

Internship Report On

“Manpower planning and development as a tool for higher Productivity for Healthcare Distribution”



**SCHOOL OF BUSINESS
UTTARA UNIVERSITY**

SUBMITTED TO:

Farhana Mitu

Assistant Professor

Department of Business Administration

Uttara University

Submission on: 25 August 2021

SUBMITTED BY:

Effeat Zerín

ID: 2193021011

PROGRAM – MBA (REGULAR)

50th Batch

MAJOR IN - HRM

Internship Report On
“Manpower planning and development as a tool for higher
Productivity for Healthcare Distribution

UTTARA UNIVERSITY



Healthcare Distribution

Letter of Transmittal

Farhana Mitu
Assistant Professor
Department of Business Administration
Uttara University
Uttara, Dhaka-12230

Subject: **Submission of internship report**

Dear Madam,

Assalamu Alaikum, It is an immense pleasure for me to submit your internship report titled “Manpower planning and development as a tool for higher productivity of Healthcare Distribution. I was assigned to work at Head office of Healthcare Distribution. I have tried my level best to fulfill all my requirements of this course and tried to follow my supervisor’s instructions while preparing this report. This gave me the opportunity to theoretical knowledge in the practical field, which helps me in my future career.

It would be a profound pleasure for me if the report can serve its purpose. I would be available at any time to explain you any queries if feel necessary.

Thanking You.

Sincerely Yours,

Effeat Zerin
Roll No: 2193021011
Program: Major in Human Resource Management

Department of Business Administration
Uttara University
Dhaka, Bangladesh

Disclaimer

I hereby declare that the internship report entitled “Hrm practices of Axis knitwears Limited.” is uniquely prepared by me while I am serving as an accountant officer in this company.

I am assuring that; the report is only forwarded for my academic use not for any other purpose. I also declare that this report is not submitted for any degree or diploma or any other certificate in before. I also confirm that, the project prepared only for my academic requirement not for any other purpose. It might not be used with the interest of opposite party of the organization.

Effeat Zerín

ID No: 2193021011

Batch- 50

Program-MBA

Major-HRM

Department of Business Administration

Uttara University

LETTER OF ACCEPTANCE

This is to certify that Effeat Zerin, MBA, 50th Batch, and ID: 2193021011 has successfully completed his “Internship Program” entitled “Manpower planning and development as a tool for higher productivity” special reference to Healthcare Distribution. Under my supervision as the partial fulfillment for the award of MBA Program. This student is found to be sincere, hardworking, self-motivated and he has put a lot of work and also brought his own views and ideas these are being studied for implementation at appropriate place at suitable place.

He has done his job according to my supervision and guidance. He has tried his best to do this successfully. I think this program will help him in the future to build up his career. I wish his success and prosperity in life.

Farhana Mitu

Assistant Professor

Department of Business Administration

Uttara University

ACKNOWLEDGEMENT

Preparing a detail and specific internship report difficult and would not been possible without the help of many people. I would like to acknowledge the people who helped me a lot to prepare this report.

First, I would like to express my gratitude to the Almighty Allah and my supervisor Farhana Mitu who helped me to choose a topic that was of interest and could be of used to details from the unnecessary certainly helped me to stay on the right track.

His guidance during the first few weeks of exposure to the work force had been invaluable and helped me to learn a great deal more than I could have otherwise learned. My supervisor assigned responsibilities to me and allowed enough latitude to do it in my own way and learn for myself.

Lastly, I would like to thank Mr. Rokonuzzaman, Head of HR Healthcare Distribution, who helped me a lot to learn about the Human Resource and provided me with the necessary information that helped me to prepare the report.

EXECUTIVE SUMMERY

The purpose of the internship program at the end of MBA program is to familiarize the students with the corporate world and give them a real-world corporate experience. With that aim in mind I started my internship in Healthcare Distribution. The internship report helps the student to document their first corporate experience and turn they get to contribute to the field of business through it. Thus, I have written my report on a topic that will be helpful to the corporate field of Bangladesh in understanding the implications and benefits of this report is prepared on the basis of my three-month practical experience at Healthcare Distribution, distribution wings oh Healthcare Pharmaceuticals Ltd. This internship program helped me to learn about the practical scenario of a Pharmaceuticals Company. Healthcare Distribution is a dynamic and leading pharmaceuticals distribution company in Bangladesh. It is a first time ISO certified Distribution Company in Bangladesh. It is a private company, its incorporated operation since1996.

The report mentions about the facilities and benefits Healthcare provides to their employees. A research is conducted to draw a conclusion on the effects of these facilities and benefits. The result that is found is quite considerable. However Healthcare should work a lot to convince and sustain their existing employees. The result of the research is described in details in this report in the later chapters.

After knowing the scenario of Healthcare Distribution in terms of their employee satisfaction a lot of recommendation came up. The report also consist recommendations and conclusion according to my point of view, which I think would improve the environment of the organization if implemented.

TABLE OF CONTENTS:

Chapter-1

INTRODUCTION

1.1-Background and description of the study.....	10
1.2-Objective of the study	11
1.3-Limitations of the study	11

Chapter-2

Company profile

2.1Basic information about the company	12
2.2objective of this company	13
2.3 Mission, vision and objective-----	15

Chapter-3

3.1 Data collection and processing-----	16
3.2 Collection of Data	17
3.3 Sources of Data	17

Chapter-4

4.1 Rational of study-----	18
5.1Service / Product of the company.....	19

5.2Market: National and/or International.....26

5.3Performance over the years (at least organization is older than 5 years):.....28

5.4METHODOLOGY.....29

5.5.Selection of the topic:.....29

5.6Sources of Data:.....29

5.7During the period of my internship.29

Chapter-5

6.1 Findings & Analysis.....30

6.2 Recommendation-----31

6.3 Conclusion-----32

Chapter-6

7.1My internship experience.....33

7.2 Reference-----33

Chapter-1

INTRODUCTION

1. Background and description of the study

Internship program is the systematic gathering, recording and analyzing of data about the subject that a student goes to learn on the program. The aim of this internship program is to connect practical knowledge with theoretical knowledge. Now in competitive world everybody has to be expert in both practical knowledge and theoretical knowledge. Infact academic education becomes worthless if acquired knowledge is not properly to practical situation

applied. Proper application Of knowledge to theoretical field implies to get extra benefit while understanding the matter related to subject. So the procedure of gaining knowledge through practical application is known as internship. Internship program is also important to fulfill the partial requirement of University as a full credit subject of the EMBA program. In this regard I had got an opportunity to carry on my internship program in Healthcare Pharmaceutical Ltd. Distribution wings Healthcare Distribution which is in the top 4 pharmaceutical industry in Bangladesh. Healthcare pharmaceutical ltd is very fast growing industry and export many medicines in many countries. Their environment is also very suitable for the employees. That's why I am interest to do my internship in Healthcare pharmaceutical Ltd (Distribution) so I choose Healthcare pharmaceutical for my internship. And I hope that this internship knowledge will make out how the

corporate world really works and help me to apply theoretical knowledge in the practical life.

1.2 Objectives of the study:

Each and every study should have objective, the objectives of my project have divide into two parts. Broad objective and Specific objective.

•Broad objective: The broad objective of the study is to know the recruitment and selection process of Healthcare pharmaceutical Ltd.

•Specific objective: The special objective of the study are_

△To identify the recruitment process of the Healthcare pharmaceutical Ltd.

△ To know about the selection process of Healthcare pharmaceutical Ltd .

△To analysis recruitment and selection process of Healthcare pharmaceutical Ltd.

1.3 Limitations of the study

In the course of carrying out this study, the researcher encountered some difficulties, the researcher discovered that the resources needed to carry out this research was limited, moving from one library to another. Also the questionnaire had to be typed and administered to selected respondents of the organization not as one thought process, it required the personal involvement of the researcher to motivate the worker to fill the questionnaire, explain certain words and answer. Another constraint is lack of total cooperation from the respondents in Healthcare Distribution who was unwilling to cooperate with the researcher because they felt that they had nothing to gain from the study. In spite of all these limitations, however, data collected were able to provide

Chapter 02

Company profile

2.1 Basic information of the company

Healthcare Pharmaceuticals limited (HPL) is one of the best kinds of company in the pharmaceutical industry in Bangladesh manufacturing branded generic products for local and overseas market in Asia, Africa and CIS region. HPL adopting the most recent technology to formulate and to produce generic formulation ensuring optimum quality compared to the international brands. Healthcare started its operation in 1988 through establishing a company named Healthcare Distribution Limited in association with Roche (Bangladesh) Limited. Until 2001 Healthcare was responsible for importing and distributing Roche products to the local market.

Later on, in 1996 Healthcare decided to establish its own pharmaceutical plant named Healthcare Pharmaceuticals Limited (HPL) to produce the products those are imported from Roche, Switzerland and other local generics for indigenous market. HPL is now producing more than two hundred products for its own with various types of dosage forms which include Tablets, Capsules, Liquids, Dry syrups, Cream & Ointments, Gels, Small Volume Parenteral, eye drops covering almost all therapeutic classes where a lot of products are in the launching pipeline. HPL wishes to launch Prefilled Syringes, Lyophilized Vials and Meter Dose Inhalers (MDI) preparations to its product portfolio by the second quarter of this year.

2.2 Objective of this company

Ms Suraya Bilkis is chairperson of Healthcare Pharmaceuticals Limited. Ms Chair is one of the paramount entrepreneurs in Pharmaceutical Industry in Bangladesh. Her entrepreneurship encompasses Rising Trading Corporation, Kushtia, Soronika Enterprise Kushtia & Dairy and Food Product Limited, Healthcare Diagnostic Solution Limited and Healthcare Diagnostic Centre Limited. She is also serving as Director in Healthcare Distribution Limited, Shelaidah Dairy Limited, Alo Multipurpose Limited.

Managing Director

Mr. Alauddin Ahmed is the founder of Healthcare Pharmaceuticals Limited. In Person, he is Chartered Accountant. Mr. Alauddin Ahmed is well-known for his generous social work for the urban villagers and deprived peoples. He has donated for establishing Schools, Colleges, Madrashes, Masques, Orphanages, Hospitals, Education Scholarship.

As a result of his voluntary work, he got “Man-of the Year-2000” award from Directorate of Social Service.

Furthermore, He is serving as Managing Director in Healthcare Distribution Company (HDC), Shilaidah Dairy Ltd, and as Chairman in Alo Maulti-purpose Limited, Bangla Bandha Land Port Limited. He is also holding the position of Vice-President in Kushtia Income tax Bar Association. He is serving all the positions with high level of efficiency.

DMD & Chief Executive Officer

Md. Halimuzzaman is a Pharmacy Graduate from University of Dhaka. Subsequently, He obtained master of administration degree (MBA) in finance. Mr. Halimuzzaman has a long professional experience in different sectors of Pharmaceutical industry. Md. Halimuzzaman is one of the potential members of Executive Committee, Bangladesh

Association of Pharmaceuticals Industries (BAPI), Bangladesh Pharmaceutical Society (BPS) and Pharmacy Graduate Association (PGA). He acquired his professional skills through multi-level of training from home and abroad. Here in Healthcare Pharmaceuticals Limited, he is looking after companies overall activities in terms of sales growth, new product launch, development of company's various projects and International business. Md. Halimuzzaman takes part in several Government delegations on Pharmaceutical Sector development in the foreign countries and representing BAPI in the formulation of fiscal policy on Pharmaceuticals.

Member, Board of Directors

Mr. Mokarrom Hossain Obtained Master of Business Administration (MBA) in Finance from Darul Ihsan University, Dhaka. Mr. Hossain is experienced in various areas of financial markets including fund administration, fund accounting, company research activities, trading financial management, private equity operations.

2.3 Mission, vision and objective

Mission: To preserve and improve patients health by consistently delivering high quality, safe and effective pharmaceutical products and services that meet customer expectations across the globe through current good manufacturing practices, state of the art technology, competent workforce and efficient management

Vision: To be the leading pharmaceuticals company in Bangladesh in terms of expertise, innovation and responsible entrepreneurship. We want to make visible presence in international markets with our high-quality products & services.

Objective:

- Respect people
- Ensure Justice
- Innovative approach

- Delight customers
- Responsible operations

International Market:

Current Operation HPL believes in translating local endeavor to global achievements. Licence agreement with F. Hoffmann – La Roche Limited, Basel, Switzerland, was the first step to our international collaboration.

In the year 2005 we signed agreement with Novartis (Sandoz) Bangladesh Limited to produce their products in our plant under toll manufacturing agreement. In the same year we successfully faced global quality audit from Roche, Switzerland and started exporting our products in certain Asian countries such as Myanmar, Vietnam, Sri Lanka, Hong Kong, Bhutan. We have also established association with different african, ASEAN and CIS countries. We are in progress for the GMP approval from UKMHRA, TGA, GCC etc.

HPL is continuously exploring its expertise to the international arena to avail every opportunity of global partnership.

Exporting countries Myanmar Vietnam Sri Lanka Singapore Malaysia
 Hong Kong Bhutan Afghanistan Uzbekistan Kenya Ghana
 Tanzania Zimbabwe Philippines Uganda.

Vehicles and more equipment etc. Business growth 35%

2.4where intern worked

Healthcare Pharmaceuticals limited is engaged with strategic marketing process which involves building customer relationships by creating and delivering superior customer value aiming to produce high customer equity. HPL successfully and efficiently blending skilled people, resources, organizational structure and decisions for implementing strategies at all levels.

HPL is continuously creating innovative idea to its every step of operation to add distinctiveness and competitiveness to the products and services.

2.5Methodology

The study is conducted in a systematic procedure starting from selection of the topic to final report preparation. The integral part was to identify and collect data; they were classified, analyzed, interpreted and presented in a systematic manner to find the vital points. The overall process of methodology followed in the study is explained further.

2.6Selection of the topic:

My supervisor assigned the topic of the study. Before the topic was assigned it was thoroughly discussed so that, a well-organized internship report can be prepared.

2.7 Classification, analysis, interpretations and presentation of data:

Some diagrams and tables were used in this report for analyzing the collected data and to explain certain concepts and findings more clearly. The help of SPSS derived the diagrams and tables. Moreover, collected data were analyzed more precisely. A Hypothesis was also developed to get the accurate situation of the level of employee satisfaction in the organization.

Findings of the study:

The collected data were analyzed well and were pointed out and shown as findings at the end.

Final report preparation:

The final report is prepared after some valuable suggestions and my honorable advisor gave corrections.

Chapter-3

3.1 Data Collection and Processing:

Data were collected through survey. Both the qualitative and quantitative data were collected through the questionnaire. Then the collected data were input in the SPSS to derive finding (tables and diagrams). The purpose of the collection of data was to gain an overall picture of the level of employee satisfaction. This was done through a survey with the Employee. The employee was asked for their contribution for a little moment.

After deriving output from SPSS the collected data were analyzed which are provided later in the report.

3.2 During the period of my internship. To prepare this report I have used both primary and secondary data:

1.Primary Data

In preparation of the report, no structured questionnaire was used. Data pertaining to human resource process and most of the information is collected from my project guide of the company and other team members by taking interviews and fist hand observation.

2.Secondary Data:

In the report I have used secondary data on a large scale. Information regarding organizational structure and corporate culture were collected from Healthcare

Distribution profile by accessing the website of Healthcare Distribution. For this study data is collected from secondary resources such as websites, books and previous studies.

3.3 Collection of Data:

Conducting a survey of thirty employees helped me to collect primary data. The questionnaire is attached in the report in the Appendix. The survey helped me in both deriving the information and also explaining the condition of satisfaction of the employees of the concerned division. Secondary data was collected from Healthcare websites and other related websites and documents.

3.4 Sources of Data:

Primary Sources: Primary Data was derived from the practical deskwork. Moreover, the survey also helped me to get information directly from the employees.

Secondary Sources:

Internal sources- Different documents provided by concerned officers and different circulars, manuals and files of the organization.

External source- Different websites related to the pharmaceuticals sector and online resources employee

Chapter-4

4.1 Discussion on the study objectives

To ensure adequate, qualitative, preventive & curative health care to people of the State.
To ensure health care services to all particularly to the disadvantaged groups like scheduled tribes, scheduled castes & back ward classes.

To provide affordable quality healthcare to the people of the State, not only through the allopathic systems of medicine but also through the homeopathic & ayurvedic systems.

1. improve health care in the KBK districts of the State

2. eliminate diseases like polio & leprosy from the state & prevent as well as control other communicable diseases

3. reduce maternal, infant & neo-natal mortality rates

4. To give an overview of Healthcare Distribution.

5. To focus on the products, services, work environment and facilities provided to Employees of Healthcare Distribution.

6. To discuss the Standards and Effects of Employee Satisfaction on the HR Department of Healthcare Distribution.

CHAPTER- 5

FINDINGS AND ANALYSIS

6.1 Findings & Analysis: As I mentioned earlier that data were collected through survey. The questionnaire contained mostly quantitative questionnaire. In the qualitative questions options were assigned on a Nominal Scale, where 1 = Dissatisfaction, 2 = Somewhat Dissatisfaction, 3 = Neutral, 4 = somewhat satisfaction and 5 = Satisfaction. In some questions, 1 = very important, 2 = neutral and 3 = important and in one case 1 = Excellent, 2 = Good, 3 = average and 1 = bad. The options are arranged on a nominal scale so that we can put value on the SPSS. Then the collected quantitative data were put in the SPSS according to the nominated points.

6.2Conclusions & Recommendations

After analysis the data the scenario became quite clear and understandable. Although information collected were not sufficient to comment on the employee satisfaction level

of the entire organization some useful and essential factors were revealed during study. In this chapter I tried to explain those facts influencing them with my point of view.

6.3 Recommendation:

Healthcare is well-established company. Therefore, it is very tough to recommend on any aspect of the company. However, as it is the requirement of the report so I have come up with few recommendations, after conducting the research. They are as follows:

Healthcare can provide training on the facilities they provide, such as benefits, allowances etc. so that employees have more idea on utilizing the facilities they are receiving in a proper manner. Some employees suggested that they should be provided with more training on safety and security. Therefore Healthcare could organize training on safety and security for the welfare and safe guard of employees. Healthcare could promote their disciplinary acts and rules of punishment more to their employees so that they have complete idea about the effects of these measures. Healthcare could work more on making the salary and benefits they provide to make them more attracting as employees find this factor very important to boost their satisfaction level. Healthcare could work more on their premises to protect against natural calamities, so that employees feel safe as it is a very essential in employee satisfaction.

6.3 Conclutions: HR of Healthcare is working all the time to sustain and satisfy its employees. According to my own experience the working environment of the organization is very inspiring. However, the organization needs to work a lot to satisfy its experienced and old employees. The organization is always keen to implement new rules and actions for improvement.

For starters, the process of Employee Involvement Programs may improve individual motivation and morale. Involvement programs help capture the creativity, energy, and

ideas many people have. They also allow departments and individuals to work cross-functionally, and create an environment of learning and constant renewal. This may improve work methods and processes continually, reduce the costs of doing business, improve safety, and reduce accidents. Exchanging ideas always improves communication and the knowledge that top management is open and willing to act on the ideas improves trust.

Chapter-6

7.2 Internship Experience

During the intern period my experience was fantastic. They are so cooperative as if I am the employee of the company. Their office environment so good. They maintain strictly SOP. I think it was a good experience for me.

7.2 Reference

For this report and others data collection purposes I have used various media. Like, web site, face to face and others reliable sources.

APPENDICES

QUESTIONNAIRE

Dear Respondent,

I, Effeat Zerín, student of Uttara University (MBA Department) is conducting a survey to measure the level of employee satisfaction in the HR Department of Healthcare. This survey is done to derive information that would help me to furnish my internship report. It would be very kind of you if you accurately respond to the questionnaire. I assure you that information is going to be used for academic purpose only.

