

Report On  
Effectiveness of Recruitment and Selection process  
of  
PRAN-RFL Group

By

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Student ID: 18304091

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

BRAC Business School  
BRAC University  
September 2022

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing 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 which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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Student ID: 18304091

**Supervisor's Full Name & Signature:**

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**Mr. Zaheed Husein Mohammad Al-Din**  
Senior Lecturer, BRAC Business School  
BRAC University

## Letter of Transmittal

Mr. Zaheed Husein Mohammad Al-Din

Senior Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “Effectiveness of Recruitment and Selection process of PRAN-RFL Group.

Dear Sir,

I am very pleased to submit my internship report on “Effectiveness of Recruitment and Selection process of PRAN-RFL Group” to you which I was appointed by your direction.

During my internship program, I was able to get the real-life experiences of HR activities and apply the theoretical HR knowledge in my workplace. I have mostly focused on the effectiveness of recruitment and selection process of PRAN-RFL Group in my report.

I have given my best effort to gather the data and relevant information related to the report to increase the quality of my report. Lastly, I would like to thank you for the advice and recommendations on writing the report and I hope that I will be able to meet your expectations by this report.

Sincerely yours,

---

Fahim Mahmud Khan

Student ID: 18304091

BRAC Business School

BRAC University

Date: September 23<sup>rd</sup>, 2022

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between PRAN-RFL Group and the undersigned student at BRAC University.

I am Fahim Mahmud Khan hereby declare that this report will not disclose any confidential or important information of PRAN-RFL Group which might cause problem to the company. It will be made with help of the supervisor and upon my daily activities in the office. Furthermore, it will not be published anywhere on the internet. Both parties will maintain confidentiality.

## **Acknowledgement**

I want to start off by saying how grateful I am to PRAN-RFL Group for giving me the opportunity to work there as well as to all of the staff members who never stopped encouraging me throughout my internship. I want to sincerely thank my internship adviser, Mr. Zaheed Husein Mohammad Al-Din, for his guidance and criticism. I couldn't have completed this report on time without his help. In particular, I want to express my gratitude to Mr. Anisur Rohman, (Senior Manager, HRM), who is my on-site supervisor and who has given me support as I start my career. Then, I'd want to express my gratitude to Md. Ashraful Islam (Assistant Manager, Recruitment), with whom I worked during my internship and from whom I learned about the company's internal operations. I also want to thank him for explaining the business culture to me and sharing his professional experiences. I have acquired knowledge of a variety of HR-related tasks that I hope to apply in my future profession.

## **Executive Summary**

An important aspect of human resource management is recruitment and selection. It is known to everyone that, PRAN-RFL Group is one of the top organizations in Bangladesh. They offer high-quality goods that are accessible to the target market and reasonably priced, while also meeting hygiene norms and local tastes. Having a highly skilled workforce, well-known brands, and a diverse range of business ventures are some of its strategic advantages. I've done my best in this report to provide an example of how the fundamental duties of HRM recruitment and selection are carried out and the effectiveness of it in the PRAN-RFL group.

**Key words:** Recruitment; Human resource; Selection; Process; HRM; Effectiveness

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# Chapter 1: Introduction

## 1.1 Background of the study

The internship program is essential. The internship program has been implemented by BRAC University for the students with the goal of creating skilled workers in every industry. A student is required to give the supervisor and department a report on the given topic after completing the internship program. The length of the program is three months. I am doing my internship in PRAN-RFL Group. I collaborated with the company's staff at this time.

## 1.2 Objective of the study

**Broad Objective:** Find out the effectiveness of the recruitment and selection process of PRAN-RFL Group.

**Short Objectives:**

- To understand PRAN-RFL Group's recruitment and selection process.
- To apply the learning in real life.
- To perform on the organization goals and needs.
- To help the company in achieving the professional and personal objectives.
- To evaluate the existing strategies of recruitment and selection process.

## 1.3 Methodology

The qualitative data I discovered during my internship served as the basis for the report. The data collection process was aided by my on-site supervisor. Along with that, my observations taught me a lot. I gathered both primary and secondary data to increase the usefulness of the study.

**Primary Data:**

- Got information from Senior Manager, HRM
- Got information from Assistant Manager, Recruitment
- Collected data from the existing employees

## Secondary Data:

- Websites
- Social Media
- Articles
- Reports

## 1.4 Rationale of the Report

As part of an internship program, students have the chance to work in a particular company, which helps them apply and relate what they learn in class to real-world employment scenarios. In the report, which is a result of my internship, I talked about the effectiveness of the recruitment and selection process of the company.

## 1.5 Scope of the study

This study focuses on the effectiveness of a multinational consumer goods company's hiring and selection procedures. It talks about the process's effectiveness for the organization.

## 1.6 Limitations of the study

While writing, I ran into a few issues. A sincere effort was made to finish the report and produce a beneficial and trustworthy outcome. Despite making a sincere effort, there are some limitations that operate as barriers. The limitations are given below-

- The primary issue is confidentiality, which led to some confidential details not being appropriately revealed by the managers.
- Finding out all the benefits and drawbacks of such a large undertaking requires more than a few days of internship experience.
- It is very challenging to comprehend every single part of PRAN-RFL Group's operations in a short amount of time as it is a huge company.
- I don't have any prior real-world experience in this area, thus I can't gather all the necessary information.

## Chapter 2: Organizational Overview

### 2.1 Company Overview

As a pioneer in contract farming in Bangladesh, PRAN-RFL buys raw materials directly from farmers, processes them in their various factories using cutting-edge equipment, and then packages the finished goods in hygienically packaged food and beverages. The brand PRAN has made a name for itself in every sector of the food and beverage business, and it may help to sell a variety of goods, including carbonated drinks, juices, snacks, dairy products and confectionaries. Consumers of PRAN-RFL now cherish PRAN for more than only its genuine juice beverages; they also appreciate it for its mouthwatering confectionary items that have enticing textures and excellent aesthetic appeal. With the goal of making PRAN-RFL a genuinely global brand, PRAN intends to increase their presence throughout the entire world.

Starting off as a fruit and vegetable processor in Bangladesh, PRAN-RFL has expanded its business. The business has developed tremendously over the years, adding to the nation's general socioeconomic development while also increasing in size. The millions of people in Bangladesh and the other 94 nations where PRAN-RFL goods are frequently exported rank PRAN-RFL as one of the most esteemed food and beverage brands today. The highest degree of quality is maintained throughout the whole production process for all PRAN-RFL goods, which are all created in accordance with international standards.



## 2.2 PRAN's products and services

Goods from PRAN-RFL's winery can be divided into few groups, including drinks, juice, beverages, dairy products, candies and snacks. The eight different varieties of juices they offer—orange, pineapple, mango, lichi, lemon, mango-pine, fruit cocktail and guava—come in a wide range of high-quality packaging and give a selection of reviving options.

PRAN-RFL offers a wide selection of solutions for slake the thirst, from refined natural drink to processed fruit drink. They sell a broad variety of goods in their winery area, including chutney, tea, sauce, spices, ketchup, pickles, mustard oil, molasses, semai and rice products among others. The tiny snacks, potato crackers and biscuits made by PRAN comes in a variety of flavors.



## 2.3 Company's Aim, Mission and Vision

The organization aim to establish profitable businesses that create jobs and grant other citizens respect and dignity. Their mission is to eradicate the curse of hunger and poverty. They are moving forward with a vision to improve the livelihood of people.

## 2.4 Core values of PRAN-RFL

By taking into account the needs and expectations of the customer, PRAN-RFL is committed to offering quality. This company strives to preserve fairness and openness across all business segments as part of its ongoing commitment to innovation and improvement. Here are some core values of PRAN-RFL Group-

- Providing care to the supplier
- Providing care to the consumer
- Providing care to the employee and
- Caring the trade

## 2.5 Subsidiary companies of PRAN

One of the corporate houses in the nation with the fastest growth is PRAN-RFL Group. There are quite a few subsidiary businesses. The companies are-

- **RFL Plastics Ltd:** RFL Plastics began operations in 2000 with a focus on producing plastic furniture and related products. RFL Plastics deals with a variety of plastic products at the moment, including household items, industrial goods, clothing accessories and plastic furniture. In the plastics industry, the company has been diversifying its product offering and daily extending its product lines.
- **Property Lifts:** It is a PRAN Group subsidiary firm. To address the rising demand for sophisticated elevators and escalators, it imports accessories and elevators.
- **RFL:** This is a well-established engineering company that aims to satisfy the needs of Bangladesh's rural communities. The most well-known tube well in the nation is one manufactured by RFL. Today, the business offers a variety of goods and enjoys the reputation of being Bangladesh's largest light engineering workshop and iron foundry, both of which are of high quality. The Bangladeshi market has been introduced to international

level PVC and plastic items by RFL, and the general populace has already warmly welcomed them.

- **Agricultural Marketing Company Limited (AMCL):** Fruit processing was the original business model for AMCL. Mineral water, chips, tomato ketchup, and other food-related industries were gradually added to the AMCL's array of offerings. AMCL has currently taken over as the PRAN Group's flagship company. The expansion and operation of AMCL now receives the majority of the PRAN Group's resources. The organization's long-term goal is to dominate the agricultural business on a global scale.
- **Property Development Ltd (PDL):** The PRAN Group's oldest business is this one. The Group was founded using PDL's earnings. One of the industry innovators in Dhaka's apartment market is this company.

## 2.6 Exporting countries

PRAN has been exporting its products in Guinea, Japan, Ethiopia, Mauritania, Mauritius, Ghana, Oman, Bahrain, Myanmar, Niger, Italy, Sweden, Bhutan, Gambia, Singapore, Malaysia, Qatar, Angola, Equatorial, Belgium, India, USA, Brunei, Faso, Qatar, Australia, Chad, Togo, Cameroon, Korea, Pakistan, Palestine, Greece, Switzerland, Gabon, Yemen, UK, Djibouti, Congo, Eritrea, RCA, Islands, Canada, Austria, UAE, Capo, Mayo, Nepal, Islands, Netherland, Sierra Leone, Kuwait, Mali, France, Ivory Coast, Sri Lanka, Benin, Sudan, Germany, Lebanon, Senegal, KSA.

## 2.7 Exporting products

The products that PRAN exports are-

Blended Spices, Toffees, Aromatic rice, Tea, Flattened rice, Mustard oil, Canned Fruits, Rice, Canned Drinks, Jam, Candies, Mineral water, Blended, Puffed rice, Fried snacks, Tomato Sauce, Water, Dehydrated fruits, Biscuits, Bubble gum, Ketchup, Pickles, confectionery, Spices, Rice, Canned Vegetables, Jelly, Plain rice, Instant Drinks and Juices.

## 2.8 Internship at PRAN-RFL Group

I had the chance to work with PRAN-Recruitment RFL's division (Human Resource Department) for the duration of my three-month internship. In my three months as a member of the recruitment team, I engaged in a variety of tasks and gained a lot of useful experience in the corporate environment.

- I now know how to sort through resumes to find the best candidates.
- I was in charge of calling potential interviewees to invite them to the meeting.
- Schedule a written test for applicants.
- Examining the test script that was written.
- Created a list of qualified candidates for the last interview.
- I had to write the evaluations for the candidates who were chosen.
- I had an obligation to check references and other vital paperwork.
- As my senior manager's assistant, I used to attend interview panels.

# Chapter 3: HRM & Recruitment and Selection process

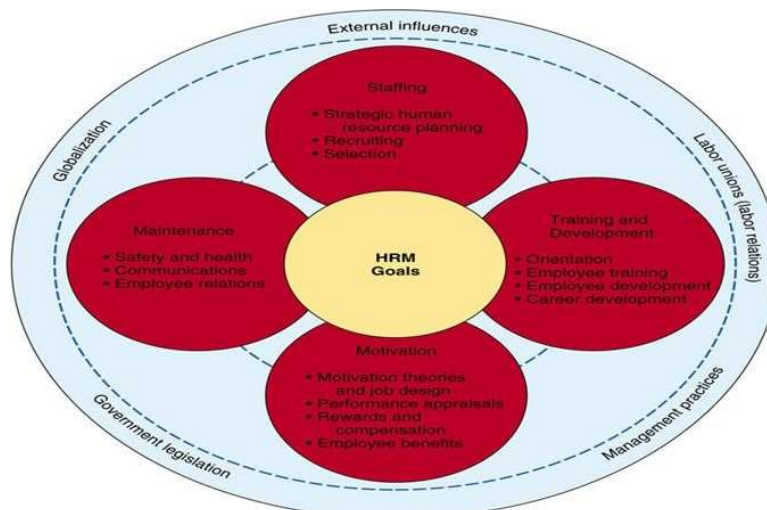
## 3.1 Human Resource Management

Managing the activities of hiring, compensating, developing and utilizing human resources is really what human resource management (HRM) is defined as. As a result, human and industrial relations grow and are established.

It is a strategy for managing people founded on four fundamental ideas. Managers must first consider that a company's most valuable resource is its human capital. Second, there must be a link between the attitude of the staff and the organization's aims and objectives. Third, the culture and values of the organization have a significant impact on its success. Finally, staff members must collaborate and feel integrated into the company.

## 3.2 HRM Functions

The preceding definition of HRM makes it clear that managerial tasks like as planning, organizing, managing, and directing are included in HRM. The four HRM functions of staffing, training and development, motivation, and maintenance are used to achieve the goals of HRM. In the figure below, they are all shown-



The line manager is in charge of putting these functions into practice, even in small organizations without a professional HRM department. Each group of functions is crucial to strategic



development and should be implemented with attention. The functions of recruiting and selection are studied for this study.

### 3.3 Recruitment Factors

A pool of candidates who desire to work for the business is created through recruitment, from which the employers can select the qualified candidates. Especially, it is a procedure to attract candidates with particular talents, abilities, and other personal characteristics to employment possibility in a company. This action affects the organization's future and sustainable development in addition to meeting the demands of the organization.

#### 3.3.1 Internal Factors

Internal variables are those that an organization has control over. The internal elements include:

- **Size of Organization:** One of the most important aspects influencing the hiring process is the size of the organization, among all other criteria. Planning for recruiting more resources is required for large organizations.
- **Recruiting Policy:** The recruiting practices of a business, including whether it uses internal or external sources, also have an impact on the recruitment process. It outlines the goals of the hiring process and offers a structure for putting recruitment initiatives into action
- **Image of Organization:** The organization's favorable market reputation may draw in talented resources. By keeping up solid public relations, offering public services, and other initiatives, a company can improve its market standing and draw in the best talent.
- **Job Image:** The perception of any job is important in hiring, much as the perception of a company. Jobs can draw in eligible applicants by offering promotions, better pay, a positive work environment and recognition with anticipation for professional advancement.

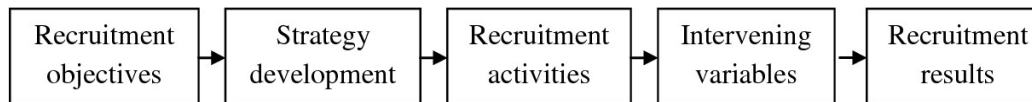
### 3.3.2 External Factors

Factors which are impossible to control by an organization are called External Factors. The external factors that affect the recruitment process are:

- **Demographic factors:** These factors identify the characteristics of potential employees including their gender, occupation, religion, age, degree and socioeconomic background, among others.
- **Labor market:** It manages both the supply and demand of labor. When there is a shortage of workers with certain expertise, hiring will be more difficult. Apart from that, when demand is lower than supply, hiring process will be comparatively simpler.
- **Labor laws:** State governments' creation of labor legislation reflects the political and social climate of a market. Labor laws specify the pay, safety requirements, working conditions, health and etc. for employment. If the administration changes, these laws might change as well.
- **Competitors:** When businesses in the same sector fight for the finest qualified workers, it's important to assess the opposition and present the best resource packages by industry norms.
- **Unemployment rate:** The number of candidates will be very high in an area with a high unemployment rate, making it simple and easier to hire resources. In contrast, if the unemployment rate is low and there are few resources available, recruiting will be highly challenging.

### 3.4 Recruitment process

It becomes evident that recruiting is a difficult process after the term "recruitment" is defined.



Determining the recruiting objectives is the first step, which sets a foundation of the recruitment strategy. Following the determination of the primary recruitment objectives, the following questions should be addressed to determine the development strategy:

- Who should be sought out?
- Where should we hire?
- When should I hire?
- What sources should be used for recruiting?
- What should be the message that is conveyed?
- Who should handle the hiring process?

Budgetary restrictions must also be taken into account at this point. The recruitment strategy starts with planning, which evaluates and describes the job openings, including job criteria and their nature, as well as their requirements for education, training, and experience, among other things.

**Identification of Vacancy:** The Department of Human Resources receives requests for recruiting from various organizational departments, and this procedure begins with those requests.

- Number of positions to be filled
- Number of positions
- The obligations and tasks that must be completed
- Required education and background

Determining if a placement is necessary, whether temporary or permanent, part-time or full-time work is required, is crucial when a vacancy is discovered. Before recruiting begins, these factors

should be evaluated. The ideal resource for the team and the company is hired as a consequence of planning, evaluation and proper identification.

**Job Analysis:** Job analysis is analyzing, identifying and determining the responsibilities, tasks, abilities, work environment and duties of a certain job. These elements regulate what is required for a job and what an employee should do to be productive. Understanding which activities are crucial and how to complete them is made easier with the aid of job analysis. Its goal is to establish and record work-related processes like hiring, training, paying, and rating performance. The steps listed below are crucial for job analysis:

- Information gathering and recording
- Reliability in fact-checking the data
- Creating job responsibilities
- Finding out the skills and knowledge required for the position

**Job Description:** Job analysis includes the final work analysis statement, which is a significant document that is descriptive. For the recruiting process to be successful, this description is crucial. It offers details on duties, job roles, and job positions, and this information gives employers and organizations a vision of what an employee must achieve to fulfill the requirements of his obligations. The following step must be completed to:

- Classification and ranking of jobs
- Positioning and directing fresh resources
- Promotions & Transfers
- Providing career path details
- Future advancements in work norms

**Job Specification:** It focuses on the necessity of the person that the HR team will hire. The first step is to make a listing of all the positions and locations in the organization while creating a job specification. The information for each job is generated in the next phase. The following information is given on each position in an organization:

- Physical characteristics
- Physical traits
- Mental requirements
- Behavioral requirements
- Emotional requirements

**Job Evaluation:** It is a comparison process where the relative worth of a job is assessed about other positions within the company. The main goal is to determine which job commands the highest salary. The methods used to evaluate a job are numerous and include job grading, job classification, work ranking, etc. The job appraisal serves as the foundation for wage and salary negotiations.

A corporation can begin particular recruitment operations, such as hiring recruiters, using sources for hiring candidates, and communicating a message, once the recruitment strategy has been defined. The proper combination of recruitment activities is required to achieve the intended effective recruitment results, including pre-hire and post-hire outcomes. An employer can better grasp the relationship between recruiting and the factors by looking at the intermediate stage.

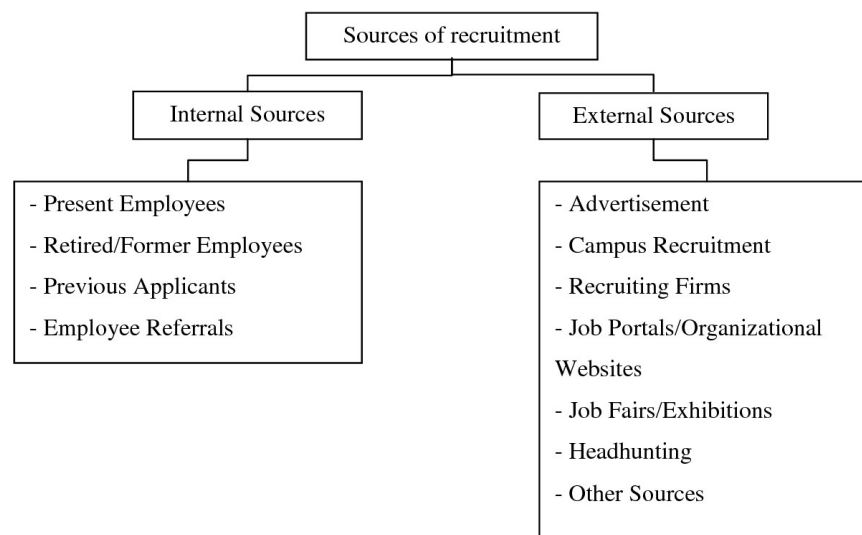
### 3.5 Sources of recruitment

Sources of recruitment are strategies for spreading word of job openings. It is crucial to choose the finest sources for contacting prospects in order to find the best candidates for the job. It is not enough to only determine the greatest talents and requirements needed for the position. It is crucial to understand the sources of hiring and which of them can provide the business with qualified candidates.

Three main groupings can be made up of the sources of recruitment:

- Internal sources for hiring
- External sources of hiring
- Walking in such as direct applications

However, just two basic groups—internal sources and external sources—were identified by scholars like Sharma, Rashmi, Rao and others. Furthermore, Rao and Arthur separate each source into internal and external sources and identify classic and current sources.



The sources listed in each category are shown in the figure above. The most important choice for an employer is whether to hire from outside the organization or internally because each source has benefits and drawbacks.

### 3.5.1 Internal recruitment sources

Within a corporation, one can find the most qualified candidates. The current workforce of a firm, previous applicants, employee recommendations and former employees are examples of internal sources. Someone within the company is upgraded, transferred, promoted, or occasionally demoted if a new position becomes available. This kind of hiring looks for candidates for openings among those who are currently employed by an organization. (Sarma,2008) Internal job postings, email, or direct communication are all options for informing current employees about open positions. Employee recommendations are one of the oldest sources of hiring and can reduce costs to the organization by up to 70% compared to other sources. Because they are already familiar with their coworkers' credentials, skills, behaviors, and experience as well as the job's requirements, current employees are much stronger candidates. Therefore, candidates that come from employee referrals are frequently familiar with organizational culture and have a positive impression of the company; as a result, they are likely to be a wonderful asset to the business.

Following are some advantages of employing internal resources:

- Increased employee motivation as a result of opportunities for advancement and consideration of their talents.
- Better usage of staff members because different positions frequently make better use of their skills.
- An existing employee will be reliable because they will be more carefully evaluated than an outside candidate.
- An existing employee is more likely to stay with the organization, it fosters loyalty.
- Compared to the external one, it is quicker, less expensive, and need less instructions.

The utilization of internal sources is a good choice for an organization, but it has some drawbacks too, based on the aforementioned advantages. In a small organization, the limited candidate pool is a major problem. Additionally, since current employees are already accustomed to the workplace

and an outside candidate might contribute more novel thoughts, they might not recognize potential future views. In other words, this frequently prevents the infusion of fresh talent into the company. Another crucial candidate might be chosen upon unfair bias by the management's wish, and that could result in elevating a candidate who wasn't the best fit and would have reduced efficiency.

### 3.5.2 External recruitment sources

A suitable applicant pool is provided through external recruitment since people are brought in from outside the company. It's important to recognize that external sources outnumber those from within. It can be expensive and time-consuming, but with careful organization, these drawbacks can be somewhat mitigated.

The following lists the main external sources along with their traits, benefits, and drawbacks:

**Advertisement:** It is one of the most popular and oldest sources of hiring, still good funding and originality is required for that. Newspapers, radio, television, magazines, telephone, online advertising, these printed media can be used for advertising. Choosing the appropriate media can help you immediately connect with the ideal candidates. Planning carefully in terms of the date, topic, place will likely provide a fantastic reaction which often result in hiring. Prior to anything else, it's critical to precisely identify the target audience. Describe the qualifications you're looking for in a candidate. To improve the likelihood of discovering the following advertising techniques can be used to find the finest candidates:

- Draw the attention of the job seeker.
- Keep their interest.
- Make the ad the last one they want to read. It is crucial to correctly evaluate the positioning of the logo, its title, visuals, the placement of the advertisement, the amount of information that is provided, and the language that is used.

**Campus Recruitment:** Organizations can locate unexperienced applicants from a variety of academic subjects in educational institutions like colleges and universities. 2009's Rao & Others Long-term partnerships between some organizations and these institutions exist, particularly where specialized knowledge is needed and the topic of research is highly precise. Unfortunately, candidates from this source are often only offered once a year, and many of them have comparable educational and professional backgrounds. However, there is one significant benefit: most



applicants do not have a lot of job experience, so they can be trained to fulfill organizational demands.

**Recruiting Firms:** Employer agencies are utilized for entry-level, semi-skilled clerical work. As opposed to this, executive search agencies often handle the entire recruitment process and concentrate on professional opportunities. Although using an external recruitment source can be rather expensive and mostly depends on the hiring firm's preferences, it has access to a vast pool of candidates and can do it more quickly than a company. Choosing the right agency to work with is crucial. Therefore, a thorough inquiry needs to be done. One of the benefits for a corporation would be the creation of long-term relationships with various businesses. Different companies may be used for roles at various levels.

**Job Portals/Organizational Websites:** More businesses and potential employees are using various job portals as the number of internet users rises. This kind sources of recruitment are more effective for mass hiring and draw more applicants. It's critical that a business selects the best way to find the best applicants. For a recruiter, this procedure could be exceedingly challenging; hence, when choosing a job portal, keep the following in mind:

- Relevance of the points and its size.
- Effectiveness of cost.
- Amount of recruited employee by the portal.

Recently companies are creating their own career sites to attract candidates. As a result, they take employee applications through their own websites for the vacancies which creates a better understanding of the organizational culture.

**Exhibitions:** Employers can conduct interviews with candidates using this recruitment resource. number of applicants for a brief period. These exhibitions frequently concentrate on a specialized a population that consists of students, recent graduates, minorities and etc. Exhibitions can be efficient not only for making new connections as these events typically happens in huge venues that contributes to other organizations toward collaboration and sharing of information.

**Other Sources:** Additional avenues of recruiting were noted by several authors, notably in the integration and globalization age. The sources of hiring mentioned above are only a few that organizations have access to. For instance, job boards, governmental organizations, trade unions,

professional groups, response cards, and data banks. Depending on the candidate needed for a particular vacancy, any of the sources above may be utilized.

In order to summarize the information provided on recruitment sources, it can be said that many different recruiting sources help a company find top-notch applicants. Only when the suitable recruitment source is chosen will it be simple to find the right applicant. Before launching a recruitment drive, it is important to take into account four key factors: the budget available, the urgency with which open positions must be filled, the need to reach a big audience, and the level of the post. Only with meticulous planning can a significant outcome be attained.

### 3.6 Techniques and methods of recruitment

An HR manager must encourage both internal and external candidates to apply for open positions in the organization after taking into account all the recruitment-related aspects and identifying potential employees. There are numerous recruiting strategies that can be used. The management will use recruitment strategies to get in touch with potential employees and provide information or ideas in an effort to get them to apply for positions. It can be categorized into two divisions- classic methods and current methods. Transfers, promotions, and advertising are examples of traditional approaches. On the contrary, modern techniques recruit candidates through stock ownership, benefits and scouting programs for employees. This is a way to get in touch with eligible job searchers. The methods can be divided into three categories- direct, indirect, third party.

**Direct Method:** To make contact with possible applicants, representatives of the organizations make visits to schools, universities, and training facilities. Employer organizations typically work with placement offices at educational institutions or directly with teachers to gather data on kids with strong academic records. This low-cost approach draws a lot of candidates for a brief period. Other direct tactics include exhibiting at employment fairs, in rural areas, and at retail malls where jobless people might be contacted.

**Indirect Methods:** Some of the primary indirect techniques are advertisements in periodicals, newspapers, professional journals, on television and radio, and on various notice-boards. To pique candidates' interest in the openings, the advertisement needs to be thorough, succinct, and compelling. A well-prepared and well-written advertisement can also contribute to the positive perception of a company. When acceptable candidates are not accessible for promotion or the

organization needs a particularly specific specialist, the indirect method is very helpful in these two situations.

**Third Party Methods:** This approach makes use of volunteer groups, public and private employment agencies, employee referral programs, trade unions, and various data banks. The technique is used to find candidates for difficult-to-complete occupations or for candidates in a certain industry.

## Chapter 4: Human Resource Department of PRAN-RFL Group

### 4.1 The Human Resource department

The success of a company relies on its resources and people. No matter how much money a company spends on other assets, if the necessary skills are not present in the human resources, the company will fail. Any firm goes through even while choosing which fixed assets to invest in throughout numerous sectors. Consequently, there must be even greater investment in human resources. cautious. The Pran- RFL group views its personnel as its most valuable resource. They are independent departments of human resources with effective management structures. They provide theirs with values. using the invention and creativity of the workforce to produce the finest results.

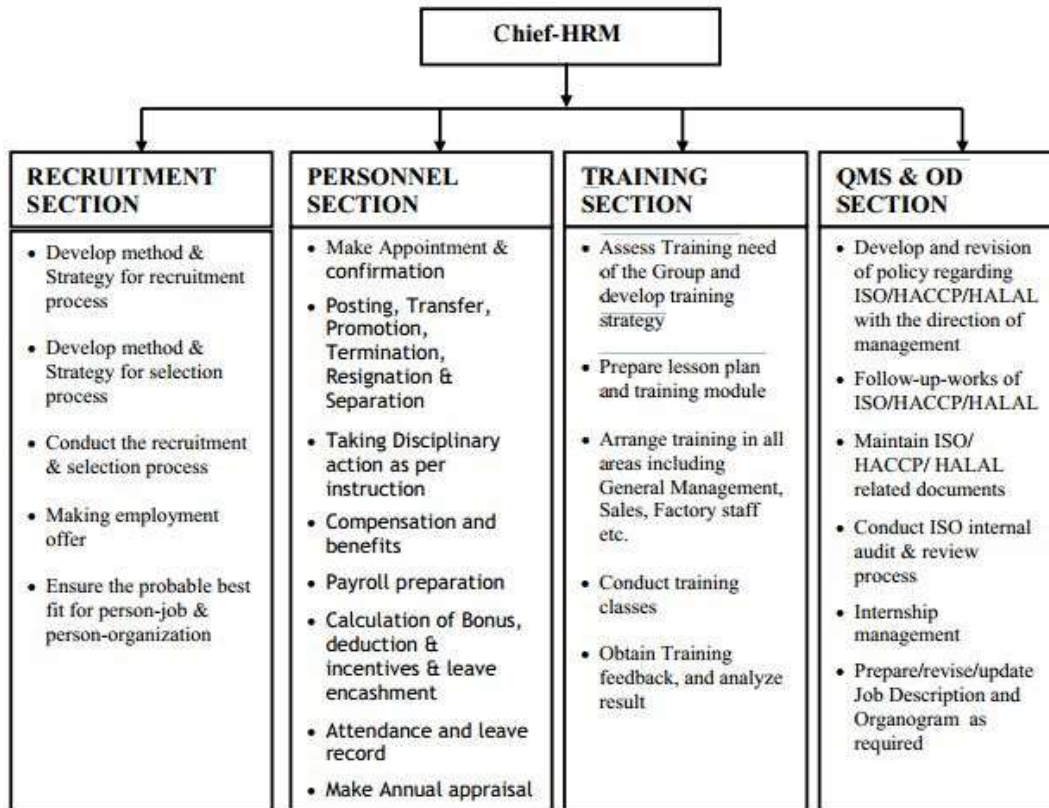
#### 4.1.1 Objectives of HRD

Here are some objectives of Human Resource Department-

- Employee placement and human resource development
- Conformity policies and practices
- Revision of the organizational framework
- Career planning;
- Hiring and firing;
- Creating job descriptions;
- Conducting annual appraisals;
- Induction, Attendance, and leave;
- Developing and maintaining employee personal files;
- General services;
- Safety-security;
- Employee welfare activities

### 4.1.2 HRM Department in PRAN-RFL Group

The majority of the administrative and paperwork burdens from HRM that could hinder HRM have been minimized by management to help HRM become more strategic inside the PRAN-RFL Group. The HRM function is organized as follows by PRAN-RFL-



## Chapter 5: PRAN-RFL's Recruitment and Selection process

PRAN-RFL seeks candidates who desire the tools and freedom to advance their careers. If they find out someone who has a history of being exceptional, they can provide a setting where one can keep getting better. Thousands of varied individuals from various cultures and origins work in a range of different vocations in various sectors at PRAN-RFL.

- The only factor used for selection is merit.
- The importance of attitude is equal to that of functional competencies.
- Interview panels with the functional head and the HR head were conducted.
- Employee recommendations, consultants, internal job advertising, campus and the internet are the sources of hiring.
- All jobs require written exams.
- Antecedent verification is a crucial step in our hiring procedure.
- All positions need candidates to be in good physical condition.
- They do not discriminate based on race, community, religion, or sex and are an equal opportunity employer.

### 5.1 Recruitment process

The human resources department is typically in charge of hiring. This division seeks out and draws qualified candidates. The information required to launch the recruitment process is provided by the job description and specifications. The following list summarizes the duties of PRAN-recruitment RFL's section:

- Need Evaluation
- Clarifying the job description
- Examining the available hiring possibilities
- Advertising
- Application screening and short-listing

- Test written
- The interview for hiring (3 – tier)
- Choosing a career (Application Bank)
- A letter of offer
- Induction and orientation

### 5.1.1 Source of Recruitment

Depending on the employment category of the open position, Bangladesh is done in four different methods. As a result, this organization's hiring practices are divided into four categories based on the job grade or group. These are listed below:

- Beginning Management.
- Manager Trainee.
- Senior and/or Mid-level Management.
- Graded personnel and non-management personnel.

PRAN-RFL follows two sources of recruitment-

1. Internal Source.
2. External Source.

#### **Internal Source:**

If someone is employed by the company who is qualified for the position, the chosen person is then assigned to the new position using the current workforce. The management takes the second step if there isn't a suitable candidate already employed by the organization.

- **Job-posting programs:** HR departments become engaged when internal job openings are advertised to employees via job posting programs. The job posting programs tell employees about the required qualifications and vacancy and ask eligible employees to apply. The notices are typically published in the company newspaper or on company bulletin boards. Usually, information from the job analysis is used to derive qualifications and other facts. The goal of job postings is to motivate employees to apply for promotions and transfers to help the HR department fill internal openings and achieve the individual goals of

employees. Not every job opening is listed online. Aside from entry-level employment, senior management and top positions may be filled by external recruitment or based on merit. Recruitment. The majority of job postings are for lower-level administrative, technical, and managerial positions.

**External Source:** The organization will pursue external hiring after weighing the aforementioned option if necessary. Vacancies has to be filled by the people who match the qualifications, experience, skills and competencies required for the post. Therefore, external advertisements should be posted to draw in possible candidates if PRAN-RFL does not have a candidate who is qualified for the position. This is followed by the selection process.

- **Advertisement:** To draw in market talent, the company runs advertisements in national dailies. Two different sorts of adverts are placed in newspapers by PRAN- RFL. It occasionally merely mentions a GPO BOX number in the advertisements to keep the identification hidden. The intention of the covert prevent unwelcome pressure from the stakeholders for the use of their identity is to favored applicants. But by doing this, the business risks losing the market's available talent. If they had known the name of the company, they would have applied for the same position. So that's why When the caliber of the most recent job advertisement from the organization was candidate was a crucial factor to take into account.
- **Employee referrals:** Employee recommendation is the process of finding employment through personal connections. In this process, the organization choose candidate from the recommendations of existing employee. For instance, PRAN-RFL employees recommends their friends who work for other organizations in case a position opens up soon.
- **Employment Agency:** A recruiting organization locates and shortlist candidates. They refer candidates who match with the job description and appear qualified to the organization. PRAN- RFL also seeks candidates from staffing firm such as bdjobs, careerjet and etc. They advertise their open positions on these sites to hire candidates.



- **Write-ins and Walk-ins:** Individuals who send a written inquiry are write-ins; On the other hand, job seekers who physically show up to the HR department are walk-ins. Normally, write-ins and walk-ins both groups have to complete an application blank to gauge each applicant's aptitude and interest. Until a suitable opening arises, applications that are still usable after six months are stored in an active file.
- **Consulting the CV Bank:** The data bank's collection of unsolicited applications is consulted. An individual gets called in for an interview if their qualities match those listed in the position description. If not, the third action is taken.

## 5.2 Selection process

The process of selection involves obtaining data in order to assess and choose who should be hired for various positions.

### 5.2.1 Short-listing and Screening Applications

Sorting and screening are done on the answers to the adverts. Both the cover letters and the resumes are evaluated. The quality of the letter, even if it is particularly customized to the advertisement and the language and style of writing are the components that are evaluated in the covering letter. The selection criteria listed in the man specification are given varying weights based on their relative significance. For instance, among the local educational institutions, BUET and IBA are given the most weight, and the top international universities, such as those in the Australia, UK etc. are also considered. The CGPA of all applicants are tallied and a short list of the most qualified candidates is produced upon the existence of computer literacy, experience, educational attainment and etc. HR representatives also go over each line manager's CV to see if any important criteria that are listed in the CVs are being overlooked. The shortlisted candidates are then invited to take the written exam.

### 5.2.2 Written Test

Written tests are a standard component of the standard hiring procedure. The process is carried out as needed. In the past, the management employee position did not require a written test; instead, candidates used to attend an interview first. The written test that is administered prior to the interview process has established itself as an efficient and practical tool for choosing the most qualified applicants since the manager trainee program was introduced. Written tests for behavioral

competency, communication skills, and psychometrics are all included. A candidate's performance on the written test determines whether they will be invited for the preliminary (first) interview.

### 5.2.3 Interview for Selection

There are three stages to the interview process. The "elimination procedure" is used in conducting a preliminary interview. A relatively small number of candidates are then invited to the second interview. Then the final interview with the chosen candidate is scheduled. Particularly if the candidate is working somewhere else at the time of the interview, then the candidate gets some flexibility on that. For instance, the time of choice is on a weekend or a holiday.

### 5.2.4 Reference Checks

Reference checks provide you the opportunity to learn more about the applicant and get feedback on their moral character, level of productivity, and appropriateness for the job. It is a way to verify the information that was obtained from the candidate during the interview and through their resume. It's a good idea to check internal candidates by speaking with the candidate's manager or other coworkers. It's possible that a referee's judgement, formed through a lengthy time of work, will be more accurate than one or two hours of interviews. It is necessary to get in touch with the candidate's direct superiors. If the candidate's existing employer is contacted, it is especially important to get the candidate's consent before contacting their referee. It is common for a candidate to feel awkward about the company speaking to their existing employer. The candidate must select a different individual from their current workplace if they feel uncomfortable such as work colleague. Only referees with relevant work experience should be sought, unless the applicant is a school dropout or recent graduate without any sort of work experience. Reference checks should be performed, with a minimum of two being preferred. A sample reference-checking guide is provided, and it is largely followed. A reference check guide should be created that includes questions regarding the essential knowledge, abilities, and experience needed for the role. Line managers or employees of the HR department must check references. The interviewees would have provided documents of projects, task or occurrences that may have been brought up. In order to determine whether the information provided by the candidate and the referee agree, it is important to ask the referee what the candidate did in those cases.

### 5.2.5 Decision of Employment

A blank application is supplied to the candidate if they have no issues with the job's specified terms and conditions or the company that was described and discussed in the final interview. The application blank is a typical format for employee data that contains all the data a business requires on its staff. In addition to submitting a CV and filling out this form, the applicant must also complete it.

### 5.2.6 Offering the Role

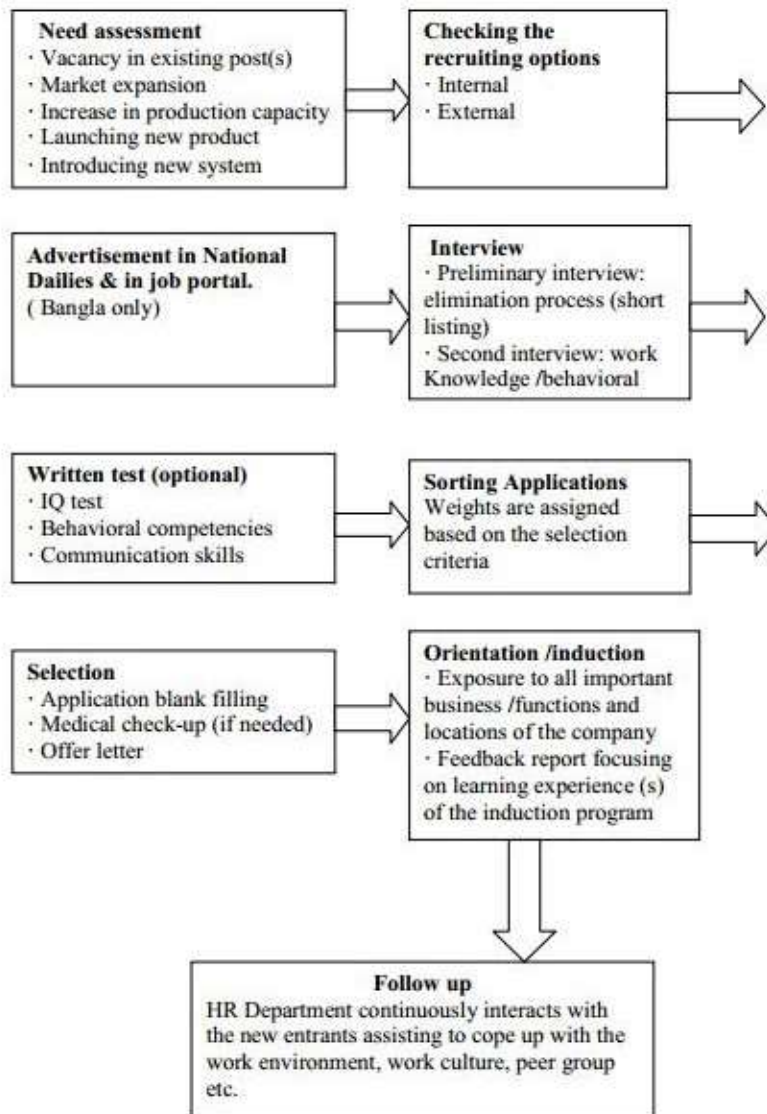
After completing the aforementioned steps, the candidate receives an offer letter outlining the employment duties, compensation packages and benefits the company will cover. The chosen candidate still has the option to reject the employment offer at this point. The door to HR is always open for any pertinent discussion regarding compensation structure, facilities, etc., so s/he is always free to talk about any issues that may come up.

**Verbal Offer:** Once the reference checks and employment decisions have been properly done, the candidate is verbally offered the position. The following topics are covered:

- Inform the applicant that you would like to offer them the position.
- felicitate them.
- Inform them of the compensation package, which includes superannuation.
- Question them about their satisfaction.
- If they accept the post orally, inquire more.
- Inform them that a written offer letter and welcome package would be sent to them by the company.

**Written Offer letter:** A letter of offer that is sent in writing to the candidate. The proper letter of offer is prepared once the candidate has orally accepted the position. Within two or three days following making the verbal offer, this letter is delivered to the candidate. In addition to the letter of offer, an introduction package was also given to the chosen applicant. A notification of the appointment will be posted online and/or on notice boards at least one week prior to the person starting in their new role.

## 5.2.7 The Recruitment and Selection process of PRAN-RFL Group



## Chapter 6: Effectiveness of Recruitment and Selection process of PRAN-RFL Group

Staffing takes a long time to complete. It is important to perform it correctly because it is a very important part of any company. Employees put their best efforts and are likely to stay with an organization for a long period when the organization chooses the proper people for the job, treats them fairly and trains them well. In these situations, the company must effectively manage a lot of time. If an organization does not have the proper people, even with the newest technology and best physical resources, it will find it difficult to produce the results it needs. This holds true for all types of businesses.

So, I have collected some information on recruitment time of different companies. Depending on these data I will be able to find out the effectiveness of the recruitment and selection process of PRAN-RFL Group.

Company Name	Time required for Recruitment and Selection	Average Time Required
PRAN-RFL Group	35 days	46 days
Square	60 days	
Daraz Bangladesh	45 days	

From the table, it is seen that, the average time required for a whole hiring process is 46 days. Square takes up to 60 days to complete their recruitment and selection process which seems to be a quiet lengthy process. Then, Daraz Bangladesh takes 45 days to complete the whole hiring process which seems to be quiet effective based on average time required for the recruitment. Lastly, PRAN-RFL Group is seem to be taking 35 days to complete their recruitment and selection process where most companies take around 46 days.

So, after getting and evaluating the information and data of other companies, it can be said that, PRAN-RFL Group's effectiveness of recruitment and selection process is pretty good.

## Chapter 7: Limitations of Recruitment and Selection process at PRAN-RFL Group

A few limitations I have found out during the internship is given below:

- Less informative job postings.
- It is hard to be alerted of their job postings because of not having any career site.
- Employees cannot evaluate their performance because of not having any review on their performance frequently.
- Sometimes they face difficulties to interview large pool of candidates.

## Chapter 8: Recommendations

Listed below are some suggestions I have for enhancing PRAN-RFL's and recruitment and selection process:

- The company may utilize more transparent and explicit statements in the advertisement regarding the desired universities, minimum educational degree and other relevant criteria on which the first evaluation of the applications was undertaken to give a adequate pool of applicants.
- They can use the group interview method to address the issue and raise the degree of satisfaction with the current interviewing process. Group interviews are a great way to solve this issue when the recruitment section needs to interview a lot of individuals.
- They can create an individual website for their career options.
- They can follow strategic HRM techniques to keep their employees aware of their performance.

## Chapter 9: Conclusion

One of the top manufacturing businesses, PRAN- RFL has had great success since its founding. Only the exceptional management, well-trained, committed personnel, and high-caliber products could have made it feasible. Over the preceding years, it generated quite excellent operational income. Through its experienced and committed personnel, the company works to uphold excellent corporate rules by enforcing sincerity and discipline throughout the whole company. The PRAN- RFL group of industries is currently among the most prosperous in our nation. Both their own brand and their business line are being expanded. We shall learn about the PRAN-RFL group of industries' recruitment section and its effectiveness from this study. I'd want to sum up this report by expressing that it had been a wonderful experience for me. In addition, the internship program strengthened and expanded my knowledge of the complete research. Although there may be a few errors in this report, I have made every effort to ensure accuracy. I'm hoping that this report will be a useful tool in the future.



## Chapter 10: References

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