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Date of Submission: 10th April, 2017

Internship Report On

LIRA Group of Industries





Letter of Transmittal

10th April, 2017

To

Md. Feihan Ahsan

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship report

Dear Sir,

With due respect and immense pleasure I am submitting my internship report on “LIRA Group of Industries” that I have worked in my 3months internship period. It is really an enormous prospect for me to gather vast information and grasp the subject matter in an appropriate way. I have worked there where I feel it quite interesting, beneficial and insightful. It was certainly an opportunity to enhance my knowledge on the theoretical and practical aspects a job in Human Resources department. This report entails the activities of employee engagement and how it builds Organizational Citizenship Behavior.

I tried my best to prepare an effective and credible report. The report will provide clear concept about the overall activities of HR activity inside the organization. I am really grateful by getting the opportunity. I hope you will consider the mistakes that may take place in the report in spite of my best effort.

Sincerely yours

Rawshun Aara Imaany

ID: 12104234

BRAC UNIVERSITY

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CHAPTER 1

Introduction

Origin of the report:

The report, titled “Main HR Function in LIRA group of Industries” has been equipped to satisfy the partial requirement of my Internship of BBA Program of BRAC Business School, supervised by Faihan Ahsan, Lecturer of BRAC Business School. I have been attached with the HR Department since 17 September, 2016 and I have prepared this report in alignment with my assigned responsibilities.

Vision

We are aiming to provide a full package to response the needs of the Upvc pipes, Fittings and Doors Market. We believe that our customers are our permanent partners and our activity and success will continue if we had a constructive interaction by them. Therefore, increasing the knowledge of our loyal customers is the key for guaranteeing their and our growth and will improve both parts' business. Our products are being used all over the Bangladesh by our customers.

Mission

We are the expectations of customer. Our mission is to create a reliable reference for supplying the requirements of the Upvc Pipe and Fittings and Door industry. We aim to be in the top of this industry by providing high quality products and services with good prices.

Objectives

The Primary objective of this report is:

- To understand the operations of Human Resources Management department to do the payroll and evaluate the performance of the employee and the style of working.

In addition to that, the report has a few specific objectives that it has tried to uncover:

- Importance of selecting right people in right place.
- Doing the payroll in perfect way so that the worker can't get a chance to create any mess.
- Keep the Sales Officers personal file update to avoid any kind of uncertainty.

- Properly evaluate the performance so that employee gets promotion in perfect time.
- Explore the possibilities of Human Resources Management for the future.

Methodology

Methodology refers to the overall procedures of research in my internship report. To achieve the required results to establish the objectives two basic methods were used-

- **1. Qualitative Analysis:**

In-depth interview of several managers, factory workers and Vendor supervisors were conducted to get proper insight on the Supply Chain and HR regulations at Lira Group of Industries.

- **2. Observational Analysis:**

Observation of the work environment throughout the internship at Lira Group of Industries.

Limitations

- Analysis is completely based upon historical data and experience.
- Because of confidentiality regarding information within the organization all necessary data could not be gathered.
- There is also a lack of data in terms of comparison within this controversial industry. So it is not possible to compare HR regulations of LIRA with other competitors within Bangladesh Plastic industry.

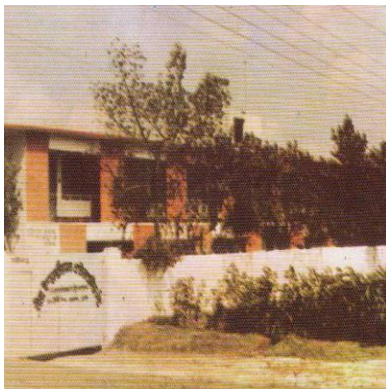
Chapter 2

History:

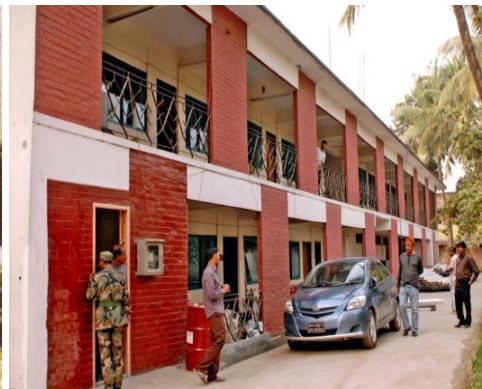
Background of the firm

In 1982 Bari Plastics was launched in Bangladesh. It was the pioneer in manufacturing Poly bag / all kinds of shopping bag / all types of packaging. It is also used to export poly bags in different countries in bulk quantity. LIRA is the name of a long history of pride. It was established in 1965 as the first factory in East Pakistan to fulfill the demand of uPVC pipe. In 2003 Government of Bangladesh wants to go for privatization for this sector. But in 2002 due to promulgation of Government restriction and from the sense of social responsibility Bari Plastics was closed. After that one of the director of Bari Plastics, **Mr. K. M. Alamgir Iqbal** started his business again with same products but with some more addition like uPVC Pipe & Fittings, Plastic Household & Furniture, PVC Doors, Packaging items for Export and other related products and make a significant work in the industry. Nowadays, Lira is one of the market leaders in uPVC Pipe & Fittings industry in Bangladesh with its history of pride, trust of the people and quality of products.

We have very organized and strategic market divisions with more than 120 Territory, 30 Area and 4 Division. Our factory situated at Tongi, Gazipur. Presently, we have 4 Depot located in Dhaka, Comilla, Chittagong and Bogra and also we have a plan for another Depot at Faridpur/Jessore region.



Before Lira factory



After Lira Factory

Plastic Industry of Bangladesh:

There are two industry associations in Bangladesh those are our concern-

- Bangladesh Plastic Manufacturers Association (BPMA)
- Bangladesh Chemical Manufacturers Association (BCMA)

Competitor of LIRA:

The main competitor of LIRA Group is:

- Pran RFL LTD
- Bengal plastic Industries
- Partex Group of Industry
- Navana group of Industry
- National polymer industry (npoly)
- Square Plastic Industries LTD (EPL)

Product Offerings:

Having the ownership from Bangladesh Chemical Industries Corporation (BCIC) in 2004, Lira engaged in the manufacturing of a wide range of uPVC pipes and fittings to meet up the Bangladeshi demand. In 2008 we become the certified organization to serve our clients, distributors with best quality product.

Group Profile:

Lira Industrial Enterprise Ltd.

LIRA pipe started from 1965 in Bangladesh. In this sector we normally sell the pipe items. This is our mother concern of the company. The annual income of this company is around 200cr. This

is the first business that this company started and by holding the hand of this mother concern the other concern has been started their journey. In this sector we have:

- Conduit Pipe
- Thread Pipe



- Filter Pipe
- ISO Standard SWR uPVC pipe
- Class Pipe
- O Ring Pipe
- Suction House Pipe



- Garden House Pipe
- HDPE Coil Pipe



LIRA produce 100% food graded raw materials for safe and smooth water flow. As a material it is very competitive in terms of price this value is also enhance by the suitable properties such as its durability, life span and low material etc.

Lira Polymer Industries Ltd

The main concern of this industry is making fittings for pipes. Yearly income of this industry is around 25 cr. products are thoroughly tested by BUET (Bangladesh University of Engineering and technology) and BSTI (Bangladesh Standard Testing Institution). Main products of this industry are:

- Plain Bend



- Side Door Bend
- Back Door Bend
- Plain Tee
- Cross Tee



- Y Tee
- Side Door Tee
- Long Trap

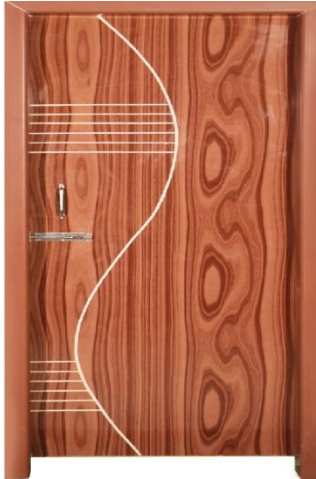


- U Trap
- S Trap
- Offset
- Socket

Lira Doors Ltd.

From September, 2015 Lira Door has started its journey. It's the fastest growing door producing company which is renowned for its unique design and availability in mess market. Yearly we earn around 30 cr. from this sector. In this sector we have:

- Cosmic Door



- Popular Door
- Monalisa Door

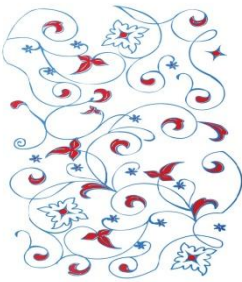


- Cabinet Door

- Ceiling Panel



- Printed Sheet



Lira Plastic (Samrat Industries)

LIRA Plastic is also known as Samrat Industries. In this sector we sell household and furniture. Our yearly sell from this sector is 50 cr. We sell the quality full product and also try to maintain eco-friendly policy. Our products are:

- Lira Chair



➤ Lira Dinning



➤ Lira Tool



- Lira Rack



- Lira Baby Product
- Lira Jug and Mug
- Lira Bucket

Samrat Packaging Industries

Samrat packaging is another concern of LIRA Group. It started in 2002 and yearly it earns 5-6 cr. This concern mainly export poly to different countries. It is 100% export items that brings from different corner and then sell those items to the garments sector and then send those back to different countries. It is a poly bag and hanger manufacturing unit, nominated manufacturer of

HDPE Shroud poly bags for Marks and Spencer and Tesko group. Main products of these industries are:

- Hanger



- Gum tap
- Poly bag

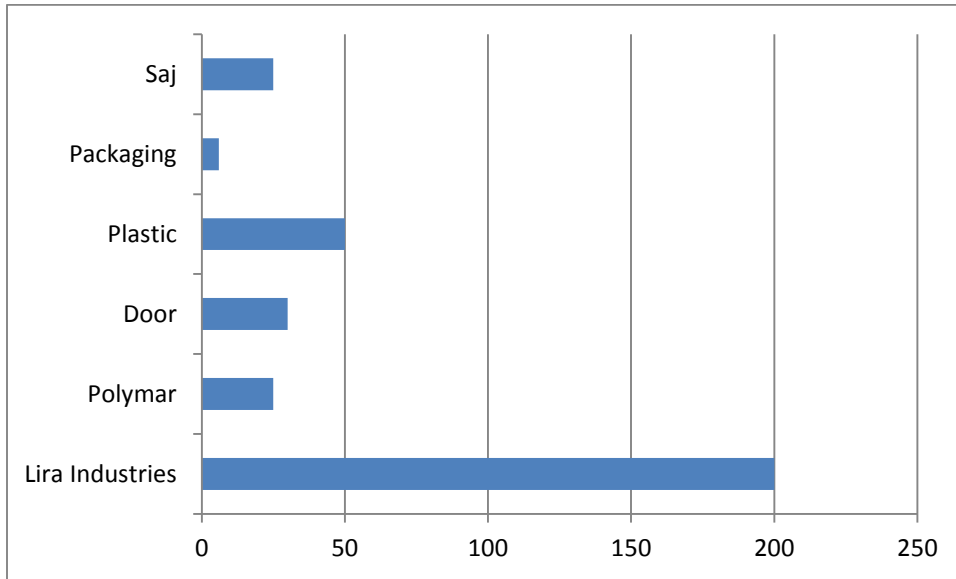
1. SAJ Corporation

Main task of this corporation is to supply raw materials for LIRA and at the same time they supply raw materials to other companies. Local agent is BOROUGE who mainly take the order from us and supply the raw materials. Through us the other buyer gets the raw materials. From this sector our yearly income is 20-25 cr.

Graphical Structure of Market Segment of group:

Here I want to show the earning stage of different concern of our group. In this bar chat how much different concern is giving profit is being given:

Lira Industries	200
Polymar	25
Door	30
Plastic	50
Packaging	6
Saj	25



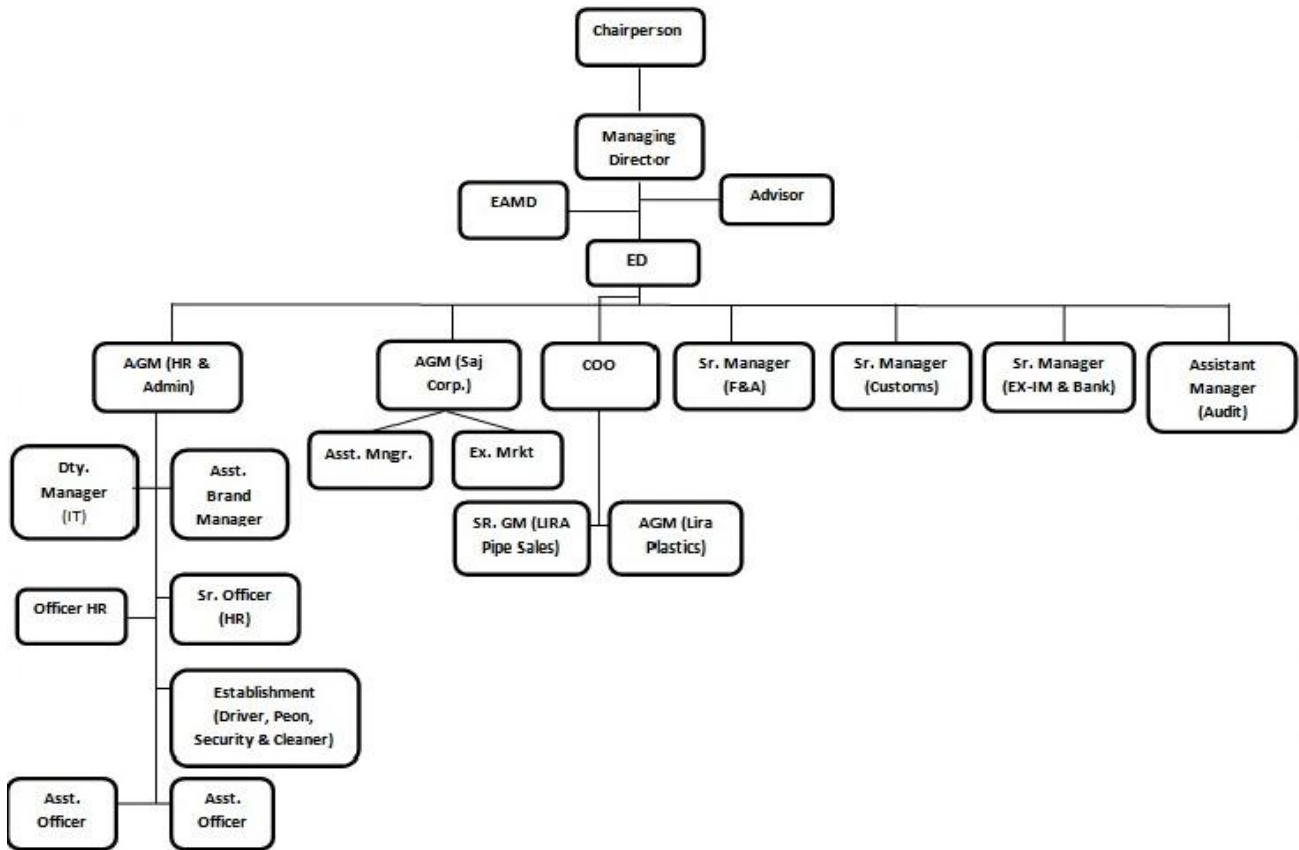
Graphical Structure of Market Segment of Lira group

New Introduce product:

Two new products are being introduced by our company those are Gas Stove and Lira Pump. From the beginning of this year we are started working on these products. Recently in the dealer conference we introduced formally in front of the dealers.



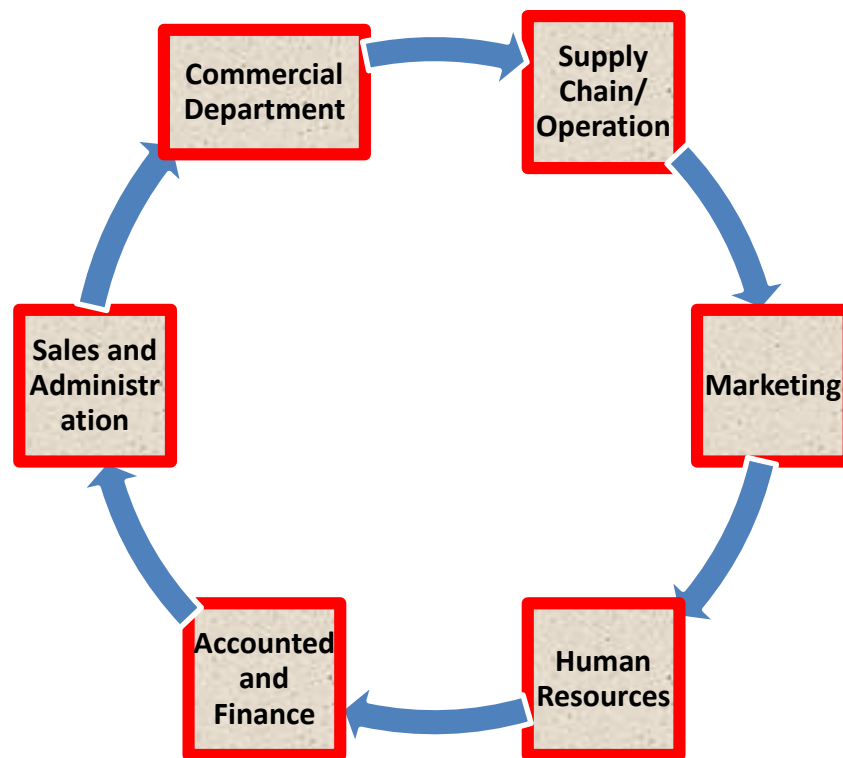
LIRA Organgram:



Major Functional Divisions and Departments:

LIRA has been operating its business under the following major functional areas:

- Supply chain/Operation
- Marketing
- Human Resources
- Accounted and Finance
- Sales and Administration
- Commercial Department



HR Function

Human resources is the process of recruiting, selecting employee for the organization and introducing them with the organization, orientation and give proper training and develop their skills, make proper relationship with management. After that properly monitor them, motivate and maintain a good relation with them. These are the basic rules of human resources management. The main purpose is to utilize maximum use of human resources.

“The greatest tragedy in America is not the destruction of our natural resources, though that tragedy is great. The truly great tragedy is the destruction of our human resources by our failure to fully utilize our abilities, which means that most men and women go to their graves with their music still in them.” - Oliver Wendell Holmes.

“The human mind is our fundamental resource.” - John F. Kennedy.

8 Function of HR:

1. Recruitment
2. Compensation and benefits
3. Training and Development
4. Employee Relationship
5. Employee care and Safety
6. Performance Management
7. Payroll
8. Motivation

Recruitment

The process of finding and hiring the best people for the job from outside or inside the organization in timely and cost effective manner. For recruitment process people need to first identify the need of the organization and on that basic information human resource management team start the recruitment process.

In LIRA group we gave advertisement for the position of Sales Officer and Area Sales Manager to work on field. Here we want to appoint 10 Area Sales Manager and 50 Sales Officer for these posts. We post that on “Amader Somoy” newspaper and that last date of submitting CV were 25th October, 2016. We received more than 800 CVs for these two posts. Within these we received 250 CVs for Area Sales Manager (ASM) and 550 for Sales Officer (SO). For our three different concern we recruit two ASM for LIRA Industrial Enterprise (LIRA Pipe), four ASM for LIRA plastic (SAMRAT), and four for LIRA Doors. Sales Officers are recruiting in different concern as per need and demand of the company.

Cost:

For giving post in newspaper we have to give them minimum 15-20 thousand taka. On the other hand we have contract with BDJOBS for giving advertisement for any vacancy when create in our organization. LIRA is a sales based organization that's why they frequently give posts in "Amader Somoy" newspaper and that is why they give us some special discount.

Effectiveness

The effectiveness of recruitment process is high. All of the analysis is based on the company needs and with this we also know inside situation of the company. That is why all the time we analysis the company profile and this is very important for the company. It means we always keep an eye on the situation of the company. Sometimes we search inside the company and give them the chance to get promoted. Lira always does in-house promotion system. But with this promotion we also get an empty space and need to recruit new person for that empty space.

According to a study by Development Dimensions International the "Internet and employee referrals are the most popular and effective methods for recruiting."

It also helps us to know about the turnover rate of the company and the reason of the turnover rate of the company. This information is very much important for the organization.

Resources

The main fund of this sector comes from the company profile. We do not need to spend a lot of money for this sector because the turnover rate of LIRA is very low. In the head office and in factory the turnover rate is almost 0.1%. In the field level the turnover rate is 2.5% which is very low comparing with the other company. The turnover rate of RFL is more than 7% in every year. That is why we don't need a huge amount for this fund. We rarely give any advertisement for the recruitment. That is why we do not need or think a lot about the resources for recruitment process.

Feasibility

By the process of recruitment we can find the need of the company. This sector helps the company to find the need. At the same time we find the right people in the right place. Rather than this if a wrong person gets a position then it will make everything wrong because a wrong decision can hamper the whole organization of a company which can also hamper the image of

the company. A wrong decision sometimes can destroy the whole image of the company. That is why we need to do a minimum inspection before posting the requirement.

Staff Involvement

Mainly the HR department handles this process. They have to organize the whole thing and the process. They have to find out the need and then they have to collect from that specific department about their wants and demand. After know their wants this HR department will give requisition or advertisement. So that HR department can fulfill the company's wants and demands.

Importance

For an organization it is very important. Without completing this process the department can't get that right person whom they actually want for the organization. If we can't give the right information on the advertisement process then we can't find the right person for the post. That is why it is very important for any organization to follow the perfect requirement process. At the same time the company can filter their employee position because when company goes for any new requirement process they start it from their in-house. With this they get to know the current situation of the company.

Compensation and Benefit

The compensation and the benefit system for this company are very good. Employees get different types of compensation and benefits. They get two types of benefits. One is target sales bonus and another one is target achieved bonus. These are the compensation that the sales officers normally get from the company. On the other hand the benefits are also very much satisfactory. They have annual picnic program where they can enjoy the whole day with their family. However they also have chance to enjoy a foreign trip. The sales person who performed well from the company they get the chance to go on a trip. Like this year the company arranges to go to Nepal, Sri Lanka, India and Bhutan. This kind of trip actually effect in two ways. One is it motivates them to do their job with more effectively and efficiently. In additionally this also helps them to learn new things with what they can use new methods for doing better sell.

Cost

Every year we spend huge amount as a compensation and benefit for the employee. In this current year we are taking around 20 field employees except head office employee for the foreign tour and for this the budget is around 25-30 lakh. This is a compensation for achieving target for this current year. We normally give these types of incentives if the field employee can achieve target on 12 out of 12 months. Rather than this we have compensation for those who can achieve target 11/10 months out of 12. When one employee achieves targets for 10 months they got 25,000 taka and who complete target for 11 months they got 50,000 taka. Last year we got 16 employees from field that got bumper bonus of taka 1, 00,000. This year we are planning to take them out of Bangladesh to encourage them.

Effectiveness

The effect of compensation and benefits are huge. Most of the employees get some more motivation, more energy, and more strength to work header towards the company. They will become more loyal and more devoted towards the company. When an employee starts working harder that means the gets more profits and more benefits than ever before. So for the benefits of the company, company needs to invest towards the employee to get their reliability.

Resources

The main resources of compensation and benefits are the profit that we got every year from our sales. Our management committee always try to divide the share with our sales officers because of their hard work we got the profits. That is why management committee chooses to share this revenue with all the staff. At the same time every year they give some gift from that profit amount like this year 63 field people from Lira Plastic (Samrat Plastic) and Lira Door are going to Thailand for 3 days and 4 nights package. All of these cost come from the profits that the company make every year. The amount of profit is around 2 corer taka every year.

Feasibility

The main factor of this section is that without this the employees don't get motivation to do hard work. A small compensation can give them a huge encourages to work. If this kind of compensation didn't take place then it may letdown the employees.

Staff Involvement

As mentioned early that this sector is totally depend on the profit part so for that reason all of the employee involved in this part because without everyone's support the profit making is not possible. Especially the sales people who worked very hard all of the year and at the end of the year we can make huge profits.

Importance

The most important part of this compensation and benefits is the employees get to know how much importance the management gives them. At the same time whatever compensation they get it gives them some kind of motivation to work harder than before. A small compensation or gift sometimes motivates people greater than any training program or other. For that reason sometimes this kind of activity helps an organization to spreads more.

Training and Development

Training is a specific process or method by which employee will be more professional and gather more knowledge regarding the office related activity and also their own field. There are many types of training held in different companies according to the need of their own.

In LIRA Group of industries they mainly organized “On the Job Training” according their need. We have our own training center with 150 seats and with all the others facility. Like lira organized training program for their software user in office and especially in factories. Factory people need to use software frequently to keep the record- like how many product has been produce or how many product has been delivered or how many product need to produce to complete the order. We keep all the records by using software. That's why the company often organized this type of training program for the employees. At the same time we have different types of training program in our company. Like:

- Motivational training program
- Career planning
- Product knowledge program
- Training for Sales and Marketing
- Machine installation and operating training

- Production Maintaining
- Inventory and Warehouse management
- Performance appraisal for Managers
- Train the Trainers
- Training on Labor Law
- Training on disciplinary proceeding for Administrative Officer
- Training for Transport Management

Cost:

The cost for training is huge because we have to arrange so many training programs for our employees. Our yearly expenses on this purpose is around 20-25 lakh. Total trainee is 1,200 people and every year 3 times we arrange training program for them. Salary for each trainer is around 50,000 taka. We have a permanent trainer but at the same time we sometimes appoint trainer from outside. We arrange both in-house and outhouse training session. For that the total amount we need at least 1, 00,000 taka per month.

Effectiveness

The training session is very much effective for any organization. We arrange 6 times training program in every year. For one concern we arrange twice training session in a year. Most of the time we hire trainer from outside the company so that we can have an effective training program. Other than that we have our regular training program on the basis of the need and demand of our company. Sometimes we have to appoint outside trainer for our employees. Mainly these trainers we haired for training are basically from management level. Like few days before LIRA organized a training session for VAT tax. Government recently imposes new rules and regulation regarding tax. To understand that well our company arranges a training session for the Vat Session Department. And for this we hired a trainer from Government Vat Tax Department who understand these new rules very well. Moreover we had a training program for those who frequently use machine in the factory. For this we have a permanent trainer. This training program proves very much effective for our company because after this our employee can work in more effective manner.

Resources

For the cost of this sector we have a different accumulation. Every year when we do budgeting we give importance on training and keep a separate accumulation for this sector. Every year we spend money from that stock and the budget is around 2-2.5 lakh for each year. Sometimes this money exists because we have to arrange some training program out of our regular program on the basis of the need of our company.

Feasibility

The training is basically the vital need of a company. The training program makes the employee more sensible, more knowledgeable and more effective in their sector. If we don't train our people then we cannot make them updated. Without train them, they may stand behind from their competitor because of their lack of information and training. Without train them they cannot run a machine properly and by this any time any kind of accident may occur. In addition, if we do not train them for fire extinction then, when any accident occurs with them, they cannot take any precaution. That is why training is very important of any of the company and Lira gives so much overriding to this training sector.

Staff Involvement

We have two permanent trainer and we hire one from outside. Our in-house employees also take part on it. Sometimes we train employees by our in-house employees. In this way our own employees also take part in the training session. It can include our employees new skills, exposing them to unfamiliar ideas, giving them the chance to practice and get feedback on particular techniques or styles of working with people, or simply encouraging them to discuss their work with one another.

Importance

Training is very much important for development and progress of any organization. Training is more like a learning aid for the internal employee what is given by the management for the betterment of the employee. Training is also very important for the organization, for the human resources management and intra organization development and also a step for enriching their career and fulfilling their personal needs.

Employee Relationship

It is the main part or the main concern of our company. The company mainly maintain the employee relation very strongly as it is a sales based organization so it is very important to maintain strong relationship otherwise it will be very different for the company to motivate them. If we do not maintain that much strong bond with our field force then it will be very difficult because they do sell our product and collect money for the company. If we do not carry a healthy relation then they can be demotivated and can easily quite the job and at the same time they can run away by taking company's money. So for sales related companies it's very important for them to carry a good relation with them. We also try to maintain a good relationship with dealers that are why every year we arrange "Dealer Conference" for our dealers so that we come close to each other, share each other's problems and by this we can share a good relationship with each other.

Cost

We have to maintain a good relation with the sales people because for a sales based companies it is mandatory to maintain relationship with them. That is why we organized annual sales conference and dealer conference. Dealers are those people who keep our product in their shops and help us to sell our product. That is why along with the sales officer we also need to maintain a good relation with the dealers. For this year we already have a budget of 10, 00,000 taka for each of these seminars. In addition we have to make banners, festoons, leaflets etc. This year we are also arranging a PVC board for count down for the sales conference and dealer conference. This cost is around 30,000 taka to make this board. In these seminars both the management and the seller and the dealer get a chance to come closer and share their problems and ideas. We also arrange "Dealer conference" where almost 2,000 people take part and for this the total cost is around 70 lakh taka.

Effectiveness

Creating and sustaining a positive environment is core responsibility of HR department. It is very effective to reduce absenteeism because they feel like coming to office daily and work freely in perfect office environment. A strong relationship is in place employees will be more productive, more efficient, create less conflict and will be more loyal. For that reason it is very important for an organization to maintain a perfect relationship with each other.

Resources

We make fund every year for our sales conference meeting. Beginning of the year we made this budget and according to that budget we plan our program. As these two programs are fixed for every year that is why in the beginning of the year we separately keep that money so that we can arrange those two programs properly.

Feasibility

In the feasibility part the important sector is build up trust between the employees that if there is a lack in this then it is too much difficult to work together. Otherwise the efficiency and the effectiveness of the work will be disturbed and also the flow of the work will hamper. That is why mutual understanding with each other is very important for an organization.

Staff Involvement

Actually in this sector each and every employee takes part as much as possible. Employees try to motivate each other so that none of them gets depressed. Even through employees need to cooperate with each other to work smoothly. That is why knowingly or unknowingly each employee involves in this sector to understand more to make a comfort zone.

Importance

In a work place it is very important that people can work comfortable in their organization for a common goal together. That is why there must be sharing a healthy relationship with each other. Some issues cannot solve along and they need some help to maintain friendly relation where HR will help them. When an organization carry a good relation among them then there is low conflict or argument among them because there are mutual understanding exists among them.

Employee Care and safety

In this sector each and every company have to maintain a certain level for the safety of the employees. LIRA Group is also very concern about these issues because they believe employee satisfaction and their safety comes first. That is why they always follow the government rules and regulation. As LIRA has four different factories and each of them strictly follow those rules.

There are some points given bellowing which each and every factory and also head office maintains:

- Local government (Rajuk/ LGED/ City Corporation/ Union Perished/ Municipal Corporation) need to approve the design of the factory.
- Factory and organization need to approve the blue print design by the local government.
- Factory and organization need to approve the fire service license/ last issued factory license.
- The drinking water we supply to our worker is tested by (DPHE/BUET/ ICDDR)
- Working hour and the over time for the worker that the local government has approved is strictly followed by this organization.
- Worker/ employees personal file is being maintain in both head office and factory.
- There are different types of books that is been maintain strictly in factory. These are salary and wages book, over time book and book for overtime wages.
- Accident register copy is also maintained in each factory.
- Holiday, absence and leave are recorded for each and every factory worker and head office employees.
- Generator/ lift each and every machine is been examine every time or regularly for the safety of the employees.
- Fire drill register is also strictly maintained.

Cost

This section is another most expensive part of HR function. In this section we have to arrange fire drill for the employee every year. For this we have to take their appointment first then they confirm a specific time when they come and train our workers and employees how to save themselves. For that they charge an amount which is fixed by the government. Around 10,000 taka for the factories because this depends on the basis of the size of the factory and the number of the employees. As we just started our Door factory and the number of the employees are few that are why the amount is less. But in our head office the amount changed because the charge is high as it has more people and a high raised building. For the BUET test the cost is 42,000 taka because the pipe size is small and this type of test is also based on the type and the size of the

product. At the same time we also test our water in every month so that what we serve our worker must be clear and safe. This also needs around 10,000 taka.

Effectiveness

This part proves very much effective towards the employee because in this part most of the employee gets training how to save themselves from any kind of accident. We did training on fire drill recently on February in our Lira plastic factory because it is the most risky factory. Here most of the chemical, raw material and machine use that is why we always try to emphasize on this issues. Our management always concern about this matters because safety comes first.

Resources

We always take care of our employees whenever they face any difficulty. Not only towards our employee but also we always take care to those who needs help. Like few days before on 14th December an incident take place in Mohakhali where we donated the necessary things around taka 2, 00,000 to help them. Moreover one of our employees died on an accident and to help his family we donated 5, 00,000 taka cash. At the same time we hired his younger brother in his post so that his family has a shelter. This money comes from our management own cost. They themselves arrange this money to help the needy people.

Feasibility

Whenever we do something for the employees they become very happy. At the same time a small prohibit can discourage them in their work activity. If we didn't take care of them then it is not possible to gain their trust and loyalty. However they don't consider that company thinks about them. A negative thought take place in their mind about the company. This kind of negativity is not a good indicator for the company.

Staff Involvement

Mainly the management means our honorable Managing Director and respected Chairperson directly join in this sector. They always take care of our employees in their struggling days. Especially our Chairperson is always there to help them, not only in their professional life but also in their personal life. This actually inspires them to work harder than before.

Importance

There are two different types of importance on employee care and safety. One is for employee prospective and another one is management prospective. From the employee prospective if they take care of their own safety and security then it will give benefits to them and at the same time they will get some training for their own benefits. On the other hand the management will get some relieve because if any kind of accident happen then the total responsibility have to take by the management committee. That is why for both management and employee it is very necessary to give importance if the safety and security issue.

Performance Management

Performance appraisal is very important for an organization. On the basis of this the promotion, increment on salary, demoted and other issues happen. That is why performance appraisal needs to do in every organization so that improvement can happen easily and can be examine and evaluate the employees effectively and properly. In Lira from 2017 we will start doing performance appraisal. For doing this first need to develop the format on the basis of Key Point Indicator (KPI) and General Point Indicator (GI) so that we can evaluate the employees effectively and efficiently. As this is a sales based organization so most of the evaluation is been done based on the sales performance. Every month sales officers set a target for them and basis of that they try to fulfill that target. Those who can achieved that they got rewards for target achievement. There are two types of rewards one is for monthly target achievement rewards and another is yearly target achievement rewards. However Lira will start performance management very soon but right now we rewards our sales officer by giving them money. Moreover we take them for foreign trip at the end of the year.

Cost

For doing performance appraisal Lira Group has already started spending money for evaluating performance of the employees. As we are now start giving training to the employees that how we are going to be evaluating them and how they can improve their performance. Most of the sales officers are doing their job outside Dhaka so for attending the training them need to come to the head office and the transportation cost is being bear by the company. At the same time company arrange lunch and snacks for them. We have total 400 field employee and the total cost that we spend is huge. After end of this training performance appraisal will start. The total cost for this is

approximately 1, 50,000 taka and at the same time the transportation cost is around 2, 00,000 taka. Moreover there is also currier bill because we have to send them the format copy and each of them has to return it back. Both sending and receiving bill is been paid by the company. At the end the total cost is huge or can say the total expanse is a lot.

Effectiveness

The actual figure of an employee comes out from the performance appraisal. What are they doing in them respected sector, how well they are doing, whether they are doing good or they are improving in their performance each of the information come out from this performance appraisal sector. On basis of this we actually are trying to mark a person. If we find that any of our employees is not doing well then we can train them or apply any other way so that they can improve themselves and do well in their respective sector.

Resources

Most of the expenses we did for the company is been decided in the beginning of the year. Like the other ones we fixed the expenses of performance appraisal factor in the beginning. Our management is always taking these steps very seriously and that is why they have fixed a fund for this purpose. So that in the whole year when we arrange training session we don't need to face any difficulty for fulfill the performance appraisal task.

Feasibility

Main feasibility of performance appraisal is that wrong person may get highest appreciation from the company where an employee who works very hard won't get any rewards. This may create difference and make employees disappointed which can hamper the image of the company. At the same time this performance appraisal shows the actual face of the company who are not working effectively towards the company. After that the management committee can take necessary action against those employees.

Staff Involvement

In this sector mainly the HR department is involved and as a HR person I do this side. One of my main tasks is to do performance appraisal. My senior helps me as after I did the performance appraisal I find out the problems and my senior take steps for their training. After every six months we submit their average performance grade the training program starts right after that.

And by seeing those two grades the management can easily take their decision on the employees promotion and increment.

Importance

The importance of performance appraisal is each and everyone's yearly performance come in front of the management at the end and basis of that the increment and promotion happens. If performance appraisal didn't take place then the actual figure won't clarify and the true hard worker person won't get its genuine endowment. At the end of the year we did the best judgment for our employees.

Payroll

The payroll system is something that an employer pays to his/her employees after the whole day working. Here we normally include the basis of the salary, medical allowances, home allowances, deduction for absent or late and loan and at last their gross payment. Moreover we also include their taxes and other benefits in the payroll system. After that we calculate our payroll system differently for different parts. Like for head office the payroll system is different, for factory the payroll system is different and for market or field level employee payroll system is different.

Cost

The cost of payroll mainly comes from the profit of selling our product. Every month around 50 lakh taka we spend for salary of our company. This is a huge amount we spend every month for our employees and workers. For head office we spend around 20 Lakh, for factory it's around 20 lakh and for field force it's around 10 lakh. At the same time we deduct the tax from the employee's salary from the salary sheet so that they don't need to face any trouble. The company gives the tax money after collecting tax amount from the employees. Moreover we also keep the e-tin certificate as per government rule.

Effectiveness

The payroll system is very important for any company. When an employee gets his payment on time then his satisfactory level goes high and day by day his loyalty also increase. They feel happy for their management. Because for the whole month they wait for one day when they get

their salary. Get employees and managers to record their attendance hours, sign off on paid leaves of absence, verify expenses, and perform other payroll-related activities wherever possible. It is also help us to build an effective report about the current situation of the employees and the costing that we are having for the employees.

Resources

The main resources of payroll come from the profits that we got by selling our product. Our selling team works very hard to sell our product and after that the profit amount that we got is the principal ingenuity of payroll resources.

Feasibility

If the payment does not go regularly or employees do not get their salary in due time then the migration rate will be increase tremendously. At the end of month the employees are waiting for their salary. Sometimes late payment takes a mass problem for the organization. The migration rate goes high and employees lose their interests towards company. Sometimes the employees won't get the salary for a couple of month then they can seek help to realize their payment with compliance issue under Bangladesh labor law and employment act which can create a mass problem into the company and hamper the internal environment.

Staff Involvement

Mainly two departments are directly involved in this section and those are the HR department who first fixed the salary and other benefits amount. They make the salary sheet for all three concerns. At last HR department hand over the salary sheet to the accounts department and they transfer salary to every ones account in time.

Importance

Payroll is the most important thing in a company profile. Without this system a company operation is not possible to run. With this payroll system the employees feel assured that they are secured for their future. Based on annual performance evaluations, employees are typically rewarded with a salary increase or a fat bonus, or ideally, both. This in turn, might boost an employee's performance and which translates to a positive effect on the organization.

Motivation

Motivation is something that is another important duty that employees do to improvement their behavior and way of doing work. Internal and external factors that stimulate desire and energy in people to be continually interested and committed to a job, role or subject, or to make an effort to attain a goal. Lira normally motivates people in training sessions where HR department can motivate lot of people together.

Cost

In this sector we don't need to spend a lot of money because as we include this session in the training part. For that reason we don't need to spend a lot of money.

Effectiveness

The effectiveness of this part is that the employees start working with more efficiently. They feel more interest to achieve the goal towards the company. It sometimes not only increases employees outside behavior but also increase employees inside moral behavior or values.

Resources

As the company don't spend any extra money on this part so that we don't need to create any extra resources.

Feasibility

The most important thing of this part is to make employee understand or motivate them how to improve their work. Sometimes we try to make employees understand that how much important position they are holding in the company so that they feel importance of their work more and do their duties with more effectively and efficiently.

Staff Involvement

Mainly HR department do motivational training for employees and workers. We took training session individually for different concern. Like for factory training HR department went to four individual factories and train the employees and workers. We train all kind of employee from higher or management level employees to down level employee. Moreover we train Head office employees so that they can help field force to work properly.

Importance

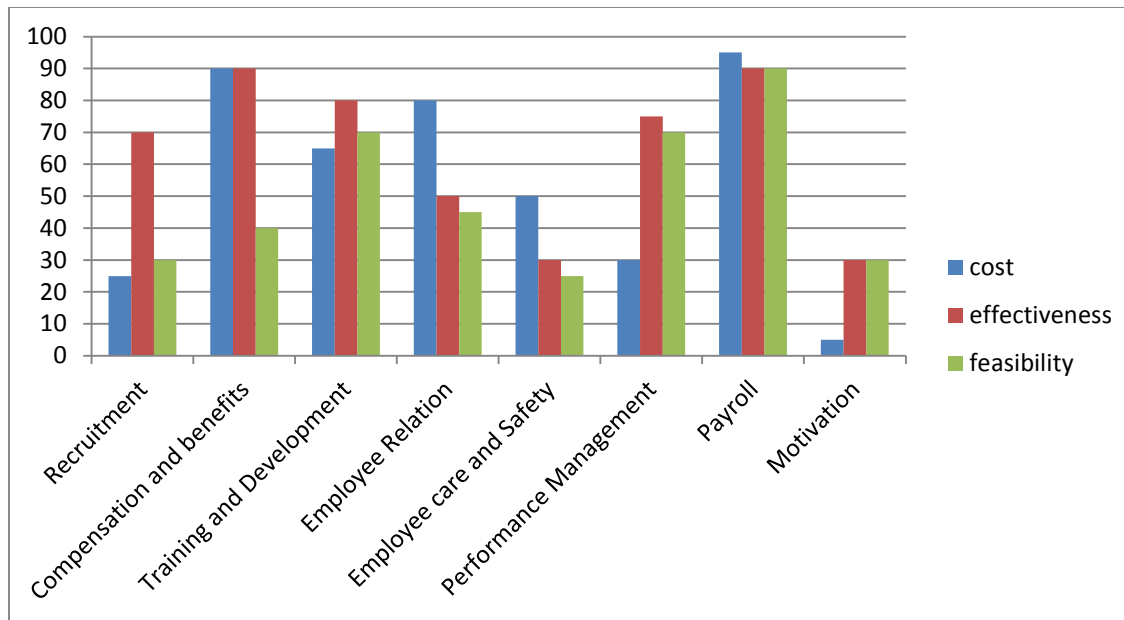
Motivation is very important for every person. This develops not only outside part but also inner part of employees. Their mind refreshes and behavior improves and speed of working goes up or gets more energy. After got a motivational training a sudden change can notice in people's behavior.

The graph of percentage to show HR activity:

Here is the percentage that shows how much the HR functions effect the company and how much we spend for our employees to groom them and what will happen if the company didn't do this task for the employees.

Low	5-30
Medium	30-70
High	70-100

HR activity	Cost	Effectiveness	Feasibility
Recruitment	25	70	30
Compensation and benefits	90	90	40
Training and Development	65	80	70
Employee Relation	80	50	45
Employee care and Safety	50	30	25
Performance Management	30	75	70
Payroll	95	90	90
Motivation	5	30	30



Problems faced in these functions:

Some observations regarding the HR functions process while conducting the different phases are given below-

- ✚ Sometimes we face problems for arranging the training session. Most of the time employees are very busy for their daily work and within their busy schedule this is often not possible to gather employees to train them.
- ✚ Sometimes management want experience employee for new recruitment but don't want to give chance to the new graduates.
- ✚ Focused a little bit more on marketing and advertising our product and company.

Recommendation:

After analyzing the functions of Lira Group of Industries recommendation for its finding might be useful for the organization. This may help to develop the organization for its betterment. The recommendation is given bellow:

- ✚ Lira need to be more discipline and strike about their training program.
- ✚ They need to motivate their employees like this that the company turnover rate goes down or decrease and their brand value increase.

- ✘ They need to be more precise about their performance appraisal and they need to be more strict about handling their employee mistakes or wrong steps.
- ✘ Lira need to appoint or give chance to the candidates from different universities so that the organization can point the difference between new and old generation.
- ✘ The organization should strongly build their IT department because as all the bills, orders and codes are done by the software.
- ✘ The Human Resources Division of Lira Group needs to be more rigid in conducting the need assessment and has to make it obligatory.
- ✘ Training method should be more clarified and structured.
- ✘ Different types of training method can be introduced for both factory and Head Office.
- ✘ The evaluation of training program need to be more scientific.
- ✘ Need to focus on both ATL and BTL market.
- ✘ The marketing department needs to be more focused to reach the heart of the customer.

Conclusion:

From this whole report this is clear that it is very important for this company to carry an effective and efficient HR activity to carry an image in front of the employees and in the market. The facts that came up at the end of this report are that Lira has a very structured and controllable HR department. This department works very hard throughout the year and always thinks about the benefits of the organization.

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