

Executive Summary

Aarong has established in 1978 with the visionary goal to change the lives of deprived artisans and underprivileged rural women by enlivening and encouraging their arts and crafts. Aarong represents the global village even in the naming. The Bengali word 'Aarong' means 'a village fair or market'. The products of Aarong have the essence of Bangladeshi culture and beauty into every piece. So the organization has named 'Aarong'. Aarong was established to help the marginalized people of Bangladesh. The reason is most of the people in Bangladesh live in the rural areas. They are the most disadvantageous and marginalized people and for these people Aarong has developed a ground. According to this organization, lack of working capital, marketing support and opportunity for skills development are the three main obstacles for gainful employment in the rural areas. As it is a social enterprise, it provides some services to those low income and marginalized people in the rural areas for overcoming the three obstacles. Besides Aarong is a protecting and promoting Bangladeshi product and designs which contain the essence of Bangladeshi culture and beauty into every piece and pioneer in promoting the fashion industry of Bangladesh. At the beginning their target buyers were a few merchants of Dhaka. Soon enough, Aarong started to grow and spread throughout the whole country, from one single shop to the biggest retail chains of Bangladesh. Now Aarong has more than 100 product lines. Aarong provides the local and international public opportunity of owning a Bangladeshi handcrafted product. At present Aarong have 11 domestic outlets in Dhaka, Chittagong, Sylhet and Khulna and 1 franchise outlet in London. Since 1984 this organization is exporting their products in Italy, U.K., Spain, Canada, Japan and other countries. The target customers of Aarong are middle and higher socio-economic classes, expatriates, foreign visitors (tourists and business travelers) and Bangladeshis living abroad. Though they have more than 100 product lines, maximum profit is earned from women's wear, men's wear, children's wear, jewellery, leather, household (textile, non-textile) and others. Others includes food, herbal products, stationary, toys and furniture. Day-by-day this organization's sales are increasing as well as profit. As Aarong is the leading fashion house of Bangladesh, for conducting their business operations they need qualified staffs who would help them to run the business. This organization has a Human Resource Department (HR department) which ensures inflow of qualified human resources in the organization. Besides, this department performs some other activities. The core

activities of HR department of Aarong are recruitment and selection of staffs, transfer of staffs, maintaining attendance of staffs, leave management, performance appraisal related activities, confirmation of staffs, job separation, grievance management, approve loan, arranging travel authorization, providing allowances, arranging temporary staff salary, preparing visiting card and maintaining procedures of Aarong health care service. I did my internship in the HR department of Aarong. The HR department is consists of two departments. They are recruitment and selection, and training. I used to work with recruitment and selection department. I was assigned some responsibilities related to recruitment and selection of staffs. The responsibilities of mine as an internee was preparing database of previous CVs and CVs collected from job fair of BRAC University, recruitment and selection related responsibilities, preparing appointment letters of newly joined staffs, preparing files of newly appointed sales associates and keep in folders, preparing confirmation letters, preparing transfer letters, and preparing experience letters. In this report the recruitment and selection activities of HR department of Aarong is concentrated on. Around the year recruitment and selection is done by Aarong HR department for Aarong, and Ayesha Abed Foundation. When staffs leave the organization, new positions are introduced or due to increase in responsibility, some departments need more people. Then HR department does all the activities for staffing. The overall recruitment and selection activities of Aarong HR department go through a certain procedure. First the HR department of Aarong gets requisition for staffs from any department where the staffs are required. In the requisition the job description and specification, qualifications, and number of staffs required are mentioned. Based on the staff requisition they publish advertisements on websites or newspapers. After the deadline of submitting CVs, CVs are collected. By considering the job descriptions, educational requirements, qualities of the candidates all the CVs are analyzed. If the candidate matches the criteria or requirement, CV of that candidate is taken; otherwise, CV is not taken. This way CVs are being shortlisted. Then an interview date, time and venue are selected by the interviewers. The shortlisted candidates are called for informing their interview date, time and venue. If they are required to bring something with them such as original educational certificate, it is also mentioned. After that a database of interview list is prepared mentioning name, father's name, educational qualification, address and time of interview. On the decided interview date, the interviewers conduct the interview of shortlisted candidates. In the interview the candidates observed by the interviewers and marks is given on some factors. Then those marks are added up

and based on highest marks final selection is done. The finally selected candidate is informed about his/her final selection, joining date etc. over phone. Moreover, the finally selected candidate is told to bring photocopy of his/her educational certificates and national ID card before two or three days of joining date. Appointment letter of the respective new staff is prepared. At the joining day the new staff first get the joining letter and sign the appointment letter. Then the newly joined staff will get a orientain training. The duration of this training is generally a few hours and then the staff starts working. After one year of the new staffs joining, his/her performance will be evaluated and will be given performance appraisal. This is the overall recruitment and selection procedure of Aarong. After this part, a case study is presented in this report on recruitment and selection procedure of new Moulvibazar outlet of Aarong. I took part in this Moulvibazar project. This whole project is described in relation to theory of staffing. The retail department of Aarong provided staff requisition for this project. The job analysis and design, and human resource planning was done by the respective authority of retail department. The retail department identified the jobs such as Outlet Manager, Sales Associate etc., determine the job duties and responsibilities, determined the needed human qualification and prepared job description and job specification. By observing all other outlets of Aarong they prepared the job analysis and design. Next they did the human resource planning for Moulvibazar project. Based on their past experience the management of retail department decided that the number of staffs they would be needed. And the respective management of retail department of Aarong decided that they would recruit both from internal source and external source. Then from the retail department staff requisition was sent to the HR department of Aarong mentioning the job analysis and design, and human resource planning. After getting the requisition the HR department started the recruitment process. It was decided that for Outlet Supervisor, Outlet Manager and Accountant positions internal recruitment would be done. The staffs would be promoted and transferred to the Moulvibazar outlet. And for Sales Associate, Office Assistant, Store Assistant, Store Helper, Security Guard, Maid and Cleaner positions external recruitment had been done. Large number of staffs among the total staffs would be taken from the external source for Moulvibazar outlet. A notice of vacancy in the Moulvibazar outlet was sent to each outlet for recruiting internally and job advertisements in the newspapers were published for recruiting externally. Besides, some Outlet Managers, Outlet Supervisors of Aarong referred their relatives, friends for vacant positions. Then the selecting process began.

All the CVs from internal source and external source were collected, analyzed for requirement matching, sorted according to positions and shortlisted. All the candidates were called and informed about the interview date and time, venue and they were told to bring all of their original educational certificates with them. Then database of interview schedules were prepared. All the candidates for Outlet Supervisor, Outlet Manager and Accountant positions for Moulvibazar outlet were interviewed on the same day in the head office of Aarong and final selection was done in that day. Then interviews for Sales Associate, Office Assistant, Store Assistant, Store Helper and Maid positions were taken on Moulvibazar in two days. Here except Sales Associate position final selection were done for all positions. For Sales Associate position initially some candidates were selected. Those initially selected candidates were provided training. Based on the interview marks and training evaluation marks final selection was done for this position. The finally selected candidates were informed about their selection and the date of their joining in the work place. First, the internally recruited staffs that means Outlet Supervisor, Outlet Manager and Accountant joined in the Moulvibazar outlet joined and they were given a formal orientation. Then after a few days the externally selected staffs that means Sales Associate, Office Assistant, Store Assistant, Store Helper and Maid joined in the work place and they were given an informal orientation. The HR department prepared appointment letters for newly joined staffs of Moulvibazar and the staffs signed those appointment letters. Then files were prepared for every staff. After specific time period the performance of these staffs would be evaluated and performance appraisal would be given. Then analysis of database for Moulvibazar recruitment and selection is given. Based on the observation a discussion on the recruitment and selection procedure at new Moulvibazar outlet of Aarong is done. The HR department perfectly chose recruitment source, recruitment method, successfully draw pool of qualified candidates and selected best candidates. So it can be said that the recruitment and selection procedure at new Moulvibazar outlet of Aarong was successful. And some recommendations are given which could be done for this project such as providing training to the Sales Associates time to time, evaluation of staffing function and so on.