

Internship Report on

**“Recruitment, Selection and Marketing Development Process
Of BRAC Nobodhara School”**

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Submitted on,
11th August, 2014

Letter of transmittal

11th August, 2014

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Subject: Submission of a report on Recruitment, Selection and Marketing Development Process of BRAC Nobodhara School

Dear Sir,

With great pleasure I submit my Recruitment, Selection and marketing development plan process report on “BRAC NOBODHARA SCHOOL” that you have assigned to me as an important requirement of BUS-400 course. I have found the study to be quite interesting, beneficial & insightful. I have tried my level best to prepare an effective & creditable report.

The report contains a detailed study on Recruitment, Selection and marketing development plan process and a look at how it is done in the practical world. Here I have gathered information through primary and secondary sources such as websites and actual interviews from my Supervisor of “BRAC IED”.

I also want to thank you for your support and patience for me and I appreciate the opportunity provided by you through assigning me to work in this thoughtful project.

Yours sincerely,

Tanvirul Haque Tanvir

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Acknowledgement

First of all, I would like to thank my Advisor **Mohammad Rezaur Razzak** for his constant guidance, help, effort, and suggestion. Truly I am thankful to him. Without his direct guide this report couldn't be possible. A very energetic personality **Mohammad Rezaur Razzak** persistently inspired us all the time to develop our career and share his knowledge with us. I shall remain endlessly grateful to **Mohammad Rezaur Razzak** for his amazing gesture and persistent effort.

I am also thankful and acknowledged to my supervisor **MD. Sabbir Ahmed Khan**, Staff researcher, BRAC IED, without his direct help, suggestion, and support it was impossible for me to complete this report as well.

I would also like to thank the authority of BRAC IED for helping me by giving an opportunity to work with them.

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EXECUTIVE SUMMARY

As a part of academic requirement and completion of BBA program, I have been assigned to complete internship report on “Recruitment, Selection and marketing development plan process of BRAC NOBODHARA SCHOOL” under the guidance of Mohammad Rezaur Razzak.

“Recruitment and Selection process” and “Marketing development plan process” is a segment of human resource, Marketing and planning process; As such I have selected this topic to make it perfect. I have divided this report into several sub sections. As a young intern in a company like “BRAC Nobodhara School” I have tried my paramount to go through their Recruitment, Selection and marketing development plan process within little term of Three months.

The report starts with a general introduction “BRAC NOBODHARA SCHOOL” As well as its purpose, scope and limitation. Then this report proceeds onto the introductory talk about “BRAC NOBODHARA SCHOOL.” BRAC NOBODHARA SCHOOL now becoming one of the pioneers in the educational private sector of Bangladesh, BRAC NOBODHARA SCHOOL is a project of BRAC IED, BRAC. In 25th January 2014 it started a new journey. I have shown the mission, vision and values of it. Afterward report proceeds with the job part, where the job which is done by me is discussed.

After that I continue my main focus on the report “Recruitment, Selection and marketing development plan process” describing the different steps of it. The first part is manpower requisition and each department gives requisition according to its HR planning to HR Department. After getting approval advertisement is given internally within the organization or in external media.

Following steps are arranging written exam, taking one or more interviews, and finally the medical checkup. A detail elaboration of selection of best candidate has been added in the project part and the contribution of HR department for selecting the most eligible employees for BRAC NOBODHARA SCHOOL has been highlighted. In this report, some other important topics of their HR division are also discussed like HR hierarchy, the environment within the organization and accommodation of a pull of candidates. After completion of this report it can easily say that efficient, competent and active part Recruitment, Selection and marketing development plan take a company to the peak of the success.

CHAPTER-1

Introduction

This is an internship report. Bachelor of Business Administration (BBA) Course requires a three months attachment with an organization followed by a report assigned by the supervisor in the organization and endorsed by the faculty advisor. I took the opportunity to do my internship in BRAC NOBODHARA SCHOOL which is now becoming one of the leading education service providers in Bangladesh.

Under the proper guidance of on-site supervisor **MD.Sabbir Ahmed khan**, I have conducted my study on 'Recruitment, Selection and marketing development plan process in BRAC NOBODHARA SCHOOL. My faculty supervisor **Mohammad Rezaur Razzak, Associate Professor of BRAC University**, also approved the topic and authorized me to prepare this report as part of the fulfillment of internship requirement and gave me proper guidance and assistance over time.

Background of the study

There is no doubt that the world of work is rapidly changing. As part of an organization then, HRM and Marketing must be equipped to deal with the effects of the changing world of work. For them this means understanding the implications of globalization, technology changes, workforce diversity. Changing skill requirements, continuous improvement initiatives contingent workforce, decentralized work sites and employee involvement are the issue for confront. Now it is a big challenge for the HRM and Marketing to support the organization by providing the best personnel and marketing plan in shortest possible time. Starting with recognizing the vacancies and planning for them is a great task. Moreover selecting attracting the suitable candidates and selecting the best person in time is a challenge. Then become one of the main challenges for sustainability which required marketing plan without this an organization is like a football without air. How much you try to make profit with your best recruited personnel at the end of the time consequences fall down.

The cost of the recruitment and marketing is significant. So, proper planning and formulate those plan is the task that require more focus and improvement. Realizing this need I tried to find the

difference and similarities between theoretical aspects with the practical steps taken by the company. I took an attempt to demonstrate the feature for the further improvement.

Objectives of the Study

Broad Objective:

To know overall about the organization of “BRAC NOBODHARA SCHOOL” and also know each and every parts of the recruitment, selection and marketing plan process of that company.

Specific Objectives:

1. To focus on major elements of Recruitment and Selection process.
2. To focus on the process of Recruiting and selecting personals.
3. To focus on the process marketing plan development process.
4. To focus on the updates and the better methods of modern technique.

Methodology

Source of Information:

1. Primary: The primary information collected through face to face interview and observation

2. Secondary: The secondary information collected from website, books and some other relevant sources.

Both primary and secondary data sources will be used to generate this report. Primary data sources are observation while working in different desks. The secondary data sources are different published reports, manuals, updates and different publications of “BRAC NOBODHARA SCHOOL”.

Scope of the research

The report deals with the Recruitment, Selection and marketing development plan process in terms of theoretical point of view and the practical use. The study will allow learning about the Recruitment, Selection and marketing development plan process issues, importance, modern techniques and models used to make it more efficient. The study will help to learn the practical procedures followed by the leading organizations. Moreover the study will help to differentiate

between the practice and the theories that direct to realize how the organization can improve their Recruitment, Selection and marketing development plan process.

Limitations of the research

The main limitation of the study is the collection of information because many of the information are confidential. So they don't want to disclose them. And I am not able to show any forms which they use in the time of joining or use to upgrade the files.

CHAPTER-2

BRAC NOBODHARA SCHOOL

Overview of BRAC Nobodhara

For decades BRAC has noticeable its traditions in serving Bangladesh, particularly in the educational boundary. Through the revolutionary of numerous levels of education, BRAC has been helping public to private people, upper to lower level class people and rural to urban class people. In other words BRAC is serving millions of people in Bangladesh for their betterment. The Institute of Educational Development (IED) is an associate to BRAC University, where enthusiastic workers and researchers have added to this extensive variation of programs.

With the passion for BRAC to initiate its paramount private education accessible at pre-primary to secondary levels, a cluster of devoted researchers from IED with diverse scholastic backgrounds, head off to learn, realize and construct the supreme school in Dhaka. The team acquires information from different parts of the world and Later of research, collecting different methods of teaching from various countries and integrating them with the current National Curriculum of Bangladesh, the unique Nobodhara School was born.

Nobodhara is an exclusive tactic to schooling in Bangladesh for the reason that not only do they severe academic program but also expert doings that set of scales an individual's development in order to achieve a healthy, holistic educational experience. With the aim to inspire positive change in the development of people, several facilities, cultural and activities are made available to the community.

Getting a place accessible to the common people has been a bamboozling part of the drive, where hard work and diligence has effectively led to the 2014 introductory opening of schools in two settings:

- 1) The Bonosree Branch
- 2) The Uttara Branch

They confidence to continue learning and building their own story through with the community, making it a strong one that will live through generations and will inspire for a lifetime.

History of BRAC Nobodhara

1. In the first phase for establishing BRAC Nobodhara people from different fields such as area manager, project manager ,field researcher sit for meeting for two to three times for this project due to talk about the feasibility of BRAC Nobodhara where parents will pay for their children education.
2. In the second phase after the successful meeting they target fifteen places to start BRAC Nobodhara.
3. In the third phase management narrow down the targeted place form fifteen place to five places and form these five places they again narrow down to three places. The places are Mirpur, Banasree and Uttara.
4. In the fourth phase they went to the field to look for under construction building so that they can construct the building in their own way and they found it on Mirpur and Banasree but found readymade building in Uttara.
5. Due to high urgency and some budget and time constraints management decided Banasree and Uttara to startup their pilot project.
6. Finally BRAC Nobodhara Uttara branch started in 25th January 2014 and Banasree branch in 4th February 2014.

Mission

Creating peaceful and harmonious communities of lifelong learners, inspiring guides, inspired professionals, and lifelong storytellers, where the happiness and holistic well-being of each and every member is considered.

Vision

To design replicable, scalable, sustainable and inclusive models of future schools with interactive, stimulating, safe and quality learning environments.

Values

Make students life comfort

They are practical. They do not over complicate the things. Every material and strategy they produce is very easy to understand both to management and students. They never forget that they are trying to make students life more comfort and fun loving.

Keep promises

Every things that They set out are working perfectly but still some problems creates due to some unavoidable circumstances and for that they are always beside parents and students to help them out from those type of problem by taking necessary action.

Be inspiring

They are creative. They strive to bring energy into the thing that they do. Everything they crate is very modern, fresh and creative. They are very aware of their students learning and about their safety.

Respectful

They acknowledge and respect local culture. They want to be a part of local communities where ever they operate their programs through their loyalty and enthusiasm.

People of BRAC IED

The people of BRAC IED are young, dedicated and energetic. All employees are well educated at home and abroad. They know their heart that education can change the world. BRAC IED provides equal employment opportunities and recognizes the talent and energy of its employee.

Services

BRAC Nobodhara believes that good social service lead to good social business. BRAC Nobodhara provides goods services both to local community people and their stake holders. Thus development and business go together

Corporate governance

BRAC IED believes in the continued improvement of corporate governance. BRAC IED plays a vital role to play in meeting all stakeholder interest. Management team of BRAC IED committed to maintaining effective corporate governance through a culture of accountability, transparency, well-understood policies and procedures. Management teams of BRAC IED also persevere to maintain compliance of all laws of Bangladesh and all internally document regulation, policies and procedures.

Current services offering by BRAC Nobodhara

The main core services of BRAC Nobodhara are providing education which includes core courses like English, mathematics, Bangla, global studies, science, religious and moral education, agriculture, ICT, Rhymes and songs, Physical education, The arts and work and life related education.

1. English

Nobodhara intensely maintains English as a core course. All over the years, students learn and develop four basic language skills of reading, writing, speaking and listening. At pre-primary level Nobodhara do not follow the NCTB provision. At this stage student's activity comprise of rhymes, songs, drawing and name games. In primary stage Nobodhara added some extra activities to extend the student learning process which is known as primary track along with

NCTB curriculum. In secondary level teachers emphasis on the students grammar and here student give presentation which is very important nowadays on professional work.

2. Mathematics

Here Nobodhara follow the NCTB Mathematics textbook with additional material to enhance the teaching-learning process and develop their logic, analysis, and problem solving skills. In preprimary level students are introduce with addition, subtraction and geometry and here extra things that are included are counting with math bags, stories and the activity-shape man. In primary level student activities are very well planned to start by identifying prior knowledge and link it to the topic being taught, with real life applications being explored and sometimes involving other subjects. In secondary level students materials are designed in three ways which are “Math every day”, “Teachers Guide”, and “Worksheet”.

3. Bangla

Together with English, Bangla is also a central course as well. Nobodhara follow the NCTB to enhance the four basic language skills of reading, writing, speaking and listening throughout all years. Extended activities, such as animated book reading, will aid in meaningful communicative skills and learning. In preprimary level Students start by learning the alphabet, simple words through picture dictionaries, creative writing and reading, and several games. In primary level Nobodhara focus on spelling & handwriting, letter recognition, word and sentence structure and correctness. Extended activities that included here are improving handwriting activities, Recitation etc. In secondary level there are four stages of learning methods Knowledge-based learning which is directly from main reading material; Understanding acquired through realization and reflection of course content; Application of knowledge on literature; and Mastery of the language through being able to critically analyze content and summary of passages. Extended activities include here are teamwork, group-based thinking etc. to maintain a high standard of the language skills.

4. Global studies

Global studies are the academic study of economic, social and cultural relationships of the world and various other social themes. Nobodhara strongly uphold social values and its positive

impacts. Though NCTB currently has no provision on this subject, Nobodhara has taken advantage on its own teacher's guide to supplement this curriculum, sparking the unique touch to education that shapes students to become inspired, aware and responsible citizens. In preprimary level Students begin by learning life skills, environmental stuffs and their significances, moral values and norms, social responsibilities, diseases and cleanliness and weather. Here Themes are learned through collaborating procedures such as board games, solving puzzles and problems etc. In primary level Nobodhara focus At this stage, learners focuses on components of social surroundings, safety of environment, family and our roles, Bangladesh National Anthem and National Days. Extended activities have been included here are Storytelling, Project work, Field trip and card games. In secondary level, Nobodhara focus on the NCTB guidelines for Social Studies. Topics will include Society, Bangladesh Studies, Geography, History and Civics and general knowledge for students to use in everyday life.

5. Science

Science will be familiarized when students reach Primary level. Nobodhara follow the NCTB guideline and contain further material to mark the learning enjoyable for both teachers and students through experiments and doings. In primary level Science clarify through Experiments, Observation and Identification, Question and Answering, and experience sharing. The purpose of these schooling philosophies is to recognize and simplify thoughts and complete practical activities for students. In secondary level, Nobodhara specially designed Interactive Science Student Book introduced. It includes method based- tryouts. This book is unique because of students here able to solve different subject-based problems and answer open-ended questions. Furthermore three to four scientific researches will be carried out by the students using the 'scientific method'.

6. Religious and moral education

Bangladesh's national curriculum has separate curricula for Islam, Hinduism, Christianity and Buddhism. Nobodhara has customized the curriculum to incorporate all religions under one umbrella so that students get to learn about more than one religion.

7. Agriculture

Students are provided the opportunity to learn about the agricultural industry. This will encompass both rural and urban knowledge, flora and fauna, the mechanisms behind concepts as well as the beautification of them. For the secondary level, the teaching-learning process will be strongly student-oriented, followed up by different learning activities, such as, discussion, lecture from experts (guests), group activities, field visit, role play, documentary film show, practical work, picture show, project work, ‘mela’, interview with farmer etc. Teachers will follow the teachers’ guide provided by IED but will get a chance to incorporate his/her creativity in the teaching-learning process.

8. ICT

Technology is an imperative tool in our lives, and is thus required to be taught as its own subject for students to enhance their technological capabilities. Students will mainly focus on the NCTB textbook, however an additional layer of knowledge and skills have been added. For the secondary level, the students will actively use Microsoft Word, Publisher and PowerPoint this year to cement in the practical aspects and use of these software. Furthermore, students will learn the basics of how to use the internet effectively to research different topics and combine them with the Microsoft Office software to successfully create presentations, publications, and documents to present to the rest of the class. The aim is to make them comfortable with their presentation skills as well as the relevant software packages.

9. Rhymes and songs

With no NCTB provision, Nobodhara has made an exclusive subject for the pre-primary students, in order for them to be exposed to basic motor skills and sensory information. Introducing songs and rhymes at an early stage is essential to the learning experience for youngsters and will benefit their skills in the long-term.

10. Physical education

This program will follow the NCTB guidelines, and will be a continuous subject through all years to counter-balance academic subjects in order to enhance the holistic development of the students by maintaining good physical health.

11. The Arts

This program will follow the NCTB guidelines, and will be a continuous subject through all years to counter-balance academic subjects in order to enhance the holistic development of the students by nurturing their creative health. For pre-primary level, Students will focus on basic activities in the arts, such as preparing natural color, freehand drawing, drawing, coloring, painting, origami, mosaic and collage work, clay, leaf & cotton work. They will mainly use crafts to carry out self-portrait drawings, complete pictures and make toys with recycled material. For primary level, Students will be introduced to both Visual and Performance Arts. In the VA program, children will receive sequential learning experiences that encompass art history, art criticism and aesthetics. Students will learn basic art and craft skills while developing critical and creative thinking skills. For secondary level, students will be involved in a more integrative approach that will extend to a more comprehensive and detailed Visual Arts and Performance Arts program.

12. Work and life related education

The Work and Life Related Education subject aims for students to critically think about their own lives and aspirations and that of others and how they wish to go forward to achieve their own aspirations. . For secondary level, In order for them to achieve their perceived success in work and life in 21st century, students will experience activities to develop appropriate skills, such as analytical thinking, planning, communication, teamwork, etc.

Divisions & Departments of BRAC Nobodhara

BRAC Nobodhara is operating with following Divisions / Departments having its establishment at Dhaka.

Functions of Various Departments:

Marketing Division

Marketing Strategies:

BRAC Nobodhara always wants to achieve the desired growth and customer base. BRAC Nobodhara encourages the existing customers to use more of their services. They launched a service called "Day care center" which was one of their successful initiatives for obtaining potential customers.

Product Positioning

Initially BRAC Nobodhara target was to reach the top, but Educational institution are also targeting to the grass roots level and thus increasing their customer base. BRAC Nobodhara wants to be the leader with good quality services for the middle and lower middle class range too.

Marketing division constitutes four units. A brief description of each unit is given below:

• Brand and A&P:

Brand and A&P denotes to brand and advertising & promotion. This unit deals with the overall brand management and promotion activities of the company. The unit covers both outdoor (billboards, road-overhead etc.) media and indoor (print & electronic) media.

• Product Development:

Product development unit is like the Research and Development unit of a company, which is responsible for developing new products and services. This unit is closely related to the marketing research unit.

• Information Technology Division:

IT division constitutes one unit and they closely work together.

• Product Configuration:

This unit is responsible for designing and developing products and services. It develops the outlines of the product design.

Finance Division:

Financial division has six units dealing with financial matters of the company.

1. Accounts Payable:

This unit keeps track on the accounts payable of the company.

2. Accounts Receivable

This unit keeps track on the accounts receivable s of the company while preparing the balance sheet. As BRAC Nobodhara School is now becoming a large educational service providing

company with hundreds of financial transactions every day, a unit to keep track on the accounts is necessary.

3. Core Account:

Core account is an important unit of the finance division dealing with the budget. The annual budget of various departments is prepared under the close observation of this unit.

4. Taxation:

Taxation unit takes care of the tax, VAT and tariffs of the organization.

5. Reporting unit

The reporting unit reports the entire financial transactions BRAC IED to the parent company.

6. Costing:

This unit forecasts the costing of different departments and resorts them regarding the expected expenditure of any alternation.

Human Resource Division:

Human resource department is responsible for the recruitment and training of the employees of the company. They also monitor the performance and handle the promotion and salary related matters. They also administer the regulations of the company.

Corporate Strategy Department:

The corporate strategy department determines the long term strategies and short term plans. All the corporate level policies come from them and they are also responsible for the implementation.

Corporate Affairs Department:

The corporate affairs department is responsible for the internal and external synchronization. At on hand, they coordinate with outside companies. Along with that, they harmonize among the divisions and departments inside the company.

CHAPTER-3

JOB PART

I am working there as an intern so I don't have to handle any core responsibilities. I only look after the supporting work, like: ID Card Activation, Calling Interview for Selected Participants and main work is updating the files of existing employees and students, creates new employees and student files.

ID card Activations: To activate ID card, it's necessary to take relevant information from employees and student. Like Name, Designation, Division, Signature, Picture etc. And then the complete forms send to the particular department.

Update old files: Before all employees and student files based on paper, which creates lots of problems to maintain because it need lot of space, paper, cabinet to keep, spend time to search and main problem was it has risk to lost. So now we convert it from paper based to computer based.

Creates New Files: At a time more than one people can join in an organization and all of them have different files which creates by us. Lots of papers we have to accumulate with new files like joining forms, disclosures forms, declaration forms, Conflict of Interest, Medical reports, Pre-employment medical test, CV with Certificates, Job Advertisement, Manpower Requisition forms, CV shortening criteria, Tabulation Sheets (1st written test, 2nd is the interview) Approval note, Appointment Letter etc.

Observation:

- HR Division is very alert for selecting candidates and also the process is very transparent so that they can choose the best candidates among applicants.
- In this process there is no partiality so there are higher possibilities to be selected without having any back up.

- When they search for any experienced people they give more concentration on Previous experienced, Educational background, length of services etc so that they can select the most suitable experienced people.
- When they select entry level candidates than they concentrate more on pro-activeness, creativeness, ideas which related with the post.
- BRAC Nobodhara has CV bank. At the time of Selection process they collect CV form the bank and give chinch to them.
- HR selects candidates from a pull of application so that they can choose most suitable candidates.

Recommendation:

Working environment is very good in BRAC Nobodhara. They are very friendly to help each other. Any one feels pleasure to work with BRAC-IED group. If they take corrective decision beginning of starting a work then many mistakes can be solved.

CHAPTER-4

Literature Review on Recruitment & Selection

History of Human Resource Management

The History of Human Resource Management is the strategic and coherent approach to the management of an organization's most valued assets - the people working there who individually and collectively contribute to the achievement of the objectives of the business. The terms "human resource management" and "human resources" (HR) have largely replaced the term "personnel management" as a description of the processes involved in managing people in organizations. Human Resource management is evolving rapidly. Human resource management is both an academic theory and a business practice that addresses the theoretical and practical techniques of managing a workforce.

Human resource management has its roots in the late and early 1900's. When there are less labor then there are more working with machinery. The scientific management movement began. This movement was started by Frederick Taylor when he wrote about it a book titled 'The Principles of Scientific Management'. The book stated, "The principal object of management should be to secure the maximum prosperity for the employer, coupled with the maximum prosperity for each employee." Taylor believed that the management should use the techniques used by scientist to research and test work skills to improve the efficiency of the workforce. Also around the same time came the industrial welfare movement. This was usually a voluntary effort by employers to improve the conditions in their factories. The effort also extended into the employee's life outside of the work place. The employer would try to provide assistance to employees to purchase a home, medical care, or assistance for education. The human relations movement is the major influence of the modern human resource management. The movement focused on how employees group behavior and how employee feelings. This movement was influenced by the Hawthorne Studies.

Functional area of HRM

- Human resource auditing

- Human resource strategic planning
- Human resource planning
- Manpower panning
- Recruitment / selection
- Induction
- Orientation
- Training
- Management development
- Compensation development
- Performance appraisals
- Performance management
- Career planning / development
- Coaching
- Counseling's
- Staff amenities planning
- Event management
- Succession planning

- Talent management
- Safety management
- Staff communication
- Reward

Responsibility of HR department in an organization

Position	Job Responsibilities
HR	Executive committee, organization planning, HR planning & policy, Organization development
Manager, recruitment & employment	Recruiting, Interviewing, Testing, Placement & Termination
Manager , compensation & benefits	Job analysis and evaluation, surveys, Performance appraisal, compensation administration, bonus, Profit sharing plans, Employee benefits.
Manager, Training & Development	Orientation, Training, Management development, Career Planning & development
Manager, Employee relations	EEO relations, contract compliance, staff assistance programs, Employee counseling.

Table: Responsibility of HR department

CHAPTER-5

Recruitment process

Recruitment refers to the process of attracting, screening, and selecting qualified people for a job at an organization or firm. It is undertaken by recruiters. It also may be undertaken by an employment agency or a member of staff at the business or organization looking for recruits.

Job analysis

The proper start to a recruitment effort is to perform a job analysis, to document the actual or intended requirement of the job to be performed. This information is captured in a job description and provides the recruitment effort with the boundaries and objectives of the search. Oftentimes a company will have job descriptions that represent a historical collection of tasks performed in the past. These job descriptions need to be reviewed or updated prior to a recruitment effort to reflect present day requirements. Starting recruitment with an accurate job analysis and job description insures the recruitment effort starts off on a proper track for success.

Sourcing

Sourcing involves the following steps:

Internal sources:

The most common internal sources of internal recruitment are

1. Personal recommendations
2. Notice boards
3. Newsletters
4. Memoranda

1) Personal References

The existing employees will probably know their friends or relatives or colleagues who could successfully fill the vacancy. Approaching them may be highly efficient method of recruitment but will almost certainly offend other workers who would have wished to have been considered

for the job. To keep employees satisfied make sure that potentially suitable employees are informed of the vacancy so that they can apply. Also anyone else who is likely to be interested is told about it as well so that they can apply for the job.

2) Notice Boards

This is the convenient and simple method of passing on important messages to the existing staff. A job advertisement pinned to a notice board will probably be seen and read by a sufficient number of appropriate employees at little or no cost. However many of the staff will probably not learn of the vacancy in this way either because the notice board poorly located or is full of out dated notices that they don't bother to look at it, as they assume there is nothing new to find out. A notice board must be ensured that it is well suited. Wherever it is been placed it should be certain that it is seen by everyone. It means there must be equal opportunity to see to it and this happens when they know that just important topical notices are on display. Attention must be paid to the design and contents of the notice if it is to catch the eye and make the employee read on and then want to apply for the job.

3) Newsletters

Many companies regularly produce in-house newsletters, magazines or journals for their staff to read. It is hoped that latest company news sheet is read avidly by all staff thus ensuring that everyone is aware of the job opportunity advertised in it. Unfortunately this is not always so, because it is sometimes not circulated widely enough and employees may find it boring and choose not to read it. Newsletter can be utilized as the source of recruitment if it is convinced that everybody will see a copy.

4) Memorandum

Possibly the best way of circulating news of the job vacancy is to send memorandum to department managers to read out to the teams or to write all employees perhaps enclosing memoranda in wage packets if appropriate. However it can be a time consuming process to contact staff individually, especially if there is a large work force. It should also be kept in mind as to in which way the memorandum is phrased out so that the job appeals to likely applicants.

External sources:

There are many sources to choose from if you are seeking to recruit from outside the company.

1. Word of mouth
2. Notices
5. Job Centers

Two or three points are discussed below.

1) Word of Mouth

Existing employees may have friends and relatives who would like to apply for his job. Recruiting in this way appears to be simple, inexpensive and convenient. Never use word of mouth as a sole or initial source of recruitment if the work force is wholly or predominantly of one sex or racial group. Also employing friends and relatives of present employees may be imprudent because it is not certain that they are as competent as the current staff.

2) Notices

Displaying notices in and around business premises is a simple and often overlooked method of advertising a job vacancy. They should be seen by a large number of passerby's, some actively looking for work. It can also be inexpensive with a notice varying from a carefully hand written post card up to a professionally produced poster. Pay attention to the appearance and contents of the notice if it is intended that it is applied by the right people.

3) Job Centers

Most large towns have a job center which offers employers a free recruitment service, trying to match their vacancies to job seekers. Staff will note information about a post and the types of person sought and then advertise the vacancy of notice boards within their premises. Job center employees can further help if requested to do so by issuing and assessing application forms and thus weeding out those applicants who are obviously unsuitable for the position. Short listed candidates are then sent out for the employer to interview on his business premises.

Recruiting internally and externally

Internal Recruiting:

Recruiting from among the existing workforce offers many advantages. Seeing your employees at work on a day-to-day basis will enable you to evaluate their particular strengths and weakness accurately and choose the most suitable person for the position. When the company recruits from within the organization the employees will feel important and highly valued since it appears that the organization immediately turns to them whenever a vacancy occurs. Their work rate and performance should improve as well as they will realize that increasing job opportunities are available to them if they are industrious and successful at their jobs. However any method has its own merits and demerits.

Merits

It improves the morale of the employees. The employee is in better position to evaluate those presently employed than outside conditions. It promotes loyalty among the employees, for it gives them a sense of job security and opportunities of advancement. These people are tried and can be relied upon.

Demerits

It often leads to inbreeding and discourages new blood from entering into an organization. There are possibilities that internal sources may “dry up” and it may be difficult to find the requisite personnel from within an organization. No innovations are made any new thinking so on new inputs which is very much essential for the growth of the organization. Usually promotions are based on seniority so the danger is that really capable hands may not be chosen.

External Recruiting:

When a company is involved in large expansions and is more oriented towards achieving high growth and high market share, with more focus on quality of the product and high customer satisfaction then it is inevitable for any organization to go for external recruiting. External recruiting is nothing but recruiting the people in your organization from outside the company. It will help the company to make best use of other sources that are laying outside the organization like for example campus recruits is an effective and efficient way of recruiting when a company wants new minds that are more creative and go-getters for any task. If a company wants to concentrate only on its core activities and wants to relieve the burden of the task of recruitment then the more feasible option would be third party recruiting or recruitment process outsourcing (RPO). The experienced persons but unemployed can be recruited into the company which may reduce the training cost if they are from same industry. Retired and experienced people can yield more by enhancing their prior experience in new business situations.

Merits

New entrant to the labor force that is young mostly inexperienced potential employee's fresh graduates or postgraduates can be taken in accordance with company's culture. External recruiting results in best selection from the large sources. In the long run this source proves economical because potential employees do not need extra training. The excess applications generated for current requirement may be utilized for future vacancies.

Demerits

Extra time is required by the people to adjust themselves to the present working situations. If the recruiting is done from large source then it will be more time taking as the applications generated are more and short listing becomes critical. Cost of recruiting will be comparatively more than internal recruiting. Sometimes it creates employee dissatisfaction as there may be mismatch between the employee expectation with the company and the company's expectation with the employee.

Before making a choice and making decisions as to which source should be adopted for recruiting both the sources should be thoroughly assessed and must be studied carefully the wide variety of individual sources of recruitment that are available whether Internal or External. Before choosing any sources make sure that it gives answer as YES to these following questions:

Recruitment mistakes

There are a number of methods companies should avoid when putting their recruitment plans into practice. For instance, many businesses have the necessary talent within their organizations, but are too busy looking outside to recruit the skilled employees they already have. Others try to look for a mirror-replacement to the employee they have lost, duplicates with the same attitudes and skills, when companies can benefit more from employees with new experience and outlooks on the position. Some employers forget to include their employees in the recruitment process, or attempt to find the “perfect” employee without noticing the talents of the job seekers they interview.

CHAPTER-6

Selection Process

Employee Selection is the process of putting right men on right job. It is a procedure of matching organizational requirements with the skills and qualifications of people. Effective selection can

be done only when there is effective matching. By selecting best candidate for the recruited job, the organization will get the quality performance of employees. Moreover, organization will face less of absenteeism and employee turnover problems. By selecting right candidate for the required job, organization will also save time and money. Proper screening of candidates takes place during selection procedure. All the potential candidates who apply for the given job are tested.

But selection must be differentiated from recruitment, though these are two phase of employment process. Recruitment is considered to be a positive process as it motivates more of candidates to apply for the job. It creates a pool of applicants. It is just sourcing of data. While selection is a negative process as the inappropriate candidates are rejected here. Recruitment precedes selection in staffing process. Selection involves choosing the best candidate with best abilities, skills and knowledge for the required job.

Essential of selection procedure

The selection process can be successful if the following requirements are satisfied:

1. Someone should have the authority to select.
2. There must be some standard personnel with which a prospective employee may be compared i.e., a comprehensive job description and job specification should be available beforehand.
3. There must be sufficient number of applicants from whom the required number of employees may be selected.

Process of selection

The employee selection process takes places in following order

1. **Preliminary interview**

It is used to eliminate those candidates who do not meet the minimum eligibility criteria laid down by the organization. The skills, academic and family background, competencies and interests of the candidate are examined during preliminary interview. Preliminary interviews are less formalized and planned than the final interviews. The candidates are given a brief up about the company and the job profile; and it is also examined how much the candidate knows about the company.

2. **Application form**

The candidates who clear the **Preliminary interview are required to full fill application blank**. It contains data record of the candidates such as details about age, qualifications, reason for leaving previous job, experience, etc.

3. **Employment test**

• **Written test**

Various written tests conducted during selection process are aptitude test, intelligence test, reasoning test, personality test, etc. These tests are used to objectively assess the potential candidate. They should not be biased.

Classification of test on the basis of human behavior

• **Aptitude or potential ability test**

These tests may take one of the following forms:

- A. Mental or Intelligence test – measure and enables to know whether he or she has mental capacity to deal with new problems.
 - B. Mechanical Aptitude Test - measures the capacity of a person to learn a particular type of mechanical work. This could help in knowing a person's capability for spatial visualization, physical skill etc.
 - C. Psychometric tests – these tests measures a person's ability to do specific job.
- Achievement test

Also known as proficiency test they measure the skill, knowledge which is acquired as a result of a training program and on the job experience they determine the admission feasibility of a candidate and measure what he/she is capable of doing.

- Personality test

These tests aim at analysis deeply to discover clues to an individual's value system, his emotional reactions and maturity and motivation interest his ability to adjust himself to the illness of the everyday life and his capacity for interpersonal relations and self-image.

4. Comprehensive Interviews

Interviews are a crucial part of the recruitment process for most organizations. Their purpose is to give the selector a chance to assess the candidate and to demonstrate their abilities and personality. It's also an opportunity for an employer to assess them and to make sure the organization and position are right for the candidate. An interview is an attempt to secure maximum amount of information from candidate concerning his suitability for the job under consideration.

5. Background checks and enquires

Offers of appointment are subject to references and security checks. The references given in the candidate's application will be taken up and a security check will be conducted. Security checks can take a while if the candidate has lived abroad for any period of time.

6. Medical examination

Medical tests are conducted to ensure physical fitness of the potential employee. It will decrease chances of employee absenteeism.

7. Final selection decision

Those individual who perform successfully on the employment test and the interviews, and are not eliminated by development of negative information on either the background investigation or physical examination are now considered to be eligible to receive an offer of employment. Who makes that employment offer? For administrative purposes the personnel department should make the offer. But their role should be only administrative. The actual hiring decision should be made by the manager in the department that had the position open. A reference check is made about the candidate selected and then finally he is appointed by giving a formal appointment letter.

CHAPTER-7

BRAC Nobodhara human resource division

The strategy of human resources followed by BRAC Nobodhara School is described below.

Vision

Vision crystallizes their employee focus as the cornerstone of everything they do, to help their student to get full benefit of BRAC Nobodhara School. It describes their ambition for future, sets a common direction across the group, and shall inspire all employees to imagine how they can contribute. Their values describe what behaviors are necessary to realize that vision.

HR is a Critical Enable BRAC Nobodhara School in the pursuit of its Strategic Goals.

HR is a key to ensuring

An Organization, that provides a competitive advantage by being simple, aligned and efficient.

A Culture centered on the employee and characterized by diversity, generosity and an international mindset.

Leaders, who have a passion for education, excel at empowering people and never compromise on BRAC Nobodhara ethical standard.

People those who perform at the peak of their ability because they feel a sense of mission, accomplishment and growth.

CHAPTER-8

FINDINGS

Recruitment and selection at BRAC Nobodhara School

As we know, recruitment refers to the process of finding possible candidate for a job or function, usually undertaken by recruiter. It may also be undertaken by an employment agency or a member of staff at the business or organization looking for recruits. And Selection is a process by which candidates employment are divided in to two classes those who will be offered employment and those who will not. Recruitment and selection is one of the most important for every employee. Cause by this company makes a person as the member of it. There is a general process of recruitment and selection that a company should follow. In Bangladesh perspective many company does not follow any specific process for recruitment and selection. There are lots of limitations a company face in case of recruitment and selection process. But the recruitment and selection process must be developed, modern and fair.

In BRAC Nobodhara recruitment and selection is done by a specific process and which very much modern. It starts with manpower requisition and end with appointment. And after that BRAC Nobodhara arranges various types of training and development program for the employees to develop their skill. In true sense BRAC Nobodhara follow a developed recruitment process for selecting right people in right place.

Role of Human Resources in Recruitment and selection process

In recruitment and selection process the main role is played by HR division. The process is start with manpower requisition and end with appointment.

When there is a need of manpower, the required departments send the manpower requisition to HR consist the approval of MD. Then HR starts the process. The process include some step or task that done by a sequential order. **First** step is manpower requisition. It comes from the division who has vacancies. It can be replacement or for the new candidates. In the **second** step the requisition comes to HR department the particular officer of HR takes approval from the Chief Human Resource Officer (CHRO). Then the **third** step starts, HR give advertisement for the job, it can be external or internal. After collecting CVs HR starts sorting suitable CVs for that post. After sorting of CV the **forth** step starts. The forth step is written exam. Written exam has two parts, one is the HR parts and another is the particular department's parts. The candidates

must have passed HR part. When a candidate passed the written exam then he or she gets call for interview. It is the **fifth step** the process. Generally the candidate has to face one interview. After interview a candidate is selected by the interviewers. Then the selected candidate has to go for medical checkup. It is **sixth** step. Then come reference check step. Lastly selected candidates fill up joining forms and then he/she gets the appointment letter.

This is the procedure that BRAC Nobodhara HR follow to recruit people. Actually in BRAC Nobodhara the recruitment and selection is totally control by HR division. HR division make policy for recruitment and selection an also takes decision some times that a department required manpower. When the requisition comes HR starts the process. HR also supervise that Recruitment and Selection are not simply mechanisms for filling vacancies rather they are viewed as the key factor for suitable placements. For a better recruitment and selection process HR arrange done some task like

- Collecting suitable and better CVs
- arranging interviews
- Appointment letter and others

Basic rule of recruitment in BRAC Nobodhara

For recruitment BRAC Nobodhara follow some rules. These rules are set up by HR for better recruitment and selection. The rules are

- BRAC Nobodhara Recruitment is to hire the right kind of people at the right place selecting them through an effective process from a pool of candidates in the job market.
- No one who is below 18 years of age can be hired as an employee for BRAC Nobodhara on regular, contract or temporary status.
- Under no circumstances a regular or contract employee of any other organization is allowed to undertake regular or long term contract employment in BRAC Nobodhara School.

CHAPTER-9

Recruitment & Selection Process at BRAC Nobodhara

The Process of recruitment and selection at BRAC Nobodhara is consisting of number of sequential steps. The following picture can show the process very clearly:

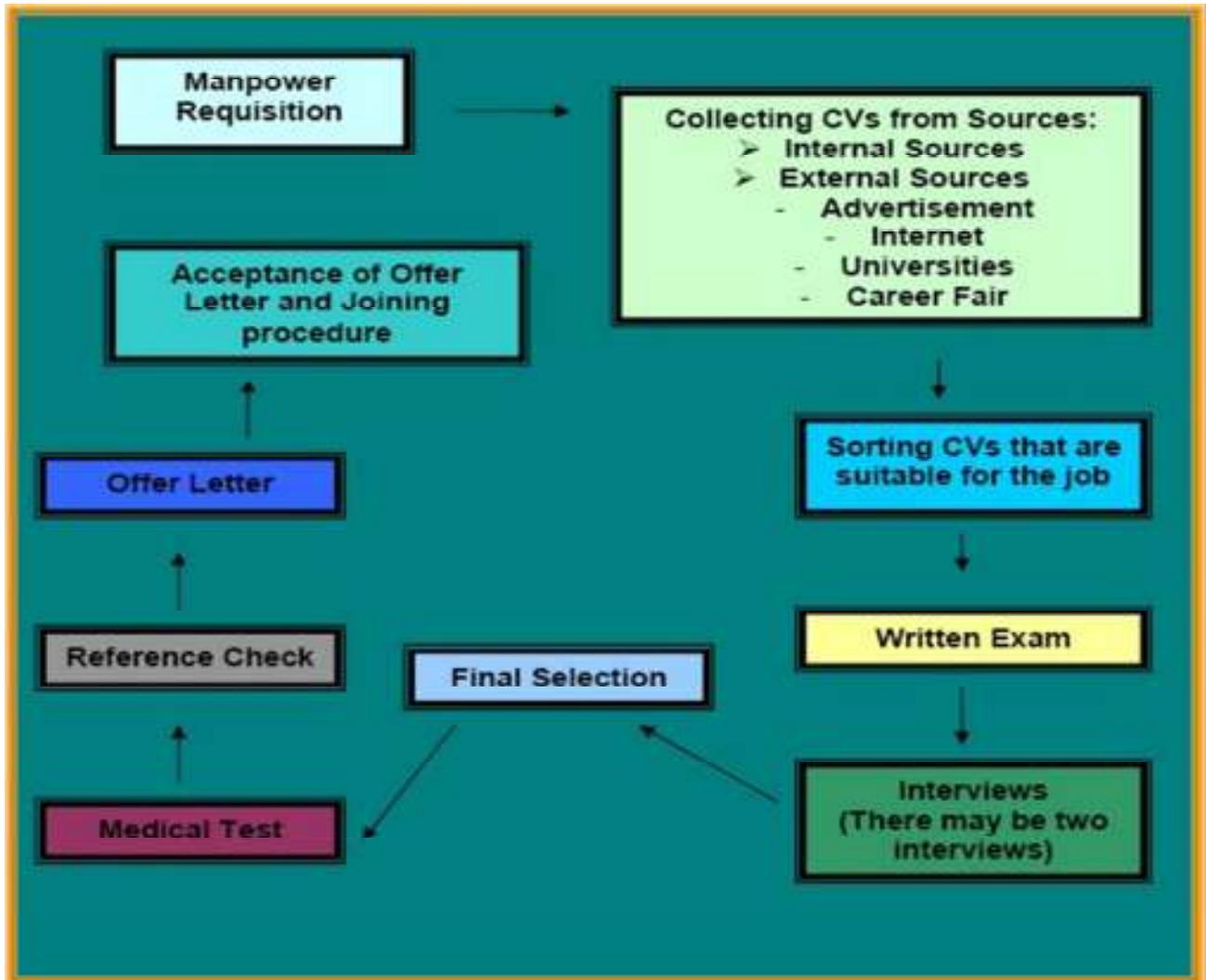


Figure: Recruitment & Selection Process at BRAC Nobodhara

Human resource planning

Recruitment and Selection are not simply mechanisms for filling vacancies rather they are viewed as the key factor for suitable placements. With a view towards placing the right person at the position, in BRAC Nobodhara following procedures in Recruitment and Selection will be practiced:

BRAC Nobodhara Human Resource planning will start at the beginning of the year in accordance with the approved business Plan and budget provisions.

Each Division will submit their month wise recruitment plan to HR for the whole year and on the basis of such requirement HR Division will prepare the upcoming recruitment plan of each Division/Department.

Manpower Requisition:

Based on the HR Planning respective Division/Department Head will inform HR on personnel requirement through Manpower Requisition form, after obtaining necessary approvals from the Managing Director. Employment Requisition Form must contain a JTOR (Job Terms of Reference), comprising Job Description and Job Specifications / Requirements of the position.

Requisition form contain some information like

- Name of the position
- Status of the employment
- Job description, Job specification
- Approval of the MD

When the approval comes to HR, the process begins by collecting suitable candidates from sources.

Recruitment Sources

First and foremost step of recruitment is collecting CVs from sources. There are two sources of recruitment:

- Internal source (within the organization)
- External job market

Internal Sources

For encouraging the internal candidate, job vacancies in BRAC Nobodhara may be advertised through internal notices to all BRAC Nobodhara employees. Recruitment from the internal source may be through Promotion or delegating individuals with new assignments.

In the case of internal sourcing, HR along with the concerned Division/Department will identify prospective candidates on the basis of Individual Capability matching with Competency/Role Profile and will conduct appropriate tests to select the most suited person.

In internal source BRAC Nobodhara consider mainly two types of employees:

- Contractual
- Interns

Contractual employees are those who are working in a contract of six months or one year. And also interns, after completing their internship and completing their graduation can apply for job.

External Sources

In short external sources mean collecting CVs from outside. BRAC Nobodhara collects a lot of CVs from outside. Recruitment from external sources will be through

- *Executive search* – for Senior Managers and Above Positions.
- *Advertisements* - for managers and below positions.

The CVs are collect by following ways:

- *Employee Reference*

Employee Reference

Employee Referrals may be collected through circulation of advertisement to all employees. BRAC Nobodhara consider employees reference because it got some advantage, the internal employees know how to do the work so he can easily understand who can do the work. If an employee refer someone that means he knows about him better and that helpful for the company because BRAC Nobodhara believes employees cannot be harmful for company.

Screening of Candidates

Following publication of Job Vacancy, concerned Divisional/ Department Head and HR Division will scrutinize the applications and short list candidates for inviting to oral interviews or written tests where applicable.

When screening the following criteria will be followed:

- For the Executive position, candidate must be at least graduates
- For Executive and above, candidate must have at least 2nd class in all academic level. However, in case of competent candidates with strong experience in the relevant field such educational qualification may be relaxed.
- For Non-Executive permanent employees, minimum educational requirement is SSC.
- For Non-Executive contractual employees, candidate must be of class eight pass.

Oral Interview

For the oral interview, competency based structured interview will be conducted. The standard Interview Assessment Form along with probing questions will be supplied by HR Division. Position specific structured interview with necessary Proving Questions and Assessment form can also be developed/ used.

The oral interview may take place in different phases according to the decision of HR Division and concerned Division/ Department and on the basis of Position:

➤ **Preliminary Interview:**

Conducted by the respective immediate Manager and another member from cross functional area.

➤ **Second Interview or Final Interview:**

Conducted by the particular department's next level managers along with the respective Divisional/ Departmental Heads.

➤ **Interview of Key Position:**

If the recruitment is for any key position final interview must be conducted with the Managing Director. Interviews are arranged by HR. Generally these interviews are held in HR floor of BRAC-IED. There is a separate room for interview. These interviews are generally taken by managers of the required division and there must be an HR person in that interview. In interview the interviewer find out the fact candidate behavior as well as the ability of the candidate. Interviews also test the intelligence and smartness of the candidate.

Final Selection

From the interview some suitable candidates comes out. Once the final incumbent is selected, HR Division (Compensation & Benefit) will initiate the compensation Plan and will make offer/ process the appointment formalities. This time HR discuss about few things like:

- Terms and condition of company
- Salary and benefit
- Joining

Final Approval

Like the requisition for appointing candidate the approval of MD is needed. This time HR sends the approval to MD that these candidates are selected in interview for this position and they are going to appoint these candidates for the post.

Medical Test

When the MD approved the appointment of the candidate HR call the candidate for a medical checkup. The candidates have to collect a letter for medical from HR and go for the medical test. The selected candidate must undergo a medical checkup and subject to satisfactory medical report formal appointment letter will be issued.

Reference Checks

When a candidate is selected for the job, his or her given reference has been checked by HR. Reference check may be conducted by HR Division upon acceptance of offer. Subject to satisfactory response joining will be accepted

Appointment or Offer Letter

At last the after the medical test and reference checked, the offer letter for the candidate has been issued. After that the candidate gets the call that he or she has been appointed and he or she has to collect the letter from HR.

Acceptance of Offer Letter & Joining Procedure

The joining also has some procedure. In time of joining at first the candidates have accept the offer letter by signing it. Then he or she has to fill up some forms like,

- Human Resource information system (HRIS) form

- ID Card form

- Declaration

When all this formalities are over the candidate will become one of the member of BRAC Nobodhara and start working as an employee of BRAC Nobodhara.

Recruitment of Contractual & Others

This policy governs the appointment of individuals on Contract basis. Prior to process the employment on the above category, the Division/ Department concerned must obtain approval from the Managing Director. The manpower requisition must contain the job specification with justification of the need along with the period.

Contract Appointment

Jobs which are temporary in nature and is likely to be for a limited period or need is for a long term but cannot be hired on a permanent basis due to headcount restrictions. The period of appointment will be of 3 (three) months to maximum 2 (two) years.

A contract appointment should be for a fixed period and will become void automatically on the end date unless the contract is shortened or extended in writing prior to the expiration date. Person appointed on contract may be terminated during the tenure at the discretion of the employing department with reasons (performance/ redundancy) or without assigning any cause. A termination clause (with notice period/pay in lieu of) must be incorporated in the contract.

The division/ department concerned will initiate the recruitment in concert with HR. Upon finalizing the selection; HR will issue the formal appointment letter. Employees hired on contract must go for pre-employment medical test and subject to satisfactory results (fit for work) the incumbent will be allowed to join.

If a contract employee is made permanent (based on performance/capability/ headcount) the service length of that individual will be counted from the first day of the joining provided the contract period was continuous/uninterrupted.

Salary and benefits will be fixed based on the incumbents' educational and professional background. A contract employee will be entitled to same level of salary and benefits if he/she is hired in a position that already exist in the permanent payroll.

A contract employee will not be eligible for end service benefits or loan facilities from the company.

Casual Appointment

Jobs that are totally casual in nature and are required for a short period (maximum of 12 weeks) to cater the additional influx of work or emergency exigencies or filling up a permanent position that is temporarily vacant.

Casual appointment should be for a fixed period or until the completion of the special job/project and cannot be for long periods. Employing divisions/ department must obtain approval from the Division/ Department Head justifying the need, specifying the number of personnel and the required background. Line Manager in concert with HR will process the hiring. No written contract is required. Appointment will be on a daily worked basis. The line manager will do the necessary arrangements for recruitment and appointment of Casuals keeping HR & Administration informed. The principle of hiring should be the best candidate suited to the job/position. No discrimination will be permitted on the basis of personal relationship regarding hiring of Casuals. All individuals involved in the hiring process must be sensitive to the perception of favoritisms and bias.

Salary should be determined based on the incumbent's background and skills. The calculated market median for the type/nature of the job should be taken into account prior to fix the compensation. Casual employee will not be eligible for any other standard benefits of the company and the payments can be on a daily/weekly/monthly basis.

Recruitment for Internship

Internship is one of the parts of graduation for student. In case of Bachelor of Business Administration and Master of Business Administration, it is an obligatory. For this reason Universities send CVs of student to BRAC-IED for internship.

The candidates have to face the interview and if they get selected then they will appoint as intern. Generally for internship BRAC Nobodhara ask for CVs to the reputed Universities like Dhaka University, North South University and BRAC University etc. The requisition for interns is send by the departmental head or the employee who need intern. When requisition comes HR sort CVs and then arrange interview.

CHAPTER-10

MARKETING PLAN

EXISTING MARKETING PLAN AND ADVERTISEMENT

BRAC Nobodhara is a new project of a BRAC organization now they are on the pilot strategy phase. They take several marketing operation and strategy to maximize their profit to sustain in the long run business.

A. Market penetration:

The activity of increasing the market share of an existing product or services, or promoting a new product or services, through strategies such as bundling, advertising, and lower prices

- **Bundling:** bundling is offering several products or services for sale as one combined product or service. BRAC Nobodhara offering this bundling strategy to their current student. Such as other schools that are situated in Banasree and Uttara are very rare to found that are offering bundling offer to their student where BRAC Nobodhara is giving this advantage. They are offering ICT lab, Sickbay, in class library, Arts room for their current student which is very helpful for enhancing the knowledge of the student. In fact they are offering some subjects that are not under the provision of NCTB curriculum.
- **Advertising:** Advertising is a means of communication with the users of a product or services. At the very starting stage BRAC Nobodhara advertise them through different ways which are discussed below.
 - **Campaign and Leaflet:** BRAC Nobodhara provide leaflet to different member of society through their marketing people. Marketing team did a very hard work while providing leaflet to the people. They provided leaflet to the people while people were coming out from their prayer, they gone to different school provide their leaflet to the parents and also talk to them about the activities of BRAC Nobodhara School.
 - **Feedback:** BRAC Nobodhara take feedback from their current students' parents and asses those feedbacks afterwards they improve themselves with the following feedback.

- **Arrange meeting with the community people:** BRAC Nobodhara in the first phase of starting arrange a meeting with the community people those who are well known in the community for their good deeds and also general people as well and talk with them about the activities and facilities that BRAC Nobodhara is providing.
 - **Arrange education fair:** To make community people familiar with BRAC Nobodhara they arrange education fair in Banasree which help BRAC Nobodhara to create a brand in the community
 - **Advertising through local channel and super shop:** Sabbir Ahmed one of the leading staff researchers of BRAC Nobodhara and my supervisor said they get very well response when they advertise themselves through local channel through scrolling advertisement. BARC Nobodhara still now advertising themselves through renowned supermall like Aarong and Shopno.
- **Lower price:** comparing to other school BRAC Nobodhara is providing various types of facility to their current students which I said before in bundling section and they are charging only 1500 Taka monthly fees including all the facility where other school of Banasree and Uttara charge 3000-5000 taka monthly fees for per students and they are providing less facility then BRAC Nobodhara school even some of the school do not have enough space for their students but still they are charging high.

B. NICHE MARKETING:

Niche marketing means engaged all marketing efforts on a small but specific and well defined segment of the population. As I said earlier BRAC Nobodhara is now in a pilot phase and totally new in a community so they are focusing niche marketing strategy. They are especially doing their most of the marketing in Uttara and Banasree because BRAC Nobodhara school campus situated only in Uttara and Banasree.

C. TARGET MARKETING :

Target Marketing involves breaking a market into segments and then concentrating your marketing efforts on one or a few key segments. Specially the target customers of the BRAC Nobodhara School is ELC (Early Learning Class), preprimary, class 1 students because BRAC Nobodhara believes that it will be very helpful for the students to cope up with the environment of BRAC Nobodhara school if they start from the beginning or from the mentioned stage.

NEW PROPOSAL FOR PROFIT MAXIMIZATION

1. Buy popular stuff that other students at your school like

Buy some things that children might like include gum, cookies, and brownies. The target customer for this type of product will be all types of students but especially the target customer will be ELC, Preprimary and Primary students.

2. Set your prices higher than what you paid at the store, if you can

You might not be able to, but you are selling convenience as well as your items. Charging a little bit of profit is acceptable. If it's higher, then people will just go to the store, rather than buying from you. Say if the product costs is 75 Taka. You will have to raise the price by 77-78 Takas to achieve profit not more than that otherwise customer will switch away.

3. Rarify your commodities

People will want to buy from you and you only if you have items no one else has. For instance, if you're selling candy/gum, sell some candy from a specialty shop, or some imported candy.

4. Make advertisements, advertising people to buy what your selling

Shaping an advertisement for potential consumers might seem difficult, but it's simpler than you think. Come up with a catchy, snappy tagline. Keep it short and sweet; the average product needs no more than six or seven words. Make the consumer laugh, thereby making the person more likeable and memorable. Convincing the consumer that time is of the essence. Limited-time only offers, fire sales etc. Kids tend to be over-stimulated, meaning you will need to grab their attention on multiple levels (color, sound, imagery). Young adults appreciate humor and tend to respond to trendiness and peer influence. Choose a memorable image Simple but unexpected is often the best route to take.

5. Be creative with your products

Be creative with your products such as pencil shooters, origami ninja stars, etc. That's the kind of unusual stuff that school kids love to buy. No one knows the value of your product better than

you do, so keep control over your product prices and change them at any time. Hopefully it will maximize the profit.

6. Sell at lunch or tiffin, people have money ready

Selling at lunch time is a huge advantage for any type of organization especially those who have their own setup food cafeteria inside their campus. BRAC Nobodhara can also take the same advantage from setting up own food cafeteria inside their Banasree and Uttara campus. Most of the time working parents get so busy that they even cannot make their child tiffin. So as a result sometimes many children remain without having their food which hampers them physically and mentally. So selling food and beverage at lunch time or tiffin time can provide a portion of profit to BRAC Nobodhara School.

7. Sell school supplies

People of BRAC Nobodhara are very specializing in making materials for their students. They can design some new materials like pencil, pen, hand note etc. which will be wrapped by BRAC Nobodhara logo. Which will be designed for only BRAC Nobodhara student and they will be oblige to buy the school supplies materials from the campus.

8. "Healthy eating" campaign

Serving food to children or parents is not an easy CHAPTER which may arise the safety of children and hygienic issue of the food. So to ensure food quality to both children and their parents there must be a "Healthy eating" campaign inside the campus.

9. Add value-added services

Value added services provide advantages for both the customers and the service providers. Customers have the opportunity to receive something above and beyond their basic needs. Suppose you are serving a serving drinks (coke, Pepsi or 7up) there you can add a piece of lemon for that customer.

10. Laptop for kids

It is very difficult for all children to have access in the ICT lab computer so to ensure the high quality computer education BRAC Nobodhara can provide laptop to their student which will be

only used inside the campus. It will be very much expensive to provide laptop to all students so here can BRAC Nobodhara can go for installation buy for laptops. A portion of installation charge will be added to the school fees so that BRAC Nobodhara can pay their installation charge from the student fees.

11. Write some wisdom quotes in the building

Wisdom is the purified knowledge that gets created with immense experience, and insight. Wisdom is not the prerogative of the educated alone. Our ancestors left behind a treasure trove of wisdom in the form of scriptures, myth, and proverbs. Their wise words guide us through the winding path of life, lighting up the dark corridors and hidden treasures. BRAC Nobodhara can use these strategies of writing wisdom quotes in campus building with adding some sort of explanation or picture will influence the both ethical behavior of children and parents.

12. Teachers would discipline but at the same time educate and have fun doing it

Now day's children are very much fun doing in case of every matter. So to teach those according to their way a teacher needs to be well trained before going to the class. Obviously a teacher must be educated at least to meet the standard to teach the students and they should also need to learn how to teach student thing with fun in a discipline manner. That is why BRAC Nobodhara needs to provide special training to the teachers.

13. They should have sports everybody likes but not just the old basic stuff

Children are very much fun doing they like sports activities very much so introducing new types of sports to children will be more attractive to them and it will reduce the turnover rate of BRAC Nobodhara. New types of sports that might be suitable for both Day care and School children are Jump Bunch. Jump Bunch provides a welcome dose of structured physical activity. Jump Bunch is successful because kids just think it is fun children don't realize how carefully it is structured; age-appropriate activities benefit their development. It helps to sharpen physical skill and build healthy habits.

14. School would make people forget their problems at home and would make them feel peace and calmness

There must be counseling consultant in a school to motivate children if they face any kind of uncooperative situation both in the school and home. If a student face problem in school then consultant will talk with the school management but if a student face problem in home consultant may talk with parent during the parent's free time. At the very beginning of his job the person will introduce himself or herself to the students during the class period which may take 10-15 minutes in a class. Afterwards when a student will come to the consultant, consultant must listen to the student very carefully and then advice his or her opinion to the students. Generally the duty of the consultant will be make the student comfort mentally so that they can with no trouble focus on their study.

15. Teach kids to be computer experts

It is the duty of ICT lab tutor to teach the students the beneficial things of the computer. It is because we live in a computer age. By exposing kids to computers at young ages, they are exposed to a skill that adults have to catch up to. Children will be able to keep up in the Information Age and will do so successfully. Computers help level the playing field by allowing all students to have access to different ideas, thoughts, and materials they would not otherwise have. Students can be interactive learners with computers. They may read, do activities, play educational games and learn. They can ask for help from others or develop pen friends from other countries, thus learning about other cultures. They may be able to virtually visit places that they would otherwise never have the chance to visit. So many children have no concept of what an ocean is because their parents cannot afford to take them, but with a computer they can see it and understand. The possibilities are endless. It is very necessary for kids to have adult supervision and guidelines on what is right and wrong to use the computer for.

16. Access permission to some outsider to use specific school space

There are lots of schools and universities are making money by providing access to the outsider after schools and universities period is over or schools and universities weakly holidays. Such as in Ekramunessa degree college, Rampura they are giving access to a dance teacher to teach dance for the local people and taking an amount of money from him which is helping in their

fund raising and they are also making profit form this activity. Another example is Siddeshwari Degree College, Moghbazar they are also doing the same stuff they are giving access to a dance teacher on Friday, Nipa and Shibly whom are very well known dance teacher in Bangladesh and lots of students are admitting to their dance classes as a result both teacher and university are getting the advantage. For an example due to providing access to Nipa and Shibly people know about the Siddeshwari Degree College which is increasing their reputation in the market. Same thing can be done in BRAC Nobodhara School which in Banasree and Uttara where they can take the first mover advantage.

17. Use ICT lab to teach outsider after school is over

Though BRAC is a giant organization and BRAC Nobodhara is a part of its organization so it already has a reputation in the market. So if they offer some computer bundle course such as MS office learning, Hardware Maintenance & Trouble Shooting, Computer Aided Design: Auto CAD 2000, Programming with visual basic 6.0, website designing, Networking (LAN & WAN) & System Administration for LINUX, etc. with the help of ICT lab Expert then BRAC Nobodhara has a great chance to utilize its space and make money during holiday or after the class is over.

18. Open some language course for outsider

There are different languages courses are now available in Bangladesh offering by different private institute. Such BRAC university offer Chinese, Japanese, French and English language course inside the university campus both for BRAC students and outsiders but there are many people living in Uttara and Banasree cannot enroll into these courses due distance problems. So here BRAC Nobodhara can take the first mover advantage on behalf of BRAC University in Uttara and Banasree. Though now day's people of Bangladesh are migrating different parts of the world so here is a great chance for BRAC Nobodhara to grab this advantage and earn extra profit for their new project Day care.

19. Invite some parents with their children with a particular fees to use playground of school

Students are very sporty minded. So if they find their friends in off time of the school period they will be very happy to play with them. Here there will be care taker who will look after those children though there will be parents with them but due to safety issue a care taker is must. This will help students to develop social communication and will also help student physical development. However BRAC Nobodhara School is providing their space in off time for playing so they must charge a little amount of currency from their parents.

20. Offer some training program inside the campus

Now a days training program is very important in professional life. It helps a person to enhance their knowledge in different parts of organization. It also helps increase the value of a person's curriculum vita. Bdjobs.com and jobsA1.com are very good at this sector. Therefore at the very beginning BRAC Nobodhara need be a follower, in other words BRAC Nobodhara should learn from them how they actually conducting this business. After knowing the strategy BRAC Nobodhara should offer some exclusive training for professional by hiring some expert in evening time in their campus. Thus BRAC Nobodhara can earn profit form and can increase their school reputation.

21. Provide some editing service for the professional people

There are some very high professional people in Bangladesh those who are outsourcing their day to day activity to different organization particularly editing services are very common now. Here BRAC Nobodhara can take chance of providing this type of services to those people but here BRAC Nobodhara need to very careful about the confidentiality of that person data. In this case BRAC Nobodhara can hire an expert editor who can provide the service on time. Otherwise this strategy will be just a wasting of time and money.

22. Friendliness value added service to parents(offering foods menu)

If BRAC Nobodhara can establish its own cafeteria then they can offer this service to the parents those who come to school and sit for their children until the class is over. At this point BRAC Nobodhara can make simple food menu with details which will be kept on parent's restroom form where parents will choose the available food items and buy food from the campus. It will beneficial both for parents and BRAC Nobodhara.

CHAPTER-11

ANALYSIS of BRAC Nobodhara

- BRAC Nobodhara. mainly emphases on internal for recruitment.
- Internally the organization discloses the positions of the job and announces it to all current employees. Nature of the position and the qualification needs for the job is described in the announcement so that the interested candidates can apply.
- BRAC Nobodhara recruits the relatives and dependents of the employee for CV in some cases.
- Based on employee skills, educational background, experience of work employee can be recruited in the organization.
- For external sources the organization does advertisement, arrange internship for the students, take employee from personal contact or by employee leasing.
- BRAC Nobodhara has a structured and standard selection process. This is strictly followed by the selection board that is empowered by the organization.
- They first screen CVs. This process is done by some selective criteria which are needed for the company. Then initial interview is held. After that selective applicants are asking for written test. Those who are successfully passed the written exam are called for final interview.
- Once the recruitment and selection process is done then the employees are appointed base on their job description.
- The organization fills the position by promoting the present employees. But now most of the times it recruits from outside
- Interns are recruited based on their performance.

SWOT Analysis of BRAC Nobodhara

Strength:

- Strong Brand images to overall Customer through Advertising, Self-importance, etc.
- Offer quality Education service and other
- Good relationship with stake holders

Weakness:

- The student of BRAC Nobodhara sometime face educational problem in Uttara campus due to its backward location.
- BRAC Nobodhara could not cover all the area with their educational and others programs network which is making some dissatisfaction among the customers.
- Though it is new project of BRAC average revenue is all most equal the operation.

Opportunities:

- Continuously increasing the number of student and campus
- As BRAC Nobodhara is using Bangla name for their products, it helps the customer to understanding the meaning of the service very well. Mostly this is suitable for all types of educated people of Bangladesh and also for rural people.
- Increasing income of population. As much they earn that much they need to go for education for their children to fulfill their educational requirement.

Threats:

- Budget restriction is one of the main threats of BRAC Nobodhara
- Because of the aggressiveness of the competitors and switching behavior of student, BRAC Nobodhara is constantly losing their market share. If it is going on then it's very difficult for the company to exist.

CHAPTER-12

RECOMMENDATIONS

- **Strategic planning:** Successful employment planning is designed to identify an organization human resources need. BRAC Nobodhara can use software to keep employees update; which type of qualified employees they have; forecast future requirement of qualified employees.
- **Checking Policy:** When the candidates come for interview or written exam the authority doesn't check the person with the picture that the candidates attached with the application.
- **Vacancy Fill up:** Now Most of the time company filled the vacant position from outside. But they can fill it by promoting appointment or suitable person in the organization.
- **Emphasize on external search:** BRAC Nobodhara basically relied on internal search for recruiting purpose.
- **Background investigation:** HR department should strictly undertake a background investigation of applicants who appear to offer potential as employees. They should verify an individual legal status to previous work through checking credit reference, criminal records and so on.

CHAPTER-13

Conclusion

Recruitment is an important issue for any organization. Recruitment and selection allows an organization to assess the vacancy and choose the best personnel who will lead the organization in future. So the organization should give more emphasize on selecting a person. A person who can carry forwarded the organization in terms of development, values and ethics. Mainly the precious resource for any organization is their knowledge based efficient workers. The organizations should more cautious on this issue to ensure the quality and ethics.

At this moment the company is in growing position. But the strategies of the company will make the company “number one” educational service provider company Bangladesh. So we can easily find out the Human resource practice, recruitment and selection process, employee satisfaction and relations at BRAC Nobodhara is a very developed and effective one. As a new educational service provider for making the process more effective BRAC Nobodhara should analyze the recruitment and selection process of other educational service provider company of home and abroad. That can make BRAC Nobodhara perfect in recruiting people and the company will get efficient professionals, that will increased the productivity as well as revenue.

CHAPTER-14

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