finally he placed under his\her reporting line manager.

12. Confirmation

After recruitment, permanent employees will need to serve under probation period as follows: -Skilled Employees: Initially for three months, extendable for further three months. -Unskilled Employees: Initially for six months, extendable for further three months.

Superiors must notify HR department one week prior to the maturity of employees have completed their probation period. A formal confirmation letter is issued subject to successfully completion of probation period and necessary approval as well.

13. Promotion, Transfer, Re-Designation, Deputation, Absorption

Promotion: As required by the company, an employee may be promoted to a higher level or may be absorbed, deputed or transferred at any position, in any place of company's operation or in any of its sister concern or other associated Group\Companies.

Transfer: Where the duties and responsibilities of an employee change, the company may change the remuneration, designation and job description of the post.

Re-Designation: The promotion, transfer or change of designation, duties and responsibilities shall not however, be disadvantage to the employee with regard to his or her nature of work, status remuneration.

Absorption: However, provision of clause 12.3 will not apply to transfer on account of inefficiency, misconduct or where the transfer is made at the request of the employee.

14. Selective Recruitment Using Job Boards

Although staff turnover is not a major issue for media world and Independent Television Ltd. Authority, the agency relies on selective recruitment techniques to maximize the use of limited hiring budgets. To ensure the most appropriate methods of sourcing and attracting qualified candidates are used, the agency considers the following details for each position: level of entry (junior, intermediate, and senior), level of education (degree, diploma), professional association, and technical requirements (Engineer, GIS tech). Using this information, the company determines which job boards, communication channels, and advertisement strategies are best for targeting candidates with the required skill sets.

A key component of this process is having an in-depth understanding of the variety of job boards in the market and what types of candidates they attract. Depending on the position, Independent Television will either choose to advertise using a niche job board or employ a mass recruitment strategy that utilizes a variety of job advertisement services.

Positions that require specific technical skill sets, the company often relies on niche job boards since they reduce the candidate pool by targeting a more applicable audience. On the other hand, Independent Television utilizes as many free job posting or partner sites as it can to maximize exposure and increase the number of applicants for other positions.

15. University Internships

Independent Television with expert advice, information, and tools to assist with the development and implementation of sustainable policies and practices—offers internships to Masters and Bachelor level university students as part of its recruitment strategy. Using the internship program, Independent Television can target students who excel academically and provide them with the opportunity to obtain practical work experience. This helps to train and develop the skill sets of interns at an early stage of their career while giving the company an opportunity to gauge the intern's skills, abilities, and inner drive. The program has proven beneficial to both the interns and the company, and is one way Stratus is helping build the capacity of new graduates in the environment industry.

Training and development

Training is a process of learning a sequence of programmed behavior. It is application of knowledge. It gives people an awareness of the rules and procedures to guide their behavior. It attempts to improve their performance on the current job or prepare them for an intended job.

Development is a related process. It covers not only those activities that improve job performance but also those that bring growth of the personality; help individuals to progress towards maturity and actualization of their potential capacities so that they become not only good employees but also better men and women. In organizational terms, it is intended to equip a person to earn promotion and hold greater responsibility.

Training is an essential part of every employee. Well training leads to development of them and thus leads to development of the organization. Independent television offers Employee Training program both internally and externally.

Internal Training Program

Here, Independent Television organizes an in-house training program where both internal and external trainers facilitate training programs for individual departments. Internal

training program is very helpful for the employees as in this system they can get training in their own environment. Human Resources Department organizes mainly two types of internal training; for own department and the other departments.

External Training Program

Here, employees are trained by external Training Institutes like; bdjobs, prothom-alojobs etc. employees are sent towards to the several training institute for a period of time.

There

- On the job training

On the job training is a training that shows the employee how to perform the job and allows him or her to do it under the trainer's supervision.

On the job training is normally given by a senior employee or a manager like senior a manager. The employee is shown how to perform the job and allowed to do it under the trainer's supervision.

- Job rotation

Job rotation is a training that requires an individual to teach several different some in a work unit or department and performer each job for a specified time period.

In job rotation, individuals learn several different job within a work unit or department. One main advantages of job rotation is that it makes flexibilities possible in the department. When one employee like junior executive absence another executive can easily perform the job.

- Apprenticeship training

Apprenticeship training provides beginning worker with comprehensive training in the practical and theoretical expect of work required in a highly skilled occupation. Apprenticeship program combined of the job and classroom training to prepare worker for more than eight hundred occupation such as computer operator, sewing technician.

Performance Appraisal


Performance appraisal is the process of assessing employee's past performance, primarily for reward, promotion and staff development purposes.

'Performance appraisal (is) a process that identifies, evaluates and develops employee performance to meet employee and organizational goals.

Performance Appraisal doesn't necessarily use to blame or to provide a disciplinary action. Previous management theories used to view performance appraisal as a stick that management has introduced to beat people. Performance appraisals are now more clarified and they concentrate on developing organizational strengths and employee performance.

Performance appraisal system of Independent Television is very efficient in terms of evaluation. The main intention of the system is to evaluate the employee's performance of the job. Performance appraisal is conducted for an employee after completion of one year service in the channel. Based on the evaluation Independent Television offers the employees Increment, if the performance is satisfactory. If the performance is not satisfactory, the employee may be warned for that and asked to perform better.

ITV/HR/3/015
Created on: 27 June, 2012
Last modified: _____


INDEPENDENT
Performance Appraisal Form

Name: _____
 Department: _____ Designation: _____
 Joining date: _____ Education: _____
 Current salary: _____ Performance period: _____

Please mark (✓) Yes or No for the questions below, (to be filled up by appraiser)

Questions	Scale		Remarks
	Yes	No	
	6	0	
Does he attend briefing in time?			
Does he performs his duties as per instructions?			
Does he order and maintain grocery supplies and monitor inventory regularly?			
Does he maintain grocery and cooking equipment in good working order?			
Does he maintain kitchen (stove, crockeries etc.) cleanliness?			
Does he maintain proper grooming, hygiene and personal care daily?			
Does he wear proper and clean uniform (esp. apron and gloves) regularly?			
Does he complete all works on time as required?			
Does he store raw materials properly?			
Does he able to work under stress?			
Total (out of 60)			

ITV/HR/3/015
Created on: 27 June, 2012
Last modified: _____

Please mark (✓) the following criteria based on your judgment (to be filled up by appraiser)

Questions	Excellent 5	Good 3	Average 1	Poor 0
Attitude and behaviors with superiors				
Behaviors towards colleagues				
Taste of food				
Quality of food				
Sincerity				
Punctuality				
Job knowledge				
Respect to company rules and regulations				
Total (out of 40)				

Appraisal for:

Confirmation
 Promotion
 Yearly Increment
 Special Increment

Excellent 86-100
 Good 70-85
 Average 60-69
 Poor below 59

Supervisor comment:

Section Head comment:

HR observation:

comment: (appraise self comment)

Supervisor

Section head

Department head

Figure 6: Performance appraisal form

The main pre- requisite of performance appraisal is that, the employee must complete one year service length in channel. Based on the performance, Independent television also offers Promotion for employee.

Compensation

Compensation is an important issue in Independent Television. Here, HR department uses a software- “VistaHR manager” to process Compensation for all employees. Here, for every employee, there are two parts in salary payment, one is addition and another is deduction. Under addition part, 50 % is basic salary and other 50% is divided into House rent, Medical facilities, Conveyance, and Miscellaneous costs. On the other hand, in deduction part, there are provident funds, income Tax, absent and leave without pay deductions.

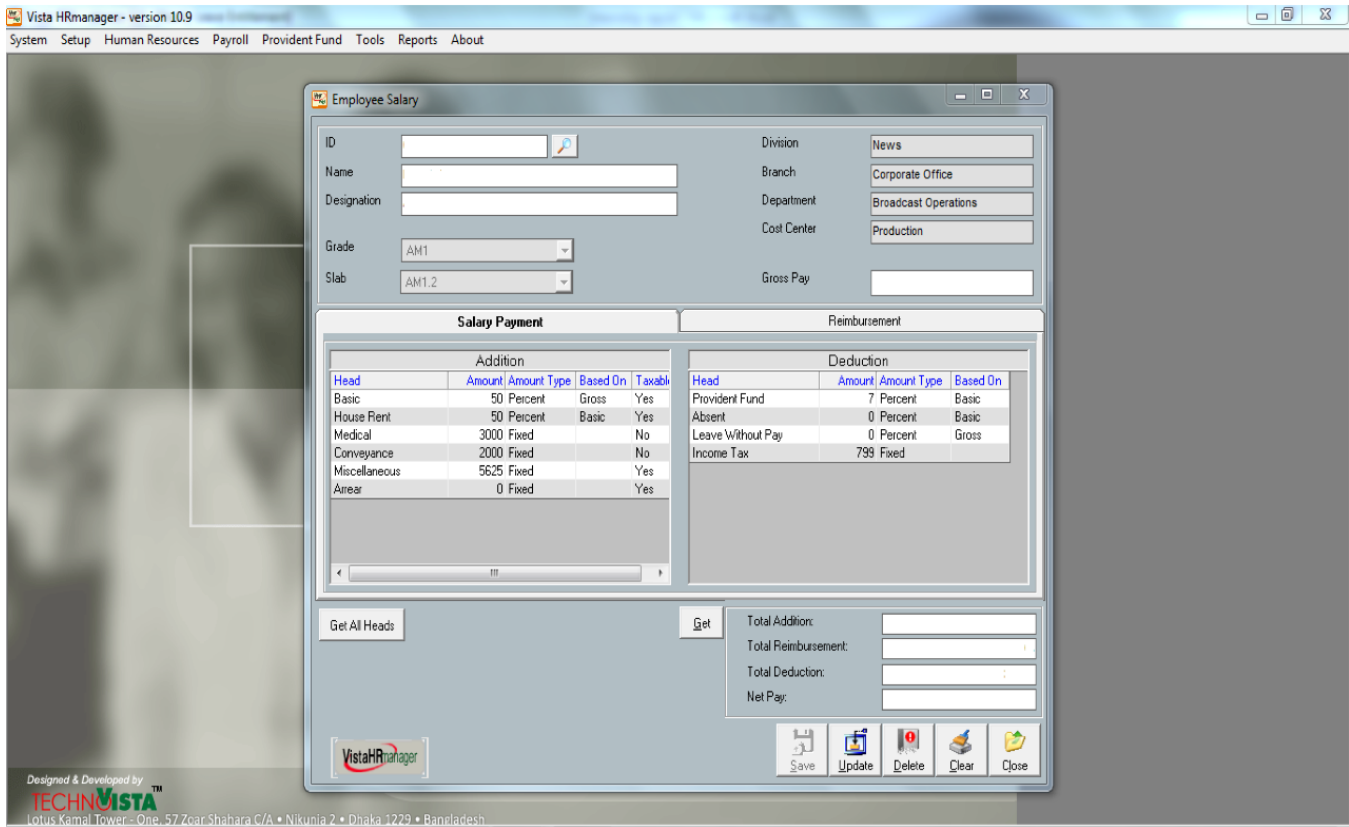


Figure 7: Vista HR Manager Software for Salary preparation

The total pay of an employee is determined by adding up all additions and subtracting all deductions. Then the salary inputs to employee's bank account.

Employee Relations

Independent Television emphasis on wonderful employee relations with long-term perspective, so that the employees retains for many years. Independent Television is careful on ethics, justice and fair treatment for every employee in order to ensure employee relations.

In Independent Television there are good practices of ethics. There are several policies to ensure ethics, for example-

- Equal Employment Opportunity Policy and
- Sexual Harassment Policy

These two policies indicate that Independent Television is highly motivated to ensure

ethics in workplace. Ethically Independent Television is very committed that all employees will get fair treatment in every aspect of work life.

Justice is also a very important concern of Independent Television in every cases, Independent Television ensures justice for all employees. In case of any occurrence, justice Independent Television investigates with high level of importance and endures

Fair treatment is also for every employee ensured by Independent Television. Here, HR department ensures that all employee gets equal treatment in every sector of work life.

2.18 Other HR activities of Independent Television Ltd.

There are some other HR works done by HR department; here are some brief,

a) Policy Works:

A policy is typically described as a principle or rule to guide decisions and achieve rational outcomes. The term is not normally used to denote what is actually done; this is normally referred to as either procedure. Like as-

- Food policy
- Mobile phone policy
- Sexual harassment policy
- Holiday policy
- Recruitment policy
- Leave policy
- Security Policy
- Equal employment policy
- Travel policy
- Car policy
- Provident fund policy
- Increment policy
- Bonus policy
- Accident policy

b) Leave Management System

Web-based Employee Leave Management System streamlines communication between HR and employees, facilitates simple yet efficient management of employee leaves. Leave management ensures that all leave taken and leave requests are properly accounted for. Office staffs can apply, approve and view leave records without the hassle and delay of going through the admin staff - it's all at your ID card with anytime, anywhere access. For employees, this system allows them to easily determine their vacation availability (from any point-in-time) and request leave online. For managers, leave approval no longer involve trails of paperwork. The system provides full audit trails of your staffs' leave balances and plans.

Below are some essential features of leave management system:

- i. Organization Leave Policy masters.
- ii. Yearly Leave & Holiday Set-up.
- iii. Employee leave master (with eligibility for applicable leaves)
- iv. Leave Application (by Employee)
- v. Leave Application (by Front office/HR)
- vi. Approval / Rejection.
- vii. Request for cancellation of applied leave.
- viii. Leave Approval/Rejection & cancellation.
- ix. Leave encashment.
- x. Special grants.
- xi. Reports.

c) Attendance Tracking System

Tracking the time and attendance of the employees working for the company can be a difficult task for any business. Careful records will need to be kept to ensure that all employees are being paid the correct amount on each paycheck and their earned or taken sick and vacation time is correctly logged. Keeping track of all of this information for each employee can be a daunting assignment, but using HR software to assist in the process can make tracking the time and attendance of employees much easier and more streamlined. It provides customized reports for review by HR personnel and department managers.

d) Security

User can login into system using their corporate email credentials. This application is accessible only with in office intranet. Application encrypts all essential information before storing it into database for better protection of data. For password protection used MD5 based 64 bit encryption. So that even developer cannot decrypt password.

e) Health and safety at work

A young worker or employee must do an assessment of possible health and safety risks, before they employ in this organization. They must pay particular attention to their age, lack of experience, and other things that could be a risk to their health and safety. There are special restrictions on the following types of work:

- Work which you are not physically or mentally capable of doing.
- Work which brings you into contact with chemical agents, toxic material or radiation. (e.g. Independent television broadcast technology department).
- Work which involves a health risk because of extreme cold, heat or vibration. You are only allowed to do the work above under the following circumstances-
 - Where it is necessary for employees training.
 - Where an experienced person is supervising them.
 - Where any risk is reduced to the lowest level that is reasonable.

These rules do not apply if employees are doing short term or occasional work in a family business or in a private household, which is not considered to be harmful to them.

f) Night Shifts

There are special limits on the hours employees can work at night. Employees cannot usually work between 10pm and 6am (only for those who belong to non-news Departments like HR, Finance, Accounts, and Support Service etc.) but journalists are allowed to work on different sessions in order to their assignments.

g) Holidays

Employees are legally entitled to paid holiday in the same way as other workers. How much paid holiday they get depends on how many days they work and when their leave year begins.

Chapter 3



INDEPENDENT

Internship at Independent Television

I have got the opportunity to work in Independent Television Ltd. as an intern for three months from 10th May 2014; it's a part of my academic program. As my major is Human Resource Management, I worked in Human resource department as an intern where I had learnt several Human Resource practices of Independent Television Ltd.

3.1 Description of the job

I had the opportunity to have three months long internship at Independent Television Ltd. I have come across with different tasks that are conducted by the HR department. I was introduced to the jobs of an HR personnel, there were different types of jobs I was made acquainted with some were regular others were periodical. I was assigned to the following jobs regularly. Those were-

- File documentation of employees
- Collecting Personal information of employees
- Collecting Provident fund form of employees
- Software update
- Collecting CV
- Call for interview
- Create interview summary
- Attendance work
- Entry in leave register
- Generating Domain & Mail ID of employees
- Deduct mobile bill of employees
- Deduct canteen bill of employees
- Creating ID cards of employees
- Creating Business cards of employees
- Creating increment letters of employees

Some of these jobs are briefly described below:

3.1.1 Calling for Interview

After screening the CVs and separate them based on their location, it was my job to call the candidates for interview and inform them about the interview date, time and venue. The interviews were held in the head office of Independent Television Ltd. After the interview I had to call the selected candidates.

3.1.2 File documentation of employees

The HR department of Independent Television Ltd. keeps record of their employees both manually and in HRMS. After recruiting I learned to prepare files for new employees. Every new employee is assigned a PIN for their identification. The employee file contains employees joining letter given by INDEPENDENT TV , employees CV, photocopy of employee's educational certificates, reference letter.

3.1.3 Leave Processing

Leave processing includes receiving leave applications and inputting to software. Apart from these specific jobs, I also observed other jobs performed by other team mates. Here I observed,

- Recruitment and selection process
- Payroll
- Policy formulation
- Training and Development
- Grievance handling etc.

3.1.4 File documentation

Here file documentation generally means serial all personal documents of individual employees according to their checklist. I also follow the checklist to serial the documents of individual employees.

➤ Collecting Personal information

I collect personal information of each employee like blood group, age, permanent address, present address.

➤ Collecting Provident fund form

I assemble individual employee's provident fund form, which is 7% for all employees.

➤ Software update

Independent Television regularly use two types of software for their regular activities update. Vista HR Manager & TAS. In Vista I update new joining employee's personal information, educational information & also their bank account information.

➤ Collecting CV

For hiring new employees I gather CV from external source like BDjobs, JobsA1 & also from internal source like known person of current employees.

➤ Call for interview

I call all candidates before their written exam & interview.

➤ Create interview summary

Before any interview I have to generate the interview summary of each employees.

➤ Entry in leave register

I have to entry leave status of individual employees in the software & also in manual register book.

➤ Generating Domain & Mail ID of employees

I suggest each employee's domain & mail ID & mail it to IT department to precede it.

➤ Deduct mobile bill of employees

I abstract all employees extra mobile bill from their monthly salary.

➤ Deduct canteen bill of employees

I deduct each employee's canteen bill from his or her monthly salary.

➤ Creating ID cards of employees

I assemble requisition form for employee's ID card & mail them to IT department to generate it.

➤ Creating business cards of employees

I gather requisition form for employee's business cards & mail them to selected studio to precede the work.

Chapter 4



INDEPENDENT

Analysis

4.1 SWOT Analysis of Independent Television Ltd.

4.1.1 Strengths

- Maximum utilization of fund.
- Web based HR management.
- Diversification
- Good relationship with employees.
- Training for Train up the Employees.
- Immense machineries support.

4.1.2 Weakness

- Manipulation of other Departments.
- Small workforce.

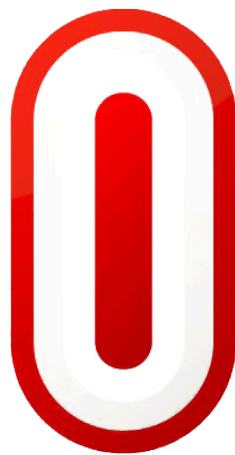
4.1.3 Opportunities

- Skilled workforce.
- Introduce new HR strategies.
- Time to time foreign trade training.
- New employees (fresh graduates) are recruited every year.
- New branches will be opened in different part of Bangladesh.

4.1.4 Threats

- Market leaders are very experienced in this concern.
- Increase Competition to better customer service.
- Pressure to decrease rate of profit.

Chapter 5



INDEPENDENT

Recommendations

According to my work on Independent Television, I have identified some sectors where some development can happen; here are those,

- Training and Development issue:

More intensive training program should be introduced to increase the employee performance to the optimum level. The HR policy could include certain provisions regarding to a reutilized and modern training.

- HR counseling cell:

In this system, the employer-employee relationship can increase. Here, to authorized HR personal, all employees will come and will tell their problems. HR personal will then take necessary steps.

- Continuous modernization and revision:

Modernization and revision of the HR policies and strategies are indispensable for any organization as the world is getting more diversified day by day. The head of HR should continuously monitor the changes happening around and adjust the policies to match the changed scenario.

Chapter 6



INDEPENDENT

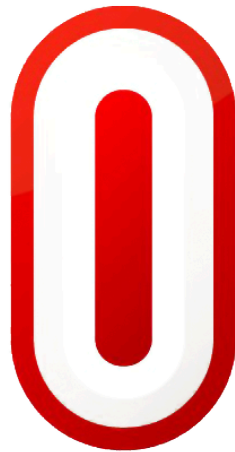
Conclusion

Conclusively, I would look at the extent to which Independent Television hold themselves accountable for effective HRM systems and adherence to the Merit System Principles (as appropriate) or other organizational values and policies.

In sum, the organizational performance of ITV could be explained by its effective recruitment and selection practices and performance appraisal practices. As the review of the literature showed, research has established that although the value of a company's human resource assets may not show up directly on its balance sheet, it nevertheless, has tremendous impact on an organization's performance. However, there was insufficient evidence to show that ITV remuneration practices as well as its training and development practices contribute positively towards its corporate performance, as perceived by the respondents.

Based on the findings of this research, it is recommended that the management of GCGL continue to ensure that the HR policy, which is a result of the corporate strategy to use human resource, among others, to achieve outstanding performance every year, is upheld. In addition, copies of the HR policy should be made available to all employees to ensure widespread dissemination and application of the policies. Management should continue to ensure that the recruitment and selection process is, and seen to be fair. There should be measures that will ensure that all recruitment and selection practices adhere to the standards and policies of the company since effective recruitment and selection practices will ensure positive financial returns for the company, either through ensuring effectiveness on the part of employees, or minimization of costs associated with training and retraining of employees.

Chapter 7



INDEPENDENT

References

7.1 Contact Persons

- Promit Ghosh, Assistant Manager, Independent Television Ltd.
- Jannatul Marfua, Senior Executive, Independent Television Ltd.
- Rashed Mahmud, Junior Executive, Independent Television Ltd.

7.2 Websites

- www.google.com
- www.independent24.tv
- www.wikipedia.com
- www.prenticehall.com
- www.startupbizhub.com
- www.businessdictionary.com/definition/after-sales