
Internship Report

On

Recruitment and Selection Process

Of

Dhaka Ice Cream Industries Ltd

**Internship Report
on
Recruitment and Selection Process of Dhaka Ice Cream
Industries Ltd**

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Submitted To:

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Date of Submission: 26 October ,2025

Letter of Transmittal

To

Siddiquir Rahman

Assistant Professor & Head (In-Charge)

Department of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on Recruitment and Selection Process of Dhaka Ice Cream Industries Ltd

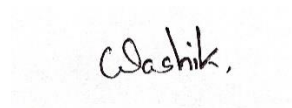
Dear Sir,

As part of my MBA program, I'm happy to share my internship report, "**The Recruitment and Selection Process of Dhaka Ice Cream Industries Ltd.**" This report is my first real job in the business world, and I am very grateful to have worked for you. Your supervision has given me a lot of valuable hands-on learning experiences, especially in important areas of Human Resource Management (HRM).

Currently, I am working as an employee of Dhaka Steam Industry Limited. Through this work, I am gaining experience that will benefit me in the distant future. Through this practical work, I was able to learn more details about the HR department process, which I have recorded in this report.

I want to thank you from the bottom of my heart for always being there for me, guiding me, and encouraging me as I worked on this internship report. Your guidance has been very helpful in helping me learn more about HRM and improve my analytical skills. I really hope you find this report useful, and I would be very grateful if you would accept it.

Sincerely Yours,



Washik Ahmed

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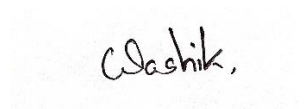
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Student Declaration

I, Washik Ahmed (Student ID: **0242410004083032**, Registration No: **241-14-032**, Major in **Human Resource Management**, Master of Business Administration) sincerely declare that the work obtainable in this Internship Report entitled **Recruitment and Selection Process of Dhaka Ice Cream Industries Ltd.** This report is my own research work, followed under the supervision of **Siddiquir Rahman**, Assistant Professor & Head (In-Charge) (Department of Tourism & Hospitality Management, Faculty of Business & Entrepreneurship) Daffodil International University.

I hereby declare that this internship report has been prepared solely to fulfill the academic requirements of the MBA program. No portion of this report has been copied from any other documents, work papers, or external sources, ensuring originality and authenticity.

I also agree to defend Daffodil International University's department & faculty harmless from any losses or damages resulting from my inability to fulfill the previous obligations.



Washik Ahmed

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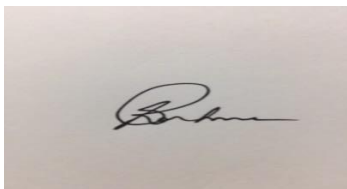
Certificate Approval

I, **Siddiqur Rahman** Assistant Professor & Head [In-Charge] Department of Tourism & Hospitality Management, Faculty of Business & Entrepreneurship pleased to clarify that the internship report on **Recruitment and Selection Process of Dhaka Ice Cream Industries Ltd** has been successfully completed by Washik Ahmed, her bearing Student ID: 0242410004083032 & Registration No: 241-14-032, Major in Human Resource Management, Master of Business Administration, Department of Business Administration, Faculty of Business & Entrepreneurship has received approval for both the viva & presentation. Washik Ahmed is an employee at **Dhaka Ice Cream Industries Ltd** under my supervision.

I am Washik Ahmed's academic supervisor, and I can say that this internship report is original, does not contain any plagiarism, and is based on real research and findings. The report meets a high academic standard, and I strongly recommend it for more academic recognition and a viva voce.

It has been a real pleasure to work with her, and I appreciate how well she does her job.

Internship Supervisor,



Mr. Siddiqur Rahman

Assistant Professor & Head (In-Charge)

Department of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

First and foremost, I would like to express my gratitude to Almighty Allah who has given me strength and power and I ask for His help so that I can complete my report work well. I would also like to express my deepest gratitude to all those people who have helped me in many ways and through various suggestions and assistance in completing this report. Their support and guidance played a huge role in my preparation of this report.

My profound appreciation goes out to **Siddiqur Rahman**, who serves as both my academic mentor and supervisor. He is an assistant professor and the head (in charge) of the Department of Tourism and Hospitality Management at the Faculty of Business and Entrepreneurship. His support and assistance have been consistent throughout my life.

During the course of my workday, I would like to express my deepest gratitude to **Mr. Nasir Uddin**, DGM of Human Resources and Administration, for her unflinching patience, support, and supervision. Her willingness to guide me through the entirety of my job and her helpful assistance in completing this report have been true examples of wonderful qualities. Please accept my sincere gratitude for her considerable contributions, which significantly improved the quality of my work experience.

Finally, I would like to express my gratitude once again to all the people who have helped me in various ways. I thank each and every person, colleague, teacher, expert, and everyone else from the bottom of my heart. Encouraged by all their inspiration, I was able to complete this work beautifully.

Executive Summary

In this internship report, I am writing about my work experience and the knowledge I gained while working at Dhaka Ice Cream Industry Limited in a well-structured manner. Through this job, I learned a lot more and got to know a lot about (FMCG) Fast Moving Consumer Goods.

I learned how to manage people in the fast-moving consumer goods (FMCG) industry during my internship by doing it myself. With an emphasis on my position in evaluating HR operations at Dhaka Ice Cream Industries Ltd., this report provides extensive details regarding my daily responsibilities. Workforce management, hiring, performance evaluation, training and development, compensation and benefits, employee engagement, and compliance are among the key topics covered in this discussion of the organization's HR operations, which includes real-world examples.

As an HRM major, I want to critically assess Dhaka Ice Cream Industries Ltd.'s HR operations in this report. The primary components of the recruitment and selection process are covered in the analysis, including HR planning, hiring and onboarding new staff, training and development, compensation plans, managing the employee lifecycle, terminating staff, and workload analysis. Additionally, this paper identifies significant issues with the HR framework and offers solutions.

Dhaka Ice Cream Industries Ltd takes a strategic approach to managing its human resources by making sure that its policies and practices are in line with its company goals and the needs of the market. Through the utilization of a wide range of sourcing channels and comprehensive applicant evaluations, the recruiting and selection process is designed to attract the most qualified applicants. This is accomplished by ensuring that the candidates are compatible with the company's values and culture.

This analysis has shown important differences and chances to make things better. It stresses the need for a more organized, competency-based hiring process that draws in and keeps the best workers.

Table of Contents

<u>Serial No.</u>	<u>Title</u>	<u>Page No.</u>
	Title Page	ii
	Letter of Transmittal	iii
	Student Declaration	iv
	Certificate Approval	v
	Acknowledgement	vi
	Executive Summary	vii
	Chapter:01 Introduction	1-5
1.1	Introduction	2
1.2	Background of the Study	3
1.3	Scope of the Study	3
1.4	Objectives of the Study	4
1.5	Methodology of the Study	4
1.6	Data Collection Sources	4
1.7	Limitations of the Study	5
	Chapter-02 Organizational Profile	6-10
2.1	History of Dhaka Ice cream Industries Ltd	7-8
2.2	Objectives of Dhaka Ice cream Industries Ltd	8
2.3	Mission of Dhaka Ice cream Industries Ltd	9
2.4	Vision of Dhaka Ice cream Industries Ltd	9
2.5	Core Values of Dhaka Ice cream Industries Ltd	9-10
2.6	Corporate Culture of Dhaka Ice cream Industries Ltd	10
2.7	Organogram of HR Department at Dhaka Ice cream Industries Ltd	10
	Chapter-03 Analysis of the Recruitment and Selection Process of Dhaka Ice Cream Industries Ltd	11-25
3.1	Human Resource Management	11
3.2	Human Resource Management Department at Dhaka Ice Cream Industries Ltd	12
3.3	The Recruitment process is a key strategic function for Dhaka Ice Cream Industries Ltd	13
3.4	Recruitment Process of Dhaka Ice Cream Industries Ltd	13
3.4.1	Acknowledge the Manpower Requisition Request	14
3.4.2	Identify the need for hiring (new role or replacement)	14
3.4.3	Approval Process	14
3.4.4	Job Planning	14
3.4.5	Job Analysis	15
3.4.6	Job Specification	15

3.4.7	Recruiting Sources	16-19
3.5	The Selection Process of Dhaka Ice Cream Industries Ltd	20
3.5.1	Initial Screening	21
3.5.2	Completion of Application Form	21
3.5.3	Employment Tests	21
3.5.4	Comprehensive Interview	22
3.5.5	Background Investigation	22-23
3.5.6	Physical Examination	23
3.5.7	Final Employment Decision	24
3.5.7.1	Final Evaluation & Decision-Making	24
3.5.7.2	Job Offer & Negotiation	25
3.5.7.3	Onboarding Preparation	25
	Chapter-04 Major Findings	26-27
4.1	Major Findings & Analyses	27
	Chapter-05 Recommendations & Conclusions	28-31
5.1	Recommendation	29
5.2	Conclusions	30
	References	31

Chapter-01

Introduction

1.1 Introduction

Internships are a necessary and vital part of the MBA program. It teaches them a lot about labor and gives them a lot of varied experiences. It gives me vital information that will help me do successfully at work in the future.

Daffodil International University puts a lot of emphasis on learning by doing, and internships give students the chance to work at different companies in Bangladesh.

I was an intern at Dhaka Ice Cream Industries Limited for three months and did a good job. They later hired me to work for them. The BSTI has certified Dhaka Ice Cream Industry Limited that they can produce ice cream. The company currently has nine production lines, and each one makes delicious ice cream. Every month, this ice cream factory manufactures thousands of liters of ice cream.

This business now ships its goods from a number of cities in the country to various rural areas. And trying to keep them safe. The business already has a few thousand employees. Hiring and firing people, finding and keeping good workers, training and developing them, and other tasks including compensation and benefits, performance reviews, interacting with employees, layoffs, and firing, and following the law. These basic HR tasks are very important for making sure the company's employees are happy.

I am a student in the HRM department of my university, particularly interested in gaining practical experience after completing my academic activities. One of the most important parts of the HRM department is the recruitment and selection process, which I am particularly interested in. If the right employees are recruited and vetted, the chances of a company's success increase manifold. Employees who acquire new skills to improve an organization can also face many major challenges. When a company selects a skilled worker who can use his or her experience properly and move forward, it becomes an asset to the company.

An ideal HRM department helps increase the capabilities of the company, contributes to improving the performance of employees, and increases productivity. They also create various developmental employee-friendly facilities and are able to retain talented employees, which plays a better role in sustaining the company. The HR department of Dhaka Ice Cream Industry Limited Company, their practices, environment, and culture are all world-class.

1.2 Background of the Study

As part of their studies in the Department of Business Administration at Daffodil International University, Master of Business Administration (MBA) students are required to either complete a project or an internship in a business setting that lasts for a period of three months. This article discusses the methods that Dhaka Ice Cream Industries Ltd. uses to locate and recruit new employees.

The report is intended for both the academic advisor who also received it and the business that received it. It discusses the challenges that are associated with hiring people and offers recommendations on how to overcome those challenges.

The study investigates the current methods that Polar uses to hire and terminate employees, as well as the procedures that they follow to carry out these processes. There are a number of crucial issues that are discussed, such as how to discover suitable personnel, how to speed up the process of checking out prospects, and how to ensure that the recruiting processes are in line with the goals of the firm. The research also provides Polar with information on how to enhance its hiring process in order to attract and retain the most qualified workers in a market that is saturated with a large number of other businesses. By enhancing these processes, Polar will be able to stay ahead of the competition and strengthen its workforce.

1.3 Scope of the Study

A significant and special part of the MBA program is preparing an internship report. It is important to have specific and clear topics to create a quality and well-organized report. My respected supervisor sir has given me a topic. The topic is "Recruitment and Selection Process of Dhaka Ice Cream Industry Limited". This is one of the parts of Human Resource Department of Dhaka Ice Cream. The report is based on an analysis of the subtle strategies for finding and hiring skilled and qualified employees. In the current competitive market, Dhaka Ice Cream Industry Limited is moving forward with their two-pronged strategy. To survive and succeed in this market, there is no alternative to experienced and skilled employees. Finding the right people for the right positions is a big challenge that Dhaka Ice Cream faces most of the time. This internship report has nicely organized and analyzed some of the issues. Mainly the recruitment and selection process are disclosed here. What are the problems that exist in this recruitment and selection process? Some weaknesses of the organization, some prehistoric cultures and discuss and observe how to solve these problems and properly manage the recruitment and selection process. This report identifies problems in the selection and recruitment process that are delaying the overall performance of the organization and provides suggestions on how to resolve the problems.

1.4 Objectives of the Study

Broad Objective:

The broad objective of the study is Recruitment and Selection Process of Dhaka Ice Cream Industries Ltd

Specific Objectives:

- i. To explain the recruitment and selection process of Dhaka Ice Cream Industries Ltd.
- ii. To identify problem relates to the recruitment and selection process of Dhaka Ice Cream Industries Ltd.
- iii. To develop recommendations based on problems of Dhaka Ice Cream Industries Ltd.

1.5 Methodology of the Study

This study uses a qualitative and descriptive research method to look into how Dhaka Ice Cream Industries Ltd recruitment and selection employees. The process focuses on descriptive insights to explain how things are done now.

The study relies exclusively on secondary data gathered from diverse sources.

1.6 Data Collection Sources

Secondary Data:

Secondary data gathered from various categories of disclosed materials:

- ❖ Official Documents and Reports
- ❖ Company Standard Operating Procedure (S.O.P)
- ❖ Relevant organizational archives

1.7 Limitations of the Study

There were some challenges with getting the report ready. Here are some problems that i might face:

- Problems with managing time
- Strict company rules meant that internal information could not be shared.
- People couldn't get to sensitive or private information.
- Not all officers and executives knew everything there was to know about their organization's policies, which led to incomplete or wrong information.

Chapter-02

Organizational Profile

2.1 History of Dhaka Ice cream Industries Ltd.



Dhaka Ice Cream Industries Ltd is one of the best ice cream makers in Bangladesh. They make ice cream under the name "Polar." The company started in 2009 and has since become a well-known name in the frozen dessert business. Polar Ice Cream makes sure that ice cream gets to every part of the country by using a large network of cold hubs in Dhaka, Gazipur, Chattogram, Cumilla, Sylhet, Bogura, Rangpur, Rajshahi, Khulna, and Jessore. This company's goal is to make people happy, one scoop at a time, while always pushing the envelope with new ideas and high standards.

Also, Dhaka Ice Cream Industry Limited's reputation is spread all over Bangladesh. Dhaka Ice Cream Industry Limited's ice creams are available in every division, district, upazila and village level, starting from the city. It is not just city-centric. Since the beginning of its journey, the company has tried to maintain its standards. The company is also very compassionate towards its employees. Currently, more than 800+ employees are working tirelessly in this organization. As a result, the company is able to fulfill its target. The Human Resources Department of Dhaka Industries Limited has been working very strategically for the past few years, as a result of which the HR Department is able to screen and hire experienced and skilled employees. Currently, the company has a large market share and is successfully in the leading position. Also, there are 7 to 8 departments in this company. And there are several categories of workers.

The company also maintains global standards and places special emphasis on international standards in all areas of global SOP, procedure, policy, quality. Even in bad times, the company does not compromise on their quality standards. Polar Ice Cream was the first to introduce modern ice cream products in Bangladesh. Initially, they had only six to seven products, now they have around eighty, each product has different flavors and innovations. The company's initial fleet of vehicles was very small. Today, that number has doubled to triple. In the early 20th century, it started with just a few types of ice cream, and they were city-centric.

Which was centered on a few districts. These ice creams reach the depot from the company, then go to the dealer, then go to the store for retail price and finally reach the consumer. During this process, the cold chain must be maintained. Several types of transportation are used to manage this cold chain. In some cases, it is in-house and, in some cases, it is taken from a third party. There are plans to further increase the amount of this transportation system in the future.

In Bangladesh, ice cream was only starting to become well-liked by people of all ages in the 1980s. But it was difficult to find good ice cream. He improved and streamlined Polar Ice Cream's production system with the goal of implementing contemporary management theories and guaranteeing top-notch food safety standards. The company expanded globally, gaining worldwide recognition for its multiple varieties of ice cream, innovative flavors, premium quality, and use of cutting-edge raw materials. Dhaka Ice Cream Industry Limited is trying to maintain its excellent quality standards, taking various strategic decisions for market expansion and share growth. They trying to find its own niche in terms of tenability and accountability and improve it. And digital consumer engagement is giving special importance to this which is profitable growth.

Polar's dedication to excellence and quality is demonstrated by the fact that it became the first company in Bangladesh's dairy products industry to obtain ISO 22000:2005 certification.

2.2 Objectives of Dhaka Ice cream Industries Ltd.

Dhaka Ice cream Industries Limited's primary goals are to satisfy customers, uphold the highest production standards, and preserve the quality of the products available on the market. They adhere to strict quality standards in order to accomplish each of these goals. Additionally, they strive to have no roti in any of their products and provide the market with high-quality goods. They also think that cooperation, building customer trust, and teamwork are the only ways to accomplish particular objectives. They are committed to environmental and social responsibility, maintaining quality standards, responsibly sourcing raw materials, and reducing their impact on the environment. Their main goal is to increase communication with consumers, innovate, and be quick to respond to the market using digital platforms and information technology.

2.3 Mission of Dhaka Ice cream Industries Ltd.

Dhaka Ice Cream Industries Ltd. (Polar) wants to make high-quality, fun, and new ice cream experiences that make people all over the country happy and satisfied. Polar makes sure that its products are safe, clean, and of high quality by following international standards. They also make sure that everyone can afford and access their products. Polar wants to be a beloved and trusted brand in the frozen dessert industry by always coming up with new ideas, using eco-friendly methods, and putting a lot of effort into making customers happy. They want to make memories that will last for generations. One of their goals is also to stay in first place all the time.

2.4 Vision of Dhaka Ice Cream Industries Ltd.

The Vision of Dhaka Ice Cream Industries Ltd. is to establish itself as the ice cream firm in Bangladesh that achieves the highest level of popularity and reliability. They want people to be aware of how highly they regard aspects like as quality, innovation, and customer satisfaction. Through the creation of innovative and entertaining products that people will take pleasure in, Polar aspires to become the most successful frozen dessert company.

Dhaka Ice cream Industries Ltd. has the goal of making everyone in the country happy by employing methods that are favorable to the environment, utilizing the most recent technology, and maintaining a dedication to quality. In their minds, ice cream should be a symbol of joy and merriment for everyone.

2.5 Core Values of Dhaka Ice cream Industries Ltd.

The core values of this organization are what guide us in everything we do to make sure we do the best for our customers, our team, and the world around us. These are the main values of this business:

1. Uncompromising Quality:

Each product is made with the best ingredients and strict quality standards to guarantee that every scoop taste, feels, and smells great.

2. Customer-Oriented Approach:

Putting the needs and wants of customers first means that every interaction and product must make them happy and satisfied.

3. Morality in Action: Every decision is based on honesty, openness, and ethical behavior, which builds trust with customers, partners, and the community.

4. Commitment to Innovation:

To stay ahead in a competitive market, you need to keep improving and coming up with new flavors, processes, and ideas.

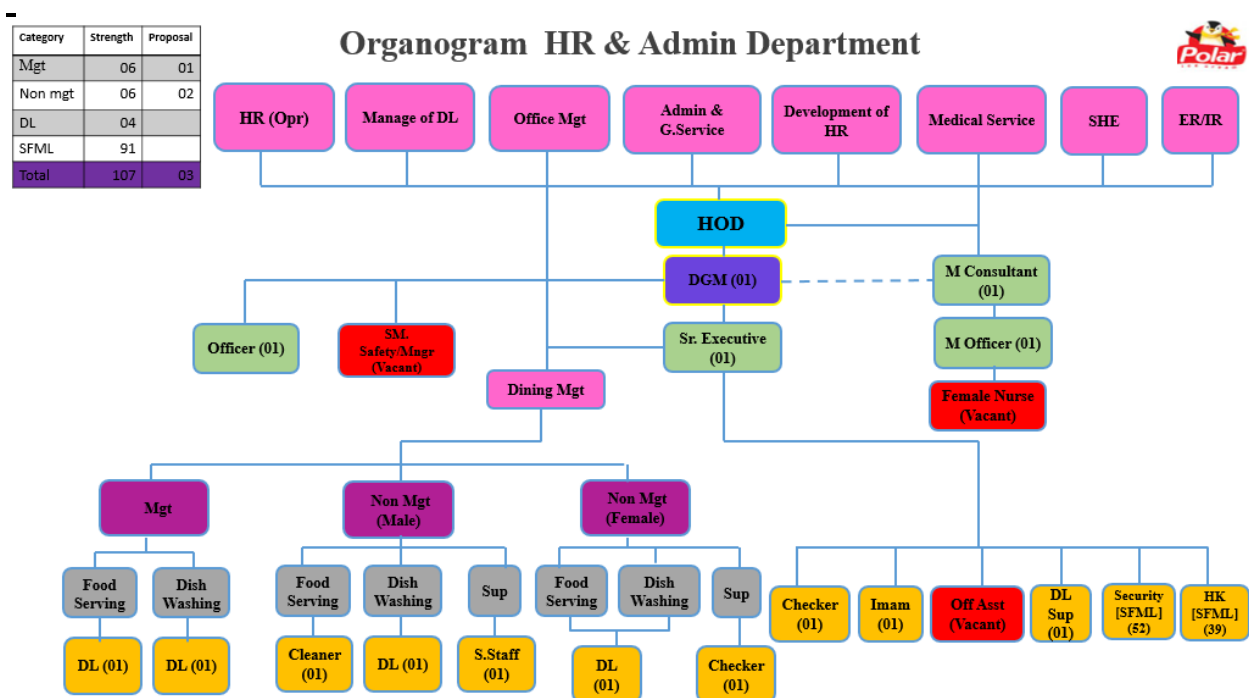
5. Collaborative Excellency:

Success is built on teamwork and respect for others. This creates an environment where everyone works together to reach common goals.

2.6 Corporate Culture of Dhaka Ice cream Industries Ltd.

The employee at Dhaka Ice-Cream Industries Ltd. is friendly and cooperative. To keep customers satisfied, the corporation encourages its staff to develop fresh concepts, particularly for flavors and products. Because they all contribute to the creation of delicious ice cream and the resolution of issues, everyone must cooperate. The business feels that all of its actions should be just and truthful. Employees have the opportunity to grow professionally and receive compensation for their efforts. The business also aims to use resources responsibly and produce less rubbish since it cares about the environment. Like the ice cream it produces, the culture is vibrant and joyful.

2.7 Organogram of HR Department at Dhaka Ice cream Industries Ltd.



Chapter-03

Analysis of the Recruitment and Selection Process of Dhaka Ice Cream Industries Ltd

3.1 Human Resource Management

Currently, the Human Resource Department is moving forward in a unique and beautiful way in line with the world. Dhaka Ice Cream Industry Limited Company is no exception. In order to achieve excellence and maintain the reputation of the organization, the HR Department. The HR department has to adopt various strategies to find experienced and professional employees in line with the company's needs and the times. Now this time, Dhaka Ice Cream is moving towards automation and technological advancement in all aspects to keep pace with the competitive market. The HR department is constantly improving their skills, training programs, and HR operations to make all tasks coordinated and fast and accurate, and to avoid putting excessive pressure on the employees.

In 1987, Mr. Amanullah Miah, a visionary entrepreneur, established Dhaka Ice Cream Industries Limited, a renowned ice cream company in Bangladesh, under the Polar Ice Cream brand. The company's headquarters are in Dhaka, and its main office is in Birulia, Savar, Dhaka.

In the end, Dhaka Ice Cream Industries Ltd. uses its human capital as a major source of competitive advantage and operational excellence.

3.2 Human Resource Management Department at Dhaka Ice Cream Industries Ltd

The HR department of Dhaka Ice Cream Industry Limited has been working with human resources for a long time. As a result, the employees have been working tirelessly with the company for several years and have been taking the company forward. The most recent information available indicates that Kazi Saiful Islam, who started working for Dhaka Ice Cream Industries Ltd. in October 2019, is the Head of HR and Administration. Mr. Kazi Saiful Islam has over 26 years of experience in HR and administration, having held significant positions at renowned companies such as Unilever and CEAT. His leadership is crucial to the advancement of HR strategies that align with the company's goals and core values.

Currently, all the officers and employees of the HR department are working tirelessly to achieve their goals. The HR department of Dhaka Ice cream Industry Limited is mainly divided into two parts, one part of which is located at the head office. And the rest are staying in the factory. Also, the HR department is continuing its activities smoothly from the head office to all the depots There are three levels of officers in this HR department. Top level, middle level and operational level. Along with this, factory HR is working directly on the worker-centric side. They are playing an unparalleled role in monitoring all the good and bad aspects of the workers and employees. There are 09 employees working in the HR department of Industry Limited Company in Dhaka, who are striving to do their every job to global standards. They are also focusing on talent acquisition, employee development, performance management, training and development, compensation and employee relations, industrial relations. This department is always employee-friendly. They first evaluate the fair rights of the employees, the benefits they are entitled to, and the aspect of mental satisfaction

3.3 The Recruitment process is a key strategic function for Dhaka Ice Cream Industries Ltd

Dhaka Ice Cream Industries Ltd, a systematic recruitment process is essential to build a skilled and motivated workforce that drives business success. As a leading ice cream manufacturer, the company needs employees who not only have the right technical expertise but also align with its commitment to quality, innovation, and customer satisfaction. From production experts to sales and marketing experts, a robust hiring procedure guarantees that we draw in top talent capable of upholding our high standards and fostering expansion.

Dhaka Ice Cream Industries Ltd. can lower hiring expenses and turnover by implementing an efficient recruitment strategy. It is essential for a company to have a well-organized, disciplined, and structured recruitment process for retaining their employees. Dhaka Ice Cream Industry Limited is able to retain employees through their recruitment strategy. Also, it is possible to reduce employee turnover rate through good recruitment methods. It is possible to reduce recruitment costs through good recruitment.

3.4 Recruitment Process of Dhaka Ice Cream Industries Ltd

Dhaka Ice Cream Industries Ltd a leading fast moving consumer goods (FMCG) brand in our country, this company structured recruitment strategy to ensure the right people is hired for organizational growth. The company follows both internal and external recruitment methods.

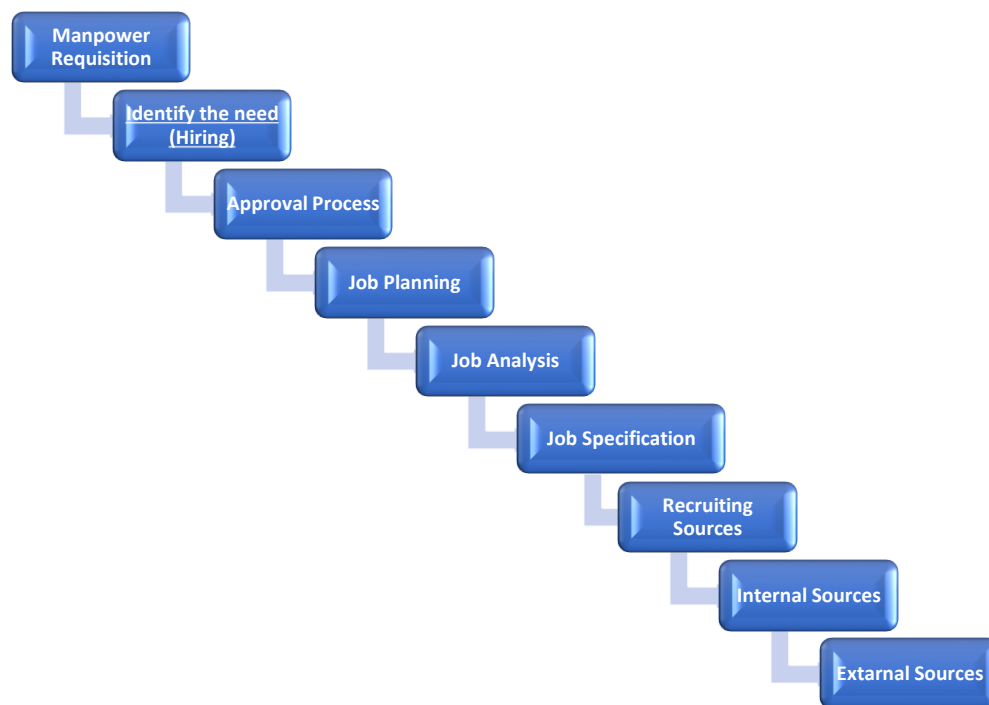


Figure 01: Recruitment Process of Dhaka Ice Cream Industries Ltd

3.4.1 Acknowledge the Manpower Requisition Request

Dhaka Ice-cream Industries Ltd. has formally received the manpower requisition request from the relevant department. The request has been recorded and sent to the HR division for review and appropriate response. The Manpower Requisition Request process is a formal process of Dhaka Ice Cream Industry Limited, through which a department seeks approval from the Human Resources Department to hire new employees or fill existing vacancies. First, after receiving the request, it is vetted, aligned with the organization's target budget and staffing plan. Also, the company's objectives are met through staffing and used as a strategic tool. As a result, the company will move forward.

3.4.2 Identify the need for hiring (new role or replacement)

Based on operational demands, the need for recruiting has been determined. This can involve replacing an existing post because of a vacancy or introducing a new role to promote corporate growth. New employees are usually needed when two positions are created. First, a new position is created or an existing employee leaves or resigns. In this case, the purpose of the recruitment must be clearly identified and aligned with the company's goals and strategy.

3.4.3 Approval Process

In accordance with the authorized workforce budget, approval for the anticipated vacancy has been requested. The role has been assessed in relation to the present budgetary and staffing levels. The approval process is a formal process and a well-organized system. A company completes the approval process after reviewing all aspects including their vacancies, budget, and other documents based on their policies.

3.4.4 Job Planning

Dhaka Ice Cream is carefully designed before hiring begins. The process ensures clarity, efficiency, and the right fit for both employees and the company. Job planning is a strategic process, Dhaka Ice Cream Industry Limited follows this process and prepares properly for a specific job. In human resource recruitment, job planning is done by taking into account specific aspects such as determining work priorities, distributing responsibilities, monitoring progress, efficiency in performance, timeliness, dedication, and achieving goals. Everything is scrutinized to see how the company will achieve its goals and how the newly hired employee will play a role in achieving those goals.

3.4.5 Job Analysis

Dhaka Ice Cream Industry Limited conducts job analysis after job planning, they determine the employee's responsibilities, skills and required qualifications. They also take into account what the employee's role will be. Assessing the employee's work scope and performance also determines what training programs the employee needs. Firstly, list every important task and they decide what skills are required.

Example: Check ice cream texture, flavor, and packaging every hour or report any quality issues immediately.

Skills Needed:

- Food safety certificate
- Sharpe sense (Taste/Smell) to detect flaws
- Basic computer skills to log test results

3.4.6 Job Specification

Job specification is one of the most important aspects of the recruitment process, which serves as a criterion for the skills, qualifications, experience, etc. required for a specific position in Dhaka Ice Cream Industry Limited. A specific job specification gives a clear idea of how much education, skills and knowledge an employee should have. Dhaka Ice Cream Industries Limited analyzes the job specification before the recruitment process and takes action against it.



Figure 02: Job Specification

3.4.7 Recruiting Sources



a) Internal Sources:

Dhaka Ice-Cream Industries Ltd. searches among its own workforce for the best candidate when a position becomes available. To find people who would be a good fit for the position, the HR team reviews employee records. After that, they use noticeboards, emails, and WhatsApp groups to spread the word about the opening, giving everyone an opportunity to apply.

If employees are interested in the role, they can apply to HR then reviews the applications and chooses candidates based on their qualifications. The shortlisted employees are interviewed or tested by department managers and human resources.

i. **Employee Referrals/Recommendations:**

Dhaka Ice-Cream Industries Ltd. places a significant amount of importance on the feedback provided by its staff members in order to enhance the quality of its recruitment process. Employees who are currently employed by the organization are asked to refer qualified candidates from their professional networks, acquaintances, or family members whenever a position becomes available.

Those workers who successfully refer individuals to this company are eligible for prizes through the company's official referral program. It is possible for an employee to get a bonus or other form of recognition if their reference is selected and they remain with the company for a predetermined period of time, such as six months. Because of this, employees are more inclined to suggest individuals who are qualified. Regular updates on open positions and rewards for referrals keep employees interested in the hiring process.

Polar uses employee referrals to find good candidates who fit in with the company's culture and do a good job, which saves time and money on hiring.

b) External Sources:

Dhaka Industry Limited in Dhaka mostly uses external recruitment sources. When vacancies cannot be filled by internal staff, new candidates are brought in from external sources.

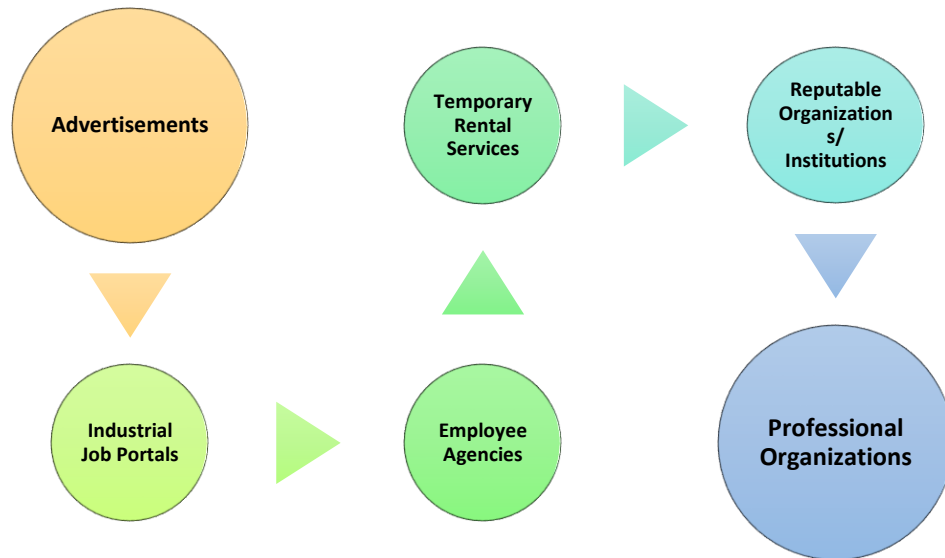


Figure 03: External Sources

i. **Advertisements:**

Dhaka Ice-Cream Industries Ltd. resorts to external recruitment if they are unable to locate the ideal applicant within the organization. In order to reach a wider and more varied pool of applicants, they use social media, online job sites, and newspapers to publicize the position outside the company. By hiring outside personnel, the business can access new perspectives, ideas, and abilities that might not be available within.

Targeted Sourcing Channels refer to the specific platforms, methods, or avenues used to attract and recruit the most suitable candidates for a job.

ii. **Industrial Job Portals:** Post ads with keywords, Reaches experienced pros in Bangladesh's FMCG sector. Example: BD Jobs, Facebook/LinkedIn: Attracts younger, tech-savvy applicants.

Certain positions occasionally call for particular training or credentials that current staff members lack. Looking outside the organization in these situations guarantees that the best candidate is hired. In contrast to internal recruiting, external recruitment might be more expensive and time-consuming, but it is crucial for filling vital roles and fostering business expansion.

iii. Employee Agencies:

Dhaka Ice-Cream Industries Ltd. seeks help from employment agencies when it is unable to locate a qualified applicant through internal hiring or external job postings. These agencies have huge databases and networks of job seekers in many different fields, and they are experts at finding qualified candidates.

This process saves the company's HR staff a lot of time and work, especially when the job requires specialized knowledge or skills that are hard to find in the area.

Employment agencies also assist with contract or temporary staffing, which allows the business to handle varying workloads without any long-term obligations. Working with reputable organizations increases the likelihood that Dhaka Ice-Cream Industries Ltd. will locate trustworthy and capable workers more rapidly.

While there are higher expenses associated with employing employment agencies, the advantages of quicker hiring, easier access to specialized expertise, and less work for internal HR professionals make it a sensible and successful recruitment strategy for the business.

iv. Temporary Rental Services:

Dhaka Ice-Cream Industries Ltd. uses temporary rental services to fill the void left by projects requiring more personnel. With this strategy, skilled or semi-skilled laborers are hired for a set period of time from manpower supply companies in order to support the ongoing project. Because they have defined roles and duties, these employees are certain to finish project tasks on schedule and to the required standard. By adopting temporary rental services, we can avoid needless long-term hiring costs, swiftly grow our workforce without having to go through a drawn-out recruitment procedure, and retain operational efficiency throughout the project period.

v. Employing from Reputable Organizations/ Institutions:

It is typical for Dhaka Ice-Cream Industries Ltd. to hire individuals who have completed their education at a university. These include prestigious educational institutions, vocational training centers, and colleges that have a track record of graduating students who are intelligent and self-motivated. Campus drives, job fairs, and structured internship programs are all excellent examples of recruitment strategies that can assist an organization in finding qualified individuals in a short amount of time.

Those young professionals who have a solid education, new ideas, and a strong desire to develop in their careers are suitable candidates for implementation of this strategy. Over time, a significant number of them develop into valuable members of the team and become accustomed to the way things are done at the organization. By maintaining strong relationships with these educational institutions, the company will be able to ensure that it always has a consistent flow of competent applicants, which will make the process of employing individuals much simpler and more expedient.

vi. Professional Organizations:

Through several professional and trade associations, Dhaka Ice-Cream Industries Ltd. is able to recruit potential employees. As a result of these groups, the company is able to identify a group of persons who possess the appropriate skills and credentials for specific roles, which is a significant value to the organization. The membership directories, seminars, networking events, and job adverts that are offered by these organizations might be of use to the company in establishing connections with persons who are already working in the field.

In order to hire persons that are required to have technical capabilities, be a leader, or have comprehensive knowledge of business, this is the most successful technique. In most cases, professional groups look for individuals who have a strong work ethic, a good track record, and a comprehensive understanding of the standards that are prevalent in their field. As a consequence of this, they almost always have the ability to start making major contributions to the company right away.

3.5 The Selection Process of Dhaka Ice Cream Industries Ltd:

The selection process at Dhaka Ice Cream Industries Ltd. is only about finding the best people who can do the job well and fit in with the company's way of doing things. After candidates come through different recruitment channels, the organization carefully reviews their applications, interviews them, and sometimes gives them skill tests to see if they are a good fit for the job.

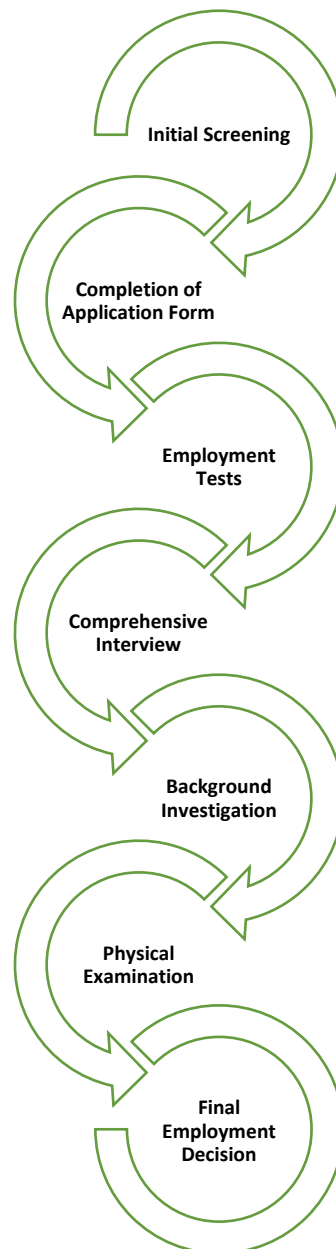


Figure 04: Selection Process of Dhaka Ice Cream Industries Ltd

3.5.1 Initial Screening:

The organization will hire a talented worker through the selection process, which is a delicate and sensitive element of the process. The Human Resources department now does a comprehensive review and assessment of each application and curriculum vitae that has been submitted. Throughout this stage of the process, the candidate's skills, credentials, as well as their previous work experience and accomplishments, are examined. Both phone calls and pre-screening questions are used to confirm or validate the candidate's information, as well as their hobbies and other areas of their profile. In addition to the candidate's location and time availability, the candidate's previous job performance, information, and other aspects are also checked. It is possible to exclude applicants who do not meet the requirements at an early stage by utilizing this method. This ensures that only those who are capable and motivated are chosen for subsequent interviews or skill testing.

3.5.2 Completion of Application Form:

The procedure of filling out the application form is one of the steps that are included in the recruitment process of Dhaka Ice Cream Industry Limited. An employee is required to appropriately fill out all of the information that is requested of him in this phase. To get the job, it is mandatory to fill out this application form. Candidates will have to submit their work experience, educational qualifications, personal information, bank related information, and other eligibility details correctly and completely. The layout and structure of the form is meticulous, making it very easy to review and compare the criteria of the employee. Also, by filling out this form, it is possible to verify all the basic information and qualifications. Also, in the future, HR can easily verify background and update information accurately through this form.

3.5.3 Employment Tests:

Applicants are required to give data that is accurate and comprehensive regarding their personal information, educational background, professional experience, abilities, and any other credentials that may be pertinent to the position.

It is simple for the human resources team to examine all of the applications and evaluate all of the candidates on the same level because the form is formatted in a similar manner. Additionally, this stage assists in determining whether or not the applicants fit the fundamental standards before moving on to the next level. Because the form will be used for interviews, background checks, and even future HR records, it is of the utmost importance that it be filled out to the right specifications. The organization is able to save time, prevent confusion, and maintain a smooth and open selection process if it takes the time to ensure that the application is comprehensive and accurate.

3.5.4 Comprehensive Interview:

This step is distinct from a brief interview that is only superficial in nature since it entails a discourse that is both structured and in-depth between the candidate and the interview panel (the interview panel). This panel may consist of representatives from human resources, managers from other departments, and even senior executives on occasion. In order to learn not only what the applicant is knowledgeable about, but also how they think, how they solve problems, and how they deal with stress, the panel poses a variety of questions that are technical, situational, and behavioral in nature. For example, the marketing team would be asked to explain how they would sell a new product, while the production team might be asked how they would handle a machine breaking down unexpectedly. Both of these questions are examples of potential concerns that could arise. In addition, the candidate is given the opportunity to discuss their objectives, achievements, and aspirations, which paves the basis for a dialog that goes in both directions. At the conclusion of the comprehensive interview, the firm will have a clear understanding of whether the candidate's abilities, work ethic, and attitude are a suitable fit for the company's requirements and culture.

3.5.5 Background Investigation:

First and foremost, you are required to finish the application in order to be considered for a position at Dhaka Ice Cream Industries Ltd. Candidates are required to provide information that is both accurate and thorough on their educational background, employment experience, abilities, personal information, and any other credentials that may be relevant. Due to the fact that the form adheres to a standard structure, the human resources department is able to more simply assess all of the applications and evaluate all of the applicants on an equal level. For the purpose of determining whether or not candidates meet the qualifications, this stage is also helpful before moving further. It is of the utmost importance that the form be filled out correctly because it will be utilized for doing background checks, conducting interviews, and even for future HR records. It is possible for the company to avoid confusion, save time, and keep the selection process open and simple if they make certain that the application is precise and comprehensive.

Document Submission



Professional Verification



Comprehensive Database Screening



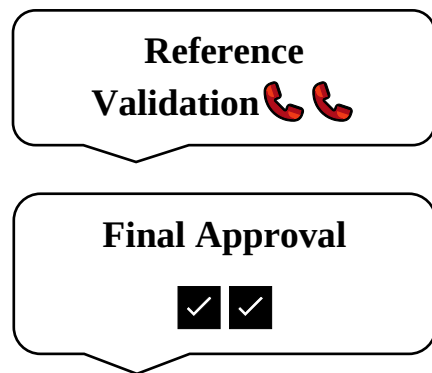


Figure 05: Background Investigation Process

Dhaka Ice Cream Industries Ltd.'s background checks are a very important and necessary aspect of recruitment testing. An employee's skills, experience, education, and other factors must be reliably verified and monitored. Dhaka Ice Cream Industry Limited is no exception and they also conduct this background check. Through this background check, it is proven that each employee is honest and fit for the job. After the interview, test and all the related activities, the HR team starts verifying the information provided by the candidate through various means.. Also, by talking to the references provided in the CV, it is also learned about the employee's previous experience, professional behavior, and how he/she interacts with colleagues. In addition, for important and specialized positions such as account finance or information or equipment management, thorough checks are carried out and certificates and legal clearances are monitored.

3.5.6 Physical Examination:

The Dhaka Ice Cream Industry Limited candidate selection process includes a number of processes, one of the most essential of which is the physical examination process. Being physically active, being healthy, and having a good physical structure are all highly significant factors, particularly in certain roles. There is a requirement for a physical ability test in addition to an oral examination for positions that involve the responsibility of directly operating machines. Eyesight, hearing, physical build, and overall health state are all evaluated during this test, which is administered to employees. When applying for some positions, it is possible that additional tests will be required in order to evaluate physical characteristics such as strength and endurance. The organization will be able to ensure that employees are able to execute their tasks without putting themselves or others in danger if they take this step. In addition to this, it ensures that workers are safe, productive, and healthy while they are on the job, which enables them to meet the operational requirements of Dhaka Ice Cream Industries Ltd.

3.5.7 Final Employment Decision:

The last step in the Dhaka Ice Cream Industry Limited selection process is the final hiring decision, through this step the hiring is completed by final vetting of the employee. After the employees submit their applications and go through the stages of verification of their applications, oral interview, physical examination, previous experience, background check, etc., the HR team and the department head will review the experience, qualifications, evaluates the characteristics, etc. and ensures that the company can complete their purpose through that person. Companies and department heads always try to make formal job offers to suitable candidates, which include details such as joining date, internship period, salary and other benefits. Both the company and the employee ensure that all their rules are understood and met at this stage.

3.5.7. 1 Final Evaluation & Decision-Making: Look at how well each of the shortlisted candidates did overall.

The panel discusses on the findings of the interviews, evaluations, and feedback.

Check to see if the candidate will fit in with the team, the company culture, and the chances for future advancement.

The best applicants are chosen from the final group.

Check to see if the candidate's information is real and correct.

Look over the results of background checks, such as criminal, job, and education checks.

Fix any problems or inconsistencies before moving forward.

Senior Management Approval: Get the last okay to make an offer.

Send the finished applicant profile and reason to the head of HR or a member of senior management.

Get the budget for the compensation package authorized.

3.5.7.2 Job Offer & Negotiation: Make a fair and transparent job offer.

HR creates and sends the offer letter, which contains information about compensation, perks, joining date, and other details.

Negotiate with the candidate if necessary.

3.5.7.3 Onboarding Preparation: Try to make the candidate's move to the Polar as smooth as possible.

Give out the welcome packet and the documents for membership.

Give someone a manager or a partner to help with onboarding.

Make a plan for the orientation and induction.

Checking criminal records and other legal records

Review of credit history (for jobs in finance)

First Day Orientation: Give a short overview of the company and make a positive first impression.

Have a welcome session in person.

Tell me about the company's mission, beliefs, culture, and rules.

Give workers a notebook and talk to them about the rules of behavior.

Through the use of this procedure, Dhaka Ice Cream Industries Ltd. ensures that it only hires individuals who are equipped with the necessary skills, trustworthy, and eager to assist the firm in achieving its objectives and upholding its high-quality standards.

Chapter-04

Major Findings

4.1 Major Findings

The market for fast-moving consumer goods (FMCG) in Bangladesh is plagued by a multitude of issues, which makes it difficult for the market to expand and perform effectively economically. The fact that there are not enough qualified individuals who are able to keep up with the rapid pace of change in the industry is one of the most significant limitations.

- Dhaka Ice-Cream Industries Ltd uses a systematic recruitment and selection procedure.
- Dhaka Ice-Cream Industries Ltd before starting the recruitment process makes a clear job description and job specification.
- Dhaka Ice Cream Industries Ltd follows a systematic approval procedure that provides openness and accountability before recruitment decision.
- Dhaka Ice Cream Industries Ltd make sure job plan, evaluates roles, and identify job specifications to ensure employees have the qualifications, right skills and responsibilities for each position.
- Dhaka Ice-Cream Industries Ltd follows external recruitment to attract skilled and qualified applicants, bringing in new perspectives and specialized knowledge to support the expansion of the business.
- Dhaka Ice-Cream Industries Ltd assesses applicant's abilities, experience, integrity for the position thorough in-depth interviews, background checks and written exams.
- Hiring for urgent positions is frequently slowed down by Dhaka Ice Cream Industries Ltd.'s multi-step approval and recruitment process.
- The recruitment process at Dhaka Ice Cream Industries Ltd. is primarily conducted on paper documents, which makes it challenging to track and locate candidate information fast.
- Dhaka Ice-Cream Industries Ltd.'s recruitment expenses are greatly increased when employment agencies and outside ads are used.
- The long selection procedure, involving interviews, tests, and background checks, may delay for critical roles.
- Dhaka Ice Cream Industries Ltd. doesn't do reference checks correctly, so there is a chance that they will hire people whose past work experience or skills aren't fully checked.

Chapter-05

Recommendations & Conclusions

5.1 Recommendation

- Dhaka Ice-Cream Industries Ltd should streamline the recruitment process to speed up onboarding and maintain quality, especially for urgent roles.
- Dhaka Ice Cream Industries Ltd. should employ a digital system, such as HR software or online databases, to conveniently and quickly keep track of and retain information about candidates.
- Dhaka Ice-Cream Industries Ltd. should use a standardized digital method for reference verification to more accurately and quickly verify candidates' backgrounds.
- Dhaka Ice-Cream Industries Ltd. encourages internal mobility and builds a larger internal talent pool to lessen dependency on pricey outside agencies for specific positions.
- Establish interview, exam, and background check timeframes to avoid delays in hiring important personnel.

5.2 Conclusions

Dhaka Ice Cream Industries Ltd. has been able to earn a good reputation in the ice cream world and in the context of Bangladesh. They should maintain this good reputation and ongoing reputation and move forward. Dhaka Ice Cream Industry Limited still uses some traditional recruitment methods, which currently pose some obstacles to keeping up with the competitive world. Since they follow some old methods in recruitment and selection, it has become somewhat difficult to find skilled workers and assign them to the right positions.

Additionally, the sector takes longer due to the low level of technology in the recruitment process and structure of Dhaka Ice Cream Industry Limited. In addition, the HR team of this company needs to further enhance its skills and assessment experience, and a proper framework is needed to save time and complete the work quickly. Dhaka Ice Cream is one of the most successful and growing FMCG companies and ice cream industry. Therefore, to survive in the competition, it is necessary to hire skilled and smart employees. Before that, the recruitment process must be made stronger and smoother by moving away from traditional methods and increasing the skills of recruiters, keeping pace with the new era. With these adjustments, the business may be able to hire more competent, equitable, and skilled candidates. Long-term growth and success for the business will result from this.

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