



An internship Report on

Recruitment and Selection Process

Gemcon Food & Agricultural Products Ltd. (GFAPL)

Or

Meena Bazar



Inspiring Excellence

Selection Process of Gemcon Food & Agricultural Products Ltd. (GFAPL)

Or

Meena Bazar

Submitted to

Subhat Ehsan

Lecturer

BRAC Business School

BRAC University

Submitted by

Sayema Kabir

ID: 13204017

BRAC Business School

BRAC University

Submission Date

June 11, 2018

**A Report on Recruitment and Selection Process of Gemcon Food &
Agricultural Products Ltd. (GFAPL) or Meena Bazar**

Has been approved

June 11, 2018

Subhat Ehsan

Lecturer

BRAC Business School

BRAC University

Letter of Transmittal

Subhat Ehsan

Lecturer

BRAC Business School

BRAC University

Subject: Letter of Transmittal

Dear Miss,

With utmost gratitude, I would like to have the opportunity to demonstrate and present you this internship report that I have prepared as a requirement of my internship program. I am obliged to work under your guidance and complete support throughout the course of my internship. I would also like to express my heartiest gratitude to **SM Rakibul Haque**, Sr. Manager, HR & Administration, Human Resources & Administration Department, GFAPL or Meena Bazar, **Annanya Rohinee**, Executive, Human Resources & Administration Department, GFAPL or Meena Bazar, for providing me with proper guidance and support throughout the term as my supervisor. I will be very grateful if you could kindly provide me with your valuable feedback on this study of mine. I am looking forward towards receiving your valuable feedback on this report.

Thank you once again for your endless support and supervision.

Yours Sincerely,

Sayema Kabir

ID: 13204017

Acknowledgements

With heartiest gratefulness, I would like to acknowledge a few individuals for their counsel and guidance in the completion of my internship report.

At first, I would like to thank **SM Rakibul Haque**, Sr. Manager, HR & Administration, Human Resources & Administration Department, GFAPL or Meena Bazar, for his valuable insight and support that he provided while supervising my tenure.

I am very grateful to my supervisor **Mis. Subhat Ehsan, Lecturer of BRAC Business School**, for giving me the platform and opportunity to work on Recruitment and Selection Process and various other HR functions that has truly expanded and broadened my horizon. Thanking you for being patient and providing useful directions during the course of my work. You are beyond doubt, a good counselor for work/off-work related matters.

I am thankful to **Annanya Rohinee**, Executive, Human Resources & Administration Department, GFAPL or Meena Bazar for her immense support and co-operation throughout the period. An especial thanks to her from whom I got to learn many things.

Thank you all.

Executive Summary

I had started my MS internship program at Gemcon Food and Agricultural Products Ltd (GFAPL) or Meena Bazar. Gemcon Food & Agricultural Products Ltd. Or Meena Bazar started its operation in the year 2002 and today it is one of the fastest-growing super market chains in Bangladesh. It is one of the ventures of Gemcon Group and currently having eighteen (18) stores all over the country with 965 manpower working for this company. It has a 27,000 square feet central processing unit & warehouse fleet to ensure smooth supply of products countrywide.

I have done my Internship there for the three (3) months and received a topic for my Project Report. The Topic was given by the Head of the Department as per my Mentor advised.

Here I want to discuss briefly about the Recruitment and Selection Process which was also my job task at GFAPL or Meena Bazar:

- Recruitment is the process of discovering potential applicants and search for actual or anticipated Organizational vacancies. The process makes it possible to gather the necessary and particular type of people necessary to ensure a proper and sustainable operation of the Organization.
- To make it more precise, it is an approach to draw attention of applicants in the market, get interested applicants, and generate a pool of prospective employees so that management can select the right person for the right job.

- The recruitment process is one of the most critical aspects of running a successful business .Because every organization’s performance is largely dependent on the quality of its workers.
- The question comes into the mind that why I have picked my subject as "Enlistment and Selection Process". Being a HR and Marketing proficient in MS in Industrial and Organizational Psychology the subject covers some of the aspects which truly helped me to utilize my hypothetical information in Practical perspectives.
- Being as an HR professionals it was really great challenges to recruit a person for the job. And it’s very crucial and sensitive.
- Selection criteria or abilities for recruitment enlistments are essential, non-biased and significant to the HR employments.

Table of Contents

| | |
|--|-------------------------------------|
| Methodology | Error! Bookmark not defined. |
| Sources of Data | 12 |
| Primary sources..... | 12 |
| Secondary sources | 12 |
| Report Writing | 13 |
| Limitations | 13 |
| Background of GFAPL or Meena Bazar | 15 |
| Aspiration..... | 16 |
| Vision..... | 16 |
| Mission..... | 16 |
| Company Values | 17 |
| Integrity..... | 17 |
| Challenges | 17 |
| Team spirit | 17 |
| Skills and processes..... | 17 |
| Responsibility | 17 |
| Quality Policy | 17 |
| History of GFAPL or Meena Bazar | 18 |
| Corporate Information..... | 19 |
| Departments of GFAPL or Meena Bazar | 20 |
| Organogram of GFAPL or Meena Bazar | 22 |
| Products of GFAPL or Meena Bazar | 23 |
| Warehouse of GFAPL or Meena Bazar..... | 24 |
| Customer Service of GFAPL or Meena Bazar | 24 |
| Employee Benefits in GFAPL or Meena Bazar | 24 |



bringing freshness to your life

| | |
|--|-----------|
| Gross Salary..... | 24 |
| Income Tax..... | 25 |
| Overtime | 25 |
| Annual Increment | 25 |
| Gratuity | 25 |
| Emergency Loan..... | 25 |
| Medical Benefits | 26 |
| Salary Advance | 26 |
| Life Insurance | 26 |
| Employee of the Month..... | 27 |
| Employee of the Year..... | 27 |
| Employee Night..... | 27 |
| Provident Fund..... | 27 |
| Ifter Mahfil for CHW staffs..... | 27 |
| Ifter Mahfil of Gemcon Group | 28 |
| Gemcon Group Picnic..... | 28 |
| Premier League (Cricket Tournament)..... | 28 |
| Barbeque Night | 28 |
| Salesman For A Day..... | 28 |
| History of Human Resource Management | 30 |
| HR Functions of GFAPL or Meena Bazar | 31 |
| HR Organogram of GFAPL or Meena Bazar | 31 |
| Recruitment & Selection | 32 |
| Recruitment | 32 |
| Internal Recruitment..... | 32 |
| External Recruitment | 33 |
| Selection..... | 33 |



bringing freshness to your life

| | |
|--|-------------------------------------|
| Essentials of Selection Procedure | 34 |
| Recruitment & Selection in GFAPL or Meena Bazar | 35 |
| Non-Management..... | 35 |
| CV collection | 36 |
| Management | 37 |
| Intern | 38 |
| My Job Role/Task | Error! Bookmark not defined. |
| Interview Calling | 40 |
| Documentation | 40 |
| Management Interview | 40 |
| Observation | 41 |
| Findings..... | 42 |
| Recommendation | 43 |
| Discussion | 44 |
| Conclusion | 45 |
| Bibliography..... | 47 |

Chapter 1

(Methodology)

Methodology

Methodology alludes to the orderly technique comprising of articulating the issue, figuring a speculation, and gathering the facts or data, analyzing the data and achieving certain conclusions either as arrangements towards the concerned issue or in specific speculations for some theoretical formulation. It incorporates the techniques of data gathering, recording and analyzing basic and applicable facts about any issue in any branch of human activity. It alludes to basic ventures into study and examination of issue/proposed game-plan/speculation or a hypothesis. The investigation requires a methodical methodology from choice of the topic to arrangement of the final report. In order to perform the study, the information sources were to be recognized and gathered, to be arranged, examined, interpreted and present in a deliberate way and key focuses were to be discovered. The general procedure of approach has been given as below.

Sources of Data

The data and information of this report are collected from –

- Primary sources
- Secondary sources

Primary sources

The data were collected through personal interview and discussion. The interview sessions were conducted with some Faculty Member, Officers and other than officer of the organization.

Secondary sources

GFAPL Academic Calendar, GFAPL Activity Report, Job Description, Policy, Official Records, Booklet, Published Materials, Training Materials and web site of GFAPL, File study of Administration Department.

Report Writing

The data were examined and arranged in a descriptive report. The reports accentuated on all the related angles in the perspective of the goals of the Internship Report so an clear picture by imperative markers is presented with possible suggestions. The report was finalized after reviewing of the supervisor.

Limitations

- The main focus of this report was on brief overview of GFAPL or Meena Bazar, Recruitment and Selection Process of GFAPL or Meena Bazar, and some of my working experiences.
- Since I was an employee, I was unable to collect all the necessary secret information. I had to complete this report within a very short span of time (Twelve Weeks) which was not sufficient for investigation. Because of the limitation of information, few assumptions were made. My perception about some observation may not be correct.

Chapter 2

(Company Overview)

Background of GFAPL or Meena Bazar

Gemcon Food and Agricultural Products Ltd or then again Meena Bazar began its journey in the year 2002 and today it is one of the fast growing super market chains in Bangladesh. It is one of the endeavors of Gemcon Group and at present having eighteen (18) stores everywhere throughout the nation with a workforce of 965. It has a 27,000 square feet central processing unit and distribution center which guarantee smooth supply of items countrywide.

Meena Bazar is the first of its kind in retail sector of Bangladesh to convey home delivery service and e-commerce with its own website. At present, it is utilizing SAP programming as its spine framework support and serving 12,000 thousands clients every day with more than 8,000-10,000 items out of which 172 is created/prepared in Meena Bazar. Meena Bazar has a future plan to open 10 more stores by 2019 where another 200 staffs directly employed.

Meena Bazar has its own product unit for processing raw meat and fish from their own production sources that is from various parts of Bangladesh. Meena Bazar develops natural vegetable at its different point production alongside other natural items like honey, mustered oil, ghee, sesame oil, cheese, brown sugar and so forth. Around 400 root level farmers are developing these items for Meena Bazar.

Likewise Meena Bazar has its own setup of producing frozen food products where 300 labor is working on daily basis

Meena Bazar has accomplished 'Sustenance Safety Management System – ISO 22000:2005 Certificate' from SGS Bangladesh Ltd. on fifth September'16 “Retailing food products, processing of fish, meat & vegetables for retailing”

Meena Bazar is one of the active members of Bangladesh Supermarket Owner's Association (BSOA) leading the foundation modern and organized retail trade in Bangladesh.

Aspiration

In order to excel in retail business and to gain the trust and admiration of their customers, Gemcon Food and Agricultural Products Ltd or Meena Bazar do following ethical value to stakeholders.

Vision

Gemcon Food and Agricultural Products Ltd or Meena Bazar's vision is to define standards in Innovation and Service.

Mission

- Gemcon Food and Agricultural Products Ltd or Meena Bazar serves the requirements of purchasers and business in development fragments productively by giving:
- Quality items and administrations to our clients
- A fulfilling workplace to our staff
- Fair, deferential and reliable working relations to our provisions and channel accomplices.
- Profitable and mindful development to our investors.

Company Values

Integrity

Conduct all of Gemcon Food and Agricultural Products Ltd or Meena Bazar's activities and transactions with a sense of deep accountability through being honest within and outside of the company.

Challenges

Seek not just what Gemcon Food and Agricultural Products Ltd or Meena Bazar is capable of now, but acquire the capacity to achieve what GFAPL dream.

Team spirit

Build teams that Gemcon Food and Agricultural Products Ltd or Meena Bazar is excited to be a part of, and that will push GFAPL to new heights.

Skills and processes

Upgrade Gemcon Food and Agricultural Products Ltd or Meena Bazar's skills and processes constantly to stay on top of the competition.

Responsibility

Regard nature – society and partners as a definitive decent business destination.

Quality Policy

Gemcon Food and Agricultural Products Ltd or Meena Bazar's tagline or theme is 'Bringing freshness to your life' and in Bengali its 'জীবনে আনে সজীবতা প্রতিদিন'.

History of GFAPL or Meena Bazar

Among all the retail grocery store chains in Bangladesh Meena Bazar is one of the largest chain stores, with International standards, it opened in 2002 and currently works in Dhaka, Chittagong and Khulna division.

Meena Bazar has 3 classes of outlets and they are Meena Bazar, Meena Daily and Gourmet Bazar. Outlets named with 'Meena Bazar' are enhanced and intended for all class of individuals. In this class there are fourteen (14) outlets in Dhaka and one located in Chittagong. These outlets are in Dhanmondi Road 27, Dhanmondi 15 (Elite Center), Mohammadia Housing, Azimpur, Asad Avenue, Moghbazar, Pallabi, Wari, Elephant Road, Uttara 06, Uttara 11, Uttara 14, Shantinagar, and Banshee.

Two (2) outlets in another classification which are little retail shops named as 'Meena Daily' situated in Zigatola and Paltan.

The final category is a premium brand intended to serve mainly the tri-state (Baridhara, Bashundhara and Banani) people named 'Gourmet Bazar', which is a combination of a grocery and café. The Gulshan2 outlet is a complete grocery store having Artisan as its café partner. The other outlet is situated at Banani-11 which is a combination of café, grocery, library and event destination place.

Meena Bazar outlets are conveying rights around 10,000 items available to be purchased and giving beneficial shopping experience, easy parking facilities and amicable client benefit for its clients. Meena Bazar is a concern of Gemcon Group, with production of dairy items, organic and herbal products, and herbal products. Meena Bazar isn't just providing such things to its customers, yet in addition educating them about their advantages.

So to offer the most ideal cost to its significant clients, Meena Bazar acquire their items straightforwardly from the farmers, cutting the brokers, while guaranteeing highest quality, freshness and continuous availability. Meena Bazar is otherwise called one of the reliable food suppliers of the country, henceforth it is committed to convey its best of the very best by extending its sphere all over Bangladesh. Meena Bazar has a warehouse at Ramchandrapur, Mohammadpur which is in the south of Dhaka Uddan.



Meena Bazar is the primary retail superstore in Bangladesh that has a site to shop on the web which was launched in April, 2012. This activity is taken to make client life less demanding. With 15 years of experience on its disposal Meena Bazar presently created 'Meena Click' as its new improved online platform. Through Meena Click, online customers can buy from an assortment of items, for example, groceries, personal care and essential household items. Doing shopping is presently just a click away. Meena Click is the best shopping solution now days with a click on www.meenaclick.com.

Corporate Information

- Registered Name : Meena Bazar
- Corporate Office : House : 44, Road : 16 (27 old), Dhanmondi, Dhaka- 1209, Bangladesh, Tel : +88029139849, Mob : +8801841700724
- Group Chairman : Kazi Shahid Ahmed
- Group Vice Chairman : Kazi Nabil Ahmed
- Group Director & Chief Strategy Officer : Dr. Kazi Anis Ahmed
- Total Corporate Employee : 85
- Website : www.meenabazar.com.bd
- Customer Service : customerservice@meenabazar.com.bd

Departments of GFAPL or Meena Bazar

1. Human Resource Management Department

- Human Resource
- Administration
- Training & Development

2. Information Technology (IT)

3. Finance & Accounts

4. Brand & Communication

- Brand & Communication
- Business Development
- E-commerce

5. Operations

6. Supply Chain

- Procurement
- Logistics

7. Audit & Internal Control

- Quality Assurance
- Compliance

8. Legal

9. Project

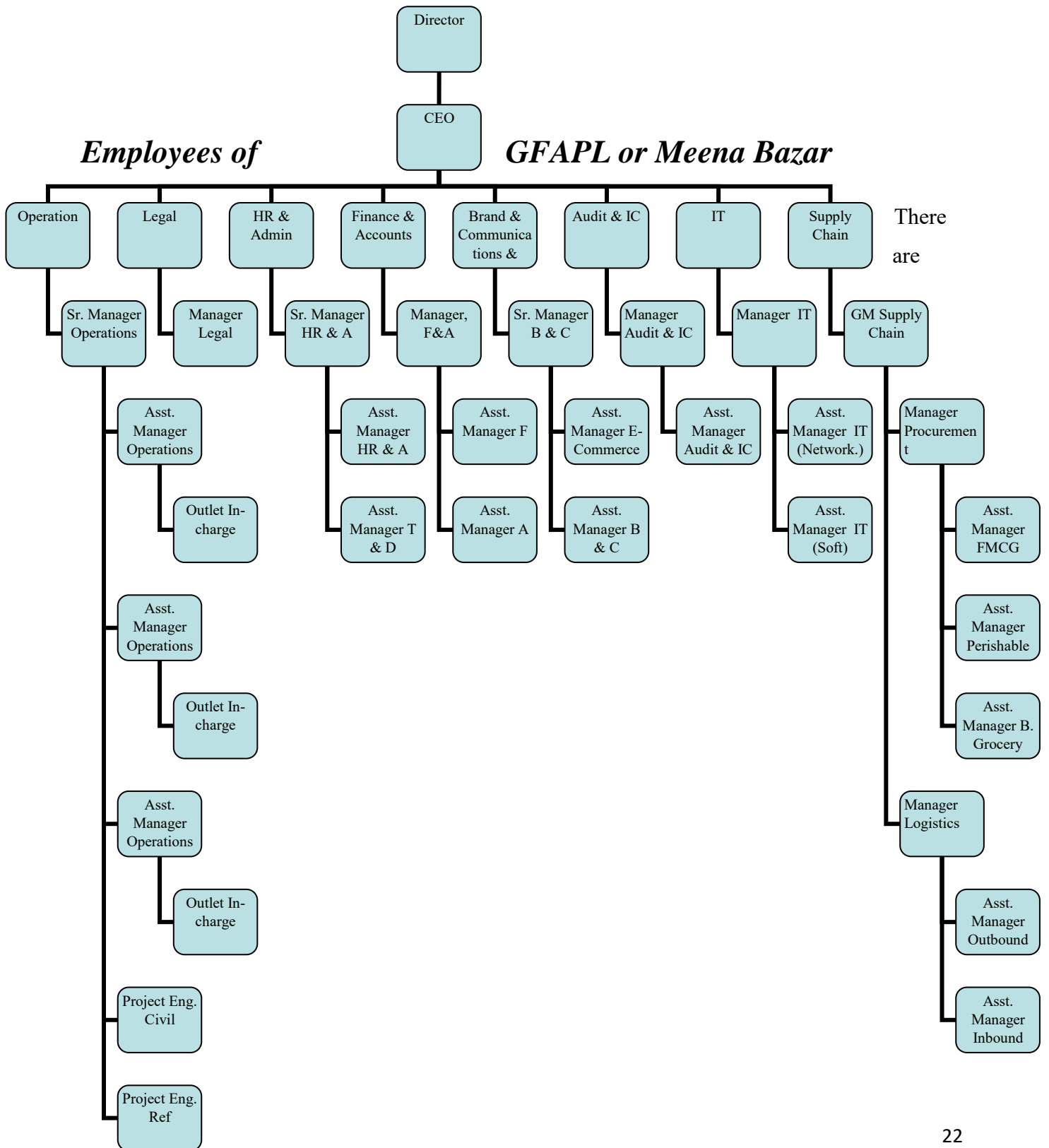


bringing freshness to your life

Meena Bazar consists of nine different departments and with around 90 employees working in the corporate level. Every department has its manager, assistant manager and executives. The department manager of each department receives the report from their respective employees. And each outlet has an employee order to maintain the outlets. The employee order of an outlet from top level to line staff:

- Outlet In-charge (Manager, Assistant Manager, Senior Executive, Executive)
- Second Outlet In-charge (Assistant Manager, Senior Executive, Executive)
- Chief Cashier
- Senior Supervisor/ Flow Supervisor/Supervisor
- Senior Cashier
- Senior Stacker
- Cashier
- Stacker

Organogram of GFAPL or Meena Bazar



Three (3) types of employees in GFAPL or Meena Bazar and they are

- (a) Management employees Or Corporate employees
- (b) Non-management employees
- (c) Outlet employees

There are 85 management employees or corporate employees, 136 non-management employees and 577 outlet employees.

Products of GFAPL or Meena Bazar

In GFAPL or Meena Bazar there are more than 8,000-10,000 products out of which 172 is produced/processed in Meena Bazar. These products are leveled into with three (3) categories and they are -

- (a) FMCG
- (b) Perishable
- (c) Grocery

FMCG means Fast Moving Consumer Goods. It's also called as CPG (Consumer Packaged Goods). The products which are cost low and are sold quickly known as FMCG product. soft drinks, over-the-counter drugs, toiletries, processed foods and many other consumables are count as FMCG goods and FMCG's packaging is very important. In order to increase the efficiency the logistics and distribution systems uses a secondary and tertiary packaging. The cumulative profit on such products can be substantial even if the profit margin made on FMCG products is relatively small because they are generally sold in large volumes; thus,. FMCG is a classic example of low margin and high volume business.

Perishable Products are those likely to spoil, decay or become unsafe to consume if not kept refrigerated at 40 F° (4.4 ° C) or below or frozen at 0 F° (-17.8°C) or below.

Grocery Products, it means the non-perishable goods which packaged in bottles, boxes, and cans; some also have bakeries, butchers, delis and fresh produce.

Warehouse of GFAPL or Meena Bazar

The **Warehouse** of GFAPL or Meena Bazar is in Ramchadrapur, Beribadh, and Dhaka (south of Dhaka Uddan). In Ramchandrapur there is another office of GFAPL or Meena Bazar and Training Centre is in that office.

Customer Service of GFAPL or Meena Bazar

Web : customer.service@meenaclick.com

Hotline : 09678666111

Employee Benefits in GFAPL or Meena Bazar

Gross Salary

The gross salary in GFAPL or Meena Bazar is as follow:

- 60% Basic
- 30% House Rent
- 5% Medical
- 5% Conveyance

Income Tax

The tax levied by a government directly on income, especially an annual tax on personal income is called as income tax. And in GFAPL or Meena Bazar 50% of income tax of an employee is given by company.

Overtime

In GFAPL or Meena Bazar overtime or in addition to normal working hours is paid following the overtime law and that is (26 days * 8 hours) * 2, though overtime payment may vary country to country.

Annual Increment

In GFAPL or Meena Bazar the annual increment starts after completing employees 9 months in the organization.

Gratuity

In GFAPL or Meena Bazar the gratuity benefits is available for employees.

Emergency Loan

Emergency loan is another employee benefit of GFAPL or Meena Bazar. Employees get emergency loan in different aspects:

- Marriage
- Dependent Child
- Major medical treatment
- Family medical treatment

Medical Benefits

Employees of GFAPL or Meena Bazar get medical facilities for -

- Spouse
- Children
- Parents

-Covering Three (3) medical institution

- Ibne Sina Hospital
- Popular Hospital and
- United Hospital

Salary Advance

In GFAPL or Meena Bazar employees can get salary in advance in the mid of the month and half of the total salary is given.

Life Insurance

In GFAPL or Meena Bazar there are several life insurance policies for the employees and they are:

- Group Life Insurance
- Natural Death
- Accidental Death
- Major diseases

Employee of the Month

Employee of the month is selected from each outlets on the basis of best performance. And best performance is measured based on some criteria or targets. So each year there are 216 employee of the month.

Employee of the Year

Employee of the year is chosen via a lottery in the program of employee night. From the lottery only 1 employee is chosen for employee of the year.

Employee Night

Employee Night is the program for non-government staffs. It's an annual program of GFAPL or Meena Bazar. All the winners of employee of the month program and employees of HRD participate in this program.

Provident Fund

In GFAPL or Meena Bazar the provident fund is contributory. Provident fund is the sum of 10% of the employee's basic salary and equal amount (10% of basic salary) from organization.

Iftar Mahfil for CHW staffs

On the third week of holy Ramadan Logistics Section & HRD of GFAPL or Meena Bazar organize Iftar Mahfil for all members of supply chain department. CEO & head of the departments will attend the session.

Iftar Mahfil of Gemcon Group

On the second week of holy Ramadan GFAPL or Meena Bazar management staffs participate in Iftar arranged by Gemcon Group.

Gemcon Group Picnic

All the staff members of GFAPL or Meena Bazar participate in annual picnic organized by Gemcon Group.

Premier League (Cricket Tournament)

From 2014 each year GFAPL or Meena Bazar arranged a premier league. There are two (2) pools – **Pool A & Pool B** and each pool contains four (4) teams. So there are eight (8) teams in the league. There is a corporate team named **Corporate Eagles** in the league. The other seven (7) teams are **Gladiators, Optimistic, New Era, Super Kings, Hunters, Royals** and **Knight Riders**. These teams are selected from outlet employees.

Barbeque Night

GFAPL or Meena Bazar arranged a barbeque night for their all staff members.

Salesman for a Day

In GFAPL or Meena Bazar one employee from corporate of each departments go to the outlet and follow an employee from the outlet day long and report to the reporting boss and give some recommendation (if any). This process is called as ‘salesman for a day.

Chapter 3

(Theoretical Part)

History of Human Resource Management

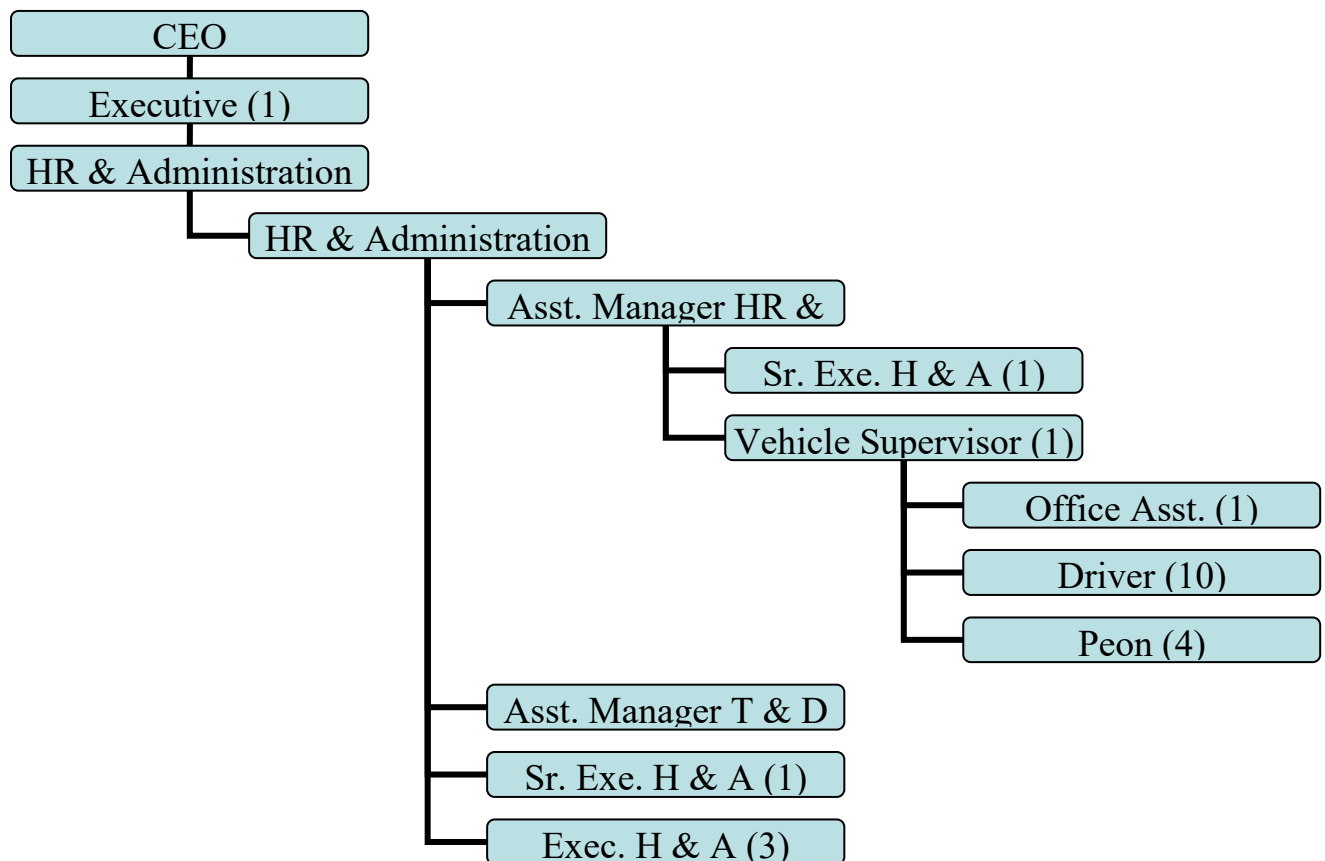
The History of Human Resource Management is the vital and cogent way to deal with the administration of an association's most valued resources - the general people working there who contributes to the accomplishment of the goals of the business. The terms 'human resource management' and 'human resources' (HR) have greatly supplanted the term 'personnel management' as its definition suggest the procedures associated with overseeing individuals in an associations. Human Resource management is evolving at a record pace in current times. Human Resource management is both a business hone and a scholarly hypothesis that focus on the theoretical and practical procedures of dealing with a workforce. The foundation of Human Resource management can be dated back to the late 1900's. The use of machinery workforce is high when there is a scarcity of labor. The scientific management movement began which was initiated by Frederick Taylor through his book titled 'The Principles of Scientific Management'. 'The main object of management should be to secure with the maximum prosperity for the employer and also coupled with the maximum prosperity for each employee' it has expresses by Taylor. In accordance to Taylor beliefs the administration should utilize the techniques used by scientist to explore and test work abilities to enhance the proficiency of the workforce. Likewise around a similar time came the modern welfare development which was a voluntary exertion by employers to enhance the working conditions in their industrial facilities. The movement additionally reached out into the worker's life outside of the work place. The business would attempt to give help to employees to buy a home, medical care, or educational assistance. The human relations development has a real impact of the advanced Human Resource management. The development concentrated on the behavior and the feelings of grouped employee. This movement was influenced by the Hawthorne Studies.

HR Functions of GFAPL or Meena Bazar

HR function performance is largely defined in terms of employee and customer satisfaction feedback metrics. The background of the HR function is increasingly for HR managers to have had line experience. In order to get the best output GFAPL or Meena Bazar has a planned work outline. The Human Resources Department currently has some different wings. These are:

- HR Service & Administration
- HR Service & Administration (Non-management)
- Training & Development

HR Organogram of GFAPL or Meena Bazar



Recruitment & Selection

Recruitment

The responsibility undertaken by Human Resource Department in order to find the right kind of people for the right job is referred as recruitment. Various skill set is needed for different type of jobs; hence the suitability for a job is generally assessed by looking for skills, e.g. communication skills, computer skills.

Below are the two main recruitment methodologies employed by the company presently:-

- Internal Recruitment
- External Recruitment

Internal Recruitment

This incorporates filling vacancies through inner means from existing employees. In order to do this the following inquiries should be done. Is there an internal applicant who could take up the part? What are the qualities, limitations and training required? The first priority should be given to organization's workers, particularly to fill vacancies above the entry level. If external endeavors are attempted without considering the desires, capabilities and potential of present employees, an organization may acquire both short and long run costs. In short run, resolve of employees may go down, over the long run company with a reputation for consistent disregard of in-house ability may face difficulties to draw inner candidates available through other channels.

External Recruitment

To satisfy the requests and vacancies from outside markets for ability achieved by development, desire for new ideas or to supplant representatives who leave companies periodically turns to the outside labor market. The 'Five' (5) most famous external enrollment sources considered are:-

- Job consultants
- Campus Placement
- Online Application
- Recruitment advertising
- Referrals

Selection

Employee Selection is the way of putting the right men on right job. It is a method of coordinating organizational requirements with the abilities and capabilities of individuals. Effective selection is only carried out when there is effective matching. In addition, association will confront less of absenteeism and employee turnover issues. By choosing right contender for the required job, company will likewise save time and money. During the selection process appropriate screening of potential candidate is carried out. All the potential applicants who apply for the given job are tried. However, selection must be differentiated from enrollment, though these are two phases of employment process. Enlistment is thought to be a positive procedure as it rouses a greater amount of candidate to apply for the job. It makes a pool of candidates. It is simply sourcing of data. While selection is a negative process as the applicants who aren't qualified enough are rejected here. Recruitment precedes selection in staffing process. Selection includes picking the best applicant with best capacities, aptitudes and knowledge for the required activity.

Essentials of Selection Procedure

The selection process can be a satisfactory one depending on the factors mentioned below:

- Someone ought to have an expert to choose. This specialist originates from the representative as created by an examination of the work-load and work force.
- There must be some standard of work force with which an imminent representative might analyze i.e. comprehensive job description and job specification should be available.
- There must be adequate number of candidates from whom the required number of employees might be chosen.

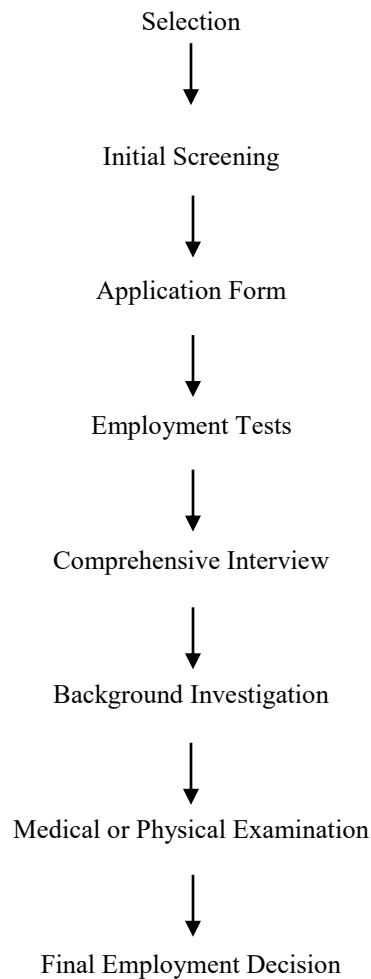


Figure-4: Selection Process

Recruitment & Selection in GFAPL or Meena Bazar

Non-Management

In GFAPL or Meena Bazar the selection process and non-management recruitment starts with the advertisements of glass or cloth banner in outlets. For the non-management recruitment Bengali format is used. CV collecting process begins after giving the glass or cloth banner in outlets. Candidates are called for an interview and written test & viva after sorting out the CV. Among these the best are selected for the final interview. After that desired one is selected for the post and he/she goes through the training process.



Figure: Steps of Non-Management recruitment process

The steps of a non-management recruitment process are explained below:

CV collection

1. **CV sorting:** The first step to this recruitment process is CV sorting where the CV's are collected from different sources like BD jobs, newspaper circular, banner and internal circular and sorted according to requirement and specifications as per job role.
2. **Video:** After the initial selection process through CV sorting, the candidates are given a brief by showing a video presentation of how the job environment is, how the job task is, how the whole recruitment works in order for them to understand and make the whole process easier on the upcoming steps ahead.
3. **Written Test:** The third step of the process is to attend a written test on the whole presentation of the second step in order to judge their interests and capabilities.
4. **Structural Interview:** All candidates that are selected in the written round are asked to face a structural questionnaire by the HR representative to find out competencies regarding each candidate and to judge the performance of each individual.
5. **Training:** After the selection from the structural questions, the utmost preferred candidates are passed through a training session of 3 days full-time to give them brief and specified information regarding job roles and products in order for them to understand the core value and importance of the recruitment.
6. **Interview with Head of HR:** The final step before selection of the preferred candidates from all the steps above are interviewed face-to-face with the Head of Human Resource to find the real competency and caliber of the candidate and to verify the opinions by the Head.
7. **Selection:** When the candidates are approved by the Head of HR, they get selected and are informed of the result. Along with that they are provided with all the necessary information of the Job like salary and are also informed to while all necessary documents are will be required for the final documentation process.
8. **Documentation:** The selected candidates are asked to bring documents like NID card, Birth Certificate, Passport and Degree Certificates which are then compiled by the HR team in order to finalize the whole thing. The last thing they are asked before joining is to fill up a 14 page detailed information form and submit it before joining with necessary photocopies of original documents along with photographs.

Management

Meena Bazar Management recruitment and selection process of GFAPL or Meena Bazar is different from non-management recruitment and selection process. Here English format are used in the whole process.

It begins with the advertisement publishing in the online job portal www.bdjobs.com. After that the CV's which are dropped in bd jobs is sent to sort out for resume screening. Here they use **resume screening matrix** which is developed by them.

The screening has a scoring method and by following that at least 15 candidates are chosen for a written test and a viva. The written test consists of general Knowledge, English, Bengali, Mathematics and Analytical & Abstract Reasoning related questions. Among these 15 candidates 10 are called for an interview with the CEO of the company.

After completing the interview documentation with required documents had processed by Human Resource Departments. Finally document verification is carried out and one suitable applicant is selected for the post. Then the employee has a 5 days orientation program with all departments. And this is the management recruitment and selection process of GFAPL or Meena Bazar.



Figure: Steps of Management recruitment process

Intern

Every year some interns run their internship in GFAPL or Meena Bazar under different departments from different universities. Normally the duration of internship program is three (3) months but it depends on the type of work of the intern and the department.

Interns are recruited following the formal procedure of recruitment and selection for a vacant post.

Chapter 4

(Findings)

My Job Role/Task

I joined GFAPL or Meena Bazar on 5th March, 2018 as an HR intern. The internship program's duration was three (3) months. I was placed in Human Resource Department. I worked there for three (3) months. During this period of time I worked as a part of recruitment and selection such as interview calling, assisting in documentation of new employee and assisting in coordination of management interview.

Interview Calling

In the term of interview calling I used to tell the candidates about the interview details. It includes:

- Interview time
- Interview date
- Interview place
- Company address and
- Answer any query from candidates.

Documentation

And in documentation I wanted to see several documents from candidate like –

- the main copies of certificate along with the attested photocopies,
- Passport size color photographs,
- Medical details,
- Family details,
- Reference details,
- Present & Permanent address,
- Nominee details etc.

Management Interview

In management interview I coordinate the executive of HR department to complete the process.

Observation

- GFAPL or Meena Bazar HR Division is very alert for selecting candidates and also the process is very clear and transparent so that they can deliver and choose the best candidates among applied candidates.
- In the whole process of recruitment and selection of GFAPL or Meena Bazar there is no nepotism so there are higher possibilities to be selected without having any particular references or back up.
- In case if searching for any experienced people, they give more emphasis and concentration on Past Experience, Educational background, duration of services etc. so that they can select the most suitable experienced people for the desired position.
- When selecting entry level candidates, emphasis is given more on pro-activeness, creativeness, requirements related with the position.
- HRD of GFAPL or Meena Bazar selects candidates from a pool of applications so that they can choose the most deserving candidates.
- Workplace and team GFAPL or Meena Bazar HR employees are very cooperative.

Findings

My findings about GFAPL or Meena Bazar's recruitment and selection policy are given below:

- All the recruitments for outlets of GFAPL or Meena Bazar is done centrally by HRD and use the same recruitment and selection policy.
- All the recruitments of GFAPL or Meena Bazar follow a recruitment layer like – department and HR head initially selects then written test and viva and final interview with CEO is conducted.
- GFAPL or Meena Bazar follows a strong reference checking formula for employee documentation.
- In recruitment and selection of GFAPL or Meena Bazar focus on customer service mindset and positive attitude as qualities for the employees.
- Job confirmation process is done here with formal review after three (3) months but after one and half (1.5) months there is a discussion about the employee's performance.
- There is no discrimination between male and female during recruiting.
- Both male and female are being appointed to senior management positions in this organization.
- Non-discriminatory and relevant to the job are needed requirement for selection criteria of Meena Bazar.
- Male and female employees are assessed on the same competencies.
- Employees are promoted based on performance appraisal and evaluation.

Recommendation

My Recommendation for GFAPL or Meena Bazar in Recruitment and Selection Process

- HR division can also minimize the use of paper on its recruitment and selection process. As the recruitment and selection process of GFAPL or Meena Bazar is very lengthy, they may make it sort using '**online job portal**' facility.
- GFAPL or Meena Bazar may use '**validation study**' before appointing an employee finally. Validation study may include the procedure of reviewing the total recruitment and selection process. It can give a clear and error free result.
- GFAPL or Meena Bazar can increase their salary range for outlets employees as they work in the competitive retail industry.
- HR division should also communicate with failed candidates. At least, they can send an email on applicant's account to appreciate them and to keep them motivated.

Discussion

Gemcon Food and Agricultural Products Ltd. (GFAPL) or Meena Bazar

- GFAPL or Meena Bazar mainly emphasizes on internal and external sources for recruitment.
- Internally the organization discloses the positions of the job and announces it to all current employees of the departments. Nature of the position and the qualification needs for the job is described in the announcement so that the interested candidates can apply.
- GFAPL or Meena Bazar collects CV of the relatives and dependents of the current employee for vacant posts in some cases.
- Another way to find applicants is through employee referrals by other departments. Managers can lead the discovery for the best candidates by doing informal communication with people who are working in other department in the firm.
- Based on employee skills, educational background, experience of work employee can be recruited in the organization.
- GFAPL or Meena Bazar has a structured and standard selection process. This is strictly followed by the selection board that is empowered by the organization.
- GFAPL or Meena Bazar initial CV screening. This process is done by some selective criteria which are needed for the company. Then initial interview is held. After that selective applicants are asked for written test. Those who are successfully pass the written exam call for final interview.
- After end of the recruitment and selection process employees are appoints based on their job description.
- The organization fills the position by promoting the present employees. But most of the times these employees are recruited from outside.
- Interns are recruited following the formal procedure of recruitment and selection for a vacant post.

Conclusion

Internship in GFAPL or Meena Bazar has helped to enhance and identify the true values of Human Resource Management which was just a theoretical knowledge beforehand. It helped me to identify the reality and surroundings of the things that happen around in corporate life. This internship acted as a bridge between theoretical and practical knowledge of life. I had the opportunity to learn and implement some very important aspects and experiences during this period. It was a perfect end to the undergraduate education in BRAC University. Working with GFAPL or Meena Bazar's HR Department made my work interesting and fruitful as the work environment was friendly and enjoyable resulting in a motivation to give my best. I had the opportunity to see the work task with the HR department as it is a part of my major program. I also feel that it is a unique opportunity for me to learn about the practical work and Human Resource Management system in a reputed organization like Meena Bazar. This internship has improved my knowledge and attitude about the field work to a large extent. During my internship period, I have learned a lot of things which I have mentioned earlier. GFAPL or Meena Bazar has always emphasized on developing a good guidance in order to achieve its desired corporate objectives. From the very beginning of the company, GFAPL or Meena Bazar has come a long way in reaching these objectives by listening to client's needs, learning real time lessons from past projects, innovating and partnering with potential vendors.

Recruitment system is one of the core concepts for any organizations development. Identifying the vacancy and choose the best personnel who will lead the organization to a better future can be done through the recruitment and selection process. So an organization should give more emphasize on selecting a person; a person who can carry forward the organization in terms of development, values and ethics. One of the most precious resources for any organization is the knowledge of their employee. The organizations should be more cautious on this issue in order to ensure quality and ethics.

From the above discussion we can easily understand that GFAPL or Meena Bazar is one of the top Companies in retail industry of Bangladesh. There are many product and services of GFAPL or Meena Bazar available in Market. Now, we can easily find out about the Human resource



practice, recruitment and selection process, employee satisfaction and relations at GFAPL or Meena Bazar. As a leading company for making the process more effective GFAPL or Meena Bazar should analyze the recruitment and selection process of other giant or MNC companies to make GFAPL or Meena Bazar culminate in enlisting better individuals and proficient experts. Eventually it will help in expanding the efficiency along with additional income. The most vital key source factor of GFAPL or Meena Bazar is its effective human resource.

I need to express gratitude towards my University for the qualities and learning it has furnished me with and for giving me the chance to apply my insight for all intents and purposes in corporate life. It assisted me in gathering some profitable information and helped me to gather some valuable knowledge.

Bibliography

Books

- 1) Decenzo, A. Robbins, S.P. 2002. Human resource management, 7th edition. New York : John Wiley & Sons.
- 2) Melane, S. 2003. Human Resources Manager, Old Mutual Group Scheme. Personnel communication.
- 3) Schultz, H.B. 2001. Recruitment and selection. In J. Nel Ed. Human resource management, 5th ed. Cape Town: Oxford.
- 4) Visconti, R. 1992. Effective recruitment strategies taking a marketing approach, Los-altos: Crisp Publications.
- 5) Welman, J.C. & Kruger, S.J. 1999. Research methodology for business and administration sciences. Johannesburg: International Thompson.

Web

- 1) smallbusiness.chron.com. (n.d.). Retrieved may 22, 2018, from smallbusiness.chron.com: <http://smallbusiness.chron.com/definition-recruitment-selection-process-2526.html>
- 2) business jargons. (n.d.). Retrieved may 21, 2018, from business jargons: <https://businessjargons.com/selection-process.html>
- 3) gemcon group. (n.d.). Retrieved may 22, 2018, from gemcon group: <http://www.gemcon.group/>
- 4) glassdoor. (n.d.). Retrieved may 20, 2018, from glassdoor: www.glassdoor.com/Overview/Working-at-Gemcon-Group-EI_IE579933.11,23.htm
- 5) open lib. (n.d.). Retrieved may 21, 2018, from open lib: <http://open.lib.umn.edu/humanresourcemanagement/chapter/5-1-the-selection-process/>
- 6) recruitment.naukrihub.com. (n.d.). Retrieved may 22, 2018, from recruitment.naukrihub.com: <http://recruitment.naukrihub.com/importance-of-recruitment.html>
- 7) smallbusiness.chron.com. (n.d.). Retrieved may 22, 2018, from smallbusiness.chron.com: <http://smallbusiness.chron.com/definition-recruitment-selection-process-2526.html>



Annual Reports

Several annual reports of GFAPL or Meena Bazar

Several presentations of GFAPL or Meena Bazar