



Internship Report

On

**Smart Human Resource Management Practices
at Hemas Consumer Brand Pvt. Limited**

Submitted To

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Submitted By

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United International University

Letter of transmittal

August 24, 2019

Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

Subject: Submission of the internship report

Dear Sir,

With due respect, I am representing my internship report on the topic “**Smart Human Resources Management Practices in Hemas Consumer Brand Pvt. Limited**”. When I was preparing this report, I have followed your each instruction and guidelines at the same time those given by my company supervisor. This report is a fundamental part of my internship course and I have tried my best to work on it with maximum care and honestly to make it more enlightening, presentable, practical and specific as well as much as possible.

I would like to express my gratefulness to you for your wearisome attempt which has helped me to complete this project out successfully. Thank you for your kindness. There may have some unintentional mistakes and lapses. I hope you will be cordial enough to regard as those mistakes.

Sincerely yours

Md. Ashiqur Rahman

ID: 111-151-026

United International University



Acknowledgement

The report titled as **Smart Human Resources Management Practices in Hemas Consumer Brand Pvt. Limited** have been prepared to accomplish the requirements of BBA internship program. While preparing this report I have received utmost and truthful guidance, supervision and collaboration from various persons and organizations.

Foremost of all I would like to convey my warm appreciation to Mr. Sarker Rafij Ahmed Ratan, Assistant Professor of United International University, and Instructor of internship program, who encouraged me to take this study and advised me endlessly during preparation of the report. His sincere direction, patient cooperation, valuable advice and endless motivation enabled me to overcome all the troubles that cropped up during the course of my internship program and while preparing this report.

I am also thankful to Mr. Tanvir Islam Khan (HR Manager), Labiba Sal Siza (Senior HR and Admin), and Mr. Rasheduzzaman Sujon (Sales Admin Officer). Without their kind direction, preparing this report would have been very complex. I am also appreciative to them for providing me all the significant and existing information to have a clear thought on the theme.

I would like to express thanks all that provided me necessary information and help me in every step. I express my warm sense of regards and thankfulness to them.

Executive Summary

As a student of BBA, it's very crucial to know the business world practically. It is necessary to know the both theoretical and practical knowledge. This report is prepared on the basis of my experience during the period of internship at Hemas Consumer Brand Pvt. Limited. Basically it's reflects my day to day activities on HR function of the company. The report mainly shows learning, responsibilities, achievement and other things that are related to my works during the internship period.

Hemas Consumer Brand is a multinational company. Kumarika is a well-known brand in Bangladesh. Inside this report we will have seen product and other business of Hemas. In this report I describe about how they maintain around 400 SR (Sales Representative) Master databases. Hemas also practice smart attendance management software. I was very lucky to learn that attendance management software. Hemas also HR also practice making bill to the vendor. How they purchase any product or service and how they make work order format before purchase any good or service. Policy is also important for any organization. I also discuss about asset policy.

Before sketch any conclusion based on this report it might be well-known that the report was prepared in a very short time and there is short of in data. Although the report may be practical for scheming any further learning to estimate the HR facilities provided by the Hemas Consumer Brand Pvt. Limited.

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Introduction

Human Resources department is the promising sector in the new age of corporate world. In the past HRM was ignored by big organizations. Today the circumstances has changed, frequently of the organizations are emphasize on HRM practice. The main motive is the organization runs by the people or human resources not by the engine. So, it is important to keep up these human resources in order to gain extended term success in Business. Hemas Consumer Brand Pvt. Ltd also gives emphases on HRM practice. In my Internship Report, my key object is to identify the area of HR practice of Hemas.

Background of the Report

There is no hesitation that the world of work is quickly shifting. As branch of an organization then, HRM must be set to treaty with the effects of the changing world of work. For them this means considerate the implications of globalization, technology changes, labor force diversity. Shifting skill requirements, continuous enrichment initiatives conditional workforce, decentralized work sites and member of staff participation are the issue for confront. Now it is a huge challenge for the HRM to support the organization by providing the finest human resources for the suitable position in shortest possible point in time. Preliminary with recognizing the vacancies and planning for them is an enormous task. Furthermore selecting attracting the appropriate candidates and selecting the top person in time is a challenge.

The price of the enrollment is important. So, appropriate planning and put together those plan is the task that requires more focus and improvement. Equal opportunity and sourcing is also a fundamental part. Realizing this need we tried to find the distinction and similarity between academic aspects with the realistic steps taken by the company. We took an effort to demonstrate feature for the added improvement.

Objectives of the Report

The objectives of the projected study “Overall HR practice of Hemas Consumer Brand Pvt. Ltd” are as follow:

- To identify what type of HRM practices are done by Hemas Consumer Brand Pvt. Ltd.
- To know the how they prepare SR Database around 400 employee of Hemas Consumer Brand Pvt. Ltd.
- To know the smart technology for maintain an attendance.
- To know the work order format.
- To know the asset policy for employee.
- To know the bill for vendor by making voucher.

Methodology of the Report

To order the report I have collected required information from two sources

- a. Primary Sources of Information
- b. Secondary Sources of Information

a) Primary Sources of Information: I have collected primary data sources following are:

- ☐ Face to face discussion.
- ☐ Cell phone discussion.
- ☐ Verbal interview of the responsible officers.

b) Secondary Sources of Information: I have collected secondary data sources following are:

- ☐ Websites of Hemas Consumer Brand Pvt. Ltd.
- ☐ Various documents of Hemas Consumer Brand Pvt. Ltd.
- ☐ Internet.
- ☐ Library

Scope of the study

The scope of this report is to cover up how the theoretical model is implemented for improving the material and parts management. For this purpose was collected from both primary and secondary sources.

Limitations of the study:

While I am preparing the report, I have faced a number of problems which have limited purpose of this report. The limits are as followed:

- It was complicated to collect information regarding some aspects of bonus, as it was very confidential.
- The internship have been made for three months long period but it is not easy to set true realistic knowledge with current world situation in this short distance of time.
- In this report I have shared some format but proper data I can't share here because for highly confidential.

Of all limitation I have tried my best effort as per as possible.

Background of Hemas

In Sri Lanka Hemas is one of the leading Multinational Company which has strong existence in diversified sectors. Hemas started its journey in 1948 as a pharmaceuticals and trading enterprise, founded by Sheikh Hasannally Esufally (MBE). FMCG, Pharmaceutical, Hospital, Transportation and Leisure have very strong presence in Sri Lanka.

A short history of Hemas is given below in terms of the key milestones:

Year	Description
1948	Started its journey as Hemas (Drugs) Ltd
1962	Started manufacturing toiletries in the collaboration with French Multinational
19670	Diversified its journey in travel and tourism
1978	Started exporting business
1990	Lunched Clogard Toothpaste
1992	Re-entry into apparel manufacture and freight and logistics
1993	Hemas Drugs renamed as Hemas Holdings (Pet) Ltd
1994	Started Airlines Business
1998	Acquisition of Goya perfume Brands
2003	Hemas Holdings listed in Colombo Stock Exchange
	Established Power Plant
	Entry into Food Sectors
2008	Established Hemas Hospital
2010	Started business In Bangladesh as “Hemas Consumer Brands Pvt. Ltd.

Organizational structure of Hemas Consumer Brands Pvt. Limited

In Hemas head office consists of 5 Departments. They are Finance, Supply Chain, Sales, Marketing and HR-Admin.

HR-Admin Department: It is responsible for providing that administrative, human resources, promotion, bonuses, payroll, acquisition and communication.

Sales Department: Sales department is the direct connection among a company's product or service and its consumers.

Finance Department: Finance department deals with all types of payments for Hemas consumer Brand Pvt. Ltd. Also look for new policy about VAT and other new policy.

Supply Chain: Supply chain deals with all types of import- export movement and also look after all the factory item, equipment that are necessary to do that every day operations and production.

Marketing Department: Marketing is responsible for promoting Hemas product and make demand for the consumer by strategic way.

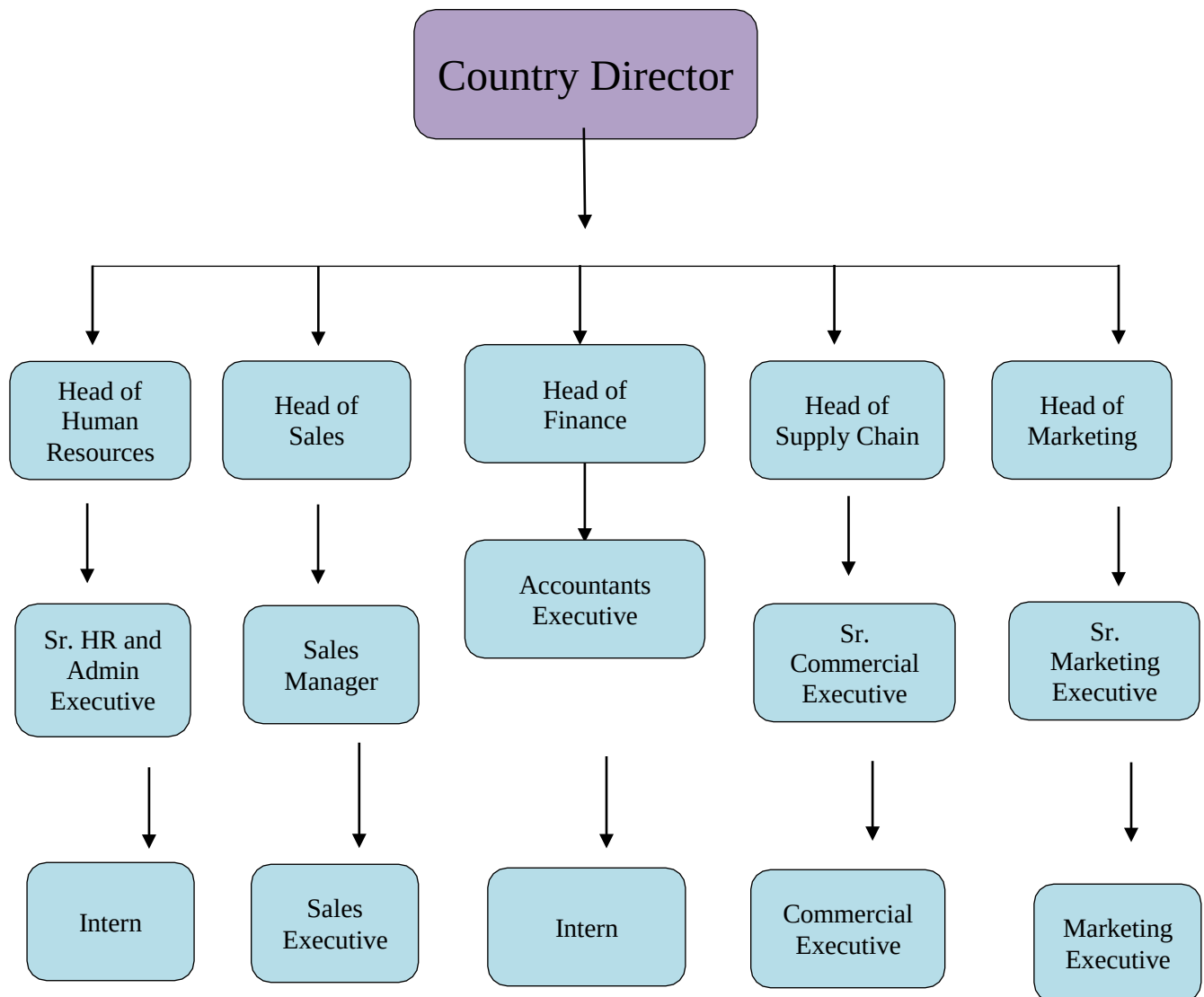


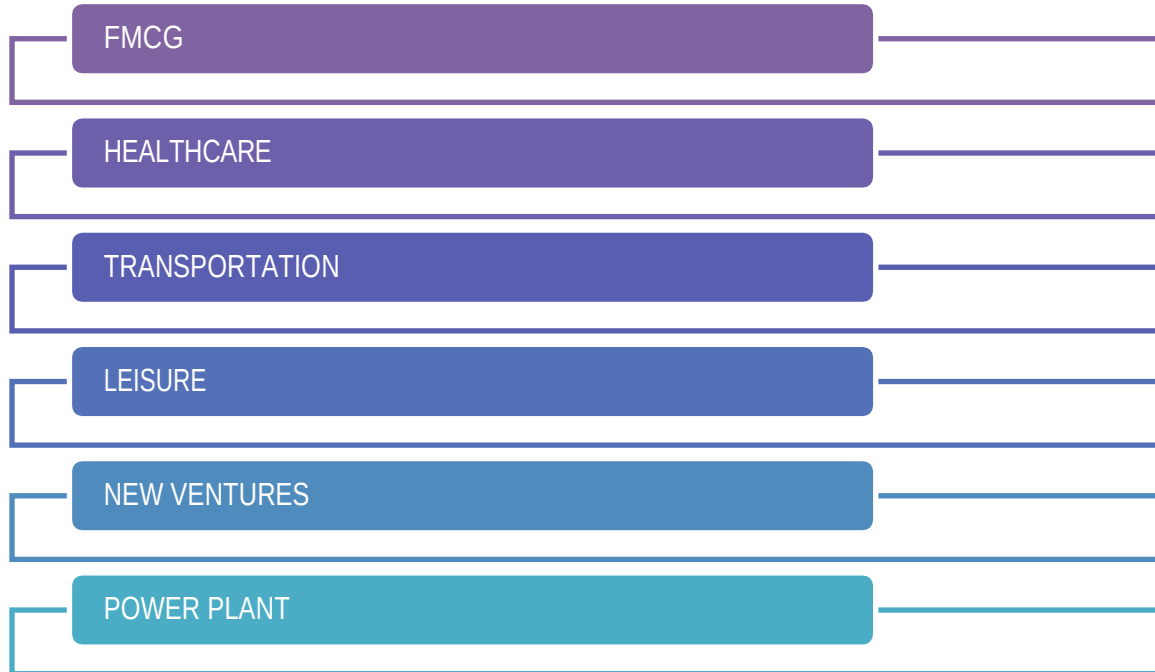
Figure 1: Organizational chart of Hemas Consumer Brands Pvt. Ltd.

Non-management hierarchy of Hemas Consumer Brand



Diversified sectors of Hemas Group

Hemas is fruitfully working in numerous industries in Sri Lanka as well as and managing business in different markets. It is also increasing its market in the worldwide marketplace.



Fast Moving Consumer Goods (FMCG)

Hemas group is producing products under several consumer brands and distribute these directly and indirectly around the world. It always try to enrich human lifestyle via innovation, trustworthy, and in exceptional way. Hemas is the market leader in personal care sectors and it also encompasses a range of products for adults and babies in skin care, hair care, toiletries, fragrances and oral care.

FMCG Brands of Hemas Group

Personal Care	Home Care	Skin Care	Traded Brand
• BabyCheramy • Clogard • Kumarika • Fems • Pro • Capri	• Diva	• Velvet	• Godrej

Logo of Hemas FMCG Global Brands



CAPRI

FMCG International Market of Hemas Group

Hemas Group is now exporting its FMCG products in 12 countries around the worlds.

International Marketplace of Hemas Group.

The Maldives	Zambia
Lebanon	Malaysia
Belize	Pakistan
Bangladesh	Australia
New Zealand	The Middle East



International marketplace of Hemas Holding PLC

Healthcare of Hemas Group

Hemas group is the largest non-government health care service contributor in Sri Lanka and also the leading distributor of pharmaceuticals, surgical & diagnostic products in Sri Lanka.

Hemas owns and manages 3 separate hospitals in different states of Sri Lanka. All the hospitals are of global standards and qualified by the Australian Council for Healthcare Standards (ACHSI). Hemas hospital always provides better-quality services to its patient at inexpensive price and keep updated with up to date innovation.

Hemas Hospital, Wattala

Hemas Hospital, Thalawathugoda

Hemas Southern Hospital



Transportation service of Hemas Group

Everywhere in the world transportation issue is one of the major problems. Hemas always tries to solve that problem in a country where they operate. Hemas started his transportation business in 1970. By that slowly-slowly it becomes one of the top transportation companies in Sri Lanka.

It's operating business in different transportation modes. It creates a characteristics and trusted service all over the world.

Aviation

Logistics

Maritimes



Key Factors of Transportation Business

- ☐ Hemas is the Leading company in Airline General Sales Agency business in Sri Lanka for mutually passenger and cargo
- ☐ Hemas Ranked Top 3 travel agencies companies in Sri Lanka
- ☐ It is also becomes number 1 performer in empty container haulage and top 3 player in container depot operations
- ☐ Exclusive feeder worker to key East Coast and Bay of Bengal ports

Hemas Consumer Brands in Bangladesh

Hemas consumer Brand started its journey in Bangladesh on 15 February 2010 under the company act of 1994. It started its journey in Bangladesh with specific brands of “Kumarika oil” the entire way through Transom distribution, after that it added another brand named by “Sunny Day” in Bangladeshi market.

In the last eight years the company experiences amazing growth and has emerged strong player in the value added Hair oil market in Bangladesh. At present Kumarika is a popular Hair oil market brands in Bangladesh.

Specialized Brands of Hemas Consumer Brands Pvt. Ltd

Hemas consumer Brands Pvt. Ltd is operating in Bangladesh with two specialize brands in Bangladeshi market:

1. Kumarika

2. Sunny Day



Kumarika

Kumarika Brand is one of the most well-known brands in Bangladesh. This brand creates a vibes among the entire consumer day by day. It becomes popular within a short time of period. Kumarika several products category they are:

Hair Oil

Shampoo

Soap

Face wash

Kumarika is now challenging in the market place by fighting with others companies. In this bloodthirsty market, Kumarika hair oil is the market leader in the herbal oil market in Bangladesh. In the herbal hair oil market, Kumarika hair oil gains 33% of total market share within a very short period of time.

SR Master Data Base Maintain

SR (Sales Representative) database is very important in Hemas Consumer Brand Pvt. Limited. By this database salary, promotion incentive and also increment is making. If any SR works for more than 1 year he will get insurance. So SR Master Data base is very important. I was grateful to Hemas Consumer Brand Pvt. Limited for giving me opportunity to maintain this data. Around 400 SR are working in Hemas Consumer Brand Pvt. Limited. It's not easy to maintain 400 SR in single hand. Thanks To HR department they help me a lot to do this. For confidential I can't share that full excel file in this internship report. But I will share few of my experience in my internship report. To maintaining this huge data I learn many formula and technique that helps my skills a lot. This Full data need to maintain in Excel.

In SR master database it has 42 columns, 378 active employees. It also keeps the record of resign employee. So it's very huge data to be maintained. It's not easy to maintain a huge database. I will describe briefly about SR Master Database:

- First need to collect replacement file from the Sales Admin Officer. Monthly three times I need to collect that replacement file. By that replacement file need to input my SR Master Database. In this data need to show whose are active and whose are resign. Every employee 42 column need to be filling.
- After that carefully input in SR Master Database, I call all new SR (Sales representative) for cross check the data. If anything is suspicious like salary differentiation etc. I call their reporting boss (TSO, TSM, Sr. TSM) regarding that issue.
- I also communicated with the old SR (Sales Representative) for taking updating their work. Then I analyze the market and report to my HR department.
- When any new SR join in Hemas Consumer Brand I cross check his CV, NID and other necessary document to see everything is right or not. If any document is missing, I did not approve any SR to join here.
- Appointment letter and ID card is also important for SR. If any SR is pending to collect those. I inform to the Enroute (Third Party). ID card, appointment letter all things are provided by Enroute.
- Many SR get increment his salary, in that time I need to update those data. So we can get the clear idea and evidence about his salary.

- Then end of the month I submit that database to HR department for give salary to the SR (Sales Representative).
- Most important part, I cross checks Enroute Database with Hemas SR Master Database to find the any mismatch. If I found any mismatch, I inform to the HR Manager about this. In my internship period I found several mismatch regarding this. Because proper data maintain is very important for organization benefit and also for audit.

These are all activity to maintain SR Master Database. For confidential I describe here briefly.

Smart Attendance Management

I was very lucky to learn attendance management software by this Internship course. That software name was ZTECH attendance management software. Now a day's Biometric attendance system is become popular in the corporate world. Very easy to use and have more security than any other device.

The main benefit of these systems is that they check employees from clocking in for one another. Previous methods included an instant clock, a sign-in sheet is not need there just need to swiping an ID card. These systems build more of a principle system for staff to follow, falling employee time theft.



Finger print for Attendance

How Biometric Systems Work

Biometric attendance systems use the fingerprints of staff to prove who is actually clocking in and clocking out of work every day. By that all data can see HR department only by ZTECH software. That software is install HR department PC. I learn that software by this internship course. In this software we can see clocking in and out time. Our HR Manager checks this report every week. I maximum time prints this report and show to the Senior HR and Admin personnel. Every employee is clocking in and out time. First time I was struggling to use that software but their warmth welcome and excellent teaching method give me strength to learn.

Attendance management software (ZTECH)



Benefits of Time and Attendance Software

- ❑ Develop member of staff efficiency by replacing all manual time card calculation
- ❑ Avoids the bother of manual paper based member of staff time cards
- ❑ Reduces pricey handbook payroll & data entry errors
- ❑ Minimizes payroll processing time
- ❑ Keep on in agreement with labor laws by applying overtime policies accordingly
- ❑ decrease the time required to schedule staff
- ❑ Remove the need to calculate leave, sick leave and other all leave
- ❑ See the real minute time and attendance data.
- ❑ Access anytime with software to see the report
- ❑ No one can claim false information to see the attendance software
- ❑ In holiday time it gets very simple and easy by this device.
- ❑ Overtime can see very easily by this software.

Work Order Format

Work order format is very important for buying any asset. Before buying need to take permit from Human resource department and show the relevant quotation. By that when Human Resource department approve then need to make work order format for the vendor. Work order format is written order document. The work order is written document for customer and vendor information about product or service. Totals and taxes are calculated here; all you have to show quantities, unit per costs, tax rates and other charges. Work order document received by vendor. When delivering product or service, we cross check work order before paying bill or receiving other services. By that it helps to decrease mistake and also helps to company have clear idea about what is happening.

For making work order format some things need to be consider:

- Before making work order format, need to negotiation with vendor that what price will be and what delivery time will be all thing needs to negotiate.
- Need mention quantity and price of the product or service.
- Need to mention term and condition. And also need to mention that product is VAT include or not.
- Need to take sign form the HR Manager, before sending to the vendor.
- Then send to the vendor by mailing or courier.



July 11, 2019

To

Md. Mafiqul Islam

Engineer

Skylink Communication

104, Glob Chamber, (1st Floor), Motijheel C/A, Dhaka- 1000

Elite House (10th Floor) |54 Motijheel, Dhaka| Bangladesh |Elite House (10th Floor) |54 Motijheel, Dhaka| Bangladesh|

Subject: Work Order for Telephone Set.

With reference to your Quotation, we are pleased to place the following order with your company under the following terms and conditions.

SL No	Items	Quantity	Warranty	Unit price	Total Price
1	<u>Panasonic Single Line Telephone Set:</u> Panasonic KX-T7705 W/B	1	1 year	1950	1950
2	<u>Panasonic Single Line Telephone Set:</u> Panasonic KX-TS880 MX -W/B Standard Telephone Set.	2	1year	2850	5700
Total Amount					7500

Terms & Conditions:

- **Delivery Date & Place:** Mentioned product has to delivered by 14/07/2019 at our office, Hemas Consumer Brands Pvt. Ltd. SARK Building, 4th Floor, House-56/A, Road-132, Gulshan-1, Dhaka-1212.
- **Payment Mode:** Payment will be made by 15 working days after bill submission.
- Price is Given Excluding **VAT & TAX.**

Regards

Md. Tanvir Khan

HR Manager

Hemas Consumer Brands (Pvt.) Ltd.



Hemas Consumer Brands Private Limited

Sark Building
House 56/A (Level-4), Road # 132
Gulshan-1, Dhaka-1212
[t] : +88 02 9844666 [w] www.hemas.com

Work order format

Prepare Bill for Vendor or other Expense

Every expense is looking after by Human Resource department. HR department try their best to balance their organization cost. If any organization is increasing their cost it is not good sign for that company. HR provides all necessary equipment or they expense for all necessary expense but they need to keep their mind, to avoid unnecessary expense for the organization.

Whenever any cost will be that person need to show quotation and take sign from HR department. After cost is occurred IOU (voucher) need to fill the form. And then take sign from the HR and finance department. Hemas is practicing this since from the starting day. By that they can know the all cost is happening and they have the clear knowledge what will the next plan. When any vendor come bill is need paid, I make IOU (voucher) for several time. For confidential I can't share this voucher on my report. But I was happy that I am engaged in several activities.

For making voucher need to follow some several things:

- Expense name. Need to mention the expense will be occurred. Need to clearly mention that.
- Payee name. Need to mention the payee name clearly.
- Amount in word and also in figure words. So any one can understand what exactly amount is expense here.
- Also need to give date, cost element and cost center.
- Need to take sign from the HR Manager and also from the finance Manager. But in Hemas Finance Manager sign the IOU (voucher) and HR manager sign bill.
- After all step done we need to submit that bill and voucher to the finance department for upcoming audit.

Asset policy

In Hemas there has rules and policy for receiving any asset. When any employee receives Laptop for using company purpose, he needs to take asset policy from the HR department. I am very grateful that to involve in asset policy. It's very important to very employee do not go against asset policy.

For confidential I can't share this full format like work order. But I can share few things on my internship report. Every employee need to take asset policy from the HR department and give sign to the policy then need to return to the HR department. Asset policy is the written document that how many employees have Laptop or other Asset for company purpose. By that any wrong thing is happen that policy is the only evident to solve the problem. If laptop is virus attack or other problem, company will pay the full price. But if employee is intentionally damage his Laptop, company will not pay the price. Maximum Time Company pays the price for technical or other issue. If some things need to be considering making Asset policy:

- Give employee name and id in to the asset policy. So anyone can understand who is receiving asset.
- Need to give asset code in asset policy and also need to give date and time.
- Need to mention Laptop model name and code.
- Need to have sign from the HR Manager before giving asset to the employee.
- Some terms and condition are also important. But for confidential I can't share those in my report.

Leave Application Format

HR department also needs to think for about leave employee. A lot company has very critical format for take a leave but in Hemas gives employee an easy format. Many employees have different reason to take a leave like sick leave, marriage leave, and casual leave. Most cases are sick leave. If employee wants to take a leave no need to worry, just collect the leave application form and fill the form it will be done. This form is easy and short. Hemas always think about employee comfort and priority.

Name of the employee:	
Employee ID No:	
Division:	
Leave type:	
Leave dates:	From: To.....
Total Days of Leave:	
Reason for leave	

In this need to give name, employee id, division, leave type, leave dates etc. By filling this form need to back return to the HR department. HR department count their remaining leave. Employee can't exceed their remaining leave. So HR does this job very efficiently.

Findings and Recommendation

They should give more emphasize on Advertisement: In Hemas Consumer Brand Pvt. Limited they expense less on advertisement and media comparing other companies. If they give emphasize more on media, I think Hemas product will increase more sales. At present Kumarika oil is leading brand in Bangladesh but if they expense more on advertisement and media, they will become market leader no doubt about that. Advertisement, telefilm sponsored, radio all sector need to improve their quality. By that people strong network will be build and attractive promotional activities will satisfy the corporate clients. .

Need to avoid paperless system: While I working in Hemas Consumer Brand Pvt. Limited I found they have lot of hard copy and it's very difficult to manage. Now a day's people are avoiding paperless system and move in to the software system .All TSO, TSM, Sr. TSM, ASM, RSM and other head office employee has a hardcopy file. So many employees have many time promotion and increment it's very difficult to maintain those file. I think they need to use software to keep those data. Now a day's organization keeps those data on software every individual employee.

Need to have canteen: Hemas head office is very beautiful. It's neat and clean no doubt that. But in Hemas it has no canteen. Employee can't go outside for several time, if they get necessary items for eat in their office it will be beneficial for them. Hemas Consumer Brand has fresh kitchen and dining. Although canteen is needed for employee so they can buy necessary things from there like other companies.

Conclusion

Hemas Consumer Brand Pvt. Limited is doing a enormous job with their on all sides product line despite of having great number of other multinational oil and soap companies in Bangladesh. Oil production helps to advance up the economy of this country by their enormous annual turnover, global production, and exports and last however not the least by creating employee opportunity for people. As their manufactured goods line is something that will have require among people almost eternally, this production is not estimated to turn down at a significant stage in the near prospect. Inclusion of fresh competitors will make the present companies more viable, tactical and stronger to face the future challenges.

Learning from Hemas Consumer Brand Pvt. Limited it really helps my career a lot. In this 3 month period of Internship enrich my skill and I gain a corporate culture will help my next career. Hemas Consumer Brand has all-round performance in every product. With its decades long business HR tackle many trouble. Like maintaining labor law, making policy, maintain huge number of man power etc. HR has done in to this organization in spectacular way. I learn many formula of Excel, Maintain a huge data, Communicated with market and analyze the market. It's very important for every student to get the multinational work experience. I am very lucky to get this experience in here.

Hemas Consumer is leading brand in Bangladesh. I hope one day in Bangladesh Hemas Consumer Brand will become market leader in Oil market. . From its individual position Hemas Consumer Brand Pvt. Limited will sprint and continue rising with the help of their productive manpower. Through the brilliant input of manpower it will keep on to assist in the country's financial improvement as well as encourage itself as a potential recruiter of this country.

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