Sonargaon University

Internship Report

on

Recruitment and Selection Practices of Protidiner Bangladesh in Dhaka.

Submitted to

Department of Business Administration

Sonargaon University (SU)

Dhaka-1215

Submitted by

Shifatur Rahman

ID No: BBA 2001019051

Semester: Fall 2024

Program: BBA (Major: HRM

(Submitted for the partial fulfilment requirement of the degree of Bachelor of Business Administration)

Date of Submission: 7th January 2025

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Supervised by

Shahnaz Sharmin

Lecturer

Department of Business Administration

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Letter of Transmittal

Date: 7th January 2025

To

Shahnaz Sharmin

Lecturer

Department of Business Administration

Faculty of Business

Sonargaon University (SU).

Subject: Submission of Internship Report.

Dear Ma'am,

With humble honour and respect, I am writing to formally submit my internship report titled " Recruitment and Selection Practices of Protidiner Bangladesh, Dhaka." as a partial fulfilment of the requirements for my BBA degree. It has been an honour and a privilege to undertake this internship under your esteemed guidance.

Throughout the duration of this internship, I have had the opportunity to explore the recruitment and selection Process and practices within Protidiner Bangladesh, Dhaka. This report, an essential component of my academic journey, sheds light on the fundamental aspects of the topic and serves as a testament to my dedication to the BBA program.

In crafting this report, my aim has been to provide a comprehensive overview of the HRM process adopted by Protidiner Bangladesh, Dhaka. I believe this document serves not only as a record of my internship but also as a contribution to the broader understanding of HRM-related matters in our business landscape.

Once again, I express my sincere gratitude for your invaluable guidance and support throughout this internship. Your mentorship has greatly enriched my understanding and experience in the field.

Thank you for your time and consideration.

Sincerely Yours,

_____

Shifatur Rahman
ID No: BBA2001019051
Program: BBA (Major: HRM)
Department of Business Administration
Faculty of Business,
Sonargaon University (SU).

Certificate of Supervisor

This is to certify that Shifatur Rahman ID No: BBA2001019051 Program: BBA, Major in HRM is a regular student of Department of Business Administration, Faculty of Business; Sonargaon University. He has successfully completed his Internship Program at Protidiner Bangladesh, Dhaka. He has prepared this report under my supervision. His assigned internship topic is an "Recruitment and Selection Practices of Protidiner Bangladesh, Dhaka."

He is very active, sincere, hardworking, and meticulous and possesses a good moral character. I wish his all success at every step of his life.

_____

Shahnaz Sharmin

Lecturer

Department of Business Administration

Faculty of Business

Sonargaon University (SU).

Student's Declaration

I, the undersigned, a student of Business Administration, Department of BBA program, Major in HRM of Sonargaon University do hereby declare that the internship report on "Recruitment and Selection Practices of Protidiner Bangladesh, Dhaka" is the original one and has been prepared by myself and has not been submitted anywhere for any degree, diploma, title or recognition.

The report was prepared under the supervision of Shahnaz Sharmin, Lecturer, Department of Business administration at Sonargaon University.

Yours Sincerely

_____

Shifatur Rahman

ID No: BBA2001019051

Program: BBA (Major: HRM)

Department of Business Administration

Faculty of Business

Sonargaon University

Acknowledgement

At first, I want to sincerely thank the Almighty, the most compassionate, for granting me the capability to successfully complete this report. My heartfelt appreciation extends to my supervisor, Shahnaz Sharmin, Lecturer in the Department of Business Administration at Sonargaon University. Her constant encouragement, diverse guidance, valuable suggestions, and advice during my internship were pivotal in shaping this report. Her support was invaluable, and without his direction, completing this work on time would have been challenging. She provided unwavering assistance and the necessary insights to analyse the industry and achieve my objectives.

Literally, I wish to express my gratitude to all the esteemed teachers of the Department of Business Administration. Their consistent inspiration and assistance have been a guiding light throughout my academic journey.

Executive Summary

As a part of academic requirement and completion of BBA program, I have been assigned to complete internship report on “Recruitment and Selection practices of Protidiner Bangladesh.” under the guidance of Shahnaz Sharmin.

“Recruitment and Selection process” is a segment of human resource process; As such I have selected this topic to make it clear. I have divided this report in some sub segments. As a young intern in a daily journal like “Protidiner Bangladesh” I have tried my best to go through their Recruitment and Selection process within little tenure of 03 months.

The primary objective of this report is to understand and evaluate how Protidiner Bangladesh recruits and selects its workforce to meet organizational needs while maintaining industry standards and ensuring efficiency. The report outlines the organization’s recruitment strategies, candidate sourcing methods, selection processes, and the integration of employees into the company culture. It also explores the alignment of these practices with the company’s goals and the challenges faced in achieving a fair and effective hiring process.

The research methodology includes direct observations, interviews with HR personnel, and a review of company documents related to recruitment and selection policies. Key findings highlight that Protidiner Bangladesh employs a mix of traditional and modern recruitment methods, including referrals, job portals, and social media platforms, to attract a diverse pool of candidates. The selection process emphasizes meritocracy, with a structured series of written tests, interviews, and practical assessments tailored to the journalistic and administrative needs of the organization.

Despite these strengths, the study identifies areas for improvement, such as enhancing the onboarding process, reducing hiring lead time, and addressing biases in decision-making. Recommendations include the adoption of advanced HR technologies, regular training for hiring managers, and a more robust feedback mechanism for candidates.

Literally, the report emphasizes that while Protidiner Bangladesh’s recruitment and selection practices are effective in many respects, there is room for further refinement to ensure they align with global HR best practices. This study serves as a valuable resource for understanding the dynamics of HR practices in the media sector and provides actionable insights for continuous improvement

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Chapter: One

Introduction

1.1 Introduction

The report is a prerequisite for receiving a Sonargaon University Bachelor of Business Administration (BBA) certificate. To get hold of the certificate, every scholar needs to complete an internship application wherein they need to work in an enterprise and put together an internship report whilst doing so. The possibility to function as an intern at Protidiner Bangladesh became a notable possibility. While operating at Protidiner Bangladesh HR Department, it became determined that there are not any huge variations among real lifestyles HR approaches and theoretical HR ideas. As a result, the report is prepared to show Protidiner Bangladesh HR Practices.

1.2 Statement of the Problem

Human Resource Management is a committed piece of the association that is worried about the "general population" measurement. HRM can be seen in one of two different ways. To begin with, HRM is a staff, or support in the association. Its job is to give help with HRM matters to line representatives, or those straightforwardly associated with creating association's merchandise and ventures. HRM is a component of each director's activity. Regardless of whether one work in a "formal" HRM office, the realities remain that to viably oversee representatives requires all chiefs to deal with the exercises.

Human Resource Planning chooses the number and sort of people an affiliation Needs. Enlistment seeks after Human Resources Planning and runs inseparable with the assurance method by which affiliations survey the fittingness of the inevitable contender for the movement. Jon examination and occupation arrangement show the errands and commitments of livelihoods and the abilities foreseen from impending work holders (Chart- 1.1). The accompanying sensible development is to pick the right number of people the right sort to fill the occupations. Assurance incorporates two general social affairs of activities: (I) Recruitment and (ii) Selection.



Figure 1.1: Recruitment and Selection Needs

Enlistment is the way toward finding and drawing in able candidates for business. Determination is the way toward picking people (out of the pool of occupation candidates) with imperative capabilities and fitness to fill employments in the association. An affiliation far reaching or little, advantage or organization arranged, paying little respect to whether it is, a conclusive point is to achieve legitimate goal. This achievement must be possible through convenient and effective organization of work. Assurance is a key part in the acquisition of HR. Without a strong and erective decision segment, a business can never flourish, especially in the present universe of market economy, which is uncontrollably engaged. As a general rule after viable culmination of enlistment, assurance and selection process the new specialist must be made to all the almost certain fit the action and the affiliation.

1.3 Objectives of the Study

Main Objectives:

The supreme objective of the study is to closely examine the recruitment and selection process of Protidiner Bangladesh.

Specific Objectives:

To achieve the supreme objective, it is needed to identify some relevant and specific objectives. The specific objectives are elaborated below:

1. To find out the steps of recruitment and selection process of Protidiner Bangladesh.
2. To evaluate recruiting and selection process of Protidiner Bangladesh.
3. To identify the strengths and weaknesses of existing recruitment and selection procedure of Protidiner Bangladesh.
4. To make recommendations to overcome the problems.

1.4 Limitations of the Study

Despite sincere efforts to ensure the quality and accuracy of this report, several limitations were encountered:

Confidentiality Restrictions

Due to the sensitivity of certain HR data, not all information could be disclosed by the management, which limited the depth of analysis in some areas.

Limited Internship Duration

The short duration of the internship restricted the ability to fully explore and evaluate all aspects of the recruitment and selection processes, which require extensive time to understand thoroughly.

Lack of Prior Experience

As a new entrant to the professional world, the absence of prior real-world HR experience posed challenges in identifying and understanding complex operational dynamics.

Access to Internal Data

Some relevant documents, such as recruitment performance reports or strategic HR data, were not accessible due to organizational policies.

Broad Scope of Recruitment Practices

Recruitment and selection processes in a large organization like Protidiner Bangladesh involve multiple stakeholders and complex workflows, making it challenging to capture all benefits and drawbacks comprehensively within the limited internship period.

Chapter: Two

Literature Review

2.1 Literature Review

An enormous literature was found to define and identify specific characteristics and importance of recruitment & selection, types and methods of recruitment & selection, and proper management of recruitment & selection process. Recruitment is the process of finding and attracting capable applicants for employment. It is the pool of applicants from which the new employees are selected (Edwin B Flippo). Actually, recruitment links the employees and the job seekers. The success of the organization mostly depends upon the effective and efficient use of recruitment & selection process. But success may not occur due to some misconceptions or myths about recruitment and selection practices (Taylor, P. 1998, Aswathappa 2008: 186, Khan & Taher 2008: 110). Using appropriate techniques, the suitable candidates are thus, able to be recruited and selected during their career development (Crawford 2004).

In the midst of the agent decision process, a firm picks which of the enrolled candidates will be offered a position. Incredible agent decision is an essential piece of a successful affiliation. How delegates play out their jobs is a primary thought in choosing how successful an affiliation will be. Occupation execution is fundamentally controlled by the limit of an individual to finish an explicit work and the effort the individual will progress in playing out the movement. Through convincing decision, the affiliation can extend the probability that its new delegates will have the essential KSAs to complete the businesses they were acquired to do. Thusly, specialist assurance is one of the two critical courses (close by presentation and planning) to guarantee that new agents have the limits required to complete their occupations. It moreover gives the base to other HR practices, for instance, feasible business structure, target setting, and pay that awaken experts to apply the effort expected to do their occupations enough, according to Gate wood and Field. Occupation hopefuls differentiate along various estimations, for instance, enlightening and work understanding, character characteristics, and inherent limit and motivation levels. The method of reasoning of agent decision begins with the supposition that likely a segment of these individual differences is relevant to a man's sensibility for an explicit work. Thusly, in labourer decision the affiliation must (1) Determine the huge individual differences (KSAs) expected to do the movement and (2) Identify and use assurance systems that will constantly and truly overview how much function hopefuls have the required KSAs. The affiliation must achieve these endeavours in a way that does not unlawfully mistreat any action competitor’s dependent on race, shading, religion, sex, national starting, cripple, or veteran's status.

2.2 Theoretical Review of Literature

2.2.1 Organization Change and Types

Organizational change refers to the process of altering the structure, strategy, or operations of an organization to adapt to internal or external influences. In the context of employee selection, changes may involve redefining recruitment and evaluation methods to align with evolving business objectives. Organizations may undergo transformational change, which redefines their core activities, or incremental change, involving gradual modifications to processes such as recruitment and HR planning. By adopting innovative selection practices, organizations ensure they align their human resource strategies with the dynamic demands of the market.

2.2.2 Why Does an Organization Need to Change the Way It Performs Its Activities?

Organizations must adapt to shifts in the market, technological advancements, and changing workforce demographics. Employee selection is one such activity that requires frequent updating to ensure alignment with organizational goals and external labor market conditions. For instance, organizations must modify their human resource planning to address specific knowledge, skills, and abilities (KSAs) needed for achieving business goals. They also adapt recruitment practices—such as job postings, advertising, or referrals—to attract the best candidates while staying competitive. These changes improve workforce effectiveness and enhance overall organizational success.

2.2.3 The Targets of Organizational Change

The primary targets of organizational change include improving efficiency, achieving strategic alignment, and fostering innovation. In the context of employee selection, organizations aim to:

- Ensure the workforce has the required KSAs to fulfill roles effectively.
- Align recruitment and selection processes with broader HR strategies such as training, development, and performance management.
- Enhance job performance by hiring candidates who can meet organizational standards and goals.

2.2.4 Resistance to Organization Change

Resistance to change is a natural response from employees or stakeholders when faced with new methods or processes. In the case of employee selection, resistance may arise from existing employees or management who are accustomed to traditional hiring practices. Potential sources of resistance include:

- Fear of losing control or influence over decision-making processes.
- Lack of understanding of the benefits of new recruitment methods.
- Concerns about bias or discrimination in selection systems.

Organizations must address these challenges by fostering transparency and ensuring that all selection processes comply with legal standards, avoiding discrimination based on race, color, religion, sex, national origin, disability, or veteran status.

2.2.5 Readiness for Organizational Change

An organization's readiness for change is determined by its ability to implement and embrace new strategies effectively. For successful employee selection, readiness involves:

- Identifying the key KSAs needed for the job and designing consistent evaluation methods to assess these qualities.
- Training HR professionals and hiring managers to adopt and utilize new selection systems.
- Promoting a culture that values adaptability and recognizes the importance of modern recruitment practices.
- Developing policies that ensure fairness and equity during the hiring process. Organizations that prioritize readiness for change enhance their ability to recruit and retain talented individuals who align with their strategic objectives.

Chapter: Three

Methodology of the study

3.1 Methodology

The methodology section outlines the approaches, procedures, and data collection methods used to gather and analyze information for this internship report on the recruitment and selection practices of Protidiner Bangladesh. A combination of primary and secondary sources of data was utilized to ensure a comprehensive and well-rounded analysis of the organization's HR practices. In addition, a structured approach was employed to ensure reliability and validity.

3.1.1 Report Design

The report follows a descriptive research design, aimed at providing a detailed analysis of the recruitment and selection processes. This design is suitable for understanding the organization's HR practices and identifying potential areas for improvement.

3.1.2 Types of Study

This study is qualitative in nature, with elements of practical observation. It focuses on analyzing processes, challenges, and effectiveness rather than numerical or statistical outcomes.

3.1.3 Area of Study

The study was conducted at Protidiner Bangladesh, a leading media organization. Data was gathered through active participation in the HR department, focusing on recruitment and selection activities.

3.1.4 Data Source

Primary Data

Primary data was collected through direct involvement in the recruitment and selection process. Methods included:

- **Face-to-Face Interviews**: Discussions with managers, HR personnel, and employees to understand the recruitment strategies.
- **Observation**: Monitoring recruitment activities to gather firsthand insights.
- **Participation**: Actively engaging in tasks such as candidate screening, interview scheduling, and onboarding to gain practical experience.

Secondary Data

Secondary data was gathered from published and unpublished resources, including:

- Official website of Protidiner Bangladesh.
- Internal company documents like manuals, memoranda, and HR policies.
- Books, journals, and magazines on HRM practices in the media industry.
- Reports and publications by Protidiner Bangladesh and other media organizations.

3.1.5 Variables Covered

The study focused on variables such as:

- Recruitment methods (job postings, referrals, etc.).
- Candidate evaluation criteria (skills, experience, etc.).
- Effectiveness of onboarding processes.
- Challenges faced during recruitment and selection.

3.1.6 Sampling Technique and Sample Size

The study utilized purposive sampling, targeting key stakeholders in the HR department, including managers, HR officers, and employees involved in the recruitment process. A sample size of 10 participants was selected for interviews and discussions to ensure depth and diversity in perspectives.

3.1.7 Data Collection Procedure

Data collection involved a blend of structured and unstructured methods:

- **Interviews**: Conducted in-person using semi-structured questions to gather detailed insights.
- **Observation**: Recorded real-time practices during recruitment activities.
- **Document Analysis**: Reviewed internal policies and procedures for additional context.

3.1.8 Analysis Tools and Instrument Validity

The data was analyzed thematically to identify patterns, trends, and challenges in recruitment and selection processes. Validity was ensured by cross-verifying findings from primary sources with secondary data and by engaging multiple respondents to minimize biases.

By adopting this comprehensive methodology, the report provides an in-depth analysis of recruitment and selection practices at Protidiner Bangladesh, ensuring credibility and relevance.

Chapter: Four

Overview Of the Organization

4.1 Overview of the Organization

Protidiner Bangladesh was established in **2018**, making it one of the relatively newer players in Bangladesh's media landscape. The newspaper was founded with the vision of providing accurate, unbiased, and socially responsible journalism in a rapidly evolving media industry. Its launch marked a significant addition to the country's journalistic fraternity, offering fresh perspectives and a commitment to high-quality reporting.

Protidiner Bangladesh is a prominent daily newspaper in Bangladesh, renowned for its dedication to unbiased reporting and in-depth journalism. Established to uphold the principles of transparency and public service, the publication caters to a diverse readership, offering content ranging from breaking news and investigative reports to editorials, features, and entertainment. Protidiner Bangladesh maintains a strong presence both in print and online, ensuring its audience stays informed in real-time through multiple platforms.

With a mission to empower citizens through accurate and timely information, the newspaper emphasizes journalistic ethics, social accountability, and the promotion of public discourse on national and global issues. Its editorial policies reflect its commitment to truth, inclusivity, and professionalism, making it a trusted name in Bangladesh's media landscape.

4.2 Organogram of Protidiner Bangladesh

The organizational structure of Protidiner Bangladesh is hierarchical, designed to ensure smooth workflow and clear communication channels.

1. **Editor-in-Chief**
    - Leads the editorial team and oversees all journalistic content.
    - Sets the vision and editorial policies.
2. **Managing Editor**
    - Manages day-to-day editorial operations.
    - Coordinates between departments to maintain quality and timeliness.

3. **Newsroom Division**
    - **News Editors**: Oversee news stories, assign tasks, and ensure accuracy.
    - **Reporters**: Collect and report news from the field.
    - **Sub-editors**: Edit and format news for publication.
4. **Specialized Departments**
    - **Investigative Team**: Focuses on in-depth, research-driven stories.
    - **Feature Writers**: Create lifestyle, cultural, and opinion pieces.
    - **Photojournalists**: Provide visual content to complement stories.
5. **Business and Administrative Division**
    - **HR Department**: Handles recruitment, employee relations, and performance management.
    - **Finance Department**: Oversees budgeting, payroll, and financial compliance.
    - **Marketing and Advertising**: Manages promotional campaigns and client relationships.
6. **IT and Digital Media**
    - Ensures technological support and oversees the digital platform.
7. **Circulation Team**
    - Handles the distribution of the newspaper nationwide.

Chapter: Five

Internship Responsibilities

5.1 Internship Responsibilities

During my internship at Protidiner Bangladesh, I had the opportunity to work closely with the Human Resource (HR) department, focusing on recruitment and selection processes. This role allowed me to gain practical experience in HR operations while contributing to the organization's goal of building a skilled and diverse workforce. Below is a detailed account of the responsibilities I performed, highlighting my involvement in the recruitment and selection lifecycle.

5.1.1 Assisting in Job Posting and Advertisement

One of my primary responsibilities was to assist in the initial stages of recruitment by ensuring job vacancies were effectively communicated to potential candidates.

- **Drafting Job Descriptions**: Collaborated with the HR team to create clear and concise job descriptions, outlining responsibilities, qualifications, and skills required for various roles.
- **Posting on Platforms**: Published job advertisements on multiple platforms, including online job portals, social media channels, and the company website.
- **Targeted Outreach**: Assisted in identifying platforms to attract specific talent pools, such as journalism-focused forums for editorial roles.

5.1.2 Screening Resumes and Applications

I was actively involved in the shortlisting process, which is a crucial step in identifying suitable candidates.

- **Application Review**: Reviewed resumes to assess candidates' qualifications, work experience, and alignment with job requirements.
- **Database Management**: Maintained an organized record of applications received, categorizing them by department and role.
- **Initial Shortlisting**: Highlighted promising candidates based on predefined criteria, preparing them for further evaluation.

5.1.3 Coordinating the Selection Process

Facilitating the selection process required attention to detail and effective communication.

- **Scheduling Interviews**: Coordinated interview schedules between candidates and panel members, ensuring timely communication.
- **Test Administration**: Assisted in conducting written and practical tests for editorial and administrative positions, ensuring a smooth evaluation process.
- **Candidate Communication**: Served as a point of contact for candidates, answering their queries and providing updates about the recruitment process.

5.1.4 Supporting Interview Processes

During interviews, I provided logistical and operational support to ensure the process ran seamlessly.

- **Interview Panel Preparation**: Prepared interview materials, including candidate profiles, evaluation sheets, and test results, for panel members.
- **Interview Observations**: Observed interviews to understand evaluation techniques, taking notes on candidates' performance for post-interview discussions.
- **Feedback Collection**: Gathered and documented feedback from interviewers to assist in making informed hiring decisions.

5.1.5 Conducting Background Checks

To ensure the integrity of hires, I participated in the verification of candidates' credentials.

- **Reference Verification**: Contacted references provided by candidates to validate their professional experiences.
- **Document Review**: Checked submitted documents, such as educational certificates and work records, for accuracy and authenticity.

5.1.6 Supporting Onboarding Activities

Post-selection, I assisted in integrating new hires into the organization.

- **Offer Letter Preparation**: Helped draft offer letters and employment contracts under the guidance of HR personnel.
- **Orientation Assistance**: Participated in organizing orientation sessions, introducing new employees to company policies, culture, and team structures.
- **Documentation**: Ensured all necessary employee documentation, including signed contracts and personal information forms, was collected and properly filed.

5.1.7 Maintaining Recruitment Records

Effective record-keeping is vital for tracking recruitment activities and making data-driven decisions.

- **Database Updates**: Updated the recruitment tracker with information about candidates' status at each stage of the process.
- **Report Preparation**: Assisted in preparing monthly recruitment reports, summarizing key metrics such as applications received, candidates shortlisted, and positions filled.
- **Archiving**: Organized and archived recruitment files for future reference and compliance purposes.

5.1.8 Improving the Recruitment Process

As part of the HR team, I contributed ideas to enhance the efficiency and effectiveness of recruitment practices.

- **Feedback Analysis**: Collected feedback from candidates about their experience during the recruitment process and shared insights with the HR team.
- **Process Documentation**: Helped document standard operating procedures (SOPs) for recruitment, ensuring consistency in future hiring activities.
- **Market Research**: Conducted research on industry trends and best practices in recruitment to provide suggestions for improvement.

Chapter: Six

Analysis Of the Study

6.1 Recruitment sources of Protidiner Bangladesh (PB)

Protidiner Bangladesh usually uses two types of recruitment sources- internal source and external source.

6.1.1 Internal source:

Initially, representatives can be enrolled from the inside source. The board is normally wanted to enrol known and experienced workers from inside the association. In the accompanying ways PB enrolment from the inner source may occur with the endorsement of the Top-Level Management. This can be happed by following ways:

a) Promotion
b) Upgradation
c) Transfer
d) Temporary task
e) Additional task

6.1.2 External source:

There are also some external sources of human resources recruitment uses by PB. These are as follows:

a) Advertisement in the Daily Newspaper
b) Employee agencies (Public agencies, Private employment agencies)
c) Professional organizations (Account associations, Labor unions, Management associations)

6.2 The recruitment process for internal and external candidates

This report centres around enlisting and choosing people for work in an association. Enlistment is the way toward recognizing and drawing in a gathering of potential applicants from inside and outside the association to assess for business. When these hopefuls are distinguished, the way toward choosing fitting workers for business can start. This implies gathering, estimating, and assessing data about competitors' capabilities for determined positions. Associations utilize these practices to improve the probability of employing people who have the correct aptitudes and capacities to be effective in the objective occupation.

PB chooses whether it will enrol inside or remotely or both. Potential favourable circumstances of interior enrolment over outside are –

1. All data on current workers can be accessible.
2. Selection less expensive.
3. Positions topped off quicker.
4. Candidates officially acquainted with association standards and so on., which spares time and costs for acceptance.
5. Internal advancement can be help flagging that great execution are remunerated.

Outside enrolment can likewise offer a few points of interest –

1. Import new thoughts.
2. Reduce representative preparing and improvement, especially, on the off chance that they have been prepared somewhere else.
3. Hiring untouchables can show a difference in business standpoint.
4. Internal individual may not be accessible.

Inward refrains outside enrolment choice are particularly essential for administrative procuring. Cross-treatment of aptitudes among inside and outside info is vital for authoritative development.

As a rule, outer hopefuls were chosen more regularly than inside competitors. Outer competitors now and again bring abilities that cannot be found inside the association's present workforce.

6.3 Finding Candidates from Internal Source

An examination of staff records uncovers representatives who working in employments beneath their instructive or aptitude levels. It might likewise uncover who have potential for further preparing or who as of now have the correct foundation for the open occupation. Electronic records frameworks can help guarantee that association can think about qualified inside contender for the opening. Rehiring previous representatives is one of the types of finding inside competitor. Be that as it may, it has its upsides and downsides. On the in addition to side, previous representatives are known amounts (pretty much) and are now comfortable with the organization's way of life, style, and methods for getting things done. Then again representatives who were given up may come back with not exactly inspirational mentalities and contracting previous workers who left for greener fields once again into better positions may flag current representatives that the best approach to excel is to leave the firm. Anticipating the accessibility of inside official hopefuls is especially vital progression arranging. Progression arranging is extraordinary compared to other shape finding inward applicants. Progression arranging involves three stages recognizing and investigating key

occupations, making, and evaluating hopefuls and choosing the individuals who will fill the key positions. In the first place, considering association's vital objectives, top administration and HR Identify what the organization's future key position needs will be and figure sets of responsibilities and detail for them. After recognizing future key position needs, the executives swing to the activity of crating and surveying contender for these employments. PB can't generally get all representatives they require from their present staff and at times they simply would prefer not to.

6.4 Finding candidates from external source

Outside enrolment could be through representative referral programs, walk-ins, verbal, business offices, head chasing, work authorities, brief help offices, exchange affiliations, contract offices, schools and universities, and utilizing Information Technology, distributing in expert diaries and so forth. The most widely recognized strategies utilized are radio, TV and paper. Head chasing is one method for seeking exceptionally qualified senior directors through casual meeting process. The strategy is helpful to bring potential people who are very much put in various associations who regularly don't make a difference in light of formal ads. Notices must be finished showing capability, abilities, skills and other pertinent data. It ought to likewise incorporate a short employment rundown, nature of occupation and place of posting, pay bundles and expert references if necessary. Screen application is the one of the imperative things to enrolment and choosing applicants from outer sources. Screening of uses might be founded on subjective or quantitative short posting. It is troublesome employment the same number of candidates misrepresented their aptitudes and skills in CVs. It is seen that almost 30 percent of utilizations contain false data. In the "Comments" segment of the agenda for CVs, the purposes behind choosing or not choosing of uses may plainly be expressed. Screening criteria might be characterized with reference to explicit occupation prerequisites. Often, a organization makes short posting, ideally from various units and HRM Department. Administration records ought to be counselled before short posting inner applicants. While screening hopefuls, thought might be given for sex/assorted variety balance in the association. The screening procedure might be led as per benchmark (required aptitudes, capabilities, instruction, and encounters) for each position. Nonetheless, a few however not all aptitudes must be gotten to through perception or recreation or down to earth test. In the wake of screening of uses, tests might be directed relying upon need of the positions. All competitors ought to get a short set of working responsibilities for the position connected for alongside the meeting notice.

6.5 Test & Selection Procedure:

There many tests and selection procedure to select best candidate from large number of applicants. These are-

6.5.1 Written test:

The most widely recognized and essential technique to evaluate candidate's capacity is through composed tests. HRM Department may code composed tests contents to avoid subjectivity amid looking at the papers. This is increasingly imperative when inside and outside applicants sit for a similar test. HRM office must set inquiries by taking contributions from meeting board. Questions should set pertinent to the situations alongside general inquiries. Last inquiry ought to get ready and work out by believed individual and make duplicate just before test. Least two people from various units including the line chief to guarantee reasonableness ought to look at the appropriate response contents. Clearly, the kind of inquiries will rely upon the dimension of position. For the most part, questions ought to be on centre business, on the board related issues and occupation points of interest.

6.5.2 Work Simulations

In work reenactments, a candidate finishes verbal or physical exercises that imitate genuine work. These systems have a high level of legitimacy, as they are hard to counterfeit. To be powerful, work reenactments must be explicit to work; subsequently, exorbitant to create. Model could be to request that the hopeful lead a gathering in a participatory way or connect with client or recipients.

6.5.3 Assessment focuses

Appraisal focuses work from straightforward work reenactments utilizing situational tests or activities with the goal that explicit practices of the hopefuls can be watched and scored via prepared evaluators. Evaluation focuses are particularly fitting for complex properties and capacities that are exceptional in that they consolidate a few unique kinds of choice devices into one gadget. They have been utilized for quite a while as administrative improvement apparatuses, yet their prominence as a determination gadget has developed lately. An imperative thought in evaluation focuses as determination gadgets is that, to be viable, an appraisal focus should explicitly fit the activity for which it is expected; hence, it very well may be very exorbitant to create.

6.5.4 Practical test/demonstration

A commonsense test/showing ought to be masterminded a few positions like drivers, professionals, circuit tester and so on. It is smarter to test their capacity through doling out down to earth tests. Their assessment criteria are how well they play out their capacities for which they are required.

6.5.5 Interview/Vive Voce

Prospective employee meeting is the most widely recognized gadget to choose perfect individual. If a test is managed, all applicants both inside and outside should step through a similar exam under indistinguishable conditions. Viva meets commonly happen after composed tests or activities. The viva could be on an individual premise (balanced with every individual from the meeting board) or with a board (one meeting before all individuals from the board). In either case, the meeting board ought to build up a lot of inquiries with scoring criteria just before the meeting. Inquiries questions should concentrate on regions important to the activity, including speculative situations and questions with respect to required skills. Similar inquiries ought to be asked to all applicants, however the board may make extra inquiries to test for more data with respect to answers where this appears to be legitimized. This is progressively applicable if the competitor seems promising. No inquiry might be asked of an individual sort that does not identify with employment prerequisites. No contemplations ought to be given on applicant's sexual orientation, religion, culture, physical disable, age and so forth except if such angle is specifically identified with necessities of the activity. Be that as it may, some preferred standpoint might be given to ladies' competitors if every single other capability is equivalent and Organizations willing to expand female faculty.

The meeting board/board ought to assess the exhibitions through a reviewing framework for each inquiry. Based on evaluation got in the tests and the emotional judgment, the board ought to set up an advocating note of suggestion for conclusive determination.

6.5.6 Reference Check

HRM office should lead reference check for all at last chosen competitors and based on positive criticism from the officials, the arrangement ought to be given. Refs might be reached through email, phone for formal letters. A compulsory reference check with the representative's last manager is important to assemble trustworthiness and execution related data.

6.5.7 Medical tests

All at last prescribed applicants ought to experience some fundamental obsessive/physical tests to guarantee that the chose individual is physically and rationally fit for business and does not convey any destructive infections. After formalization of determination; chose applicant must be given an arrangement letter referencing every single significant term and conditions including compensation and different support agreement.

6.6 Requirements for the posts

The prerequisites for the posts are as following:

1. **Nationality:** No individual will be named to any post in the administration of the bank except if he is a subject of Bangladesh. Given that the board may in unique cases, defer this condition subject to satisfaction of different conditions with respect to work of remote nationals in Bangladesh.
2. **Age:** Minimum 18 years if there should be an occurrence of MCG/SG/Plumber/Driver GR-II and counterparts (all sub staff), 22 years in the event of Probationary Officer &Asset. Officers and greatest 30years for every single direct enroll. In parallel section grades greatest age limit will be not surpassing 50 years. Unwinding of age lies with Board as it were.
3. **Physical Fitness:** No individual will be delegated in the administration except if he/she is announced physically fit by the enrolled restorative officer (MBBS) or some other therapeutic specialist indicated by the bank for this benefit

6.7 Method of Appointment

Arrangement to the posts of officers and different representatives will be made by direct enlistment or by advancement according to advancement criteria gave that where reasonable applicants are not accessible in sufficient number for the presents on be filled by the advancement might be filled by direct enrolment.

6.8 Qualifications for recruitment

6.8.1 General Qualifications for All Roles

Regardless of the specific position, candidates must meet some general qualifications:

- **Education**:
    - A minimum of a Bachelor's degree is required, preferably in relevant fields such as Journalism, Mass Communication, English, or Political Science.

- Candidates with degrees in Business Administration, IT, or Graphic Design may be considered for non-editorial or technical roles.

➢ **Language Proficiency**:

- Strong command of Bangla and English, both written and spoken, is essential.
- Proficiency in Bangla typing (using Unicode or Bijoy) is often required for editorial and reporting roles.

➢ **Basic Technical Skills**:

- Familiarity with Microsoft Office Suite (Word, Excel, PowerPoint).
- Knowledge of digital tools, social media platforms, and content management systems (CMS).

➢ **Adaptability**:

- Ability to work in a fast-paced, high-pressure environment and meet tight deadlines.
- Willingness to work irregular hours, especially for field reporting or breaking news coverage.

➢ **Soft Skills**:

- Strong interpersonal and communication skills.
- Analytical thinking and problem-solving abilities.
- Teamwork and a collaborative attitude.

6.8.2 Qualifications for Editorial Roles

a) Reporters and Journalists

➢ **Educational Background**:

- Bachelor's degree in Journalism, Mass Communication, or a related field.
- Post-graduate degrees or diplomas in journalism are an added advantage.

➢ **Experience**:

- Entry-level roles may require 0–2 years of experience in journalism or content creation.
- Mid-level positions demand 3–5 years of reporting experience, preferably in a newspaper or media house.

➢ **Key Skills**:

- Strong research and investigative abilities.
- Exceptional writing and editing skills with an understanding of news formatting.
- Knowledge of media laws, ethics, and copyright regulations in Bangladesh.

b) Editors and Sub-Editors

- **Educational Background**:
  - A Master's degree in Journalism, English, or a related field is often preferred.
- **Experience**:
  - At least 5–7 years of editorial experience, with proven leadership in managing a newsroom or publication.
- **Key Skills**:
  - Advanced editing skills, including grammar, syntax, and headline writing.
  - Ability to manage teams and oversee the content pipeline.
  - Strong decision-making skills for prioritizing stories and ensuring editorial integrity.

6.8.3 Qualifications for Design and Multimedia Roles

a) Graphic Designers

- **Educational Background**:
  - Bachelor's degree in Fine Arts, Graphic Design, or a related discipline.
- **Technical Skills**:
  - Proficiency in design software such as Adobe Photoshop, Illustrator, and InDesign.
  - Knowledge of layout and typography principles for print and digital media.
- **Portfolio**:
  - A portfolio showcasing creative design work is mandatory.

b) Video Editors and Multimedia Specialists

- **Educational Background**:
  - A diploma or degree in Film Studies, Multimedia, or Communication is preferred.
- **Experience and Skills**:
  - Experience in video editing software like Adobe Premiere Pro, Final Cut Pro, or DaVinci Resolve.
  - Knowledge of storytelling and scriptwriting for visual media.

6.8.4 Qualifications for Digital Media Roles

Digital media has become integral to newspapers in Bangladesh, and *Protidiner Bangladesh* actively recruits for these roles:

a) Social Media Managers

- **Educational Background**:
  - Bachelor's degree in Marketing, Communications, or Digital Media.
- **Experience**:
  - 1–3 years of experience in social media management, preferably in a media organization.
- **Skills**:
  - Knowledge of social media algorithms, analytics tools, and content trends.
  - Creativity in crafting engaging posts and campaigns.

b) SEO Specialists

- **Educational Background**:
  - Bachelor's degree in Computer Science, Marketing, or Journalism.
- **Technical Skills**:
  - Expertise in keyword research, Google Analytics, and SEO tools like SEMrush or Ahrefs.
  - Understanding of content optimization for search engines.

6.8.5 Qualifications for Administrative and HR Roles

a) HR Executives

- **Educational Background**:
  - Bachelor's or Master's degree in Human Resource Management, Business Administration, or a related field.
- **Experience**:
  - 2–4 years of experience in HR roles, with exposure to recruitment, payroll, and employee relations.
- **Skills**:
  - Proficiency in HR software and tools, such as ERP systems.
  - Strong organizational and people management skills.

b) Administrative Officers

- **Educational Background**:
  - Bachelor's degree in Business Administration, Public Administration, or a relevant field.
- **Skills**:
  - Effective multitasking and time management abilities.
  - Familiarity with office equipment, tools, and management software.

6.8.6 Qualifications for IT and Technical Support Roles

a) IT Specialists

- **Educational Background**:
  - Bachelor's degree in Computer Science, Information Technology, or a related discipline.
- **Technical Skills**:
  - Proficiency in network management, database administration, and website maintenance.
  - Experience in troubleshooting hardware and software issues.

b) Web Developers

- **Educational Background**:
  - Bachelor's degree in Computer Science or Software Engineering.
- **Skills**:
  - Expertise in programming languages like HTML, CSS, JavaScript, and PHP.
  - Knowledge of CMS platforms such as WordPress or Drupal.

6.9 Commencement of Service

Consistently on which a worker reports for obligation at the place and time implied to him/her by the Competent Authority if he/she reports before twelve. The administration will initiate from the working and from the following working day if he/she reports toward the evening.

6.10 Agreements

Each worker, selected at either section or sidelong dimension, will be required to outfit a surety security executed by him/herself alongside two other decent identities of methods and standing adequate to the organization as sureties on a non-legal stamp of the essential incentive such that the officeholder will serve the organization for a base time of 2 (Two) years.

6.11 Confirmation

The confirmation process at Protidiner Bangladesh ensures the selected candidate is validated and prepared for their role through a series of structured steps. After finalizing the selection, the HR team communicates the decision to the candidate with an official offer letter, outlining job responsibilities, salary, and terms. Upon acceptance, the candidate undergoes document verification, reference checks, and, if required, medical tests. Once these pre-employment formalities are completed, the candidate receives a confirmation letter and joins the organization. For roles with probation periods, performance is closely monitored, followed by a formal review to grant permanent employment. Throughout the process, transparency, compliance with legal standards, and a positive candidate experience are prioritized.

6.12 Example of Recruitment Advertisement



The Local Paper

NEWSPAPER JOBS

■ Media industry changes have provided great expansion opportunities for *The Local Paper* group.

We are building a network of 34 weekly community newspapers - in print and online - across Greater Melbourne.

With COVID-19 restrictions set to soon ease there is likely to be an unprecedented demand for advertising from local businesses, trades people, schools, hospitality, real estate and Victorian travel operators.

Organisations will be seeking to tell the public that they are again open for business, and eager to quickly attract customers.

The Local Paper seeks to recruit new members for its Advertising Sales Team.

These are work-from-home positions for experienced media sales people. Successful applicants need to have effective telephone marketing skills, the highest ethical values, and the ability to close sales.

Each position involves contacting business people by phone during business hours, and arranging their advertising requirements.

Our Research Department supplies team members with fresh daily listings of qualified 'warm' sales prospects.

Our Agents have sales proficiency on their own phones and home computers to accurately complete sales paperwork for our clients.

Payment is weekly, and is by generous commission on every sale.

There is the ability to earn a substantial weekly income, paid directly to your account each Friday. Initially, these are contractor positions, so an ABN is necessary.

Advertising Sales Agent

■ We have an immediate vacancy for a Part-Time or Full-Time Advertising Sales Agent to work from their own home, contacting retail and trades businesses.

This involves contacting clients each weekday during business hours, from 'warm' prospects lists prepared by *The Local Paper* Research Department.

This contractor position may suit a professional sales person looking to return to the workforce, or to a person looking to combine their work with a parenting role. A 9.30am-2.30pm role may be an option.

Travel Advertising Agent

■ Over the past two decades, one of our strongest departments has been travel advertising. There are more than 17,000 Australian operators. There will be a much increased focus on people taking local holidays. 'Opportunity knocks' for a professional ad sales agent.

Melbourne Press Network: 34 local newspaper titles

Starting with the Melbourne Observer in 1969, Local Media has a 51-year tradition.

Local Media Pty Ltd is the publisher of a stable of 34 local newspaper titles across Victoria.

The Local Paper - Eastern Division
- Knox-Sherbrooke News
- Manningham News
- Maroondah Mail
- Monash Gazette
- Progress News
- Whitehorse Gazette

The Local Paper - Northern Division
- Diamond Valley News
- Heidelberger
- Northcote Budget
- Preston Post/Reservoir Times
- Whittlesea Post

The Local Paper - North-West Division
- Brimbank Advocate
- Hobsons Bay Mail
- Hume Observer
- Maribyrnong Mail
- Moonee Valley Gazette
- Moreland Courier

The Local Paper - Southern Cross Weekly and Inner Melbourne (launch date TBA)
- Bayside Advertiser
- Boroondara Weekly
- Glen Eira Standard
- Kingston Standard
- Port Phillip Times
- Stonnington Weekly
- Yarra Times

The Local Paper - Greater Dandenong, Frankston, om.Peninsula (launch date TBA)
- Cranbourne Sun
- Dandenong Advertiser
- Frankston News
- Mornington Peninsula Post
- Southern Peninsula Gazette
- Western Port Sun

The Local Paper - Victorian Division
- Dindi Local
- Lilydale and Yarra Valley Express
- Mitchell Shire Edition
- Melbourne Observer

editor@LocalPaper.com.au

Education (Schools) Advertising Manager

■ There are 2500 schools in Victoria, with about 1375 schools in Melbourne, including State, independent and Catholic schools

As COVID-19 restrictions ease, most of these schools will be looking to re-start their enrolment advertising campaigns for 2021 and years to follow.

This is an opportunity for a particularly organised sales professional to earn a substantial package, organising the print and online schedules for schools and tertiary organisations.

Government Advertising Manager

■ Local, State and Federal Governments, and their many departments will be looking to increase their advertising campaigns to underscore their post-COVID recovery efforts.

This is an opportunity for a top-level sales professional to liaise with more than 30 local government authorities, State and Federal Governments and their agencies.

Real Estate Advertising Sales Agent

■ There are more than 6000 real estate services businesses across Victoria.

The Local Paper group wishes to appoint a sales professional, interested in helping agents gain listings, sell properties and boost profiles.

The sky is the limit for the right person who will already have established links in the industry.

Volunteer Local News Contributors

■ *The Local Paper* also has vacancies for community-minded people to submit local news and photos about the areas in which they live.

There is no payment, but it is an opportunity to gain free no-charge coverage for local clubs, organisations and gain free publicity.

Apply now for these positions

■ **To apply for any of these positions, please submit your application in writing (no phone calls please) to:**

editor@LocalPaper.com.au

Successful applicants will be invited to have an interview by Zoom with our Editor, Mr Ash Long.

Chapter: Seven

Findings Of the Study

7.1 Findings: Recruitment and Selection at Protidiner Bangladesh

The major findings in the recruitment and selection procedure of Protidiner Bangladesh that are justified in my view are:

7.1.1 Limited Talent Pool for Specialized Roles

- Challenges in attracting qualified candidates for highly specialized roles (e.g., senior editors or experienced investigative journalists).

7.1.2 High Turnover in Junior Roles

- High turnover rate, particularly for junior editorial positions, indicating possible issues with job satisfaction or career development opportunities.

7.1.3 Lack of Focused Recruitment for Fresh Talent

- Limited targeted recruitment strategies, such as partnerships with journalism schools or offering internships, to attract fresh graduates.

7.1.4 Inconsistent Candidate Experience During Interviews

- Variability in the candidate experience during the interview process, leading to some candidates feeling less valued or unsure of their application status.

7.1.5 Inadequate Retention Programs

- While there are competitive salaries, there is a lack of robust retention programs or employee engagement initiatives to maintain long-term staff.

7.1.6 Underutilization of Social Media for Recruitment

- Reliance on traditional recruitment methods rather than leveraging social media and digital platforms to attract a broader talent pool.

7.1.7 Limited Diversity in Candidate Pool

- Although efforts are made for inclusivity, there could be more proactive steps in diversifying the applicant pool, especially in editorial roles.

7.1.8 Inefficiencies in the Recruitment Process

- The process can sometimes be slow, leading to a delay in hiring, especially when there is a high demand for positions to be filled quickly.

7.1.9 Lack of Post-Hire Support

- Limited follow-up or support for new employees after their induction, which could help improve long-term integration and satisfaction.

7.1.10 No Clear Career Development Path

- Lack of a structured career development plan for employees, which can lead to dissatisfaction and a lack of motivation to stay long-term.

These findings point out areas where the recruitment and selection process at Protidiner Bangladesh may need refinement to attract and retain top talent, improve efficiency, and enhance overall organizational growth.

Chapter: Eight

Recommendations

&

Conclusion

8.1 Recommendations

- **Checking policy:** During the selection process, while interviewing and written exam the authority can check the candidate whether he/she is the same person of the picture provided in the application.
- **Vacancy fills up:** Instead of filling the vacant position with the outside candidates, company can fill it up with the employees within the organization by determining performance.
- **Importance of internal search:** Protidiner Bangladesh (PB) always emphasize on external search during recruitment. Therefore, they can develop their own employees with more training so that they can directly go for internal search. For the internal announcement and passing information PB can introduce a internal communication network which will give more opportunities to the existing candidates. They can make a dashboard in the communication site where all the new opportunities will be placed and employees could directly apply for the new scope.
- **Background Check:** HR department should start a system of background check of the new potential employees. All the information should be verified by investigating at the previous work place. A strict check should be done to ensure that the candidate does not have any criminal records, checking credit references and other verifications are must to be done by IBBL.
- **Job Fair:** Besides internal recruitment, PB should participate in different job fairs for direct recruitment. They can participate in career fairs which will give them more exposure as well to get clients. IBBL can introduce a new program for the fresher where they can do direct recruitment from different universities interested to build career in finance and banking background.
- **Conduct Regular Recruitment Audits:** Periodically audit the recruitment and selection process to identify inefficiencies, biases, or gaps, and refine strategies to ensure that the process remains aligned with the organization's evolving needs.
- **Promote Diversity and Inclusion More Proactively**: Increase efforts in actively seeking diverse candidates, especially in editorial roles, by targeting underrepresented groups and using inclusive language in job postings.

8.2 Conclusion

Concededly, this internship at Protidiner Bangladesh offered valuable insights into the organization's recruitment and selection practices, showcasing both the strengths and areas that could benefit from improvement. The company follows a structured recruitment process with clear steps, from job postings to candidate evaluations, ensuring that they select highly qualified individuals for editorial and non-editorial roles. However, challenges remain, particularly in attracting highly specialized talent for senior editorial positions, where competition in the market is high. Additionally, the organization faces high turnover in junior roles, such as entry-level editorial positions, which could be indicative of a lack of sufficient career development opportunities or engagement initiatives. While Protidiner Bangladesh has made efforts in promoting diversity and inclusion, there is room to further enhance the outreach to a more diverse pool of candidates, particularly in editorial departments. The onboarding process, although efficient, could be strengthened by providing more post-hire support and clearer career progression pathways for new employees. Furthermore, there is an opportunity to leverage technology and social media more effectively to streamline the recruitment process and expand the candidate pool. To address these challenges, the report recommends improvements such as more targeted talent sourcing, enhancing employee retention programs, refining the candidate experience during interviews, and developing a comprehensive career development framework. By implementing these recommendations, Protidiner Bangladesh can improve its recruitment practices, reduce turnover, and ensure that it attracts and retains top talent, which will ultimately contribute to the growth and success of the organization in the highly competitive media industry.

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