

## Internship Report On

“Human Resource Functions of Incepta Pharmaceuticals Ltd.”



الجامعة الإسلامية للتكنولوجيا  
UNIVERSITE ISLAMIQUE DE TECHNOLOGIE  
ISLAMIC UNIVERSITY OF TECHNOLOGY  
DHAKA, BANGLADESH  
ORGANISATION OF ISLAMIC COOPERATION



Submitted to

**Islamic University of Technology**

In partial fulfillment of the requirements for the degree of BBA in Business and Technology Management

Submitted By

**Rohit Azad Rudro**

ID: 190061115

Department of Business and Technology Management  
Islamic University of Technology

Approved by:

**Dr. Md. Nahin Hossain**

Assistant Professor

Department of Business and Technology Management  
Islamic University of Technology

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**Islamic University of Technology**  
A Subsidiary Organ of the Organization of Islamic Cooperation (OIC)



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**I affirm that my final report is intended to be included in the enduring repository of the Islamic University of Technology's esteemed BBA in Business and Technology Management Program. By appending my signature below, I grant consent for disseminating my final report to any interested parties upon solicitation.**

**Approved by:**

**Dr. Md. Nahin Hossain**  
Assistant Professor  
Department of Business and Technology Management  
Islamic University of Technology

**Date of Approval:**  
17th May, 2024

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**An Internship Report  
On  
“Human Resource Functions of Incepta Pharmaceuticals Ltd.”**



This internship report is submitted to the Department of Business and Technology Management (BTM) at the Islamic University of Technology (IUT) as part of the course BTM 4800.

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## Letter of Transmittal

17 May, 2024

To

Dr. Md. Nahin Hossain

Assistant Professor

Business and Technology Management

Islamic University of Technology

Gazipur, Bangladesh

**Subject:** Submission of internship report on “HR Functions of Incepta Pharmaceuticals.”

Dear Sir,

With great Pleasure I hereby submit my internship report on “**HR Functions of Incepta Pharmaceuticals Ltd.**” The report has been completed by the knowledge that I have gathered during my internship period in Incepta Pharmaceuticals HR department from February 1<sup>st</sup> to May 1<sup>st</sup>.

I am grateful to all those people who provided me important information, data and pragmatic advice. I would be grateful if you read my report minutely and I will try to answer all the questions that you have about my internship report.

I tried my best to complete this report meaningfully and accurately. However, if you need any quarry about this report, please contact me without any kind of hesitation.

Sincerely yours,

Rohit Azad Rudro

Islamic University of Technology

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## **Acknowledgement**

First of all, I would like to express my deepest gratitude to almighty God for giving me strength and readiness to finish the report within the time. I would like to thank and express my deepest gratitude to all those people who have provided me the opportunity to complete this internship report. My acknowledgement begins with thanking my academic supervisor Dr. Md. Nahin Hossain, Business and Technology Management, Islamic University of Technology, whose constant help mattered a lot regarding various aspects of this report.

I would like to thank to Incepta HR Department. They provided me right kind of information and their kind assistance helped me much regarding this report. Without them or their help it was impossible for me to complete and finish this internship report. I got all the necessary guideline valuable information and cooperation advice from them to complete this difficult task. Furthermore, I would like to thank every personnel and staffs of Incepta Pharmaceuticals Ltd. for sharing the valuable and confidential information with me.

I eagerly believe that the path for enhancement is never ending. Thus, I will look forward to and cordially acknowledge all suggestions obtained.

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## **Declaration of the student**

I, Rohit Azad Rudro, a student at the Islamic University of Technology presently pursuing a degree in Business and Technology Management, thus sincerely attest that the internship report “**Human Resource Functions of Incepta Pharmaceuticals Ltd.**” is wholly original work of mine. Dr. Md. Nahin Hossain, an assistant professor in the Islamic University of Technology's Department of Business and Technology Management, provided direction and oversight for the completion of this research.

I further declare that no other degree or diploma program has received this report, in whole or in part. To the best of my knowledge, the data and figures in this report are correct and based on my study.

I thank everyone who helped me throughout the internship and with this report preparation; they are all properly mentioned in the document's contents. Furthermore, I attest to the accurate citation of all information sources included in this study.

Sincerely Yours,

Rohit Azad Rudro

ID: 190061115

Session: The academic Year 2022-2023

Department of Business and Technology Management

Islamic University of Technology

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## **Executive Summary**

Doing the internship at Incepta Pharmaceuticals Limited (IPL), Human resource division has been exaggerating at both the personal and academic level. The report title is Human Resource Functions of Incepta Pharmaceuticals Limited. During my internship period I gained practical knowledge and learn how the human resource division function a big pharmaceutical company like IPL. I also learn how to ensure the right number of people at the right place at the right time. Furthermore, I also learn how to work with first organization culture and observe how IPL handle its employee through motivation and empowerment and extract from employee their best effort. The report starts with an organization profile of Incepta Pharmaceuticals Limited and its chronological event, mission, vision and its product; Then rationale of the study, scope, limitation and objective of the study. Following that a literature review is given. Next part includes the rules and regulation of Incepta Pharmaceuticals Limited. After that a hierarchy is given and it shows that how much an employee can reach through the promotion. Then major portion start with the recruitment and selection process of IPL; where reader can find that how much intense situation must face at IPL in recruitment and selection process. Then I talked about the both financial and non-financial benefit provided by IPL. After that I have talked about their training and development method. I tried to discuss all their available training method. Furthermore, I have discussed about their daily attendance management system. Then I have talked about their performance appraisal system. Which method they are following while doing performance appraisal I have tried to give detail information. I have also discussed about the probation period and how they assess their probationary employee. Furthermore; some of the key finding was given and a valid analysis has been shown. Then based on those findings and analysis some recommendations are given. Finally, there is the conclusion followed by references and appendix.

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## Table of Contents

<b>Chapter 1: Introduction of the report</b> .....	1
1.1. Rationale of the study.....	2
1.2. Scope of the Study .....	2
1.3. Limitations of the Study:.....	2
1.4. Objective of the study: .....	3
1.4.1. General Objective:.....	3
1.4.2 Specific Objective: .....	3
1.5. Review of Related Literature .....	4
1.6. Methodology: .....	7
<b>Chapter 2: Profile of the organization</b> .....	8
2.1. Organization: Incepta Pharmaceuticals Limited.....	9
2.2. Company profile: .....	10
2.3. Mission:.....	11
2.4. Vision: .....	11
2.5. Chronological events of IPL: .....	11
2.6. Products of Incepta Pharmaceuticals Ltd:.....	14
2.7. Department:.....	14
2.8. Number of Employees:.....	16
2.9. Growth in comparison with local Pharmaceuticals market (Intercontinental Marketing Services Health Inc.( IMS*data)).....	17
<b>Chapter 3: Industry Analysis</b> .....	19
3.1. SWOT Analysis .....	20
3.2. PESTEL Analysis.....	21
3.3. Five Forces Model of Competition .....	24
3.4. Space Matrix .....	26
<b>Chapter 4: Human Resource Management and its Functions</b> .....	29
4.1. Human Resource Management .....	30
4.2. Terms and condition of employment.....	31
4.3. Hierarchy of the Human Resource Department: .....	34
4.4. The steps of recruitment and selection process of Incepta Pharmaceuticals Ltd: .....	35

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<b>Chapter 5: Description of Main Duties</b> .....	38
5.1. Duties and Responsibilities .....	39
5.2. Workplace environment .....	40
5.3. Learnings.....	41
5.4. Challenges .....	42
<b>Chapter 6 Analysis of Incepta Pharma</b> .....	44
6.1. Benefits of Incepta Pharmaceuticals Ltd.....	45
6.1.1. Financial Benefits:.....	45
6.1.2. Non-Financial Benefit: .....	46
6.2. Training and Development of Incepta pharmaceuticals ltd: .....	47
6.3. Attendance Management of IPL: .....	50
6.5. Grade Description of Incepta Pharmaceuticals Ltd.....	53
6.6. Probationary period assessment .....	55
6.8. Key Findings: .....	57
6.9. Analysis of the problem .....	58
<b>Chapter 7: Recommendations and Conclusions</b> .....	59
7.1. Recommendation: .....	60
7.2. Conclusion .....	61
<b>References</b> .....	62
<b>Appendix</b> .....	63

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## **Chapter 1: Introduction of the report**

## **1.1. Rationale of the study**

The report is formed according to the curriculum requirement of BBA in Technology Management program at Islamic University of Technology. The topic I have selected for my report is “Human Resource Management Practices of Incepta Pharmaceuticals Limited.” Spending 90 days and observing the functions and operational activities of Incepta Pharma closely, I have completed my Internship Program with Incepta Pharmaceuticals Limited and as per advice with my academic supervisor.

## **1.2. Scope of the Study**

This report has been made by thorough discussion with employees of Incepta Pharma’s Human resource division. The HRD's important documents were also helpful in the report's preparation. I was fortunate enough to have extensive knowledge of all Incepta Pharmaceuticals Limited's HR practices at the time I was writing the report.

## **1.3. Limitations of the Study:**

- One key obstacle was the lack of appropriate records and information within the company.
- Another constraint was the busy work atmosphere; staff members had little time to offer information due to their busy daily schedules.
- It was not able to have the appropriate communication with employees because of the confidentiality of delivering confidential information.

## **1.4. Objective of the study:**

### **1.4.1. General Objective:**

- Fulfilling the requirement for the completion of the Bachelor of the Business Administration in Human Resources Management.
- Learning about different Human Resources Management policies and practices in Incepta Pharmaceuticals Ltd

### **1.4.2. Specific Objective:**

- Knowing about different practices and Human Resources Planning in Incepta Pharmaceuticals Ltd
- Learning about recruiting and selection Process of Incepta Pharmaceuticals Ltd
- Identifying training and development methods that are applied within Incepta Pharmaceuticals Ltd
- Knowing performance appraisal practices in Incepta Pharmaceuticals Ltd
- Knowing benefit and compensation practices in Incepta Pharmaceuticals Ltd
- Recommending and suggesting improvement within the current system
- Relating the theoretical knowledge and practical knowledge

## 1.5. Review of Related Literature

Human resources are the most valuable factor in every firm. Essentially, this resource is the primary determinant that sets one organization apart from others, and differentiation can only occur when this resource is well utilized. Since ancient times, the significance of individuals in the workforce has been acknowledged. However, it was not until the early 1980s that a professor from an American Business School published various papers, journals, and books to shed light on the concept of Human Resource Management (HRM). These publications also highlighted the current conflicting situation in the business world, where the volatility of the environment is attributed to human resources. (Soderlund and Bredin, 2005). As human resources are not the asset like machine, land, technology, their uniqueness, personality, psychology etc. require much attention than any other asset of the firm (Soderlund and Bredin, 2005). This was the key reason why the management of human resources was emerging into the limelight and about this, different specialists describe human resource management from their point of view. Dessler (2003) describes HRM as “a process of acquiring, training, appraising, and compensating employees and attending to their labor relations, health and safety, and fairness concerns.” John Storey (1995) regards human resource as an agent of competitive advantage (Barney, 1995) and this competitive advantage is only attainable by the establishment of a strong and integrated culture which eventually makes the people devoted to their companies.

It is true that capital, technology, etc. are very much required for production but without the touch of a human being, nothing makes happen. Without the movement of paper, nothing moves and a human is the actor who moves this paper. Sometimes we discuss the concept of a fully automated system but there must be a person who initiates the process and hits the button of the machine (Smriti, 2014). Most of the HR specialists consider human resource management as a process involving some functions.

Recruitment and selection, remuneration, training, performance appraisal, etc. are those functions principally (Dessler, 1994). Recruitment is the process of searching and recruiting the prospective

employees (Yoder, 1986) and selection procedure helps to find out the best of the best from that attracted talent hub. Analoui(2007) considers recruitment and selection as an ethical process of seeking and attracting the most qualified for the certain post. Flippo (1990) considers recruitment as a constructive activity because it motivates people to apply for the position. In basic English recruiting is luring the employee for the role and selecting is selecting the right individual for the right position at the right time.

According to Price (2007), there are important methods of recruitment tactics: suitability, malleability and adaptability. Suitability implies the qualified applicant for the vacant post, malleability means coping with the culture and flexibility stands for the reliability and the versatility of that people (Price, 2007). These vital as well as intricate criteria are kind of guided guidelines for the recruitment procedure. Retaining personnel parallel with picking them is also very much vital. Every firm wants the most acceptable and competent person for their organizations but there is a severe deficiency of talent on the market. In this regard (Pfeffer, 1994) regards recruitment and selection process as a toughest war to win. Channels of recruitment are cascaded into external and internal recruiting, and formal and informal channels (Russo et al., 1995).

As retaining potential employees is also very much vital for the firm, there must a well-defined compensation plan or package to encourage the staff. Remuneration is highly significant for organization as it helps to attract and retain the high potentials as well as remuneration motivates the employees to behave in the desired way (Patel & Cardon, 2010). According to Minbaeva et al. (2003), remuneration enhances the motivation of the employees. Compensation encompasses all sorts of pay of employees that comes from the employment (Dessler, 2003). There are three basic categories of compensation: non-monetary compensation, direct compensation and indirect compensation (Schuler, 2010). Non-monetary compensation is a sort of remuneration paid by the employer that does not entail tangible value. Direct compensation is the employee's base wage like monthly salary or hourly rate. Indirect remuneration varies quite greatly like from social security to health insurance, retirement programs, paid leave child care or moving expenses (Schuler, 2010). In today's turbulent business environment, personnel of a firm require to gain numerous forms of abilities and expertise regularly. These abilities and knowledge have a considerable impact on

the production of the organization (Guzzo, Jette & Katzell, 1985). Most of the organization must assume this obligation to train its personnel for the improvement of the employees as well as the organization's profitability yet organizations face numerous obstacles when training the employees (Ostroff & Kozlowski, 1992). Training is the process of enhancing the aptitude, skills and abilities of the employees to execute specific task in a much better way (Jucious, 1998). Flippo also thinks that "training is the act of increasing the knowledge and skills of an employee for doing a particular job." Between two kinds of training named on the job training and off the job training, it is necessary for the company to make a cautious use of the training techniques to make the whole program very cost-effective (Beardwell and Holden, 2010).

Organization can rule over its competitors by assuring constant escalation of performance. In today's extremely competitive business market, performance management has found a critical task for the HR department of the corporation. According to Aguinis (2014), performance is a never-ending process of identifying, assessing and developing the performance of the employee as an individual or as a team and connecting that performance with the strategic aim of the organization. This notion of performance management demonstrates how a business may finally achieve the best form their people (Dransfield, 2000). Though many organizations approach performance management as a measuring tool solely but performance management starts with creating objectives that are easy to communicate with the employees, quantifiable and coherent with organization's strategic aim (Dransfield, 2000). After defining this, the concept of performance appraisal will come into play (Bredin, 2008). Performance management is an extraordinary process of establishing and evaluating a system approach that can quickly identify the employee who is responsible for the result of the organization (MvKenna & Beech, 2008)

However, presently many firms isolate and misunderstand the human resource management department as organizations fail to comprehend that they cannot execute a single step without the proper functioning of employees (McEvily & Reagans, 2003). The main purpose of human resource management is to functioning in such a way which ensure that firm's human capital is being employed in the greatest capability to generate the highest achievable results (Gilley & Gilley, 2007)

## **1.6. Methodology:**

Both primary and secondary research conducts while preparing the internship report.

### **Primary data:**

- One to one interview
- Open discussion
- 3-month personal experience in the organization

### **Secondary data:**

- Report and publication
- Books and journals
- Internet





## **Chapter 2: Profile of the organization**

## 2.1. Organization: Incepta Pharmaceuticals Limited

Incepta Pharmaceuticals Limited started its activity with a handful of highly experienced and motivated personnel mentored by an able leadership. Proper strategic planning, technological sovereignty, swift and timely judgments enabled them achieve their objectives leading to considerably faster amplification. Incepta was able to estimate the requirement of the market and supply the correct product at the right moment. High concentration on research and development investment from the very early made possible the creation of quality items ahead of its competitors in most of the time. Currently, Incepta Pharmaceuticals Ltd. is one of the prominent pharmaceutical firms in Bangladesh established in the year 1999. Incepta Pharmaceuticals Ltd. is presently the 2nd largest firm of the country and known as the fastest growing of the top five manufacturing company in the nation. Currently the Zirabo and Dhamrai factory consists of numerous buildings with state-of-the-art technologies. Devoted cephalosporin production building, a specialized manufacturing building to create lyophilized goods, insulin and amino acids and recently completed liquid and semisolid manufacturing building and huge warehouse is also in its operation.

Another multipurpose building for housing the R&D business with the canteen facility is there. Currently all the items are coming from the facility in Zirabo. The company presently provides practically all types of dosage forms spanning nearly all therapeutic area.

Incepta today has one of the largest and decent sales force and large distribution network of its own, run from 21 various sites in the country. A very brawny effective and dedicated marketing staff comprising of pharmacists and doctors are at the basis of the marketing activity. These highly efficient professionals play a significant function in supplying the necessary strategy guideline for the advertising of its goods.

Currently more than 100 pharmaceuticals businesses are doing business in Bangladesh. From these 20 enterprises produce 85% of the revenue. According to (BD Drugs, 2018) the top ten manufacturers by share market revenue are: Square (19%), Incepta (9.5%), Beximco (9%), Opsonin (5%), Reneta (4.9%), Eskayef (4.7%), ACI (4.3%), ACME (4.1%), Aristopharma (4%), and Drug International (3.7%). Local Manufacturer leads the market while overseas manufacturer has the 10% of market share.

## 2.2. Company profile:

<ul style="list-style-type: none"> <li>Corporate Headquarters</li> </ul>	<p>40 Shahid Tajuddin Ahmed Sarani Tejgaon VA, Dhaka- 1208, Bangladesh Phone: +880-2-8837811-26 Fax: +880-2-8837952 E-mail: <a href="mailto:incepta@inceptapharma.com">incepta@inceptapharma.com</a> <a href="mailto:info@inceptapharma.com">info@inceptapharma.com</a></p>
<ul style="list-style-type: none"> <li>Operational Headquarters</li> </ul>	<p>40 Shahid Tajuddin Ahmed Sarani Tejgaon I/A, Dhaka-1208. Bangladesh Phone: +880-2-8837411-26 Fax: +880-2-8837952 E-mail : <a href="mailto:incepta@inceptapharna.com">incepta@inceptapharna.com</a>, <a href="mailto:info@inceptapharma.com">info@inceptapharma.com</a></p>
<ul style="list-style-type: none"> <li>Factory</li> </ul>	<p>Dewanldris Road, Jirabo, Savar, Dhaka. Bangladesh Phone: +880-2-7708502 Fax: +880-2-7708507 E-mail: <a href="mailto:factory@inceptapharma.com">factory@inceptapharma.com</a></p>
<ul style="list-style-type: none"> <li>Sister Concern</li> </ul>	<p>Incepta Vaccine Limited Incepta Hygiene and Ilospicare LimitedSwiss bio-equipments limited Incepta Herbal &amp; Nutricar Ltd.</p>
<ul style="list-style-type: none"> <li>Managing Director</li> </ul>	Mr. Abdul Muktadir
<ul style="list-style-type: none"> <li>Year of Establishment</li> </ul>	24-02-1999
<ul style="list-style-type: none"> <li>Commercial Production</li> </ul>	April-1999
<ul style="list-style-type: none"> <li>Organizational Status</li> </ul>	Private Limited Company.
<ul style="list-style-type: none"> <li>Types of Business</li> </ul>	Pharmaceuticals Manufacturing Company
<ul style="list-style-type: none"> <li>Registered Member</li> </ul>	Bangladesh association of Pharmaceuticals Industries

### **2.3. Mission:**

Provide outstanding health care products and services for the benefit of humanity in the greatest possible way through innovation and diversification.

### **2.4. Vision:**

Our vision is to become a trusted healthcare company to ensure better health for everyone, everywhere.

### **2.5. Chronological events of IPL:**

- December 16th 1998, the building of the factory commenced
- August 1999, office operations started □ December 1999, first batch of product Neodin S 150 (Ranitidine 150 mg tablet) was created.
- January 2000, they launched their sales formally.
- February 2000, training of the first class of medical representatives started
- In April 2000, with the release of Osartil (Losartan Potassium) the first prescription product of Incepta was launched in the market. Several other first ever goods, Celenta (Celecoxib), Rofenta (Rofecoxib) and Omidon (Domperidone) followed in the footsteps of Osartil. A total of 23 new generics with 35 presentations were launched this year. 4 of these generics were first ever introduced in Bangladesh. (Incepta Pharma, 2023)
- By the end of 2000 Incepta was ranked 31st corporation of the country.
- In 2001, Incepta undertook massive restructuring the firm. They inaugurated Sales, Distribution, Marketing Strategy Department, and Factory.
- In 2001, a total of 18 new generics with 37 presentations were Introduced by Incepta . 11 of these generics were first ever in Bangladesh. (Incepta Pharma, 2023)
- At the end of 2001, Incepta was ranked the 12th firm of the country. The corporation achieved a fantastic rise of 448% over the previous year (IMS). (Incepta Pharma, 2023)
- In 2002, a total of 32 new generics with 49 presentations were launched. 14 of these generics were first ever in Bangladesh. (Incepta Pharma, 2023)
- In 2002, a significant expansion project of the factory was planned. New office for the sales and distribution operation was also taking shape.

- In 2002, The Company did topnotch growth of 55.85% over the previous year. By the conclusion of the year Incepta was ranked the 10th firm of the country (IMS). (Incepta Pharma, 2023)
- In 2003, Incepta kept introducing unique and newer chemicals to the local market. A total of 32 new generics with 48 presentations were announced. 18 of these generics were first ever introduced in Bangladesh. (Incepta Pharma, 2023)
- In 2003, The new office located in Dhanmondi for the sales and distribution business was begun
- In 2003, The Company did an amazing growth of 28.5% over the prior year (IMS).
- At the end of the year 2003, Incepta was ranked the 8th firm of the country (IMS).
- In 2004, a total of 17 new generics with 32 presentations have been launched. 6 of these generics were first ever introduced in Bangladesh. Furthermore; firm retains the 42.8% growth throughout the last year. In addition, that IPL was ranked the 5th largest firm of the country with the highest growth rate among the top five (IMS). (Incepta Pharma, 2023)
- In 2005 Incepta chose to start their business in uncharted area and continued to gratify the customer and became the supplier of UNICEF and UNDP and started to sell the lifesaving medicine to UNICEF from March,2005
- In 2005, a total of 27 new generics with 76 presentations were launched. 12 of these generics were inaugurated first time ever in Bangladesh. And, firm produced amazing growth of 34.8% during the last year. Furthermore, the corporation was ranked 3rd largest with the highest growth among the top five (IMS). (Incepta Pharma, 2023)
- IPL successfully launched foreign marketing activity from May 2006. According to (Incepta Pharma, 2023) in that year total of 25 new generics with 82 presentations were introduced. 9 of these generics were first ever introduced in Bangladesh. In addition, the company maintains outstanding growth of 31.26% over the last year (IMS).
- On 2007, Incepta pioneered the inauguration of biotech products (Human Insulin) and lyophilized products (Pantoprazole injection) on the local pharmaceuticals market. This was the first time a Bangladeshi pharmaceutical company manufactured such very difficult technology product in the country. In that year a total of 32 new generics with 82 presentations were launched. 4 of these generics were first ever introduced in

Bangladesh. (Incepta Pharma, 2023)

- In 2007 Incepta pharmaceuticals was the 2nd largest corporation in Bangladesh.
- Marketing, Sales, Distribution and Administration departments shifted to the wholly owned new office premises in Tejgaon, Dhaka. The worldwide standard head office of Incepta began operation in the new office premises on 1st October, 2007. In January 11, 2008 Incepta got European "Certificate of GMP Compliance". (Incepta Pharma, 2023)
- In 2008, 40 new items with 86 presentations were released of which 10 were first ever in Bangladesh. (Incepta Pharma, 2023)
- IPL acquired GMP certification (General formulations and Cephalosporins) from Kenyan Ministry of Health on January 21, 2008. In addition, Incepta was also received GMP (Cephalosporins) from Ethiopian Ministry of Health on July 22, 2008. In that year Incepta registered 51 items in Mongolia on September 26, 2008 (As first Bangladeshi Company). Incepta registered 3 items in Georgia on October 13, 2008 (As a first Bangladeshi Company). (Incepta Pharma, 2023)
- In 2008 significant number of items gained registration in different nations. 19 items from Democratic Republic of Congo, 20 products from Sri Lanka, 22 products from Togo, 8 products from Hong Kong, 20 products from Mauritania, 6 products from Vietnam, 1 product in Cambodia. (Incepta Pharma, 2023)
- IPL started entering in the realm of human vaccinations and hormonal products, started on 1st January 2009 and 8th November 2009 respectively. (Incepta Pharma, 2023)
- Incepta retained the 2nd largest (IMS) position in Bangladesh pharmaceutical market in 2010. According to (Incepta Pharma, 2023) the company maintained the strongest growth among the top 10 enterprises with a growth rate of 34.97% (IMS). (Incepta Pharma, 2023)
- In 2011 the company offered 55 products, 9 of which were first ever introduced in Bangladeshi market. (Incepta Pharma, 2023)
- In 2012 the company launched 52 items, 7 of which were first ever in Bangladeshi market. (Incepta Pharma, 2023)
- In 2013 the company launched 40 goods, 7 of which were first ever in Bangladesh market. (Incepta Pharma, 2023)
- The business inaugurated bulk manufacturing facilities of human vaccine at Zirabo

Vaccine plant.

- In 2016, Incepta launched most advanced pharmaceutical product monoclonal antibodies (mAbs) with the brand name Relyto (Rituximab), Denosis (Denosumab) and Advixa (Adalimumab). Furthermore; these items obtained really good response from doctor's community. In 2016, IPL Chairman & Managing Director received export trophy (for the fiscal year 2013-2014) from Sheikh Hasina, the Hon'ble Prime Minister of the People's Republic of Bangladesh. In addition, that, in 2016 the company launched 41 products, 11 of which were first ever in Bangladesh. (Incepta Pharma, 2023)

## **2.6. Products of Incepta Pharmaceuticals Ltd:**

These are the product currently they are making Antihypertensive, Diuretics, Antihistamines, Antiparkinsonism, Antiulcerants, Antibiotics, Iron supplement, Antiftrngals, Anxiolflics, Skin depigmenting agent, Antiarthritic, Pain killer, Antiflatulent, Antiplatelet, Nasal Spray, Antiasthmatics, Antiepileptic, Cough Expectorant, Sedative , Ovulation inducing agent, Prokinetic and Antiemetic, Drug for BPH, Anticoagulant, and Antidepressant. (Incepta Pharma, 2023)

## **2.7. Department:**

IPL has several departments in Head Office & Factory, which are:

- ❖ Marketing Strategy Department
  - Marketing
  - Int. Marketing
  - Training
  - Medical Service Department

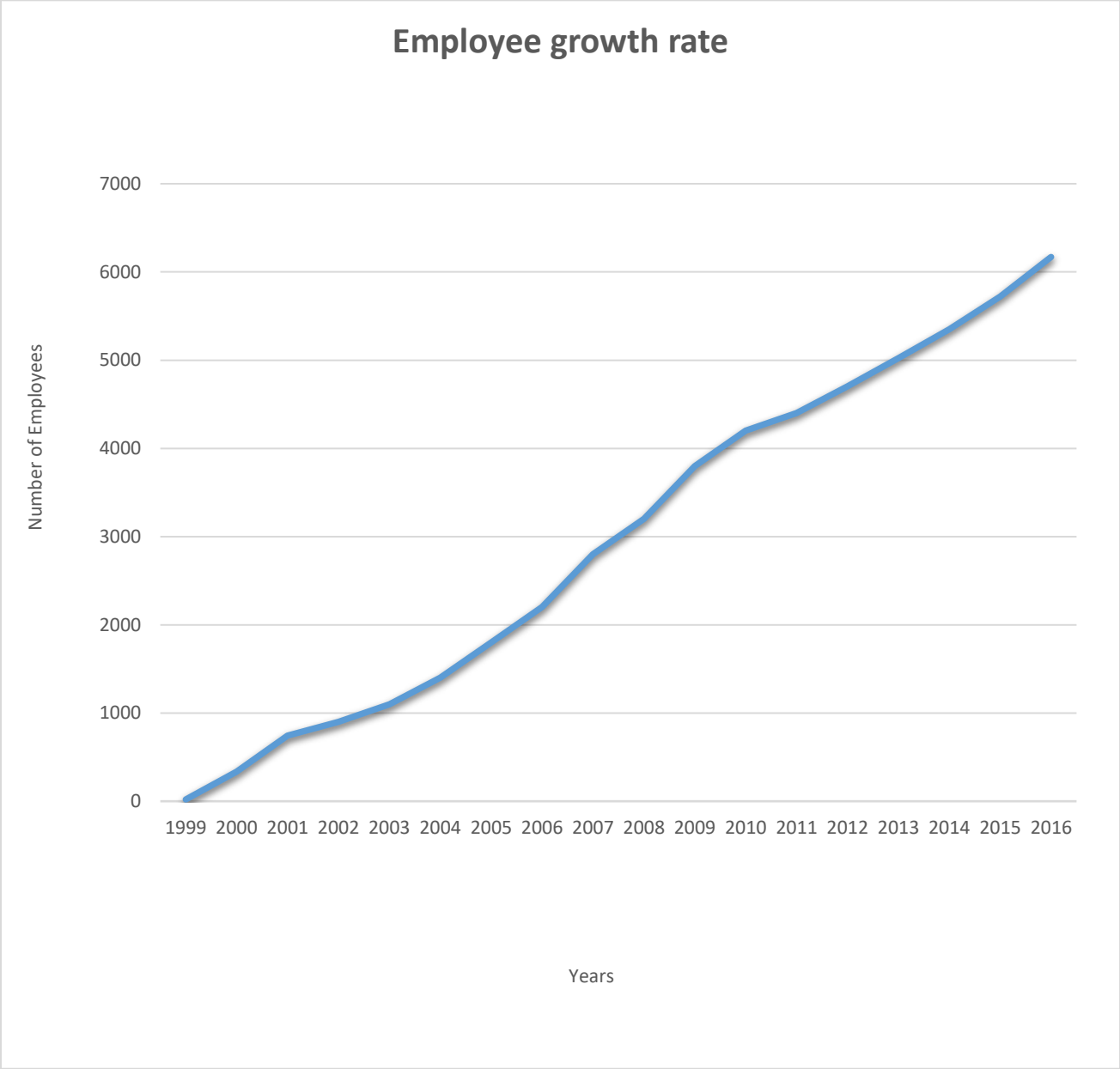
- DTP
- ❖ Human Resource Department.
- ❖ Administrative Department
- ❖ Supply Chain Management Department
  - Planning
  - Procurement & Commercial
- ❖ Sales Department
- ❖ Distribution Department
- ❖ Regulatory Affairs Department
  - Local Regulatory Affairs
  - Int. Regulatory Affairs
- ❖ Finance and Accounts Department
- ❖ Production Department
- ❖ Quality Assurance Department
- ❖ Research & Development Department



## 2.8. Number of Employees:

Currently at IPL more than 10,000 employee is working there. According to (Incepta Pharma, 2024) the employee growths are given below:

<b>Years</b>	<b>Number of Employee</b>
1999	20
2000	336
2001	744
2002	900
2003	1100
2004	1400
2005	1800
2006	2200
2007	2800
2008	3200
2009	3800
2010	4200
2011	4400
2012	4702
2013	5023
2014	5349
2015	5721
2016	6170



**2.9. Growth in comparison with local Pharmaceuticals market (Intercontinental Marketing Services Health Inc. (IMS\*data))**

From the very early Incepta has concentrated on launching newer, unique and sophisticated items. High investment in research and development and superior technology has allowed the

company to introduce 429 generics with 783 presentations, 158 of which were launched “first time in Bangladesh”. According to (Incepta Pharma, 2023) IPL and its sibling companies are presently manufacturing Human vaccines, Monoclonal antibodies, Biotech products, Hormones, Natural products, Animal health products, Hygiene products and Hospital gadgets in wide range of dosage forms. Glory of these high-quality items brought the company 2nd position among Pharmaceuticals companies within 8 years of starting operation. According to (Incepta Pharma, 2023) these are the product number, according to year and first ever product they created are mentioned below:

<b>Year</b>	<b>No of product</b>	<b>First ever product</b>	<b>IMS Rank*</b>
2017	810	5	2 <sup>nd</sup>
2016	783	11	2 <sup>nd</sup>
2015	742	5	2 <sup>nd</sup>
2014	706	3	2 <sup>nd</sup>
2013	686	7	2 <sup>nd</sup>
2012	631	7	2 <sup>nd</sup>
2011	632	9	2 <sup>nd</sup>
2010	594	10	2 <sup>nd</sup>
2009	585	4	2 <sup>nd</sup>
2008	532	10	2 <sup>nd</sup>
2007	451	17	3 <sup>rd</sup>
2006	368	9	3 <sup>rd</sup>
2005	288	12	3 <sup>rd</sup>
2004	198	6	5 <sup>th</sup>
2003	154	18	8 <sup>th</sup>
2002	119	14	10 <sup>th</sup>
2001	78	11	12 <sup>th</sup>
2000	35	4	31 <sup>st</sup>



## **Chapter 3: Industry Analysis**

## 3.1. SWOT Analysis

### Strength:

- Wide distribution network;
- The sales force of the company is very dedicated, energetic;
- The product promotion effort of the company is very good;
- Well-equipped laboratory;
- Quality of product is very high;
- Built up reputation;
- Pro-active management;

### Weakness:

- Rules and regulation are very weak in terms of applying;
- IPL entirely depends on imported raw materials;
- Dedicated training department is lacking now;

### Opportunity:

- Cheap labor cost compares to world pharmaceutical market;
- Established huge loyalty among the customer;
- Government recently gave some opportunity to pharmaceutical industry to install advance manufacturing base in their production premises. This will help the company to become self-efficient and making international standard drug;

### Threat:

- A big multinational company may come and might take the huge market share due to economics of scale, advance technology;
- Rising cost of wages;
- Competition is increasing day by day.

## 3.2. PESTEL Analysis



We need a PESTEL analysis to understand the big picture of the external environment that can impact a business. By analyzing these factors (Political, Economic, Social, Technological, Environmental, and Legal), businesses can make informed decisions and strategic plans. In case of Incepta pharma, we can say that:

### **Political:**

Over the years pharmaceuticals sector has observed increased acknowledgment of the political attention due to increasing economic relevance of healthcare as a component of social welfare. Political interest has also been aroused due of the social and financial cost of healthcare. The directorate General of Drug Administration within the Ministry of Health and Family Welfare,

Govt. of People's Republic of the nation of Bangladesh, is the Drug Regulatory Authority of the country. The Directorate monitors and conducts The Directorate General of Drug Administration under the Ministry of Health and Family Welfare, Government of the People's Republic of the nation of Bangladesh, is the Drug Regulatory Authority of the country. This Directorate monitors and uses all prevailing Drug Regulations in the country and regulates every activity related to import, purchasing of raw and packing supplies, manufacturing and acquire of finished drugs, export, sale, pricing, etc., of every kind of medicine that include those of Ayurvedic, Unani, Herbal, and Homoeopathic systems.

### **Economical:**

The economy of Bangladesh is steadily increasing despite political upheaval, poor infrastructure, corruption and insufficient electricity supplies. The Gross Domestic Product (GDP) in Bangladesh rose 6.30 percent in 2012 from the previous year.

The health spending as a percentage of GDP in Bangladesh is 3.48 in 2010 according to a World Bank report published in 2012. The unemployment rate in Bangladesh is also declining. Lower unemployment enhances buying capacities of customers in Bangladesh. For the pharmaceutical sector, the cost of labor is one of the important aspects of total production costs. Companies always search the world for the best deal with the gap between low-cost and high-cost countries (Daniels et al., 2009, p. 201). According to the Office of the US Trade Representative (2008) the cost of manufacturing one million tablets was projected to be \$18,000 in the USA, \$8,000 in India and \$6,500-7,500 in Bangladesh. This is compensated for Bangladesh's extremely competitive labor and energy prices. The survey also notes that the labor expenses in the pharmaceutical industry are 20-30% lower in Bangladesh than in India. The overall economic state of Bangladesh suggests a great growth potential for pharmaceutical business.

### **Social:**

Good health is a vital personal and social condition. Pharmaceutical corporations play a key role in satisfying this society's requirement. In recent times, the impact of several worldwide epidemics (e.g. SARS, AIDS etc.) has also garnered political and media attention to the industry. The influence of intensive media and political attention has resulted in rising industry attempts to

build and maintain strong government-industry-society communication.

**Technological:**

The pharmaceutical sector in Bangladesh may be the largest in the least-developed countries, but it does not have the research capacity to invent new pharmaceutical goods. Instead, the major activity of the domestic business is the final manufacture of generic products employing imported generic active components. These products are sold largely to the domestic market.

Under TRIPS (Agreement On Trade-related Aspects of Intellectual Property Right) guidelines, the supply of generic active ingredients may be cut off as a result of TRIPS demand that the developing nations in which most of the generic producers live grant complete patent protection by January 1, 2016. Bangladesh does not currently permit the patenting of medicinal items. Patents on medications would basically ban the development of generic competitive products in Bangladesh. By 2016, Bangladesh must address the problem of adopting a patent legislation which best reflects its interests while complying with the mandates of the TRIPS Agreement.

**Environmental:**

Bangladesh is very vulnerable to natural calamities such as cyclones, earthquakes, tidal surges, tornadoes, floods, river bank erosions, droughts, and cold waves. The extent of any natural disaster impact on the country is usually tremendous and often exceeds the capacity of local coping mechanisms. These natural disasters typically causes epidemic of numerous diseases, impacting a significant number of individuals who need emergency medical attention and medicines to survive. This allows great scope for the pharmaceutical sector to build their business as well as contribute to the nation.

**Legal:**

The pharmaceutical sector is a highly regulated and compliance enforcing industry. As a result there is huge legal, regulatory and compliance overheads which the industry needs to absorb.



### 3.3. Five Forces Model of Competition



The Five Forces model helps Incepta Pharma analyze the competition, supplier and buyer power in the Bangladeshi pharmaceutical market. This allows them to identify threats, opportunities, and make strategic choices on pricing, resource allocation, and market expansion to achieve a competitive advantage.

#### **Bargaining Power of Suppliers: Low**

Number of Suppliers both local and international is huge. Thus Companies can shift their suppliers.

**Threats from substitute products: Low**

Substitute products for pharmaceuticals are homeopathic products, some rural remedies. These are not much of a threat for pharmaceuticals companies.

**Bargaining Power of Buyers: High**

Customers of Pharmaceutical companies are doctors and patients. Customer switching cost is low. Thus they have sufficient bargaining power.

**Rivalry among Competitors: High**

Rivalry among top pharmaceutical companies is fierce since every company has same target groups and market opportunity is huge.

**Threats of Substitutes: Low**

Pharmaceuticals market is very lucrative but capital investment is high, rivalry among existing firms is fierce, regulatory requirements is strict. Thus for a new company starting its operation is tough.



**Financial Strength (FS):**

Aggressive: Pursue aggressive expansion through mergers and acquisitions to enhance market share and diversify product portfolio. Conservative: Maintain current financial stability and profitability by focusing on optimizing operational efficiency and cost management.

Defensive: Build up cash reserves and reduce debt to prepare for potential economic downturns or industry challenges.

Competitive: Invest in cutting-edge technologies and research to maintain a competitive edge in product development and manufacturing processes.

**Competitive Advantage (CA):**

Aggressive: Invest heavily in R&D to continuously innovate and develop new drugs, therapies, and technologies.

Conservative: Focus on strengthening existing product lines and expanding market reach gradually to minimize risk.

Defensive: Protect existing market share by strengthening brand loyalty, customer service, and quality control measures.

Competitive: Monitor market trends closely and respond quickly to changes, while also identifying and capitalizing on competitive weaknesses in the industry.

**Environmental Stability (ES):**

Aggressive: Explore new markets and diversify product offerings to reduce dependence on any single market or product category.

Conservative: Maintain a balanced approach to market expansion, ensuring stability while capitalizing on growth opportunities cautiously.

Defensive: Strengthen regulatory compliance and risk management practices to mitigate potential disruptions in the regulatory environment.

Competitive: Continuously scan the competitive landscape to identify emerging threats and opportunities, adapting strategies accordingly.

**Industry Strength (IS):**

Aggressive: Pursue strategic alliances, joint ventures, and partnerships to gain access to new markets, technologies, and resources.

Conservative: Focus on organic growth and product differentiation within current markets to solidify market position and profitability.

Defensive: Strengthen intellectual property protection and regulatory compliance to defend against potential threats from competitors.

Competitive: Benchmark against industry leaders and implement best practices to enhance operational efficiency, quality, and customer satisfaction.



## **Chapter 4: Human Resource Management and its Functions**

## 4.1. Human Resource Management

Human resource management includes all managerial decisions that directly or indirectly influence every employee who are working in the organization. In these modern eras, enlarge intentness has been adherent to how organizations manage Human Resources.

The major HR functions of IPL include:

- Recruitment and selection process
- Compensation and benefit
- Training and Development
- Attendance management
- Performance appraisal

First, the reason for recruitment is to acquire as many candidates as possible. Then from the applicants select the right individual for the appropriate position at the right time. After then reward and benefits and it revealed that every organization have distinct policies to provide compensation and benefits. In addition, determined by their work intensity IPL deliver their accessible best training to the employee. Then IPL sought to maintain their attendance as closely as possible. Every work requires to appraisal if the task was right or not IPL appraise their staff performance their finest possible system.

## 4.2. Terms and condition of employment

The following details will be mentioned in the Appointment Letter issued the Employee by the company at the time of appointment:

1. **Increment and promotion:** Depending on the efficiency and quality of Employee seniority shall not; however, be the only criterion for increment and or promotion. The company in its sole discretion shall decide both increment and promotion. (Incepta Pharma,2023)
2. **Probation/Training:** Six months which may be extended from time to time at the discretion of the company if the performance of the Employee is not satisfactory. However, if the position is on temporary basis, this condition will not apply. (Incepta Pharma, 2023)
3. **Termination:** Either of the parties may terminate the employment by giving two months' notice in writing or two month's salary in lieu thereof. The notice period should terminate with the end of a month. However, during the probation/training period the corporation might terminate the service of the Officer/Staff without any warning whatsoever. (Incepta Pharma,2023)
4. **Traveling:** Traveling cost for any official work of the company shall be paid by the company at actual.
5. **Leave:** Annual Leave 15 days, Medical Leave 15 days, and Casual Leave 10 days. Provided that –
  - No annual leave will be granted to the Employee during the period of Probation. An employee is entitled for casual and sick leave only during probation period.
  - No medical leave will be granted without the application being supported by the medical certificate issued and or countersigned by the Medical Officer of the company. The firm, however, can give extraordinary leave with or without salary in extreme instances. (Incepta Pharma, 2023)
6. The Employee may be posted anywhere in Bangladesh at the sole discretion of the company.



7. The Employee shall assist the company according to the best of his skill and ability and diligently and observe the order and instructions of the management and in all respects conform to and comply alongside the direction and rules of the company given from time to time. Any breach of those rules shall be tantamount in misconduct.
8. The Employee shall invest whole time during the office hours and his best endeavor to foster the business and interest of the business and shall not without the previous permission of the management be employed in any way or for any purpose at all for any part of his moment outside hours by any person, firm or the organization other than this company.
9. The Employee will not (except so far as in necessary and proper in the regular course of his employment) reveal to any person any of the knowledge as to the practice, interactions and matters of the company or any of its customers which might come within his understanding by reason of his employment aforesaid. (Incepta Pharma, 2023)
10. The employee shall execute an oath of confidentiality and shall never divulge any secret/confidential matter to any outside. In case of default, he shall be responsible to pay compensation to the company and shall also be terminated from service. (Incepta Pharma, 2023)
11. According to (Incepta Pharma, 2023) the Employee shall not:
  - a. Enter any speculative transactions or dealings in shares, securities or otherwise whatsoever;
  - b. Engage himself/herself in gambling, racing, betting or wagering contracts;
  - c. Engage himself/herself in any kind of business whatsoever;
  - d. Participate in any political or subversive activities;
  - e. Accept any types of gifts or presents from any customers or prospective customers of the company;

- f. Remain absent from duty without obtaining prior sanction of leave;
  - g. Leave the premises during office hours (excluding for lunch ) without the permission of or instructions his immediate superior officer;
  - h. Misbehave with colleague(s) or superior officer;
12. Bonus, Gratuity, Provident Fund, or any other facility, may be given and / or introduced by the company at its sole discretion from time to time. (Incepta Pharma, 2023)
13. The Employee shall be subject to be terminated or any lesser punishment if he/she commits any misbehavior during or his office and/or breaches of any of the aforesaid requirements. Pending any enquiry against an employee he/she may be suspended from office and during suspension he/she would be entitled to half of his/her income. (Incepta Pharma, 2023)
14. The employee shall not leave the country without the prior authorization of the company.
15. The Employee shall retire at the age of 57 years or as decided by the company in specific cases. (Incepta Pharma, 2023)
16. All other terms and conditions of work shall be governed the ordinary law of employer and employee

### 4.3. Hierarchy of the Human Resource Department:

The hierarchy start with the Assistant officer and an employee can reach up-to the general manager. Other two positions are generally owned by the CEO or owner of the organization.



#### 4.4. The steps of recruitment and selection process of Incepta Pharmaceuticals Ltd:

This recruitment and selection procedure is specifically designed for the position of Assistant Officer at Incepta Pharmaceuticals Ltd. The method may vary for positions of higher or lower rank.



#### **4.4.1. Receiving requisition from the relevant department:**

The initial stage of the recruiting and selection procedure involves receiving an official letter from the department in question. The Human Resource Department is requested to initiate the recruitment and selection process for vacant or newly created positions in the relevant department, in accordance with their requirements.

#### **4.4.2. Advertisement:**

This advertisement offers two methods for sourcing the application: internal sourcing and external sourcing. Internal sourcing refers to the act of referring information from within an organization. The internal sourcing rate in the Human Resource Department of Incepta is comparatively high. Therefore, the overall rate of reference sourcing for Incepta Pharmaceuticals is between 2% and 3%. Another method is external sourcing, which involves obtaining information from sources such as the Incepta Pharmaceuticals Ltd. website, bdjobs.com, LinkedIn, and other similar platforms. Incepta Pharmaceuticals also participated in a career fair held at a university.

#### **4.4.3. Applicant Sorting:**

Then another very challenging aspect of recruiting and selection procedure is applications sorting. Applicants who fulfill the best job specification criteria will choose for the subsequent procedure.

#### **4.4.4. Written Test:**

The written test is administered by the Human Resource Department of Incepta Pharmaceuticals Ltd. If applicants pass in the Witten tests, then he will qualify for future phases. Thus, they won't be sending any rejection email or letter if candidates fail the written exam.

#### **4.4.5. First Interview:**

Applicants who pass the written exam will call for first interview. First interview is performed by factory departmental head or concerned departmental head.

#### **4.4.6. Second and final interview:**

Applicants who pass the first interview will call for second interview. Second interview is carried out by Plant head and technical director. If applicants clear the second interview, the candidates will be called for final interview. Final interview is all about negotiating. It involves pay, benefit, compensation etc. In this interview boss will not dismiss any employee. They simply offer payment and benefit. If applicant accept then human resource department starts the final selection phase.

#### **4.4.7. Appointing:**

In this stages Human resource department issue the joining letter. Then applicants must submit all the essential documents for example photocopy of academic certificates NID, TIN certificate. For Medical Promotion officer and distribution assistant they must submit their authentic academic certificate. The reason for that there is high probability of working with one or more organization since they must work outside all day long. They might promote for other organization also. That is why they must submit their original certificate on this appointment stage HR manager review the candidate on a form which is given in appendix part.



## **Chapter 5: Description of Main Duties**

## 5.1. Duties and Responsibilities

### 5.1.1. Data Management and Administration:

- **Employee Database Management:** Assisted in maintaining a comprehensive employee database system containing information such as joining letters, appointment letters, agreements, certificates, bank details, income tax details, and other essential employee records. This involved:
  - Scanning hard copies of new employee documents.
  - Converting scanned documents into PDFs.
  - Entering data into a central Excel spreadsheet.
  - Uploading data to the company's internal database.
- **Salary Data Entry:** Contributed to the HR department by inputting accurate salary information for new employees across various departments (MPO, Distribution, Officers, etc.) into a designated data sheet.
- **Document Management:** Supported the creation of physical employee files by:
  - Organizing hard copies of scanned documents based on employee code.
  - Filing these documents in a designated storage room with cabinets arranged numerically by employee code.
- **Administrative Support:** Provided general administrative assistance to the HR department, which may have included tasks like:
  - Answering phone calls.
  - Processing paperwork.
  - Scheduling meetings.



### 5.1.2. Employee Onboarding and Recordkeeping:

- **Employee History Forms:** Assisted with data entry by transferring employee information from paper forms (address, department, NID, TIN, etc.) into an Excel spreadsheet for recordkeeping purposes.

### 5.1.3. Other Tasks:

- **Printing:** Occasionally printed necessary documents for HR department operations.
- **Income Tax Data Entry:** Assisted with annual income tax data entry for all employees, including details like employee code, TIN, date of taxation, and entry number.
- **Interdepartmental Communication:** Gained communication experience by visiting departments like Accounts and Marketing to collect signatures on work-related documents from other employees/officers.
- **Visiting different organizations:** Assisted by signing documents by visiting organizations like different banks, telecom companies, income tax office etc.

## 5.2. Workplace environment

During my internship at Incepta Pharmaceuticals within the HR department, I was impressed by the positive work environment that fostered employee satisfaction and potentially contributed to high efficiency (although some observations suggest room for improvement in work pace). Here are some specific details about the positive aspects I observed:

- **Dedicated Workspace:** The Company provided each intern with a designated desk, which likely contributed to a sense of professionalism and belonging.
- **Clear Task Delegation:** Assigning specific tasks to each intern demonstrates organization and helps interns feel valued and focused in their roles.
- **Employee Satisfaction:** The overall positive work environment appeared to lead to employee satisfaction, which can be a significant factor in motivation and productivity.

### **Additional Observations:**

- **Collaborative Atmosphere:** You might consider mentioning if you observed a collaborative spirit within the HR department or interactions between interns and HR professionals that fostered a sense of teamwork.
- **Supportive Culture:** If you experienced helpfulness or mentorship from HR personnel, you could highlight this as a positive aspect of the work environment.

Overall, my observations suggest that Incepta Pharmaceuticals prioritizes creating a positive work environment for its HR department employees and interns. This focus can lead to several benefits, including increased employee satisfaction, motivation, and potentially, higher productivity.

However, they can provide internees with similar benefits like that of a regular employee which was somewhat missing.

## **5.3. Learnings**

My internship at Incepta Pharmaceuticals within the HR department provided valuable insights into the critical role HR plays in a large organization. Here are some key takeaways from my experience:

### **Data Management and Efficiency:**

- **Importance of Accurate Data:** I learned the importance of maintaining accurate and up-to-date employee data. This data is essential for various HR functions, such as payroll, performance management, and benefits administration.
- **Efficiency through Technology:** Witnessing the extensive use of spreadsheets and a centralized database system highlighted the importance of technology in streamlining HR processes and ensuring data accessibility.
- **Document Organization:** Creating and organizing physical employee files offered a practical understanding of the need for systematic document management for future reference and retrieval.

### **Employee Onboarding and Recordkeeping:**

- **Understanding Employee Information:** Transferring employee information from paper forms to an electronic database emphasized the various types of data collected during onboarding and its importance for personnel management.

### **Interdepartmental Collaboration and Communication:**

- **HR's Interconnectedness:** The experience of collecting signatures from other departments showcased how HR interacts with various functions within the company to ensure smooth operations.

Overall, my internship at Incepta Pharmaceuticals provided a valuable foundation in HR processes. I gained practical skills in data entry, document management, and administrative tasks. Most importantly, I learned how HR contributes to a company's overall success by maintaining accurate employee records, facilitating smooth onboarding, and fostering interdepartmental collaboration.

## **5.4. Challenges**

I joined as an intern within Incepta Pharmaceutical Ltd. throughout my Internship period, I have seen lots of difficulties and issues and positive things as well. Now, I would like to share my observation:

A total of four internship students in this corporate main office were recruited. And for every internee single desk was offered and specific task were assigned to individuals. As a result, we have a good time in the office. However some challenges were still encountered by us as in:

## **1. Limited Technological Resources:**

- **Software Issues:** I encountered occasional software problems that hindered work efficiency.
- **Stationery Shortage:** A lack of necessary office supplies sometimes prevented employees from performing at their peak.
- **Unreliable Internet Connection:** Intermittent internet connectivity could disrupt critical workflows.
- **Limited Technical Expertise:** Some employees may have lacked the technical skills needed for optimal performance.

## **2. Potential for Improved Efficiency:**

- **Employee Satisfaction and Work Pace:** While I observed a positive work environment contributing to employee satisfaction, it seems this might have led to a slower work pace.



## **Chapter 6 Analysis of Incepta Pharma**

## 6.1. Benefits of Incepta Pharmaceuticals Ltd

### 6.1.1. Financial Benefits:

**Bonus:** Incepta provide two EID bonuses. Employees obtain those incentives matching their base pay. Incepta Pharmaceuticals have some terms and condition about those bonuses. Employee must be either permanent or six-month age of their employment. If the criteria match then automatically the cash will transfer to their bank account along with their salary. Even if the employment age is more than five months, they will not get the bonus until the completion of six month of employment. Incepta also provide the half yearly bonus. This is also according to their basic salary.

**WPPF:** Worker profit participation fund provided by the employer. It calculates according to IPL policy.

**LFA:** Leave fare allowance is providing to the employee. It is generally given according to their base salary. Sometimes it is worth two basic or sometimes it is one basic. Mainly it depends on based on designation.

**Gratuity:** If any employee wants to claim gratuity. Then their employment time should be more than 5 years. So, this way they Calculate gratuity.  $\text{Service year} * \text{Last basic} = \text{Gratuity}$ .

**PF:** While establishing PF fund Incepta follow the conventional method of Provident fund. Some portion of the salary has provided by employee and same amount provided by the company. After Retirement Company provide the handful amount of money to the employee

### **6.1.2. Non-Financial Benefit:**

Every employee of Incepta pharmaceuticals ltd gets the transportation facilities in almost free of charges. They must pay just a token money. These benefits start from the Assistant officer level. In addition to, Managers get the private car facilities with full time driver and fuel.

Every employee of Incepta pharmaceuticals ltd. is getting the lunch and breakfast facilities. It is 80% subsidized paid by employer. Employees pay remaining 20%; Breakfast is providing at 10 am and lunch is providing from 1 pm.

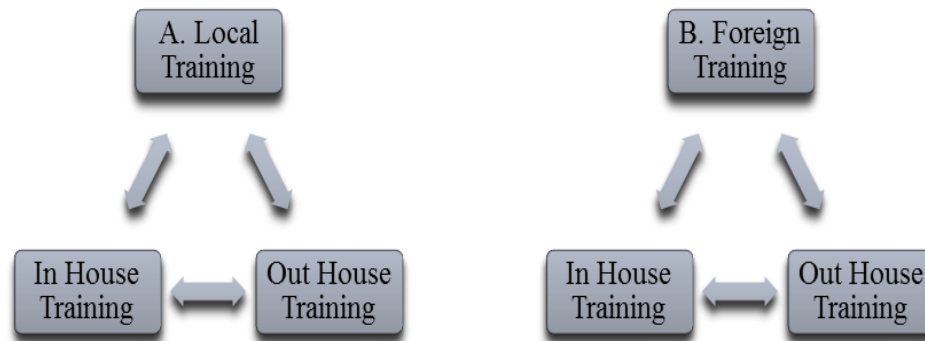
IPL also provide Gymnasium facilities with indoor games equipment. Female employee may utilize those facilities at lunch hour and male employee can use those facilities after 5:30 PM.

Employee also gets the group insurance facilities. Incepta pharmaceuticals ltd. also Offer life insurance features every individual of IPL.

## 6.2. Training and Development of Incepta pharmaceuticals ltd:

IPL do not give training needs assessment to establish the gaps between what an employee knows and what an employee's needs are for knowing through training. Instead of this, the supervisor of all employees determines whether the specific employee requires training or not. If any employee requires training, then he contacts the head of the department and then he notifies the human resource department to take necessary steps for offering training of that personnel. IPL provide two sorts of training

- A. Local training
- B. Foreign training



### 6.2.1 Local Training:

Local training implies train the learner within the home nation. It covers in house training and out house training.

- I. In house training:** In house training is training within the organization. In house training is aimed to promote awareness within the employee regarding the manufacturing procedure, packaging, discipline, timing, health and safety, environment, housekeeping, dealing of a machinery etc. it is like on-the-job training.



Some of the in-house training are given below :

- **Induction Training:** New employee needs to know the organization rules regulation, purpose, environment and needs to introduce with the peer that is called the induction training.
- **Apprenticeship training:** Organization recruits a temporary employee under the supervision of an experienced employee that is called the apprenticeship training.
- **Job rotation:** In this type of training employer transfer the employee in various departments with a variety of task to make them experienced.
- **Lecture:** This type of method is frequently used in IPL. Incepta has dedicated training room for lecture training. Numbers of trainee can get the training simultaneously. Expert give lecture on different types of topics. Lecture session mainly divide into two parts.
  
- **Case study and presentation:** This is another way that IPL instructor usually utilizes. Trainer presents a hypothetical or real-life issue, and learner needs to solve separately or sometimes in a group. Then following the case solving they'll have to provide the presentation.

**II. Out house training:** Out house-training means train the trainee outside the organization. Out house training given by IPL is as the followings:

- **Professional course:** IPL provide many forms of professional course to increase staff productivity. IPL has agreements with numerous educational institution within the country as well as beyond the country. For example, Employees of IPL may pursue the professional course in Institutions like IBA,

BMDC, and BIBM etc.

### **6.2.2 Foreign training:**

IPL additionally offers foreign training. Foreign training also has two types; one is in house training and the other is outhouse training. In house training is foreign instructors come from the outside and deliver instruction to the local trainee that is termed in house training. Outhouse training is company chooses selected employee and transfers them overseas for receiving training. For example, Last year IPL determined that their managerial level employee English proficiency level must be enhanced therefore they sent their Managerial level worker to the Harvard University for improve their English proficiency level.

After the conclusion of training learner can offer the comments regarding the full training procedure as well as about the instructor. They employ five scales Likert scale. A copy of the survey form is given under appendix section.

### **6.3. Attendance Management of IPL:**

A dedicated crew of IPL is responsible for maintain the attendance system at IPL. They maintain eye on every employee of IPL on every day's in and out time through specialized attendance management software. IPL put machine every entrance of its head office both inside and outdoors. Employee is required to punch their id card in or out in the organization. Every employee has to punch their ID card while entering at the office. Because based on it; the attendance management staff advise the kitchen for how many people they will make breakfast as well as lunch. For breakfast they don't provide any token. For lunch staff must to the canteen and punch their card for a token. A dedicated machine located outside the canteen for a token. Employee must gather that and deliver it to the canteen for lunch. Employee has to swipe their id card as well while leaving the office.

If any employees fail to punch their id card when arriving at the office they need to alert the attendance management officer for concern department. Then it will automatically update. There is also an official procedure. If employees fail to punch their id card, they must fill up a form and have to take a signature from concern department head and submit it to attendance management team.

Records of all employees of IPL are recorded in Attendance Management System, which are emailed to the HR department managers every day. One copy of this is given to the Managing Director and another copy to the Vice-Chairman. If an employee takes a leave, this can modify the system. As a result, their absence will not be counted for that departing date. As the daily information about attendance management system is delivered to the managers by 10 AM., employees who arrive after 10 AM may not receive the lunch token. So, for a circumstance like this, the employee must contact the Human Resource department and manually input the lunch token or they can offer a proxy lunch token directly

## **6.4. Performance Appraisal of IPL**

IPL performs a time basis performance review for every department excluding sales department. Sales department performance rating determined by both task and time basis. The appraisal is based on a rating scale which is out of 6. There is total six criteria in performance appraisal and one criterion are bonus for employee which works as a boost in terms of rating. These criteria are effective for the entire department. The criteria are:

### **6.4.1 Job achievement and quality of job:**

For the sales department how much sales they make that will be counted. For the other department the quality of job will be seen that means how accurately employee do their job

### **6.4.2. Leadership and man management:**

The next criterion for performance appraisal is leadership which is how accurately you lead your team and setting the right people for the right place.

### **6.4.3. Time Management:**

One of the most important criteria of performance appraisal. Employee need to finish their task with in the given time. IPL also see the arriving and leaving time of every individual of Incepta.

### **6.4.4. Effectiveness of planning:**

How successful is your preparation. An effective plan might trap an improved future for the company. Effective planning helps the company to be successful.

### **6.4.5. Communication of skill:**

How good is your verbal interaction skill? Do you effectively interact with your employer, colleague, subordinate, and customer?

### **6.4.6. Pro-activeness:**

Pro activeness is beginning with the end in mind. It means that employee do their task before the actual time. They should not wait for the supervisor's command.

### **6.4.7. Honesty and Integrity:**

How honest and integrate you are that will affect in performance appraisal.

The last one serves as a bonus. Each criteria assigned is 10 marks and then it multiplies with weightage that is set by the area manager according to the role. The sample for performance appraisal is provided below:

<b>SL</b>	<b>Personal Development Competencies</b>	<b>Rating</b> ®	<b>Weightage(W)</b>	<b>Value (R*W)</b>
1	Job achievement and quality of job	8	0.3	2.4
2	Leadership and man management	9	0.1	0.9
3	Time Management	10	0.1	1
4	Effectiveness of planning	7	0.1	0.7
5	Communication of skill	6	0.05	0.3
6	Pro-activeness	7	0.1	0.7
7	Honesty and Integrity	10	0.05	0.5
	<b>Total</b>	<b>57</b>	<b>0.8</b>	<b>6.5</b>

If employees get 6 out of 6, they will get 6 increments. Due to the confidential information about the appraisal process, the increment procedure needs to further clarification. In IPL only the supervisor and subordinate are rate for the employee. Those rating are carried out by the area manager.

Every employee of IPL is graded according to their positions in the company. The higher-level employee has different grade that will lead the better increment. The table on the below shows the grading system from the managing director to the Assistant Officer position. An employee can reach up to H02, which is Executive Director, through promotion. Lastly, it depends on higher management to decide who gets promotion and who gets how much increment according to the appraisal. It also depends on the budget allocation of every department. There are two lists given below one is supervisory grade another one is non-supervisory grade:

## 6.5. Grade Description of Incepta Pharmaceuticals Ltd

### 6.5.1. Supervisory Grade:

Incepta Grade	Grade Base Description
<b>H00</b>	Managing Director
<b>H01</b>	Director/Deputy Managing Director/COO/CEO
<b>H02</b>	Executive Director
<b>H03</b>	Senior General Manager
<b>H04-1</b>	General Manager-1
<b>H04-2</b>	General Manager-2
<b>M01</b>	Deputy General Manager
<b>M02</b>	Senior Manager
<b>M03</b>	Manager
<b>M04</b>	Deputy Manager
<b>M05</b>	Assistant Manager
<b>L01</b>	Senior Executive Officer / Senior Brand Manager
<b>L02</b>	Executive Officer / Brand Manager
<b>L03</b>	Senior Officer / Senior Brand Executive
<b>L04</b>	Officer / Brand Executive
<b>L05</b>	Assistant Officer

**6.5.2. Non-Supervisory Grade:**

<b>Incepta Grade</b>	<b>Grade Base Description</b>
<b>N01</b>	Junior Officer
<b>N02</b>	Senior Supervisor
<b>N03</b>	Supervisor
<b>N04</b>	Assistant Supervisor
<b>N05</b>	Coordinator
<b>N06</b>	Senior Assistant Coordinator
<b>N07</b>	Assistant Coordinator
<b>N08</b>	Distribution Assistant/Store Assistant/Senior Operator
<b>N09</b>	Office Assistant/Operator
<b>N10</b>	Assistant Operator
<b>N11</b>	Junior Operator
<b>N12</b>	Trainee
<b>V1</b>	Senior Vehicle Driver
<b>V2</b>	Vehicle Driver
<b>V3</b>	Senior Assistant Vehicle Driver
<b>V4</b>	Assistant Vehicle Driver
<b>V5</b>	Junior Assistant Vehicle Driver

## 6.6. Probationary period assessment

Then another performance appraisal is probationary period assessment. Though it might be not direct link with the performance appraisal; this is one kind of performance appraisal that organization need to decide whether the employee need to further probation or the company should appoint them as a regular employee. Probation period of IPL is at least 6 months. The probation period assessment form and criteria are given below

## 6.7. Probationary period assessment form

SL	Area	Employee				
1	Job Knowledge	1	2	3	4	5
2	Quality of work	1	2	3	4	5
3	Willingness to learn	1	2	3	4	5
4	Initiative and creativity	1	2	3	4	5
5	Following procedures	1	2	3	4	5
6	Team work	1	2	3	4	5
7	Communication	1	2	3	4	5
8	Working under pressure	1	2	3	4	5
9	Attitude towards work	1	2	3	4	5
10	Sense of discipline	1	2	3	4	5
11	Computer knowledge	1	2	3	4	5
	Total score					



### **Rating Scale**

1. **POOR:** Marked serious weakness in most situation during probation period
2. **MARGINAL:** Marked some weakness in few incidents. Further development is required to reach an acceptable standard. Low performer.
3. **ACCEPTABLE:** Acceptable in most cases if not all cases. Weaknesses are not critical. Some strength is evident.
4. **GOOD:** Marked some clear strength in many cases that are over and above what is acceptable. No significant weakness is apparent.
5. **EXCELLENT:** Marked superior performance in all cases. High performer.

### **Marks Distribution**

- 1 to 28- Poor  
29 to 34- Marginal  
35 to 40- Acceptable  
41 to 48- Good  
49 to 55 -Excellent

## 6.8. Key Findings:

- Currently second Largest Pharmaceuticals company within the country;
- Do not prepare any annual report;
- Human resource division is very sensitive for selecting correct candidate for the right role;
- Focus more on experience in terms of higher-level recruitment;
- Working condition is very good in IPL;
- Use point method in terms of performance appraisal;
- Do not provide Training Need Assistance
- Use ID card for attendance management
- Use SAP (System Application and Product) software for payroll;
- Old method of filing system;
- For getting Eid bonus; employee must work at least six months;
- Salary is comparatively lower in human resource department;
- Promotion is lagging in human resource department;
- Work load is flexible in IPL;
- Working hour is relatively long;
- Sales and distribution department employee must submit their original certificate while working with IPL;
- The condition of storeroom is not good where all the file and important document are keeping;

## 6.9. Analysis of the problem

The First problem is their performance appraisal system. They use the rating scale and evaluate the employee to their supervisor and subordinate. There is a high chance of biasness. Two things can be happened. One is clone error which is appraiser might give the higher rating if he like the employee personally. Another one is central tendency error which is appraiser might give the rating not good not bad. For example, out of 10; appraisers might give the whole employee 5 or 6.

Second problem is their Eid bonus system. They do not give the Eid bonuses until that employee is more than six-month-old within the organization. If the employee is 5 month 29 days old, they also do not get the bonuses. For that reason, Employee get frustrated and dissatisfaction everywhere.

Third problem is Incepta Pharma Ltd.(IPL) does not provide training requirement assessment. For this reason, organization fails to learn about employee what he actually understands and what he needs to know.

Fourth problem is their attendance management system. They use ID card for their attendance management. There might be chances of fraud. One employee can help to punch another employee's ID card for attendance. So, if any employee comes late in the organization there late come will not be counted, because other employee already gives his proxy by punching his ID card.

Fifth problem is their SAP software, In Human resource department only one person can use the SAP software at a time; more than one person cannot run that software simultaneously. If any employee needs to work in SAP another person who already working in that software needs to log out from the software. Another thing is software do not show that who is using the program as a result employee need to loudly ask who is run the program and need to request him log out.



## **Chapter 7: Recommendations and Conclusions**

## 7.1. Recommendation:

- They should use 360-degree method in performance appraisal. Supervisor, subordinate, peer, customer and self-will appraise the performance. So that they can know the gap between what the employees knows and what he needs to knows.
- They should provide the Eid bonuses starting from the first month of working time. Employee whoever will work from the first month before the Eid; IPL should pay them bonus. They should provide training need assessment; So that they can know the gap between what the employees knows and what he needs to knows.
- They should make the of use fingerprint sensors for their attendance management system. So that employee cannot fraud on it.
- Employee who needs to work with SAP software; everyone should have access simultaneously so that they can work smoothly without any kind of interference.
- IPL should be strict about employee's daily arrival and departure time. While working with IPL some of the employee is not serious about their entry and leaving time. Some come 8am and some of them come 11 am even more lately.
- They must prepare their annual report to disclose their current position.
- IPL should increase their salary incentives for both for Accounts and HR department. While working with IPL those working with these two departments their salary is relatively very lower from the other department. For that reason, they are very dissatisfied.
- They should store employees' original certificate and other important documents in a safer place. For example: A place like bank locker;
- The store room condition must be improved. Dust is everywhere in the storeroom. While working in the storeroom I got serious sick due to the dust and too much hot. It is recommended to build a cooling environment within the store room.
- In terms of filing system, they should keep the online back up their all-necessary file; because anytime an unavoidable thing may happen.

- Lunch token should provide from the concern department; Sometimes lunch token machine is not working properly as a result employee lost their valuable time and it is time consuming to collect the lunch token.

## **7.2. Conclusion**

Incepta Pharmaceuticals Ltd. is one of the leading pharmaceutical Company of Bangladesh. It covers the whole Bangladesh and other above 40 countries by its products. Many of the products of Incepta are available within the Market. At this moment the company is in a growth stage position. If they can apply their strategies well and following a continuous improvement cycle, they are sure to succeed.

From the subject matter and my point of origin to work in Incepta Pharmaceuticals limited. I must say that I really enjoyed my internship period at IPL. I am sure that these 90 days of internship program at IPL will help me to realize my further career without doubt.

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## Appendix

### Appendix A

#### CANDIDATE ASSESSMENT FORM

Name of the candidate:	Interview Date:
Position considered for:	Grade:      Availability:

<b>Candidate Profile</b>	
Level of Education:	
Last Job Status:	
Total Work Experience	
Marital Status:	Number of dependance:
Family Description:	

Competencies	Poor	Moderate	Satisfactory	Good
<b>Job Knowledge</b> (to what extent the candidates know about job, experience acquired)				
<b>Academic Track</b> ( Academic Result)				
<b>Professional Aptitude</b> (Demonstrated attitude that reflects the candidate is keen to lean)				
<b>Problem Solving</b> (Considers alternatives. prioritizes. takes consideration of available resources etc.)				
<b>Creative Thinking</b> (Demonstrated examples by prospering creative or innovative ideas for result)				
<b>Communication Skill</b> (Determining communication ability with others)				
<b>Manners &amp; Etiquette</b> Maintains general courtesy while interacting with others, grooming etc.)				





**Appendix B**  
**TRAINING FEEDBACK FORM:**  
**Training on**

.....

**...Feedback Form**

Please indicate your impressions of the items listed below.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. The training met my expectations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I will be able to apply the knowledge learned.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The content was organized and easy to follow.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The trainer was knowledgeable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The quality of instruction was good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The trainer met the training objectives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Class participation and interaction were encouraged.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Adequate time was provided for questions and discussion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. How do you rate the training overall?


Excellent	Good	Average	Poor	Very Poor
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. What aspects of the training could be improved?

11. Other comments or any dissatisfaction during training

# Appendix C

This segment includes the comparison reports generated by Turnitin for the Internship Report titled “**Human Resource Functions of Incepta Pharmaceuticals Ltd.**” documenting the progress made during the internship at Incepta Pharmaceuticals Ltd.(IPL) Human Resource Department.

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Summary

## **Appendix D**

This internship report is coupled with a total of fourteen weekly reports as required by the Islamic University of Technology's Department of Business and Technology Management. The academic supervisor and the corporate line manager have duly examined and signed each report.