



**Internship Report**  
**on**  
**My Experience as an**  
**Assistant Human Resource Manager (HRM) at Redeem**  
**Purbachal City Ltd.**

**Prepared by**

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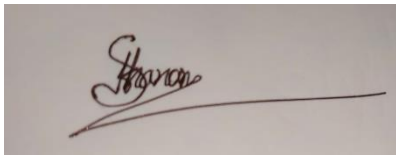
**Ms. Nahida Akter Poly**

**Lecturer (Senior Scale)**

Department of English  
Faculty of Humanities and Social Science  
Daffodil International University

## **Declaration**

I, Silviya Khanam, ID-191-10-526, hereby declare that the presented report of the internship entitled "My experience as an Assistant HR and Admin Manager at Redeem Purbachal City Ltd" under the supervision of Ms. Nahida Akter poly, the Lecturer (senior scale) of the English department from Daffodil International University, is an authentic record of my three months' work experience at Redeem Purbachal City Ltd. I am also confirming that the report is only prepared for the fulfillment of academic requirements for achieving the degree B.A. (Honors) in English. It might not be used in the interest of third-party corruption.

A photograph of a handwritten signature in black ink on a light-colored surface. The signature is cursive and appears to read 'Silviya Khanam'. Below the signature is a long, horizontal, slightly wavy line.

.....

**Signature of the Intern**

**Name: Silviya Khanam**

**ID: 191-10-526**

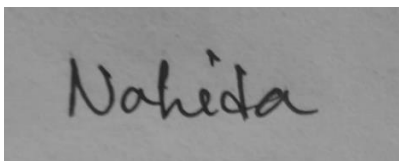
**Batch: 46<sup>th</sup>**

**Department of English**

**Daffodil International University**

## **Certification of Supervisor**

This is to certify that the student, named Silviya Khanam, ID- 191-10-526, has finalized her internship report proposed under the course project paper (ENG 431) under my supervision. For the internship process, she chose a Real estate company. She is now eligible to present the report for evaluation. She has been in constant communication with me during her internship work. The content of this project report is her genuine work, for which she worked phenomenally. I pray for her overall well-being and hope that she will achieve more success in the upcoming years.

A rectangular box containing a handwritten signature in cursive script that reads "Nahida".

.....

**Signature of the supervisor**

**Ms. Nahida Akter poly**  
**Lecturer (Senior Scale)**  
**Department of English**  
**Faculty of Humanities and Social Science**  
**Daffodil International University**

## **Acknowledgement**

I want to convey my sincere gratitude and appreciation to Redeem Purbachal City Ltd.'s management and employees for giving me the chance to finish my three months internship with them. My internship at Redeem Purbachal City Ltd. allowed me to learn a lot about the industry of real estate development and get experience on it. I had the opportunity to work with and learn from some of the most knowledgeable professionals in the industry, who were always willing to share their experience and this guide me at my work.

I also want to express my gratitude to my supervisor Ms. Nahida Akter poly for providing me with constructive feedback and guidance throughout the internship. Her mentorship and support were instrumental in helping me to complete my project paper and gain a deeper understanding of the industry.

I would also like to extend my thanks to the entire team of Redeem Purbachal City Ltd. for their cooperation's, hospitality and encouragement. Their warm welcome and support made my internship truly an enriching and rewarding experience.

## **Abstract**

The exchange, purchase, sale, or creation of goods and services with the aim of making money and meeting client demands constitutes business. Businesses can be for-profit or nonprofit entities that work to further a social cause or make a profit, respectively. A company has several units. HRM is the most important unit of a company. Redeem Purbachal City Ltd. is a real estate company in Bangladesh that specializes in creating high quality residential and commercial properties. Redeem Purbachal City Ltd. has been serving the majority of Bangladesh and Dhaka residents for more than 10 years. This report explains HRM practices, difficulties faced by a HR manager, strategies for overcoming the difficulties, management of disciplinary issues, leadership. The first part of the report contains background of the study, connection of the study, objectives related to the study, methodology. Then in the second part it contains Redeem Purbachal City Ltd. 's details. In the third part it contains internship activities and lastly it contains limitations, findings, SWOT analysis, recommendations, conclusions, references and appendices. Openness, knowledge, and creativity are valued by Redeem Purbachal City Ltd. The business promotes personal responsibility and accountability among its employees. The business places a high importance on cooperation and collaboration, with a particular focus on creating an environment that is welcoming and inclusive. The culture of the business supports ongoing learning and development, and there are opportunities for staff members to participate in development and training programs. The company also places a high priority on social responsibility and runs programs that support communities in need. With my realistic observation as an HR manager, I have done my best to complete my internship report with all of my dedication. Various limitations for improving processes and maintaining ethical standards within Redeem Purbachal City Ltd.'s environment have also been observed. Before drawing the conclusion based on this report, it might be noted that the report has been prepared in a very short time and with limited data. Overall the internship emphasizes how crucial efficient HR administration is to develop a supportive and productive work environment.

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# **Chapter 1**

## **Introduction**



## **Introduction**

Redeem Purbachal City Ltd. is a real estate company in Bangladesh that specializes in creating high quality residential and commercial properties. Redeem Purbachal City Ltd. has been serving the majority of Bangladesh and Dhaka residents for more than 10 years. The main project is developing plots and land in the Purbachal area which are ready for sale. The company has around 1700 plots in the Purbachal area ready to be handed over to our respected clients. Their project has all the modern-day standard living facilities with schools, colleges, universities, playgrounds, well spacious roads and many more. Under the profound guidance of our Managing Director Syed Hossain Saikat, Director of Marketing and Finance Mr. Roni Khan, Director of Marketing and Sales Md Rafiquzzaman Dulok, the company has gained immense success and has earned good will with more than 10 years of experience in the real estate industry. The company has a large workforce including employees in human resources, marketing, sales and property Management. The human resources division of Redeem Purbachal City Ltd. is crucial in ensuring that the company has the right people with the necessary abilities to achieve its objectives.

Being an assistant HR manager in Redeem Purbachal City Ltd.'s HR division, I have gained knowledge about the difficulties faced by HR managers in the real estate sector. Like Managing the employment relationship between the business and its employees, observing diversity and ensuring that employees have the skills and knowledge required to execute their jobs effectively etc. we can take the real experience only when we can apply our bookish or academic knowledge into our practical life. Theoretical knowledge can be considered as a guideline of practical work. This report is a documentary of my practical working experience on the basis of my theoretical knowledge. Our Daffodil International University gives us the opportunity to introduce and prove ourselves in a working environment. This report is written for my academic requirement.

It was a three months internship program. I have worked with the staff of Redeem Purbachal City Ltd. at the Banani unit. This report is the outcome of my internship program. I have been assigned to an Assistant Human Resource Management post. Students can learn how to handle practical situations via this internship program from University. After completing my other credits, Silviya Khanam, a student of Daffodil International University, worked in Redeem Purbachal City Ltd. for my internship program. For the requirement of achieving my degree I am submitting this report on the title “My Experience as an Assistant HR Manager at Redeem Purbachal City Ltd.”

**Chapter2**  
**Background and Significance of the Internship**

## **2.1 Background and Significance of the Study**

I have joined Redeem Purbachal City Ltd. as an intern at the post of HR assistant. For completing my Bachelor degree of Arts in English from Daffodil International University. I have chosen Redeem Purbachal City Ltd. for my internship program.

The internship program has following goals:

- 1.To learn about HR practice at Redeem Purbachal City Ltd.
- 2.To gather knowledge about the real estate industry
- 3.To maintain the worker with the help of labor law of the HR department
- 4.To gather knowledge about the workers and learn responsibilities
- 5.To identify the problems and learn how to overcome difficult situations

## **2.2 Connection of the Study**

The journey of the real estate industry started in Bangladesh in 1970. Bangladesh's real estate industry began to take off with just five registered enterprises. Beginning in the early 1980s, the company began to thrive and exhibit strong growth. There were 42 registered developers in 1988. In Bangladesh, the real estate industry has grown to be a significant part of our economy. It is a significant generator of economic growth since it has a significant multiplier effect on economic activities. It ranks third in terms of employment creation, behind apparel and agriculture.

When I started my journey in this sector, I was not that much confident about my work but after some days I felt the comfortness. As a former intern I can declare that If I get further opportunity to work in this industry, I will be confident about my work. I could connect my study background here. My study background helped me to handle international buyers in my job, to communicate in English, to handle English documents, to apply International law labor theory of HR management etc. The course theory of “Employability 360 Degree” helped me a lot during the journey.

This internship can also be linked to studies on the value of getting real-world experience in the subject matter. Gaining real-world experience in a pertinent industry is crucial for an intern in order to supplement their academic learning of theory.

## **2.3 Objective Related to the Study**

HR and administrative departments are essential to the organization's successful operation. HR tasks the crucial responsibilities for the organization's performance. They guarantee efficient administration of the company's administrative tasks and effective management of its workforce.

Other objectives which are followed by the report:

1. To highlight the challenges faced by me as an assistant HR in the company and the strategies used to overcome them.
2. To provide recommendations for improving HR operations in Redeem Purbachal City Ltd. and other real estate companies in Bangladesh based on my observations and experience.

## **Chapter 3**

### **Methodology**

As I was interested in the Human Resource management sector, I tried to find a place in this sector. I chose Redeem Purbachal City Ltd. for my internship practice. I talked to my advisor Ms. Fatema Begum Laboni and my Supervisor Ms. Nahida Akter Poly ma'am and shared my thoughts about the place and post of my internship. Then I collected my concern and confirmation letter from my department. Then the Director (HR and Admin) Mr. Mahidul Hasan (Rana) of Redeem Purbachal City Ltd. gave me the joining letter based on my application. After that my supervisor Ms. Nahida Akter Poly ma'am gave me the guidelines And support during the journey.

I have divided the process of gathering data into two categories:

- Primary Data.
- Secondary Data.

### **3.1 Primary Data**

1. Collected data from Practical working experience
2. Collected data from the HR managers
3. Collected data from the company's workers
4. Collected data from company profile and records

### **3.2 Secondary Data**

The secondary data of this internship report was gathered through relevant corporate records, reports, and resources from the internet.

## **Chapter 4**

### **Organization Details**

## **4.1 Company Profile**

Redeem Purbachal City Ltd. began its journey in 2012 with the goal of providing a satisfactory standard of living in Purbachal, the upcoming center of Dhaka. Around 1700 plots in Purbachal, Redeem Purbachal City Ltd. have been created in compliance with the instructions and DAP plan of Rajuk. Schools, colleges, hospitals, five-star hotels, mosques, playgrounds, parks, and many more modern lifestyle facilities are a component of the Redeem development plan. Their goal is to offer the early movers in the Purbachal area a suitable and well-planned home alternative. They are committed to offering customers a well-organized and well-planned plot and lands that are right next to the Purbachal New Town for your residential and business purposes.

## **4.2 Mission**

The purpose of Redeem Purbachal City Ltd. is to offer sustainable living in the center of the new Dhaka. By actively taking part in a planned lifestyle at the center of nature, we aim to improve people's quality of life. For their people, they want to establish the highest possible standard of living. People can purchase land from them with the utmost peace of mind and at a reasonable price if someone is looking for the ideal location in Dhaka for his or her family members. They are committed to keeping their honesty, integrity, and sense of justice in all of their interactions with clients, consumers, and coworkers.

## **4.3 Vision**

They aim to establish the standard of quality in real estate services by satisfying the increasing demands of our cherished clients who live both locally and abroad. Considering that people require sufficient accommodation, we have to commit to equitable growth. Also emphasize how the organization would advance by modernizing and segmenting the Purbachal city market.



#### 4.4 Working Hours

<b>Day</b>	<b>Opening Time</b>	<b>Closing Time</b>
<i>Saturday</i>	closed	closed
<i>Sunday</i>	10:00 am	06:00 pm
<i>Monday</i>	10:00 am	06:00 pm
<i>Tuesday</i>	10:00 am	06:00 pm
<i>Wednesday</i>	10:00 am	06:00 pm
<i>Thursday</i>	10:00 am	06:00 pm
<i>Friday</i>	closed	closed

#### 4.5 Career Opportunities

Innovative thinking and leadership are ingrained in Redeem Purbachal City Ltd. In order to serve the clients with quality service, installations, and goods, their staff has undergone ongoing transformation. Their team and the company are continually reinvented by innovations as they work to raise the bar for sustainability, quality, and safety.

## **Chapter 5**

### **Internship Activities**

## 5.1 Overview of HR and Admin Management

Management of human resources (HR) is the process of supervising an organization's workforce. The HR department is in charge of hiring new employees, maintaining employee relations, administering benefits and pay, and supplying training and development opportunities.

The management of an organization's administrative operations, on the other hand, comes under the authority of the administration department. This could involve managing office operations, facility management, inventory control, and giving other departments administrative support.

In general, HR and admin departments are essential to an organization's success because they make sure that workers are well-managed and that administrative tasks are completed effectively. To establish and maintain a productive and satisfying work environment for employees HR and Admin are crucial components. Managing employee benefits, payroll, assuring compliance with labor regulations, managing contracts, managing office operations, and offering administrative support to other departments are some of the specific tasks and responsibilities of HR and Admin departments in the real estate sector.

In general, successful HR and administrative management is crucial for any company and the real estate sector is not an exemption.

## 5.2 My Roles and Responsibilities as an assistant HR in Redeem Purbachal City Ltd.

I started my journey as an assistant HR and Admin in Redeem Purbachal City Ltd. from 01 February, 2023. According to my experience I think the work on management suits me very much. I have learned many things from this journey. This industry teaches me how to handle situations, how to be neutral, how to deal with anger, how to get rid of partiality and the most important thing is it teaches me about leadership. Besides these, I also learned how to manage the HR system, how to maintain workers, gain the ability of making decisions, learn to work in various fields, learn to be potential and many more. These all can happen for the smooth guidance of my instructor Mr. Mahidul Hasan (Rana), the Director of HR and Admin of Redeem Purbachal City Ltd. and the smooth cooperation of my teammates and officials.

My main duty as an assistant HR and Admin at Redeem Purbachal City Ltd. was to assist the HR and Admin department in running the day-to-day business. I had a number of important positions and duties throughout that time, including:

1. **Recruitment and Selection:** I was in the position of assisting the recruitment process, which included posting job openings, shortlisting candidates, and holding preliminary interviews.
2. **Employee Onboarding and Offboarding:** I helped with the new hire onboarding process, which included making employee files, holding orientation, and making sure that all corporate standards were followed. I also helped to complete the offboarding process,

which included conducting exit interviews, gathering company assets, and processing final payments.

3. **Documentation and record-keeping:** I was in charge of upholding employee files, which included personal data, contracts, and performance reviews. I also made sure that documentation was done in accordance with the law and company's rules.
4. **Payroll and Benefits Administration:** I helped with the management of employee benefits, including paid time off, retirement programs. I also assisted in processing payroll and making sure payments were made on time.
5. **Support with Administrative Tasks:** I managed mail, scheduled meetings for the HR and Admin department.
6. **Employee Relations:** I was in charge of upholding good employee relations by listening to complaints from staff members, offering counseling, and pursuing disciplinary actions in necessity.

Overall, my role as an assistant HR and Admin in Redeem Purbachal City Ltd. was essential for ensuring the smooth running of the department and supporting the overall operations of the company. I tried my best to complete my responsibilities during my internship.

### **5.3 Difficulties Faced by me as an assistant HR and Admin in Redeem Purbachal City Ltd.**

As an assistant HR in Redeem Purbachal City Ltd. there were a number of difficulties that I faced during my journey. Some of these difficulties were related to the nature of the real estate industry itself, some were specific to the company, while others were for the lack of my knowledge and working capacity.

One of the biggest difficulties I faced was the fast-paced nature of the industry. The real estate industry is constantly changing and evolving, and as an HR assistant, it is very important to keep up with the latest developments and trends. For this I had to be adaptable and flexible, and to be able to work efficiently under tight deadlines.

Another challenge I faced was the great deal of work experience that needed to be done. The real estate industry is famous for its busy environment, and as an assistant HR I had to handle multiple tasks and responsibilities together which required me to be highly efficient and organized, and to have very strong time management skills.

There were also some specific challenges that were unique to Redeem Purbachal City Ltd. For example, the company is still in the early stages of its development, and as a result, there were some organizational and structural issues that needed to be developed. This required me to be energetic and besides that I had to identify the areas of improvement and had to work with other team members to get the solutions. Additionally, I used to mismatch things at the very beginning. Some of them were made for the pressure of work and some were for the unawareness of those particular works. While working for Redeem Purbachal City Ltd. as an assistant HR, there were

problems that I experienced, but they also provided possibilities for growth and development and gave me the chance to gain important real estate industry experience.

## 5.4 Strategies Used for Overcoming the Challenges

During my three months working journey as an assistant HR and admin at Redeem Purbachal City Ltd., I encountered a number of difficulties. However, I overcame these difficulties by following some strategies which are detailed below:

- 1. Management of time:** One of the main challenges was managing time properly. For overcoming this, I prioritized my work and made a routine for the whole day. I also maintained to-do lists.
- 2. Communication:** Communication was very important in my post, but I faced difficulties communicating with clients due to limited proficiency in other languages and sometimes in English. For overcoming this, I used translation tools and tried to learn some basic phrases in their language and also start the practice of fluent English speaking.
- 3. Multitasking:** As an assistant HR and Admin, I had to handle multiple tasks together., which was quite challenging. To overcome this, I learned to give importance to my tasks and used to take some responsibilities to other team members. I have learned this technique from my university life.
- 4. Technology:** Technology played a crucial role in my job. I faced difficulties using some software and tools during my internship. To overcome this, I took google and youtube's help. As i had to complete my university assignments via online, i didn't suffer much in technological works. Also i hadn't taken much time for the proficiency which i hadn't in this site.
- 5. Adaptability:** As the Real Estate Industry is a dynamic area. I had to adapt to new changes rapidly. To overcome this, I tried to stay updated on the latest techniques and industry trends of my job sector.

I was able to successfully complete my duties as an assistant HR and Admin of Redeem Purbachal City Ltd. 's by utilizing these tecquinies.

## **Chapter 6**

### **Limitations**

I worked in the company only for 12 weeks, which was not enough for learning a lot about any company. My knowledge is lesser than other workers of the company and also, I am not that much expert like them on work. If I could get more time, maybe I could gather more knowledge about that field.

- 1.** As I am a student of the English department, I faced many problems to understand the real estate company-based works. I felt very nervous on my first day of work.
- 2.** My learnings were situation based there. They used to put me an unknown assignment and after finishing that they used to guide me to correct my errors. I had to struggle a lot at that time because I was the new intern.
- 3.** I had to research and study a lot to cope up with them because there wasn't any clear guidance before any assignment.
- 4.** As rush hours are very usual for HR managers that's why sometimes i faced problems to learn things from HR managers.

## **Chapter 7**

### **Findings**



## 7.1 Findings

1. Company's HR policies and procedures demonstrate its significant commitment to providing the welfare of its employees. With a clear emphasis on employee engagement and growth, the HR and Admin department are productive and well-organized.
2. The company should work in its atmosphere where people will be encouraged to work together, share ideas, and accomplish shared objectives.
3. The company provides opportunities for both personal and professional growth, which is evident through my training and development program
4. The company's policies and procedures are a little inflexible, which may hinder innovation and creativity.
5. There is a little communication lacking between different departments which creates misunderstandings and delays in the exchange of information.

## 7.2 SWOT Analysis:

A SWOT analysis is a method to evaluate these four components of a company. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis is a tool that can assist in identifying the current strengths of a business and developing an effective future strategy.

### Strengths:

1. strategic setting in a continually developing area
2. An established and well-known brand
3. Several project and service options
4. Experienced and effective management team
5. Favorable interactions with significant individuals like suppliers, investors, and governmental bodies

### Weaknesses:

1. Limited financial resources for growth and innovation
2. Lack of brand recognition in some markets
3. Dependency on a small number of essential clients or vendors
4. Limited employee
5. Average working atmosphere
6. Communication gap between different departments

### Opportunities:

1. Increasing demand for infrastructure construction and real estate in the area
2. Growth into new geographical markets
3. Creation of new and inventive services
4. Strategic partnership with organizations or businesses that complement one another

5. Adopting new trends and technologies, such as sustainable development and green technology

**Threats:**

1. Intense competition from long-standing market competitors
2. Social instability or economic downturns in the area
3. Regulatory or government policies changes may impact business operations
4. Rapidly changing consumer preferences and technology

## **Chapter 8**

### **Recommendations**

Here are some recommendation based on Redeem Purbachal City Ltd.'s SWOT analysis:

1. **Developing a clear career progression plan:** Redeem Purbachal City Ltd. should provide a clear career plan of progression for its employees, including opportunities for development and training. It can help to improve employee satisfaction.
2. **Enhance the channels of communication:** Redeem Purbachal City Ltd. should improve communication channels within the company. Especially between departments. It will help to ensure that employees have the proper access to information they need to perform their job duties effectively.
3. **Implement employee feedback system:** The company should implement an employee feedback system. Which will help to identify and address any issues of employees. It will improve employee productivity.
4. **Improve employee benefits:** The company should improve employee benefits. Such as paid time off, health insurance and retirement benefits.
5. **Strengthen inclusion and diversity efforts:** The company should give effort in its inclusion and diversity which will create a more inclusive work environment for all employees.
6. **Address the challenges faced by HR and admin employees:** The company should take steps for addressing the challenges faced by HR and admin employees, Such as time constraints, workload management and the need for effective communication channels. It will help to improve employee productivity.

## **Chapter 09**

### **Conclusion**

In conclusion, the time that I worked as an assistant HR in the HR and Admin departments of Redeem Purbachal City Ltd. gave me valuable knowledge about the real estate sector and the duties of the HR and admin divisions. The internship focused on the issues faced by workers in the field as well as the roles and duties of HR in the industry.

The internship conclusions identified both positive and negative aspects of the experience, including successful internal communication and teamwork as well as resource and technological constraints. The organization has given guidance to use modern technology and resources to boost the effectiveness of HR and administrative tasks. Additionally, prioritizing employee training and development programs can assist staff in better adjusting to the sector and overcoming any challenges they may encounter. One of the weaknesses was the internship's short duration, which might not have allowed for an in-depth knowledge of HR functions.

## **Chapter 10**

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**Chapter 11**  
**Appendix**



Redeem Purbachal City Ltd.

Ref: No RPCL/May/2023

TO WHOM IT MAY CONCERN

This is to certified that Silviya Khanam , ID: 191-10-526, a student of English department, Daffodil International University has successfully completed her three months internship program at Redeem Purbachal City Ltd.

*She was assigned in human resource department (HR & Admin). In this journey we found her to be keen in learning. Her conduct during this period was quite satisfactory.*

We wish her all the best in all her future endeavors.

Thanks & Regards

Mahidul Hasan  
Diretor (HR & Admin)  
Redeem Purbachal City Ltd.

[www.rpclbd.com](http://www.rpclbd.com)

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