

Report on
Recruitment and Selection process of Abul Khair Steel

By
Kh Maisha Monjur
17304133

An internship report submitted to the BRAC Business School in partial fulfilment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School

BRAC University

February, 2022

© 2021 BRAC University

All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing my degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Students Full Name and Signature:

Kh Maisha Monjur

Student's Full Name

17304133

On-site Supervisor's Full Name and Signature:

Saad Hussain

Supervisor's Full Name

HR Manager, Abul Khair Steel

Letter of Transmittal

Jubairul Islam Shawon

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on Recruitment and Selection process of Abul Khair Steel.

Respected Sir,

With all due respect, I am writing to inform you that I have completed my Internship Report titled "Recruitment and Selection process of Abul Khair Steel ". For your consideration, I am currently submitting my Internship Report. My complete journey of "Abul Khair Steel" is included in this report.

I appreciate your assistance and the chance to participate in an internship program through the Internship Management Committee. I've done my best to conclude the report with the most important information and recommendations in the most compactly and thoroughly way.

Sincerely yours,

Kh Maisha Monjur

17304133

BRAC Business School

BRAC University

28th January 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Abul Khair Steel and the undersigned student at BRAC University Kh Maisha Monjur, ID: 17304133

Acknowledgment

At the commencement of my report, I'd want to express gratitude to Almighty Allah for granting upon me the skills to undertake such a massive task as making this report according to the guidelines. As part of the BBA curriculum, a student must submit an internship report based on a chosen topic. I've been an Intern at Abul Khair Steel since October 2nd, 2021. In this sense, my internship report topic, "Recruitment and Selection process of Abul Khair Steel," was carefully and pertinently chosen.

Before I go forward, I would like to convey my gratefulness to those people without whose aid and assistance I might not have been capable of completing my report. It would be an honour for me to extend my heartfelt gratitude to Mr. Jubairul Islam Shawon, Lecturer, BRAC Business School, BRAC University, for his continuous monitoring, encouragement, insightful instruction, and helpful suggestions throughout the preparation of this report.

Abul Khair Steel, where I completed my internship, has my sincere gratitude. I'd like to thank Mr Saad Hussain, HR Manager- Abul Khair Steel, and Mr. Ruhul Amin Howladar, Senior officer, Human Resources- Abul Khair Steel for their guidance. Without their help and guidance, I would not have been able to finish my report.

Executive Summary

Throughout my internship at Abul Khair Steel, I acquired knowledge and expertise which I used to complete this report. It's essentially a reflection report that integrates my understanding of day-to-day HR activities with business scheduling and organizing. My responsibilities, actions, understanding, achievements, and other elements of my internship activity are mentioned in this report.

The comprehensive report is sectioned into several chapters. Information including such student information, internship information, supervisor information, job scope (duties and responsibilities), internship outcome, student contribution, benefits to student, issue & challenges, and recommendation are all included in the first chapter. Through this section, I tried to provide a general summary of the overall report.

In the second part of the report, I have included an overview of HR, talent management, the report's genesis, objectives, methodology, source, scope, and limitations. Furthermore, I added information on the company's history, mission, vision, quality policy, brands & goods and departments. This report will also go over their managerial, marketing, operational, and information technology policies, and also their competitive analysis.

The analysis, methodology, and interpretation segment are included in the third chapter. In this chapter, I analysed the recruitment and selection process of Abul Khair Steel, I depth. Their selection process consists of multiple steps, and in the third chapter I analysed all these steps in details. The recruitment and selection is a very important steps, as a wrong recruitment can cost the organization time and money. This is why multiple steps have been added in the recruitment process of Abul Khair Steel, in order to ensure that only the right candidate is being for the particular position. I have also used statistics and graphical representations in this presentation. Manpower allocation, turnover, employee satisfaction, and the number of trainings, along with departmental engagement results, are among the topics that I analyzed through this report.

Finally, I give a brief overview of my entire paper. Depending on my findings, I recommend changes for the company. In addition, the references I used are provided in the last part.

Contents

Chapter: 1 Overview of Internship.....	9
1.1 Student Information	9
1.2 Internship Information	9
1.2.1 Period, Company Name, Department/Division, Address	9
1.2.2 Internship Company Supervisor’s Information.....	9
1.2.3 Job Scope	9
1.3 Internship Outcomes	11
1.3.1 Student’s contribution to the company	11
1.3.2 Benefits to the student.....	11
1.3.3 Problems/Difficulties	12
Chapter 2: Organization part.....	14
2.1 Introduction.....	14
2.1.1 Brief About Human Resource Management	14
2.1.2 Origin of the Report	14
2.1.3 Scope.....	14
2.1.4 Limitation.....	14
2.2 Overview of the Company	14
2.2.1 Company History	14
2.2.2 Vision & Mission	15
2.2.3 Products.....	15
2.2.4 Departments in Abul Khair Steel	15
2.3 Management Practices	16
2.3.1 Leadership Style.....	16
2.3.2 Recruitment and Selection	16
2.3.3 Training and Development.....	16
2.3.4 Compensation	17
2.4 Marketing Practice	18
2.5 Operations Management and Information System Practices	18
2.5.1 Operations Management Practice	18
2.6 Industry and Competitive Analysis.....	19
2.6.1 SWOT Analysis	19
2.6.2 Porter’s Five Forces	20
2.7 Summary and Conclusions.....	20
2.8 Recommendations/Implications.....	21
Chapter 3: Project Part	22

3.1 Introduction.....	22
3.1.1 Background information	22
3.1.2 Objective	22
3.1.3 Significance.....	23
3.2 Methodology	23
3.3 Findings and Analysis.....	23
3.3.1 Manpower	23
3.3.2 Employee Engagement	24
3.3.3 Recruitment.....	25
3.3.4 Employee Benefit.....	26
3.4 Summary and Conclusions.....	26
3.5 Recommendations/Implications.....	27

Chapter: 1 Overview of Internship

1.1 Student Information

Name: Kh Maisha Monjur

ID: 17304133

Program: Bachelor of Business Administration

Major: Human Resource Management

Minor: E-Business

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Period: In total 12 weeks (3 Months- Oct 2, 2021 to December 30, 2021)

Company Name: Abul Khair Steel

Department/Division: Human Resource

Department Address: Empori Financial Tower, House no.10, RD 90, Dhaka 1212

1.2.2 Internship Company Supervisor's Information

Name: Saad Hussain

Position: HR Manager

1.2.3 Job Scope

Job Description/Duties/Responsibilities:

- CV sorting: I shortlisted CV's that were sourced from various portals, in accordance to the company requirement. My first task at Abul Khair Steel was to sort CV's for the position of "Marketing officer".
- Written test questionnaire preparation: Along with my other colleagues, I helped prepare the question paper for the written test of the candidates that applied to Abul Khair Steel. We discussed amongst ourselves, researched for hours and went through books to finalise the questions. I also invigilated during those tests and checked the question paper.
- Communicating with potential candidates: I communicated with candidates to pass information about their interview, written test, training dates, and other necessary info.
- Transferring important updates: In some cases, management team changes and reschedule the interview dates and this update is transferred by me to the interviewee. Additionally, I also pass information and necessary documents from one department to another.
- Script rechecking: The HR team and I checked the written test scripts of the candidates after which I updated the Excel sheet with the marks they obtained.
- Preparing the applicant tracking system: I prepared the applicant tracking system of Abul Khair Steel in Excel. The Excel sheet contains key information about all of the candidates that applied in Abul Khair Steel, through which the process of finding people from a specific academic or work background will get easier.
- Preparation of the interview summary: A summary of an interview is equivalent to a CV. By reviewing the interview summary, the interviewer receives a brief review of the candidate. For the positions of Brand manager, Project manager, Executive, Senior brand manager/executive, and sr/jr. officer, I prepared interview summaries.

1.3 Internship Outcomes

- Professional communication
- Time management
- Multi-tasking
- Pressure handling
- Work out of comfort zone

1.3.1 Student's contribution to the company

- Support the recruitment process by CV sorting from online portal and hardcopy, comparing candidates' qualification with JD
- Supporting the selection process by informing the candidates about the interview schedule, written test, preparing offer letter, appointment letter, and so on.
- Assisting the potential candidates and passing information among the management team and candidates.
- Being a helping hand to the employees from various departments and desks.
- Storing important documents by scanning them in proper order.
- Professional communication skills

1.3.2 Benefits to the student

Being an undergrad student, working in a corporate environment gave me a lot of insights about HR work and the corporate life. Abul Khair Steel is one of the largest steel manufacturing company, and working there for the past 3 months, learning from greatly talented and experienced people who made the company what it is today, was an extraordinary experience and a learning scope. Everything I studied about during my academic life about HR helped me during these 3 months and prepared me to do the work better.

First and foremost, the day-to-day activities of an office area are both distinctive and intriguing. I observed how the supervisor coordinated with their subordinates and managed their business operations by concurrently establishing polite and respectful work environments. I've always looked forward to working in a corporate office, and engaging with Abul Khair Steel in the real world has expanded my perspectives significantly. In the academic world, I learn about a variety of fundamental elements and HR roles. However, when working in a professional setting, ideology shifts radically. Learning and performing in person provides two distinct perspectives, and I now understand how difficult it is to choose the right candidate for a job role.

Secondly, the various departments' operations are both standard and complex. I gained a lot of knowledge on how to conduct a job analysis, develop a job description, post a job advertisement, compose a formal email, arrange an appointment, and conduct a written exam. Moreover, the HR department is quite versatile, which is why it integrates all departments. I had the opportunity to see the interview process of different departments' first-hand, such as Product Development, Marketing, Accounts & Finance, and Brand during these three months. I learned how and where to conduct an interview, what to anticipate in terms of questions, interview decorum, and much more. MoAbul Khair Steely, I was personally involved in the recruiting and selection process, and I learnt about the procedure and standards that Abul Khair Steel uses to select new employees.

LaAbul Khair Steely, the most essential lesson I learned from this experience was to adjust to a situation where I must engage with a variety of professionals on a routine basis. Abul Khair Steel's work cultures and experiences are very supportive and engaging that I never felt undervalued or uninvited. They welcomed me and motivated me in such a way that I am equally inspired and overwhelmed by the ability to work in an environment where everyone values each other's perspectives. In a nutshell, Abul Khair Steel has provided me with precious memories, professional corporate skills, increased interpersonal skills, and extensive understanding of real-world job experience.

1.3.3 Problems/Difficulties

- Employees do not have access to the internet on their PC.
- They use Microsoft outlook for their emailing system which was quite behindhand and hard for me to get used to with the function.

- The procedure of decision making is pretty lengthy.

Recommendations

Abul Khair Group is one of Bangladesh's most well-known brands, and every company in this group operates to a higher corporate standard. Based on my experiences as an intern at Abul Khair Steel, I offer the following recommendations for the company's continued prospects.

- Abul Khair Steel should upgrade its email system and switch to Microsoft Workspace for improved communication and processing.
- Because the potential pandemic situation is unclear, they should implement a home office system for every department of their organization to ensure safety and do business operations.
- Even though they do keep their software up to date in terms of maintaining the HR database (total manpower, absence, leave, attendance, etc.), they should switch to an automated and software-based approach for a smooth transition in case of receiving papers and recommendations from senior management.

Chapter 2: Organization part

2.1 Introduction

2.1.1 Brief About Human Resource Management

To fulfil the organization's goals in today's business environment, each company employs certain methods and adheres to specific standards and values. To maintain coordination between different departments, organizations must focus well. Human resources is the department within a company that deals with employee-related matters. Recruiting, terminating, learning & support, compensation and benefits, performance appraisal, and enforcing compliance with labour laws that influence the organization and its employees are all examples of HR activities. In addition to that, it also contributes in accomplishing goals of the organisation. The HR division collaborates with other divisions to select the most suitable candidate for a position. Furthermore, it is primarily focused on increasing employee productivity whilst minimizing problems that may develop as a result of the certain situation.

2.1.2 Origin of the Report

This study is an important part of BRAC Business School's internship program. I choose "Recruitment and Selection process of Abul Khair Steel" as my topic. To do this, I observed and collaborate closely with the HR department at Abul Khair Steel, and I selected this topic to continue my research after consulting with my organizational supervisor, Mr. Saad Hussain, and academic supervisor, Mr. Jubairul Islam Shaown.

2.1.3 Scope

The report's goal was to apply theoretical knowledge into practice to enhance understanding and understand how it performs.

2.1.4 Limitation

- Conducting this extensive report was quite challenging. Given these limitations, I made every effort to provide extensive data on the organization.
- Preparing this report with sufficient thorough information took just a few hours, yet some material was very confidential and hard to acquire. Annual reports and compensation plans, for example.
- The majority of corporate professionals have a hectic schedule. As a result, securing their appointment and receiving a response was troublesome.

2.2 Overview of the Company

2.2.1 Company History

Being the first billion dollar selling company in Bangladesh, Abul Khair Group has come a long way since their emergence in the year 1953. With a diversified business portfolio, Abul Khair Group now has footprint in over 8 different business categories, and Abul Khair Steel is the biggest company of the group. Abul Khair Steel, a sister concern of Abul Khair Group, started their Steel business in 1993. Abul Khair Steel is the largest multi-diversified steel manufacturing company in Bangladesh. Providing complete solution to its customers in the field of structural steel and today it is the industry leader in the construction steel industry of the country. Abul Khair Steel's re-rolling mill (AKS) is capable of producing 12.75 lac metric tons high quality graded hot-rolled steel (TMT) bars per annum. Along with 40 other brands from diverse industries, Abul Khair Steel (AKS) and Cow Brand Colour Coated Steel

have been honoured as the Superbrands Bangladesh for their consistent uncompromised quality and distinguished customer service.

2.2.2 Vision & Mission

Vision

Our vision is to connect dreams and provide a reliable future to everyone.

Mission

- Enrich lives of our customers
- Home building solutions
- Bring infrastructure development to the country

2.2.3 Products

The below are their current products:

- **Rebar (reinforcing bars, from 8 mm to 40 mm) category products are:**
 - AKS G400 (For construction of low and Intermediate steel structures)
 - AKS TMT 500W (For medium rise commercial and residential buildings and bridges)
 - AKS TMT 550W (For high strength structural steel)
- **Flatsteel products are:**
 - GoruMarkaDhewTin
 - CowBrandColourCoatedSteel
 - Zinkalum

2.2.4 Departments in Abul Khair Steel

In AKS, there is a systematic departmental division. The following are the departments that form AKS:

1. Human Resource
2. Administration
3. Accounts
4. Production
5. Mechanical Maintenance
6. Electrical maintenance
7. Transport Division
8. Quality Control
9. Supply Chain
10. Finishing

11. Power Plant
12. Project
13. Procurement
14. Store
15. Marketing Dept.

2.3 Management Practices

2.3.1 Leadership Style

Abul Khair Steel follows a democratic leadership approach for the most part. The organization emphasizes both the employer and employee's perspectives by implementing this leadership style. In every decision-making process, the superintendent collaborates with the subordinate prior to actually making a decision. In prioritizing the employee's opinion throughout the decision-making process, this leadership style encourages employees and develop an interactive element in their activities and encourages them. Mr. Saad Hussain, our HR Manager at the time, typically arranges a brief discussion session with management and non-management level employees before issuing any type of decision. I have attended one of such discussions, where many of my other colleagues were present. We discussed on many things and everyone voiced their opinion which helped us reach a final decision.

2.3.2 Recruitment and Selection

Abul Khair Steel looks for high-caliber people who seek job flexibility and tools to advance their careers. If you're the sort of person who has always stood out, Abul Khair Steel is a place where you can continue to thrive. It employs countless individuals among several backgrounds and experiences in a variety of roles across a multitude of sectors.

The organization's hiring process is divided into four groups depending on the employment category of the vacant post, which are each carried out according to job grade/group.

In terms of recruiting and selection, Abu Khair Steel adheres to a few guidelines:

- Selection is made strictly on the grounds of competence.
- The importance of mind-set is equivalent to that of functional capacity.
- A panel of functional and HR leaders conducts interviews.
- Colleges and universities, consultancies, internal recruitment, internal employment agencies, and the online world are all viable sources to look for a job opening for the position.
- Except for internships, all positions require written assessments.
- Candidates' background checks are a crucial part of the hiring process.
- Equal opportunity for everyone

2.3.3 Training and Development

The organization arranges certain professional learning opportunities for the employees in order to ensure the square employees up to date in terms of KSA. Abul Khair Steel utilizes a range of training techniques, such as:

- Field training

Field-level employees, such like Sales Managers, obtain this form of training. The newly appointed SO was required to participate in 2 to 5 days of field training in the proposed marketplace. TSO and ASM are in charge of section segregated SOs. Following the training, supervisors evaluate their allocated SOs, and suitable candidates are selected based on that evaluation.

- In House Training

This is a two-day training session. Candidates for this training session are those who have had field training. Each department provides a synopsis of the organization, its code of conduct, and employee responsibilities. The candidates are evaluated after this training through proficiency exams and a viva.

- On the job training

The probationary period is the first six months after an individual starts to work for an organization. Working with colleagues, groups, and people enables the employees to gain experience and learn throughout this time.

2.3.4 Compensation

Abul Khair Steel practices and establish certain culture and regulation to enhance the workplace and maintain employee job contentment. Its workplace environment, information assurance, employee and employment policies are all intended to benefit the square's occupants. Abul Khair Steel, in my perspective, has one of the best remuneration and labor law practices among the companies established at the national level.

- Bonuses

For almost every position, the basic pay scale is reasonably adequate. In very rare cases, they will consider giving more if the person possesses richer experience. Abul Khair Steel offers better incentive packages than other relevant organizations in Bangladesh. The company provides five bonuses, but most organizations only provide two to three (2 festive bonus & 3 profit share bonus depending on performance).

- Transportation

They offer a wide range of transportation options that almost completely cover the Dhaka metropolitan area. Up-down transportation is offered on a daily basis to all female and executive-level employees using high-quality AC buses. Personal cars and minibuses are given to top management level employees.

- Lunch facility

One of the appealing benefits that Abul Khair Steel provides to its employees is a funded lunch program. They give lunch almost every day by combining the essential quality of food and maintain appropriate hygiene. Employees can also have snacks and tea two times a day.

- Work environment

Employee productivity is enhanced through a well office space and clean and organized snacking area. One of the motivating elements that formed a positive working environment is the workplace culture.

- Earn leave

Employees can accrue leave through the organization, and if they do not spend their allotted time off, they can cash it in.

The labor law practice in Bangladesh has a serious influence on not only the remuneration, but also the culture of Abul Khair Steel. They rigorously adhere to the 8-hour workday. Furthermore, the leave policy, notice period, employee health and hygiene, quality policy, and other policies are all implemented in accordance with Bangladeshi labor legislation.

2.4 Marketing Practice

The 4 P's of Abul Khair Steel are as follows:

Product: Abul Khair Steel offers a wide range of products. The objective of AKS is to become a completely integrated steel firm. They plan to do so by extending their business through backward and forward linking. As a result, they are always trying to expand their product range and provide new types of product variety to the market.

Price: While providing a variety of product with best quality, Abul Khair Steel also provides better pricing than their market competitor BSRM and KSRM.

Steel:500W

BSRM	81,000
AKS	78,800
KSRM	79,000
GPH	78,500

Promotion: Abul Khair Steel conducts their promotional activities through digital media platforms. Through the company's Facebook page, various static and dynamic posts are shared through which promotional activities are carried.

Place: Products of Abul Khair Group are found all across Bangladesh and the proper management of channels of distribution and logistic support ensures this availability. For the purpose of raw resources, the company has its own particular supplier. Furthermore, the personalized transportation system allows the organization to deliver its products in any region in Bangladesh.

2.5 Operations Management and Information System Practices

2.5.1 Operations Management Practice

Quality control policy-

- Monitoring and ensuring product quality is among the most essential processes for any organization. Abul Khair Steel, one of the largest steel manufacturer in Bangladesh, adheres to a strong quality policy. A whole department oversees its functions to ensure that the policy is implemented by the production and personnel. QC maintains the product's standard by undertaking research with the help of professionals. AKS has acquired a ZwickRoell 250kN advanced UTM with an automated strain measuring unit for quality assessment of its product.
- As quoted by AKS management in an article, "The new ZwickRoell machines were put through their paces in accordance with ISO 6892-1, ASTM E8/E8M. The test results are much more exact, consistent, and reproducible. The 250kN AllroundLine model is truly a universal machine for rebar and metal sheet tensile, compression, and deformation testing. The machine's electro-mechanical drive system reduces operational costs. The testing equipment have been highly reliable from the inception and provide us what we want – both now and in the future."

2.5.2 Information System Practice

Abul Khair Steel use the data system on a regular basis for collecting data, information transformation, database management, and quality assurance. The use of information systems in their daily activities gives them a strategic advantage and allows them to improve over time. The areas listed below are some of the ABUL KHAIR STEEL Information System's practice behaviour:

- Emails are sent via Intranet and a personalized Local Area Network. Additionally, each employee has an IP landline phone that interfaces to each facility and corresponds with the corporate headquarters.
- Using HRIS, they maintain records of employee data including attendance, manpower distribution, turnover rate, leave & late information, joining info, training data, and so forth. It is a digitized software system developed by Abul Khair Steel's IT department.
- Information Systems practice is also noticeable at the field level. Without conducting any manual labour, Sales Representatives utilise a self-developed application to check orders and record sales data.

2.6 Industry and Competitive Analysis

2.6.1 SWOT Analysis

In this assessment, I will concentrate on Abul Khair Steel Strengths, Weaknesses, Opportunities, and Threats in the industry.

Strength:

- High quality products
- Reputable brand value
- Advanced and best technology machinery being used in the factory
- Largest steel factory in Bangladesh
- Efficient distribution channel

Weakness

- Fewer cross-functional training sessions
- Typical consumer perspective

Opportunity

- Product line expansion
- Creating a customer base who values quality
- Introducing newer marketing strategies

Threat

- The dominance of a multinational organizations

2.6.2 Porter's Five Forces

Threat of New Entrants: For this industry, the threat of new entrants is low. This is because the cost of production is high and requires significant amount of investment which is not possible for everyone.

Competitive Rivalry: Because the corporation has a large number of competitors in the market, the intensity of this force is relatively strong. The current market leaders are BSRM and Abul Khair Steel, as the two company dominates 40% of the market share, which leads to fierce competition between the two. The two other major companies in the market are KSRM and GPH Ishpat who hold 8% and 7% market share respectively. As these rival companies provide products with similar characteristics, the competition is higher. Furthermore, the company's large organizational assets and machinery acted as an exit barrier since they create greater expenses.

Buyers Bargaining Power: Because there are so many alternatives, buyers have a larger possibility of switching to a different seller. In terms of reducing the market price off for each product, their viewpoint is given priority. In this instance, the bargaining power of the buyers exerts a greater influence on Abul Khair Steel.

Suppliers Bargaining Power: Abul Khair Steel, being a well-known brand, sources the materials it needs to manufacture its products from a variety of sources. Supplier-supplied goods are given the opportunity to be selected for final manufacturing based on their quality. They have particular requirements for their raw materials, which they scrupulously adhere to. Furthermore, many suppliers want to collaborate with Abul Khair Steel, and so this brand value reduces the bargaining power of suppliers.

Threat of Substitute: Since certain other companies, who has a fair share of the market, provide products with similar characteristics, the threat of substitute is quite high. However, Abul Khair Steel is known to introduce the latest and most advanced technologies in the Bangladesh steel market, which gives them an edge over their competitors in terms of quality.

2.7 Summary and Conclusions

Abul Khair Steel is amongst the give names in the steel industry and is well known for their product quality and service. They have a highly skilled and creative workforce, as well as a well-organized management group, a creative marketing strategic team, sophisticated operational and technical service teams, and so on. Their extensive product selection caters to the needs of consumers on a daily basis. The company's functionality is so wide that they reach a large part of the population and manage their CSR operations through their production, management, and campaigns.

In order to compete with high-profile businesses, Abul Khair Steel is upgrading its quality standards and implementing high-tech solutions to help employees and employers perform better.

2.8 Recommendations/Implications

Improved marketing strategy

To increase their revenues, they should implement a more unique marketing plan. They can develop a fresh campaign using their products to attract the attention of consumers. They should change their marketing approach, and focus on communicating with the customers on how their product help the people and improve their living standard, instead of simply promoting the product.

Better technology

To handle their everyday functionalism, the company should boost their technological agility. Creating self-developed e-commerce software that allows consumers to check, order, and purchase items will provide them a competitive advantage.

Chapter 3: Project Part

3.1 Introduction

Talent management is essential for a company like Abul Khair Steel in order to compete effectively and an innovative work environment, lower turnover, build strong employee marketing, and accomplish a strong motivational workforce. This is a never-ending procedure that encompasses personnel recruiting and retention, skill development, and ongoing motivating activities. The process necessitates a well-balanced set of functional activities that assist the company in achieving its ultimate organizational goal.

The recruitment process is a very crucial step for any organization, as selecting the right person is very important. Recruiting the wrong person can result in various challenges for the organization and effect the efficiency and productivity in the long run. In this report, I have analysed the recruitment and selection process of Abul Khair Steel in details.

3.1.1 Background information

Education is presently a massive area which is not confined to the realm of textbooks. Students only acquire academic and fundamental knowledge in their primary topic at university. Various education implement a course for students to obtain real-life professional experience, and for that course, students must work for an organization to gain real-life work experience. As a BRAC University undergraduate student, I was required to obtain experience and document that experience in a written report. To achieve that goal, I prepared this report for the last four credits of my undergraduate studies.

Earlier, Abul Khair Steel did not have such an extensive recruitment and selection process for their organization. This resulted in a number of wrong recruitments and selecting candidates that are not fit for the position they were chosen. As a result, it affected the workflow and also cost the organization a hefty amount as a selection process had to start all over again every time a wrong recruitment quit their job. This is why the HR Manager at Abul Khair Steel decided to include multiple steps in the recruitment process that can assess and individual in every way to determine whether or not he/she is the right fit for the position.

The topic of this report covers the full process of recruitment and selection process of Abul Khair Steel with proper in-depth data. During my three months tenure, I have been directly involved in the recruitment and selection process at Abul Khair Group, starting from CV shortlisting and all the way to interviews. This gave me the opportunity to gain first-hand knowledge about HR work and also add value to the organization.

3.1.2 Objective

Broad objective: The broad objective of the report is to analyse the recruitment and selection process of Abul Khair Steel. The examination is conducted in order to explain and interpret all of the facts, figures, and information acquired in such a way that the readers can comprehend each component of the research portion without hardship.

Specific Objective:

- An overview of how ABUL KHAIR STEEL oversees its talent pool in details.
- To be familiar with the specific procedures for recruiting and selection.
- Using assessments to identify the effectiveness of an organization's recruitment and selection process.

3.1.3 Significance

The competitive world is moving quickly, and each organization goes out of its way to stay competitive while keeping a constant economic size. Rivalry between the public and MNC has become a powerful hyping factor not only in the private sector, but also in the public sector. Companies supervised in the national sector are subjected to severe competitive pressure from both the regional and international levels. This is one of the facts that causes the corporate sector to adopt up-gradation, a dynamic landscape, and functionalism in order to remain competitive. Abul Khair Steel isn't exempt to this. They are now using high-tech and updated techniques to choose and maintain their most valuable resource, manpower.

Selecting and recruiting a capable person with the required set of skills and knowledge is one of the most important tasks the HR department has for maintaining the sustainability of a company. Abul Khair Steely, how smoothly a company runs or how successfully it meets its required targets, depends primarily on the efficiency of its employees. Moreover, a proper selection and requiting method will enable a company to choose employees that are compatible with company's morals and work environment. Furthermore, an efficient recruitment process allows a company to hire employees who can maximize the utilities of its working facilities. Not every company can offer the same facilities, but the ones with the most efficient employees will still stand apart from the rest due to its work efficiency and product quality.

3.2 Methodology

Preliminary methodology: For this report I have collected information from various primary sources. The observation and experience that I have acquired throughout my whole tenure have helped to provide adequate information for this report. Besides, discussions with my supervisor and interacting with my colleagues have provided me with enough insights to complete this report.

Sources of Secondary Information:

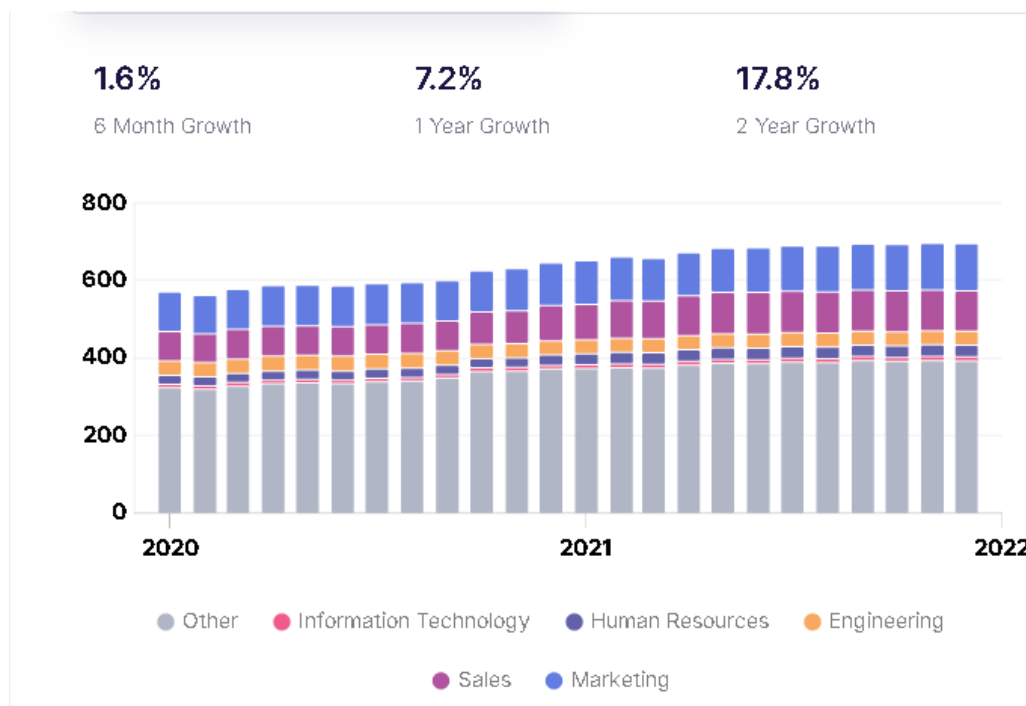
- Records from the HRIS system
- The organization's official website
- Reports on Employee Orientation

3.3 Findings and Analysis

3.3.1 Manpower

Abul Khair Steel has a massive personnel force of nearly 700 employees. There are 134 of them who work at the Dhaka Gulshan headquarters, accounting for roughly 17% of the overall workforce. The Chittagong facility employs the most people as that is where the factory of Abul Khair Steel is located.

Up until 2008, almost all operations of Abul Khair Steel was Chittagong based, and their entire employee base was situated at Chittagong, except the field force. From early 2009, the organization started moving some of their operations from Chittagong to Dhaka, and appointing their employees to the Dhaka office. Currently, Abul Khair Steel has their corporate office and marketing team of Division 1, Division 2 and some part of Division 3, located at their Dhaka office. The organization plans to make all their operations Dhaka based in the near future. The organization have also experienced a growth in their manpower over the last two years.



Management, non-management, and casual staff are the three types of employees they have. With a total of 331 employees in these 3 category, the non-management group employs the most people.

Following is the casual group as this category comprises of daily, periodic and rate basis employee. This group employed a total of 248 individuals. Furthermore, there is the management level workforce, which includes executives and managers. This group employs 156 people.

For both female and male individuals, Abul Khair Steel has a strong and growing work potential. They are making a concerted effort to narrow the gender gap and achieve gender equality.

Abul Khair Steel has a well-managed workforce distribution system. They classify each person by assessing their profession and connecting it with available positions. The preceding chapter's recruiting and selection procedure was a successful way of talent distribution.

3.3.2 Employee Engagement

For employee outreach activities, ABUL KHAIR STEEL hosts a variety of programs and seminars to facilitate communication between management and unions. Employee engagement was robust in 2019, according to reports from ABUL KHAIR STEEL workers. As there was no threat of a pandemic, the

group held several events such as Pohela Boishak, Pohela Falgun, 21st February, 16th December, and so on. They occasionally arrange departmental tours, picnics, and dinners. During the year 2020, the Covid-19 situation deteriorated, and the company continued to conduct business via the internet. This led to a significant decline in employee face-to-face interaction. Employees learning through peer groups have been harmed as a result.

3.3.3 Recruitment

For most circumstances, the HR department has the responsibility of recruitment. This division is responsible of attracting and selecting competent applicants. The job description and specification provide all of the details needed to start the hiring process. The recruitment office of Abul Khair Steel has the following responsibilities:

- Identifying the requirement: When a position is available at Abul Khair Steel, the department presents a requisition to HR detailing their staffing requirements. As a result of this requirement, HR begins processing their official processes in order to obtain approval and continue their operations.
- Obtaining permission from a higher authority: HR prepares a requisition proposal and sends it to higher authority after learning about the personnel requirements from a certain department (Head of Department, GM of HR, GM of ABUL KHAIR STEEL, MD). The hiring proposal includes every little detail, such as the number of personnel required, the department for which they are needed, the location of the work station, and who is proposing the requisition.
- Establishing a job description: HR develops JD (job description) and JS (job specification) information based on the need for the vacant position and department. The information in the JD largely depends on the Management and Non-management roles.
- Employment postings on a variety of job boards: Abul Khair Steel use a variety of job portals to recruit potential candidates. They recruit through BD Jobs, official websites' career sections, newspaper ads, and internal recommendations. They utilize the intranet's bulletin board and email notifications for internal sources.
- Application screening and short-listing: Following the receipt of resumes, the HR department reviews them and selects applicants based on a set of criteria. The process of shortlisting may be broken down into two or three parts. Following that, the applicants who have been sorted are summoned for the following phase.
- Written test based on the subject: Based on the written exam results, a sufficient number of applicants are allowed to attend the interview session. This number may change based on a variety of criteria such as the number of vacant positions, the quality of candidates, the interests of the interviewers, and so on.
- Various stages of the interview (initial, 2nd stage, final): At this step, face-to-face interviews are conducted to pick the best candidate from among the candidates who have been shortlisted. If the interviewer does not select the proper applicant during the original interview session, this interview session may include further interview stages. 'Abul Khair Steel' usually conducts 'Panel Interviews,' although they may do a 'Person to Person Interview' at the conclusion of the process. In this case, the applicants may meet with the department's head or another higher-ranking firm executive.
- An employment choice: At the conclusion of the preceding round, the management team reaches a decision to select one of the most demanding candidates. The choice may change,

and the goal may be missed. In that instance, the process of finding a qualified applicant must begin all over again.

- A physical examination before employment: The HR department next informs the chosen applicant that they must pass some basic medical checks in order to establish their physical capabilities. This is done to ensure that the individual can give the organization the best potential production while also ensuring the health of the company's other employees. During this epidemic, the organization places a greater emphasis on ensuring that the chosen individual is free of Covid-19.
- Letter of proposal and approval: Following the above step, HR drafts a Proposal Letter for the selected applicant, outlining the probationary period, wages, and other perks, as well as who he must report to, work location, and start date.
- Handover of offer and appointment letters: Following delivering the Proposal Letter, the HR staff sends the selected applicant an Offer letter and an Appointment Letter, based on the company's policies and services.
- Guidelines/ Orientation: This is the employee onboarding process, which is carried out with the assistance of the HR department. They organize meetings, informal get-togethers, and training sessions for employees to become acquainted with other members of each department's staff.
- Positioning: The employee is allocated and put in the job location in this section. Depending on the position, this site might be anywhere in Bangladesh.
- Make a follow-up: During the final stage of the recruiting and selection process, the employer (HR Department) keeps track of the employee's personal file, compiles all necessary papers, and stores them both manually and using HRIS software.

3.3.4 Employee Benefit

Employees that work with Abul Khair Steel profit from a variety of benefits. This sector includes both monetary and non-monetary rewards. Below are some distinct perks schemes that set Square apart from its competitors.

- Provident Fund: Both the employer and the employee make contributions to the provident fund. The provident money has been collected from each individual. According to Square Toiletries Limited's policy, the company contributes 10% to the PF balance, while workers contribute 10% based on their basic wage. When the employee retires, the remaining 20% will be returned to him or her.
- Gratuity: As per Square Toiletries' guideline, if an employee takes with the organization for over five years, they will earn a 30 day gratuity on their basic pay. Employees with more than 10 years of service, on the other end, will earn a 45-day gratuity benefit on their basic pay.

3.4 Summary and Conclusions

Despite the existence of a large number of foreign and national steel manufacturing companies in Bangladesh, Abul Khair Steel leads in its overall product range. Through substantial annual turnover, local manufacture, exports, and, most significantly, job creation, the toiletry sector contributes to the country's economic prosperity. Because their product line is one that will practically always be in demand among people, this industry is unlikely to shrink significantly in the foreseeable future. With the advent of new competitors, existing firms will become more competitive, inventive, and capable of facing future difficulties.

Abul Khair Steel has been in operation for a long time now and periodically employs a massive amount of people. They have an efficient HR department in charge of this vast personnel. All critical activities, including as recruiting, labor law compliance, talent management, the employee retention process, and all other important HR operations, are handled by the HR department. They're keeping their talent pool in good shape to reflect their professionalism. This research comprised an in-depth examination of their talent management process, which included the recruitment, development, employee motivation, and performance evaluation processes, as well as some issue identification and improvement recommendations.

In the last section, I aimed to include a statistical and graphical overview of Square Toiletries Limited, including data on manpower distribution, employee engagement, and training participation. In addition, I discussed some of the procedures and functionalism involved in attracting, retaining, and developing talent. I am hopeful that Square Toiletries will continue to contribute to the country's economy and workforce as a result of this successful contribution and well-maintained talent management system.

3.5 Recommendations/Implications

Abul Khair Steel is one of Bangladesh's most well-known companies, and every brand in Abul Khair Steel operates to higher corporate standards. From my experience as an intern at AKS, I offer the following suggestions for the company's future success. Abul Khair Steel can combine the following factors to become a steady market leader and maintain good client satisfaction in the competitive market.

- Inclusion of an additional step in the employee selection
The company can include another step in the initial phase of employee selection assessment, such as a psychometric test or an aptitude test. The organization can assess candidates' originality and analytical thinking with this preliminary level test.
- Off-the-job training
They might focus primarily on off-the-job training, which will improve employee connections, creativeness, trust, and motivate them to work outside their comfort zones.
- Online operation
During this pandemic, most companies are managing their everyday official functions through online services. For example, after touring Abul Khair Steel plants in Chittagong, employees would submit their entire visit and understanding in the form of a PPT and present that to other employees. To promote efficiency and assure the security of their personnel, Abul Khair Steel should accept these adjustments by undertaking regular online official operations.
- Usage of better technology
The organization needs enough technology assistance in order to conduct official activities online. Abul Khair Steel may use Google workplace and cloud services instead of Outlook and LAN-based networking technologies to keep their daily activity from a faraway location.
- Computerized data management
The organization maintains a massive personal data dossier on each of its employees. Since all of the documents are maintained in hardcopy, maintaining this large amount of data might be

challenging. Rather than continuing with this method, they will be able to keep all of the data in their updated HRIS software as well as the Google cloud service.

- Financial packages

In compared to local enterprises, Abul Khair Steel offers a satisfactory financial package to its employees, and in certain cases, even more. When compared to MNCs, however, this margin will be negative. As a result, Abul Khair Steel will have some difficulty attracting personnel through the financial benefit system.

- More space to conduct trainings

The firm might expand the space at its head office to accommodate larger-scale training and conferences.

References

- Abul Khair Group - Overview, Competitors, and Employees. (2022). Retrieved 4 February 2022, from <https://www.apollo.io/companies/Abul-Khair-Group/54a1351669702d2f9f1bd700?chart=count>
- Abul Khair Steel (AKS) 500W and 550W Price and Product Details. (2022). Retrieved 4 February 2022, from <https://www.winnertradingcorporation.com/2017/06/abul-khair-steel-aks-price-and-product.html>
- (2022). Retrieved 4 February 2022, from <https://www.zwickroell.com/news-events/case-studies/abul-khair-steel-aks-bangladesh/>