



Daffodil
International
University

Internship Report

On

*“An Evaluation of Recruitment and Selection
process of Puthiniloy Publication Ltd.”*

Prepared for:

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Prepared by:

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Letter of Transmittal

Date: 17 May, 2017

To:
Gouranga Chandra Debnath
Assistant Professor
Department of Business Administration
Faculty of Business and Economics
Daffodil International University

Subject: Submission of Internship Report.

Dear Sir,

This is with great pleasure for me to submit the internship report, which is partial requirement for the degree “Masters of Business administration (MBA)”. I have done my internship on “An Evaluation of Recruitment and Selection Process of Puthiniloy Publication Ltd.”. This report has given me an opportunity to apply the theoretical & Practical learning in real life situation that would be an excellent support in future.

I greatly expect that you’ll enjoy revising the report for exploring my findings and can have at least idea regarding my point of view toward developing publication system that is used by Puthiniloy Ltd. I would be happy to elucidate any segment of the report when necessary.

I cherish this opportunity to reveal my profound and modest gratitude & thanks to you for attaching your precious time, efforts and guidance, constant understanding and prompt attention when required for actualizing this report.

Sunanda Das Tushe
MBA Program
Faculty of Business and Economics
Daffodil International University



Student's Declaration

I hereby declare that the report entitled “An Evaluation of Recruitment and Selection Process of Puthiniloy Publication Ltd.” is submitted in partial fulfillment of requirement for the degree of MBA program of Daffodil International University.

My original work is submitted to Daffodil International University, Dhaka, no part of the report has been submitted for any other degree or fellowship and the work has been published in any journal or magazine.

Tushe

Sunanda Das Tushe

ID: 171-14-2270

MBA Program

Faculty of Business & Economics

Daffodil International University



Letter of Acceptance

This is to certify that Sunanda Das Tushe, ID: 171-14-2270, Program: MBA, Major: HRM is a regular student of the department of Business Administration, Faculty of Business and Economics, Daffodil International University. She has executed her tasks and completed her internship at Puthiniloy Publication Ltd. She has prepared her internship report under my supervision. Her assigned internship topic is “An Evaluation of Recruitment and Selection Process of Puthiniloy Publication Ltd.” I think that the report is a worthy of fulfilling the partial requirements of MBA degree at Daffodil International University.

I wish her every success in life.

Gouranga Chandra Debnath
(Gouranga Chandra Debnath)
Assistant Professor
Department of Business Administration
Faculty of Business and Economics
Daffodil International University



Acknowledgement

It's a great delectation to submit the internship report successfully. In the process of doing this at the inception very beginning I am extensively grateful to almighty God for bestowing me strength and patience to prepare this report according to my academic learning and practical experience.

I would like to express heartiest gratitude to my honorable supervisor, Gouranga Chandra Debnath, Assistant Professor, Department of Business Administration, Faculty of Business and Economics, Daffodil International University for providing appropriate instruction & guidance to make this report properly.

I also express special thanks to Puthiniloy Publication Ltd. Especially **Mr. Shaymol Paul** (owner) in order for arrangement of my internship in Puthiniloy Publication Ltd.

I also like to show cordial thanks to Sales Center, Banglabazar, Puthiniloy Publication Ltd. and all of its employees and stuffs. They were really very co-operative and friendly in nature. It would be very difficult to complete this report successfully without their mindfully assistance.

I also give thanks to the university authority in order for providing excellent library facilities.



Executive Summary

As a part of academic requirement and completion of MBA program, I have been assigned to complete internship report on “Recruitment and Selection process of Puthiniloy Publication Ltd.” under the supervision of Mr. Shaymol Paul. “Recruitment and Selection process” is an important aspect of human resource management process. That’s why I preferred this topic to make a clear understanding about that process. I have parted this report into several segments. As an intern in such a publication like “Pthiniloy Publication Ltd,” I tried my most to apprehend their Recruitment and Selection process within this short period. The report commences with an introduction about “Puthiniloy Publication Ltd.” along with its objectives, opportunities and limitations. Then it tries to hentify the company, its initiation and operation as one of the largest book publishing companies in Bangladesh.

I tried to show the mission, vision, strategic goal, objectives and its principles. Afterward discuss about Pthiniloy Publication Ltd’s different Sections, Divisions, Departments and their various business domains. Then it is carried on with Puthiniloy’s Long Term Vision and Achievement. Then the report proceeds with the job part, where the job was done by me is discussed. Then I continued to focus to the prime part of the report-“Puthiniloy’s Recruitment and Selection process” recapitulating its manifold steps. The steps are contriving written exam, facing interviews, and medical checkup finally. Recapitulation of selecting the best candidate has been added to the substance and the contribution of HR department for picking out the most competent and effective employees for Pthiniloy have been highlighted. In the report, some other substantial parts of HR division are also conferred like HR hierarchy, environmental situations of the firm and the accommodation of the selected contestants.



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Chapter 1

Introduction



1.1 Introduction

Human Resource Management is such an essential part of the organization that deals with the people, their management, their coordination, and their settings in or out of the organization. HRM activities can be accomplished in one of two ways. Firstly HRM is a unit of staff, or a supporting force in the organization. Its impersonation is to abet assistance in the human force like line employees, or to those who are directly involved in generating organization's goods and services. Every HR manager thinks about HR activities sensitively because so much consideration is needed to coordinate HR activities. Managers follow a systematic guideline to imply HR operation. Satisfaction, dissatisfaction, provocation, inspiration, reward, punishment etc. cause to set strategy for HRM.

Human Resource planning abets to determine the specific number and sort of people an organization needs. Recruitment strategy of a firm pursue human resource scheming and ensue the selection process by which the organization estimates the aptitude of the impending candidates for concerned job. The qualification and eligibility of expected candidates are determined through Job analysis and job design. The specific duties and tasks also goes through it. The next rational step is to choose the right number and the right sorts of people through selection process for the job. Selection involves two broad means of activities: (a) Recruitment and (b) Selection.

1.2 Origin of the Study

The report entitled "Evaluation of Recruitment and Selection Process of Puthiniloy Publication Ltd." has been made ready as a partial fulfillment of MBA program authorized by the Department of Business Administration and the Faculty of Business and Economics of Daffodil International University

1.3 Scope of the Study

This report does not effectuate all the conditions and functions of HRM of Puthiniloy Publication Ltd. But it consults only the recruitment and selection deed of the publication. Since the regional and local branch office does not practice different and unconstrained recruitment and selection process, the existent study deals in the established HR policy of the Head office of the publication.



1.4 Objectives of the Study

The study has been conducted with the following objectives:

Broad Objective:

To broad objective of this report is to provide necessary information about the procedures of Recruitment and selection techniques followed by the Puthiniloy Publication Ltd. through the HR Department and recommendation.

Specific Objective:

- To explore the current recruitment & selection process of Puthiniloy Publication Ltd.
- To evaluate the recruitment & selection process of Puthiniloy Publication Ltd.
- To find out the problems of the recruitment & selection process of Puthiniloy Publication Ltd.
- To recommend some suggestions to overcome the problems of recruitment & selection process of Puthiniloy Publication Ltd..

1.5 Methodology of the study

This report has been contrived on the basis of real experience amass from the publication during the tenure of the Project Report. For contriving this report, I tried to arrange and join to the group discussion, accumulated data and distributed some questionnaires to the culled officers and interviewed some of them. I got a lot of information from them that assists me to prepare this report and make myself clear about the selection process of a firm. I also investigated several forms, circulars, notifications and files of the publication.

I expect these findings and criteria would be enough to detect different scenario of the recruitment and selection process of the Puthiniloy Publication Ltd.



Sources of Data:

In order to contrive the report more cognizable, meaningful, differentiated, clarified and presentable, two sources of data and information have been used widely.

The “**Primary Sources**” are given bellow:

- Questionnaires to all the Officers using “7 point scale”.
- Face-to-face conversation with the respective officers and staffs of the Branch.
- Formal and Informal conversation with the clients.
- Practical working experience in different desks and sections in the publication.
- Relevant document and files study as provided by the officers.

The “**Secondary Sources**” of data and information are:

- Annual Report of Puthiniloy Publication Ltd.
- Auditors report of 2017
- Various books, articles, compilations etc. regarding general organizational functions, sales, published books etc.
- Different ‘Procedure Manual’, published by Puthiniloy Publication Ltd.
- Different circular given by the Head Office of Puthiniloy Publication Ltd.

1.6 Limitations of the Study

To prepare this report I have faced the following problems, which may be termed as the limitations of the study. These are:

1. The time is too deficient to know all the activities of the branch and to assemble the report.
2. It was very tough to convene the raw data and information from various personnel for their job restraints.
3. Sometimes they have a tendency to provide misguided information because of their business strategy. This proclivity may harm the report.



4. Competitive positioning of the Publication is another limitation of this report. Because book market fluctuates frequently.
5. Because of the stipulation of information some assumptions were made according to academic knowledge. So it may cause some mistakes in the report.
6. I carried out such a study for the second time, so inexperience is one of the main constraints of the study.



Chapter 2

Company Profile



2.1 Historical Background of Puthiniloy Publication Ltd.:

Puthiniloy Publication Ltd. is one of the popular book publication companies in Bangladesh. Puthiniloy is a quick growing privately owned book company in Bangladesh.

The journey of Puthiniloy Publication Ltd. started from 1970. This organization was procreated to publish good quality book. It began with publishing a few numbers of books. Mr. Shaymol Paul was the founder of the organization. He was the prime visionary of the organization since its initiation.

Puthiniloy Publication Ltd. is a private Ltd. company registered according to the company act of Bangladesh. Puthiniloy was founded in 1970 as a sole proprietorship business and subsequently converted into a private Ltd company in the year 1976.

End of 1974, commercial operation at the new platform was started with sophisticated and advanced facilities at Banglabazar. They had to face many problems and challenges during that crucial period and overcome successfully to swerve the organization from small to large in its size and operation.

Puthiniloy has an extensive distribution platform and expanded network to the international markets. It has expanded its business to India and South East Asia. Here is a great opportunity to grab the market because the number of population is growing in this region. Since the customers are scattered on different places though market is divided into various segments.

As a well-known Publication Puthiniloy Ltd. always aims to secure its writing quality as well as customer satisfaction so that they can be interested in reading books.. Currently it has around 1000 employees. All those employees are working sincerely for aggrandising company profit as well as overall health of the company. Puthiniloy also motivates their employees using several incentives and rewards.



Chapter 3

Analysis



Recruitment Process Of Puthiniloy Publication Ltd.

3.1 Definitions of Recruitment

Recruitment is the action of enlisting new people in the armed forces. It also refers to the process of finding and hiring the best-qualified candidate for a job opening, in a timely and cost effective manner. The recruitment process includes analyzing the recruitment guidelines of a job, attracting new and qualified employees to job, screening and selecting applicants, hiring, and integrating the new employee to the organization.

According to Edwin B. Flippo, “It is a process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organization.” He further elaborates it, terming it both negative and positive.

Kempner writes, “Recruitment forms the first stage in the process which continues with selection and ceases with the placement of the candidates.”

In the words of Dale Yoder, Recruitment is the process to “discover the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force.”

According to Wave, “Recruitment is the process of searching for prospective employees and stimulating them to apply for jobs in the organization.

Recruitment is concerned with reaching out, attracting, and ensuring a supply of qualified personnel and making out selection of requisite manpower both in their quantitative and qualitative aspect.

3.2 Method of Recruitment:

Recruitment refers to the process of finding right people for the right job usually undertake by Human Resource Department. Different job necessitates different skills. So suitability for a job is typically assessed by looking for skills, e.g. communication skills, computer skills, analytical skills, situation handling skills, controlling skills, managerial skills etc. Assessment of those



skills is estimated in the sort of some qualifications (educational or professional), experience in a job requiring the relevant skills or the testimony of references. Following are the two main recruitment methodologies employed by the company presently-

- Internal Sourcing
- External Sourcing

Internal Sourcing - This is the application of advertising a lately vacated job position in a business industry to current employees. A lot of businesses have come to solicit to use of internal sourcing as a means to recruit employees even laterally within the company. Here business person thinks that current employees of the company will do well than the others because they had their training before. If they are recruited, they will need a little or no training. This will save time, money, and efforts of the company. Also, the expenses including advertising, taking examination and so on for a new employee may cause to be high. Moreover, this method will foster loyalty and parity among team members. This embroils filling vacancies through internal means from existing employees with their practical knowledge about the existing company. At first company tries to recruit from the internal source; then it looks to the external sources.

External Sourcing – It means to recruit employee from the external sources like out of the organization. It needs a lot of efforts like advertisement, announcements, mail check up, invitation for written exam, preparing questions for the written exam, taking that, reviewing answer sheets, giving result, taking viva, and finally recruit them. It needs a lot of costs like time cost, money cost, psychological cost, and so on. This is a method of recruitment that will conduct an employee candidate search via external recruitment tools like job boards, trade publication announcements and newspaper advertisements. This method will actually favor bringing in a job candidate that can have pragmatic experience within the concerning business and its operations. As a business owner, know that a candidate within a qualitative field might offer an out-of-the-box perspective to your venture. This recruitment source is likewise used if the open position can not be filled by an existing employee because of the specialty or perhaps the technicality of that position. Experts highly recommend that you have to determine what type of job candidate you are looking for prior to advertising the position as well as receiving resumes.



The “Five” most popular external recruitment sources are-

- Job consultant
- Campus placement
- Online Application
- Recruitment Advertise
- Referrals

Third-party Sourcing - This will involve utilizing a replacement agency or perhaps a headhunter to locate quality candidates. These sources make use of several techniques and tools to search for the best and most appropriate job applicants, such as offering more flexible benefits packages.

Pre-selection - Most businesses would suggest that you have to schedule interviews. When it comes to conducting interviews, you must not just focus on the applicant's credentials or perhaps experience. Rather, you have to present hypothetical scenarios to the candidate and ask how he or she would evaluate as well as solve the presented issues. Listen to his or her answer while taking notes on various key points.

Candidate Selection - By using the interview notes you have taken, contrast them with each other. Look into their answer to the questions. Observe their justification capability, situation-handling capability through analytical ability and critical reasoning, justify their stretch-controlling capacity by making them nervous. You must base your selection on how competently he or she answered your questions.

3.3 Types of Recruitment

Puthiniloy Publication Ltd. has two types of recruitment.

- Yearly Recruitment
- Need-based Recruitments



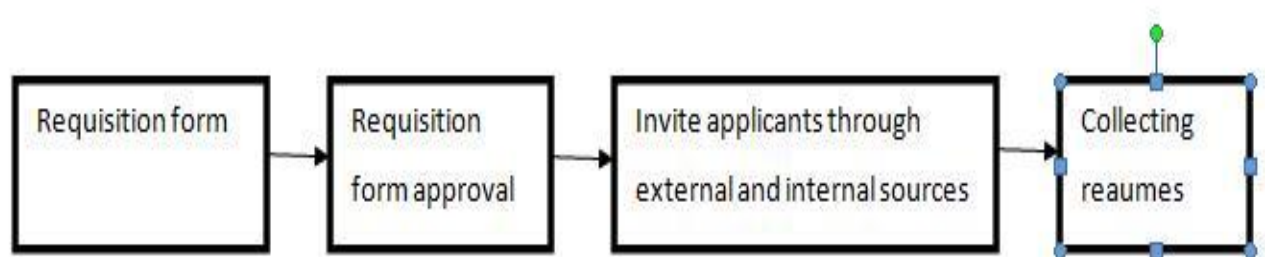
3.4 Mode of Employment

Puthiniloy Publication Ltd. has three modes of employment that they frequently accomplish. Mode of employment is given a great importance by the company because job switching tendency in Puthiniloy Publication is very high. Maximum employees work here in a contractual basis. These are:

1. Full Time
2. HR Contractual
3. Internship Programs

3.5 Process of Recruitment

Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization whereas selection involves the series of steps by which the candidates are screened for choosing the most suitable persons for vacant posts.



3.6.1 HR Planning

A complete, accurate and current position description is the foundation for HR planning and conducting. The recruitment effort, Qualifications articulated in the position description must be:

Do not prefer the candidates based on region, gender, religion, color, relativeness, kinship etc. because these make the organization less qualified.



This means they are inherently job-related and predict successful performance of the job. This means they are recognized as legitimate in the field attached to the position.

The more subjective the qualification, the greater the need to predetermine how it will be qualitatively assessed.

Recruitment Standards for different positions will be available with the HR Department who will be the final selector.

While gaining the candidates and hiring eligible applicants, preference is given first to employees who are still working for the Company with their concerned experiences. It helps the company efficiently.

3.6.2 Attracting the Candidates: Internal versus External Advertising:

The aim is to recruit the best qualified person for the vacant position. It's very easy to overlook the internal candidates closely, but placing an internal advertisement does not cause any cost. On the other hand recruitment through the external sources costs higher than the internal sources.

We can know about the expertise of the internally recruited persons. On the other hand it is difficult to know the expertise of the externally recruited persons.

Internally recruited persons need a little training where externally recruited persons need a lot of training. It costs time and money.

Depending on the time the avenues like Websites (own or placement firms); Campus Recruitment; Outsourced placement /HR Firms should also be used, other than simply advertising in a newspaper. It is a good idea to think laterally how we might attract the right candidate.



Advertising of Vacancies

The HR Team provides centralized advertising services for the advertisement of vacancies and will assist the manager to prepare an appropriate advertisement. All posts of vacancies are advertised concurrently internally and externally. External advertisement of Puthiniloy exposes through website, newspaper, facebook, bdjobs, and so on.

Application Guidelines

For the post officer Grade-1, the applicant has to complete the Master degree of 4 years honors degree with first division. He/She should apply through mail to Pthuniloy Publication Ltd. HRM department. After his /her successfully selection.

- The candidates have to complete a one year probation period.
- For the post Officer Grade -2 or assistant Officer, the applicant have to complete his graduation degree.
- He/She should apply through mail to Puthiniloy Publication Ltd. HRM department. After his/her successfully selection.

3.6.3 Short Listing

Short –listing of Puthiniloy Publication Ltd is accomplished in a specialized way. Candidates are enlisted based on their result, experience, age, and extracurricular activities. The main objectives of Short –listing are to reduce the applicants, to judge them well, to observe them closely. This may lessen the HR efforts in terms of time, money, cost etc.

Former employees who have already been disqualified for misconduct shall not be considered for appointment.

3.6.4 Arrangements for test

Total responsibility of the arrangement of the test is up to the HR department. This department will fix the time and the equipments needed for the test. Manager will help the HR department to execute its activities. Any kind of advices may be taken by the HR department from manager and higher authority. Arrangement includes the details:



- Date, time and place of the interview
- Instruction on how to find their way to the interview venue.
- A request that they contact the author of the letter/ message if the has any special requirement.
- In relation to the interviews (related access to the venue or any other special need related to a disability.)

Types of Test

Many employment tests exist in Puthiniloy Publication Ltd., but each type of test has only Ltd. usefulness.

- Knowledge test determine the information or knowledge of the applicant. Puthiniloy Publication Ltd. Management is able to demonstrate that the knowledge is needed to perform the job.
- Performance test measure the activity of applicants to do the same part of the work which they are is hired.
- Attitude and honesty tests are being used in the same circumstances to learn about the attitude of applicants and employs toward a variety of job related subjects. Attitudes tests are being used to assess attitudes about honesty and presumably on the job behavior.

3.7 Recruitment guidelines:

1. Appropriate and effective recruitment strategies vary with each position. The length and scope of the recruitment should be relevant to the position.
2. All recruitment and selection effort must be coordinate through HRM department.
3. Recruitment activities should include good faith efforts to solicit a diverse applicant pool and affirm that gender, age, race, ages, nationality, disability or veteran status will not be considered as the weakness of the applicants because it creates discrimination.
4. The General Manager of HRM is responsible for developing and documenting objective criteria for job a position. Criteria including education experience essential skills abilities and competencies are to be used to screen and aid in selection process. To post and fill up



position, the general manager must complete a requisition and submit a current job description through the Puthiniloy Publication Ltd. websites and newspaper.

5. A job opening must first be posted on the Puthiniloy Publication Ltd. job website before being advertised through other avenues, including print ads or others website to ensure compliance with regulations, all recruitment advertising must be approved by HRM.
6. If the position is in a job group that is underutilized, by women or ethnic minorities, additional targeted recruitment effort should be undertaken.
7. All advertisement and other position announcements should be consistent with each other, reflect the qualifications identified in the position description.
8. Advertising and other notification of a vacancy or new position must be nondiscriminatory and must include reference to the organizations commitment to affirmative action through equal opportunity using the following tagline: “Puthiniloy Publication Ltd. is an equal opportunity employer.” Advertisements must be listing the same qualifications as the Puthiniloy Publication job posting.
9. Provide enough information to give applicants adequate understanding about the nature of the position.
10. Identify required and preferred qualification so that you solicit qualified applicants and stimulate interest in the position.
11. A job position posted by the Puthiniloy Publication Ltd. on web site will also automatically appear on the bdjobs web and other required sites.
13. The HRM department encourages to apply with own hand written application from the candidates.
14. Unsolicited resumes should not be accepted by individual units. Unsolicited resumes can be directed to HRM –Employment Services for handling.
15. Provide a contact name, address and phone number.



3.8 Selection Process of Puthiniloy Publication Ltd.

3.8.1 Definition of Selection:

Although most employees do not use such an elaborate screening device, all employees put applicants through a selection process. The selection process is a series of specific steps used to decide who are to be hired or not to be hired. Because quality of the organization depends on its employees who are recruited through a formal selection process. The process begins when HR department advertise for recruitment and ends with the hiring the employee. Recruiting & selection are combined and called the employment function in many HR departments. Employment is often the primary reason for the department's existence, since the selection process is central to the HR function.

3.8.2 Essentials of Selection Procedure of Puthiniloy Publication Ltd:

01. Selection procedure of this publication is very important because it needs quality writing. If this procedure is misguided, quality of the publication may be lessened.
02. Sometimes references may harm the publication. That's why a formal selection process is indeed very necessary.
03. Quality of the applicants can be justified through the process. That's why intelligent capacity, general knowledge, writing capability, sense of situational factor of the candidates can be estimated.
04. To increase the believability of the publication and spreading image of the publication this process bears a lot of importance.

		Decision	
		Accept	Reject
Latter job	Successful	Correct Decision	Reject Error
Performance	Unsuccessful	Accept Error	Correct Decision



3.8.3 Initial Screening

The process commences with initial screening- choosing from the applicant's CVs that fulfill the specific requirements. After vacancy announcement CV can be collected in different ways. But at that time the HR manager thinks about the applicant's suitability how they can send their CV to the organization. Then they sort the applications based on some criteria; such as-their qualifications (Result, Educational institution, Experience, Degree etc.) Then these candidates are called for the written test.

3.8.4 Written Employment Test

After initial screening next step is the written employment test. In Puthiniloy written test is taken for all types of entry level positions to assess them. The main reason is that it is a publication. The main task is writing. So to deliver quality writing they need quality writer. And through the written test they evaluate applicant's writing capability, checking the candidate's knowledge on the subject matter for which he/she is to be taken to the job. For Marketing Executive Position, they basically assess the communication skill and relationship-building capability with different partners.



3.8.5 Work Sample Test

Work sample test necessitates the applicant to perform those tasks that are actually a part of the concerned job.

For the post of Edit Officer, the publication uses a special test called work sample test. In this process candidates are given a analytical question to analyze and to write down. As well as they are given a situation asking “What will you do in that situation?”

After finishing that answer is taken and analyzed by the senior editor. Candidate’s situational sense, quick analysis, and rational thinking are evaluated from there.

3.8.6 Interview

For entry level positions, the next step of the process is the comprehensive interview that is usually conducted by a panel comprising of the Managing Director, Additional Managing Director, Deputy Managing Director and The Head of Human Resources Division. The interviews in the publication are always unstructured and each interviewer grades the candidate based on their performance like answering the questions, motivational progression, communication skill, confidence, relationship-building capacity, and difficulties-handling capability etc. After the interview, total marks of the written test and the interview are added. The Candidates who qualify in the written test, interview and the work sample test (if any) are considered for final appointment.

3.8.7 Salary Negotiation

As it is not a government job, usually its salary structure fluctuates based on some criteria.

The criteria are:

01. Educational background of the employee
02. Academic result of the employee
03. Recruitment exam result and
04. Job experience

Usually the fresher do not get attractive salary because of shortage of their experience. Attractive salary is given to those who have already 3-5 years working experience. But it is



true that the total salary structure of the publication is low and they always try to appoint the employee at a lower salary range.

3.8.7 Job Offer

After finishing all the formality the HR division offers the job to the selected candidates. The Managing Director is the sole signing authority of any appointment letter up to Additional Managing Director, Non-arrangement and all contractual employees if any other person is authorized for special reason. Chairman of the Board of Directors is the sole Authority to sign appointment letter for the post of Managing Director. They approve both temporary and permanent job.

3.8.8 Background Investigation

Background investigation is very important task in the recruitment and selection process. The main reason behind this is creating loyalty. We know that loyalty is very important approach in the job. And this loyalty creates trust upon the job. Background investigation allows the HR personnel to be informed about the candidate's background. If the Background can be found problematic, then that candidate is to be excluded from the job. On the other hand if it is found fresh, candidates are to be appointed.

Now the matter is how to do it. Generally background investigation is done through some media. For an example:

01. Reference of the colleagues, friends, families etc.
02. Physical Inquiry by going candidate's house
03. Collecting data over telephone, mobile, facebook etc.

3.8.9 Probation Period

Probation Period is considered as the learning tenure of practical experience. What the employees learn in this tenure imply all in the next phase of their job life. Besides that this period helps the employees to know overall information about the company. Those who have experience or not both need to have the probation period before the job is getting permanent. Salary range is also fixed after successful completion of probation period. Sometimes the selected employees have to submit a bond so that he/she cannot leave the organization before certain years of service.



3.9 Selection devices

In recent years, HR specialists have found out new methods of selection. These approaches are considered as the alternatives to the traditional methods of selection. Among these some are:

01. Participative selection
02. Employee leasing

In participative selection, subordinates participate in the selection process with their co-workers and supervisors. The idea is that such participation can improve quality and augment support for the selected supervisors and co-workers, and improve employee morale.

In employee leasing, the client company leases employees to a third party. It may be for short or long term basis.

An interesting feature of this method is that the client company does not need to perform such personnel activities as hiring, compensating or record keeping and so on. The advantages of employee leasing are significant for the party. The client is relieved from many administrative burdens as well as the need to employ specialized personnel employees. Further, employees not recruited by one client are sent to another client company for employment.



3.10 Selection guidelines

- 1) The GM of HRM may reckon the candidates to the qualified ones reviewing their resumes for basic qualifications.
- 2) Selection process should be based on job related qualification. It must not be irrelevant to the job type. Preferences should be given to education, experience, knowledge, skills, and abilities.
- 3) Selection process should use a nondiscriminatory, non-distinguished, valid and reliant criteria/process where no one will be deprived. This is a form of establishing belief upon the organization.
- 4) Rating system guides the HR people to judge easily among the number of employees. It includes simplified the paper screening process, ensure that application are being evaluated against the same circumstances and provide documentation which will be applied to fortify any challenged outcome.
- 5) The applicant puddle should be ample to capacitate selection of competent applicant for the GM of HRM must assure standard administration of the interview processes. Standard administration includes equal treatment of applicant's avoidance of discriminatory question, a uniform interview content.

When used, approved tests must be designed and set up to all applicants under equivalent conditions and circumstances, must be scored, assessed and used as a selection determinant equally for all applicants, and must maintain with other applications and selection materials .

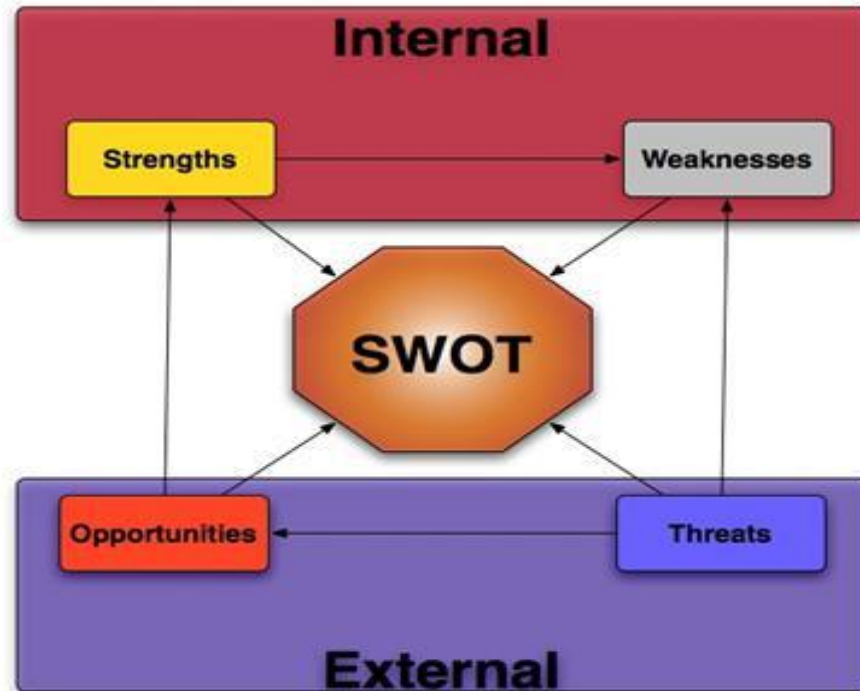
Such information must be retained with the search and backup files for the years the employee is working with the firm and retrieve them when needed from following the date of the last action on the position of Puthiniloy Publication Ltd.

Final Selection

After completing all the necessary works for successful selection process finally the candidates will be required.



Chapter 4 **SWOT Analysis**



4.1 SWOT Analysis of the Publication:

SWOT provides an opinion and judgment whether an organization's business condition is healthy or unhealthy. It is shown as bellow:

4.1.1 Strengths

- It tries to recruit skilled manpower & quality writer who are able to provide quality services.
- No discrimination against the applicant on the basis of sex, color, region, race, age, national origin or any other factors.
- Puthiniloy Publication Limited Management always prefer the people who have already completed the Bachelor or Master Degree from any recognized public or private university.
- A minimum requirement of two references is needed to verify the applicants. But if any one of the applicants applies any shorts of persuasive measure it will be treated as disqualification.
- Modern Human resource management always talks to involve line manager in HR Practices. The Puthiniloy Publication Ltd engages both HR manager and line managers in their recruitment and selection process.
- Puthiniloy Publication Ltd. prefers experienced employees rather than the freshers.



4.1.2 Weaknesses

- Technological support of Puthiniloy's recruitment & selection process is not so modern and faster.
- They cannot spread their brand image to the eligible candidates. That's why they don't feel interest in working in the publication.
- They uses references to recruit people rather than their competency.
- They have no enough quality writer to provide standard writing.
- Due to lack of hiring high quality personnel in the top level of management, professional businessmen and entrepreneurs are less interested in working with Puthiniloy.
- Here job agreement is very weak. Employee frequently switch the job.
- Well qualified personnel are not interested at all in working in Puthiniloy due to less salary.



4.1.3 Opportunity

- At present the number of students is increasing and the job market is also growing day by day. That's why the demand of academic books and competitive books is increasing. With that circumstance the demand of eligible writer is also increasing who are recruited through a formal process.
- For the above cause, the tendency of campus recruitment has been augmented. This creates an opportunity to recruit qualified candidates.
- There is a possibility of making new and better agreement with the employee that will provide a long term value to the company.
- The publication may increase the salary structure that will build loyalty among the employee. And reduces the tendency of switching the job.

4.1.4 Threats

- Aggressive promotional actions and movements by the rivals can affect the recruitment & selection process of Puthiniloy Publication Ltd's job market.
- Likely entry of potent new competitors due to attractive industry profitability.
- The unstable political condition such as Hartal, Strike, or blockade is a great threat for The recruitment and selection process of Puthiniloy Publications Ltd. It also hampers the regular official work.
- The Puthiniloy Publication Ltd. cannot promote its job circulars through TV and Radio due to higher cost.



Chapter 5

Findings, Recommendations & Conclusion



5.1 Findings of the study

In my internship at Puthiniloy Publication Ltd, I have observed and found different issues. The findings of the study are as follows:

- The publication uses manual tools and equipments in their recruitment process and it is mostly a long-term procedure.
- Puthiniloy Publication Ltd. publishes job circular through newspaper that does not allow the media to reach the news to everyone.
- HR Division of Puthuniloy Publication Ltd does not contact with those candidates who failed in their recruitment and selection process.
- HR division does not arrange Training program for finally selected applicants.
- The Publication uses references & political influences to recruit new employees.
- The paper used in the recruitment process costs high.

5.2 Recommendations

After completing internship program, I have come up with some recommendation which Puthiniloy Publication Ltd for their improvement.

In light of the findings, the recommendations are as follows:

- HR Division should introduce strong online requisition system. As a result, HR division will get requisition form immediately and it will make faster its process.
- HR Division should publish job circular online and they need enough space to maintain the CV bank. It will help employees to find the resumes easily.



- HR division should also communicate with failed candidates to inform updated notification. At least, they can send an email to the applicants' account.
- HR division of Puthiniloy Publication Ltd. should provide introduction and effective training program to the employees before placing them in the job.
- The publication should minimize even eliminate references & political influences to recruit new employees. It lessens discrimination and ensures eligible candidates.
- HR division can also minimize using paper on its recruitment and selection process to minimize costs.

5.3 Conclusion

As an employee of Puthiniloy Publication Ltd., I have truly enjoying my Job from the learning and experience viewpoint. I am confident that this Project Period at Puthiniloy Publication Ltd. will definitely help me to realize my further carrier in the job market.

I have learned so much from this practical experience. It was a perfect termination to the academic education in Daffodil International University. I enjoyed working with I have learned so much from this practical experience. It was a perfect end to the education in Daffodil International University. I enjoyed working with Puthiniloy Publication Ltd's HR Department which made my work interesting and fruitful. Its friendly working environment made me emotionally attached with the organization and motivated me to give my best to it. It feels good to work with the HR department as it is my major. I also feel that it is a great and a unique opportunity for me to take practical experience about Human Resource Management system in a reputed organization and learn from it. I think it would help me in my workplace in the future. This internship has also ameliorated my knowledge and approach about the field to a large extent. During my internship period, I have learned a lot of things which I have mentioned earlier.



Puthiniloy Publication Ltd. has always emphasized on developing a good guidance system in order to achieve its desired corporate objectives. From the origin of the company, Puthiniloy Publication Ltd. has come to a long way in reaching these objectives by listening to client's needs, learning real time lessons from past projects, innovating and partnering.

Recruitment is an important issue for any organization. Recruitment and selection allows an organization to assess the vacancy and choose the best personnel who will lead the organization in future. So the organization should give more emphasize on selecting a person. A person who can carry forwarded the organization in terms of development, values and ethics. Mainly the precious resource for any organization is their knowledge based efficient workers. The organizations should more cautious on this issue to ensure the quality and ethics. From the above discussion we can easily understand that Puthiniloy Publication Ltd. is one of the top Company of Bangladesh. There is specific offerings and services of Puthiniloy Publication Ltd. So we can easily find out the Human resource practice, recruitment and selection process, employee satisfaction and relations at Puthiniloy Publication Ltd. is a very developed and effective. It helped the organization to grow fast and take a position. As a reputed company for making the process more effective Puthiniloy Publication Ltd. should analyze the recruitment and selection process of other organizations. That can make Puthiniloy Publication Ltd. perfect in recruiting and selecting right people in right time. By this the company will get efficient professionals that will increase the productivity as well as revenue. The most important key source factor of Puthiniloy Publication Ltd. is its efficient human resource.

I have to finally thank DIU for the values and knowledge it has provided me with and for giving me the opportunity to apply my knowledge practically in corporate life.



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