Report On

Recruitment & Selection Process of Nagad Ltd.

By:

Hasanur Rahman

ID: 17204085

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

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 reference.

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:

_____Hasanur Rahman_____

ID: 17204085

Supervisor's Full Name & Signature:

_____Jubairul Islam Shaown_____

Lecturer

BRAC Business School

BRAC University

Letter of Transmittal

Jubairul Islam Shaown

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on "Recruitment & Selection Process of Nagad Ltd."

Dear Sir,

With all due respect, I would like to say that it gives me great pleasure to finally submit the internship report to you on the "Recruitment & Selection Process of Nagad Ltd." which is a component of the BUS 400 course.

From June 1, 2022 to September 1, 2022, I was an intern in the HR Department of this company. My ability to get practical HR exposure has been made possible through the internship program. I'm pleased to say that I followed the instructions when I created my report and made an attempt to make it as useful as possible.

Therefore, I genuinely hope that it will uphold its standards and accomplish its goals.

Sincerely yours,

Hasanur Rahman

ID: 17204085

BRAC Business School

BRAC University

September 7, 2022

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and signed by NAGAD LTD. and the assigned student (Hasanur Rahman, ID-17204085) at BRAC University ………………………………….

Acknowledgement

I want to express my gratitude to the Almighty Allah, the supreme ruler of the universe, for creating me and giving me the ability to realize my dreams with unending ease and great generosity. For me, working with Nagad has been a very unique experience. Here, I'd want to express my sincere gratitude to the company for helping me write the internship report by giving the relevant information and materials.

Additionally, I want to express my gratitude to my respected supervisor, Mr. Jubairul Islam Shaown, for giving all necessary assistance and answering any inquiries.

Executive Summary

Nagad, Bangladesh's fastest-growing digital financial service, strives to advance financial inclusion and reduce inequality. Its most notable accomplishment is the modernization of Bangladesh's 150-year-old postal service. After launching in 2019, Nagad quickly racked up more than 22 million active users. It has currently handled transactions totaling over a billion dollars.

Prior to now, organizations overlooked the human resources sector, but it is now a growing one in the business world. Practice organizations cannot succeed over the long run successfully and economically without human resources.

This study is primarily based on Nagad's Recruitment & Selection Process. The report will provide information on the Recruitment & Selection Process, as well as the general operations of the human resources department and the company at large.

This report is divided into three chapters overall, each of which covers a distinct part of the report in accordance with the internship guidelines. The first chapter, titled "Overview of Internship," contains information such as student information, the name of the company I worked for, and so forth. Furthermore, it contains information on my contributions to the company, the kinds of advantages I received from all of this, and difficulties faced during the internship period.

A summary of the organization is presented in the second chapter, often referred to as the organizational part. The general management and marketing practices are also covered.

The complete Recruitment & Selection Process of Nagad, including all the observations, analysis, and in-depth discussion, is covered in the third chapter, which is also known as the project part. Significant recommendations are made regarding the outcomes of the analysis in this section. The study finally ended with a conclusion that includes analysis and recommendations.

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Chapter 1: Overview of Internship

1.1 Student Information:

Name: Hasanur Rahman

ID: 17204085

Program: Bachelor of Business Administration

Major: Human Resource Management

1.2 Internship Information:

1.2.1 Period, Company Name, Department, Address

Period: 90 days

Company Name: NAGAD LTD.

Department: Human Resources

Address: Delta Dahlia Tower (Level 14), 36, Kemal Ataturk Avenue, Banani, Dhaka – 1213

1.2.2 Internship Company Supervisors Information: Name and Position

Name: I. S. M Zakaria

Designation: Senior Manager – Talent Acquisition

Department: Human Resources

Company: NAGAD LTD.

1.2.3 Job Scope & Job Duties

- ➢ Assist in locating candidates for important openings, determining the selection criteria, and help recruit entry-level talent.

- ➢ Monitoring job applications properly, creating a list of suitable applicants, and doing a preliminary CV review.

- ➢ Coordinate and arrange interviews with hiring managers and applicants.

- ➢ To ensure that new employees receive the proper onboarding and orientation.

- ➢ Prepare HR-related paperwork as necessary.

- ➢ Brainstorming, and putting up innovative ideas.

- ➢ Interfaced with the managers of the HR team on a regular basis.

- ➢ Attended company networking events or meetings to understand and learn their functions.

- ➢ Fostering productive working connections with others, supporting the team in achieving its objectives, paying closer attention, and managing other employees' problems appropriately.

1.3 Internship Outcomes

1.3.1 Contribution to the company

Employers often find internship programs to be quite enticing. Because, it offers fresh viewpoints, establishes momentum for new employees, and gives old employees the chance to mentor new ones. In addition to helping the company expand, interns can establish a social media following.

Working as an intern for Nagad's HR division in the Talent Acquisition wing was a tremendous experience. The only intern involved in Talent Acquisition was me. The best thing about having an internship at Nagad was that they don't curtail your job tasks or treat you differently than most conventional or traditional businesses. They view you as a member of the team, and you are expected to show up and contribute in the same ways as a full-time employee. As a result, I am confident that I contributed positively to my team, and this makes me proud of my professional career. Here, I was actively engaged in the fundamental tasks of Nagad's Talent Acquisition Team. I worked closely with the Recruitment & Selection Process, and made sure that new hires receive appropriate orientation and onboarding, handled personal files for each employee, dealt with the formation and rejuvenation of employee contracts across Bangladesh, sorted resumes to find blue-collar workers, prepared all types of official correspondence and notes, and made sure that the office was operating in compliance, among other things. I definitely think that I contributed significantly to the organization by actively taking part in every activity of the Talent Acquisition Team.

1.3.2 Benefits to the student

As I've already mentioned, it was a pleasure for me to work directly with the Talent Acquisition Team. I gained a lot as an intern by actively taking part in many HR Operations. In addition to that, I gained Hands-on experience that will be very beneficial to me in my future career by Coordinating the Recruitment & Selection Process, ensuring effective onboarding of employees with the right orientation, creating and maintaining personal documents for the employees,

handling the creation and renewal of employee contracts across the country, sorting CVs, sourcing CVs from blue-collar workers, preparing all types of office letters and notes, enforcing adherence on the office, and other tasks. Thus, everything worked out for the best.

1.3.3 Problems or difficulties faced during the internship period

Due to the company's regulations and concerns with confidentiality, the primary challenges of this report were the inability to collect specific information from them. I had a restricted amount of access to everything and was just helping with all the processes. Since I didn't always have the chance to watch and examine all the processes, I had to rely on the information I could learn from the individual perspectives of the current Nagad employees. As a result, there is a high likelihood that this report contains bias. Last but not least, a key challenge is time management. During my three-month internship run, I found it quite challenging to devote time to the development of this report because of work overload and office hours.

Chapter 2: Organization Part

2.1 Overview of the Company

NAGAD LTD. at a glance	
Company Name	NAGAD LTD.
Company Address	Delta Dahlia Tower (Level 14), 36, Kemal Ataturk Avenue, Banani, Dhaka – 1213
Product or Business Type	Digital Financial Service
Dial Code	*167#
Total No. of Employee (as of Aug'22)	700+

No. of offices across the country	3
Date of Incorporation	26th March 2019
Number of Core Products	10
Working Hour	9 hrs.
Website	www.nagad.com.bd

Nagad is on track to play a key role in the development of Bangladesh's financial system. In conjunction with the whole financial services sector, Nagad sees its function as a one-stop digital banking destination as being in line with both the requirements of the people and the government of Bangladesh's development objectives. In order to offer the most effective and pertinent Digital Financial Services to the people of Bangladesh, Nagad thinks that strategic collaborations are essential. The People's Republic of Bangladesh's Honorable Prime Minister inaugurated Nagad as a ground-breaking cooperation on March 26th, 2019 under the creative and century-old financial authority of the Bangladesh Post Office. The goal is simple: to offer the populace and small enterprises of the nation a complete, digital, and constantly changing financial solution. In the early stages of the COVID19 epidemic, Nagad also made it simpler for individuals to continue with their financial activities, payments, and purchases. The distinctive features and resources offered by Nagad are drawing in a growing number of clients. It has several channel marketing initiatives and a highly distinctive revenue-generating approach. In addition to this, Nagad is strengthening the economy through reducing poverty. Additionally, Nagad has been the only digital payment platform that has enabled cashless payment choices for COVID-19 testing. Nagad has achieved incredible feats in a relatively short period of time. 6 crores of people have become customers of Nagad. In addition, Nagad introduced a ground-breaking function that made it possible for users to establish a Nagad account even with feature phones by simply calling *167#. The following awards have been given to Nagad in recent months in honor of its accomplishments thus far in its short existence:

Commward-Excellence in Creative Communication Award, August 2022 in five categories:

Silver in the PR category

Bronze in Copywriting category

Bronze in the Music/Jingle category

Bronze in the Film Craft category

Bronze in the Art Direction category

Digital Marketing Award, December 2021

Bronze in the 'App Marketing' category for the "T20 Quiz" campaign

Fintech Impact Award, November 2021 - For its contribution to Financial Inclusion by simplifying the account opening process through the use of technology

Mastercard Excellence Award 2021, November 2021 - For excellence in Mastercard Business (Merchant)- Online 2020-21 category

Commward by Bangladesh Brand Forum, August 2021 in two categories:

Bronze in the 'Efficacy' category for "Shob Hobe Nagad-e" Campaign

Silver in the 'Integrated Marketing Communication' category for "Shob Hobe Nagad-e" Campaign

Global Economics Awards 2021, March 2021 - Most Innovative Digital Finance Services and Best New Mobile App in Digital Finance Also mentioned as "The World's Fastest-Growing MFS"

Business Tabloid Awards, December 2020

Best Digital Financial Services-Bangladesh 2020

WITSA Award, November 2020 - Digital Opportunity and Inclusion for Nagad's Role in Promoting Financial Inclusion

InclusiveFintech50, October 2020

The Best Fintech Startup for 2020

2.2 Management Practices

2.2.1 Summary of Human Resource Process of the Organization

The HR Department is responsible for managing the entire workforce of the organization. Nagad has a very strong and dynamic HR Department which takes care of the entire workforce of the organization all over Bangladesh. The HR Department controls the entire management of the workforce from the Head Office situated in Banani, Dhaka. There are several wings in the HR Department such as Talent Acquisition, Human Resources Operations, Employer Branding & Organizational Development. Each of them operates independently with individual Head of departments and subsequent employees. The company's whole talent management & acquisition department is in charge of these tasks. Payroll, HRIS, and other human resources-related operations fall within the purview of the Human Resources Operations branch. The wing responsible for employer branding and organizational development manages numerous employee benefits initiatives that boost employee engagement.
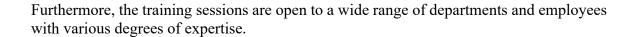
2.2.2 Compensation System

The Compensation System is the element that is given more weight than any other and is seen to be the determining factor in whether or not certain individuals would join, remain in, or resign from any given firm. It is less probable that competent, high-performing applicants will express interest in working for a company if their compensation and amenities are below industry standards. Nevertheless, a company will be much more likely to garner in and keep top performers if it provides facilities and compensation that are attractive and in line with the industry. Being a reputable MFS, Nagad provides employees with a top-notch work atmosphere together with remuneration that is on par with the market. In fact, aside from all other advantages, the compensation scale is in many aspects relatively higher than the sector average.

2.2.3 Training & Development

To ensure that each employee reaches their best extent and is competitive in this generation, Training is a critical component of employee development. The act of training keeps each employee abreast of the most recent developments, procedures, and trends. As a consequence, people who have undergone training will be better able to contribute innovative concepts, and higher productivity to the business.

Nagad offers totally funded training programs to help its employees unlock their full potential. Employees may benefit from the majority of the training programs because Nagad fully sponsors them.

Additionally, Nagad upholds the cycle of training and performs TNA to identify genuine training requirements and skills gaps from the workforce, after which they develop suitable training modules for the intended participants. Depending on the training module and the departments, appropriate virtual and physical training must be undertaken. Every training session includes an evaluation of reaction level.

Furthermore, the training sessions are open to a wide range of departments and employees with various degrees of expertise.

2.2.4 Performance Appraisal

The HR department keeps track of employee performance. They check to see whether or not the employee level of performance is sufficient. These details are crucial for advantages like salary raises and promotions.

2.3 Marketing Practices

The marketing strategies of Nagad are given below:

➢ **Advertising on billboards:** In Bangladesh, billboards are the most effective means of consumer communication. At the moment, Nagad has a lot of billboards all across the country. This will increase their ability to reach more people. All of the billboards are in a superb location and have excellent visual quality. By using billboards, they cover every single thana in Bangladesh. Apart from this, their message matches the stable part of the board.

➢ **Painted Walls:** Nagad's primary targets are rural residents and people from lower socioeconomic classes. By the end of 2022, these wall paints will help Nagad's brand image grow even further.

➢ **Television Commercials:** Through television, a large number of TV commercials are broadcasted throughout Bangladesh as of August 2022. All of these commercials were expertly crafted by renowned producers and directors, who

employed well-known actors like Mosharraf Karim, Chanchal Chowdhury, Ziaul Hoque Polash, and cricketer and MP Mashrafe Bin Mortaza to make their commercials. Nagad uses a variety of cutting-edge strategies to market their services and goods on TV to both new and current customers. In these advertisements, Nagad often discusses the caliber of their services, the rise in client numbers, and numerous safeguards against fraud.

- ➢ **Promotional Offers:** As a well-known MFS provider in Bangladesh, Nagad frequently offers significant offers on a variety of items. Customers may take advantage of the predefined offers from Nagad. if they pay for their purchases using Nagad. These discounts are often provided by Nagad on countless occasions. In order to deliver delight, happiness, and the chance for its current and prospective consumers to purchase more items at lower costs, Nagad has been offering cash back incentives to its users on numerous occasions, including Eid, over the last several months. For the month of September, Bangladesh Post Office's (BPO) mobile and digital financial service Nagad provide a 10–25% discount on merchant payments.

- ➢ **Agent-based branding:** Nagad has more than 100,000 agents spread all over Bangladesh. In addition to giving them numerous Nagad flyers, Nagad directs them in the branding and advertising of various items. These flyers also include spangles and posters that often have the promotion printed on them. All of these representatives inform their customers about Nagad's newest campaign. Customers may learn about the latest offerings from Nagad, increasing the brand value of Nagad.

2.4 Industry and Competitive Analysis

2.4.1 SWOT Analysis

One of the methods most frequently used to evaluate a company's strengths, weaknesses, opportunities, and threats in the market and assess its competitiveness in order to devise new strategies is the SWOT analysis. As an intern, I got a chance to observe some internal

strengths, weaknesses, opportunities, and threats of Nagad. Based on those observations, SWOT analysis of Nagad is given below:

❑ **<u>Internal</u>**

➢ **<u>Strengths:</u>** Customers have a favorable opinion of the items' quality. Fair HR standards and the appropriate line of command are one of their key strengths. Additionally, the organizational body has decision-makers with extensive expertise. Nagad's digital advertising helps them draw a sizable user base to their app. Customers have the choice of utilizing a code or an app to access Nagad services. Additionally, they may operate with fewer regulatory restrictions than other participants in the financial system. Thanks to government assistance.

➢ **<u>Weakness:</u>** Some of its departments don't seem to work well together, in my opinion. Customers dislike some agents because of their lack of professionalism. It lacks a reliable agent. In comparison to competitors, there are also fewer agents and merchants.

❑ **<u>External</u>**

➢ **<u>Opportunity:</u>** It is quite satisfying to watch the market grow for its local consumers. Plus, it is encouraging that younger clients are increasingly common because they're simpler to work with. Nagad has a great deal of potential to create unique, smart, and secure systems.

➢ **<u>Threats:</u>** The number of rivals is expanding. Consumer attitudes around traditional banking vs online payment provide the most danger. In cases of terrorism funding and money laundering, the transaction limit may increase. Moreover, another big threat is news that is outraged or "yellow journalism".

2.4.2 Porters Five Forces Analysis

One of the well-known methods for gauging a company's present competitive landscape is the Porter Five Forces Analysis, which is extensively utilized in industry and competitive analysis.

- **Threat of new entrants:** Even while this business has left its imprint in the financial sector of our nation, mobile banking and financing as it is known today, just recently began its initial steps. And as a result of the industry's maturation, the entrance barrier is now almost nonexistent as long as a reliable financial institution supports it. Nevertheless, if they can't attract a sizable user base, achieving economies of scale will become challenging. Other significant concerns that arise in this scenario include capital needs, governmental regulations, and the availability of distribution channels, none of which will be a problem for Nagad as Bangladesh Post Office itself is the service provider.

- **Bargaining power of buyers:** In this industry bargaining power of buyers is quite high for a variety of factors such as, there are a ton of customers, Customers are very price conscious, The customer may pick a replacement product with ease, and switching costs are low.

- **Threat of substitutes:** Given that this is the financial services sector, there are quite a few alternatives options provided. However, the buyer would be less likely to substitute because doing so would make the entire process more difficult for them. Additionally, the pricing efficacy of the substitute might not be as advantageous for the customer as the initial, and switching costs may be incurred.

- **Bargaining power of suppliers:** For other MFS, the power of suppliers could be an issue, but Nagad won't have that problem because it is operated by Bangladesh Post office, a government organization.

- **Rivalry amongst existing competitors:** At present, Nagad has a stifling amount of market control. Although there are many organizations in the sector, their existence on the market is a long cry from competition. Because the market leader now has a significant advantage over the competition, there isn't really any competition among the existing players.

Chapter 3: Project Part

3.1 Introduction

The management of the organization's whole personnel falls within the purview of the HR Department. The whole personnel of the company, located throughout Bangladesh, is taken care of by Nagad's extremely capable and effective HR Department. From the Head Office in Banani, Dhaka, the HR Department is in charge of managing the entire workforce. The HR Division is divided into various divisions, including Talent Acquisition, Human Resources Operations, Employer Branding, and Organizational Development. Each of them has its own Head of Department and subsequent employees, and each functions autonomously. These duties fall within the purview of the whole talent management & acquisition division of the firm. The Human Resources Operations department is responsible for tasks relating to payroll, HRIS, and other aspects of human resources. Numerous employee benefits programs that increase employee engagement are managed by the department in charge of employer branding and organizational development.

3.1.1 Background

Nagad Ltd., "Recruitment & Selection Process" is extremely strategic, innovative, and well organized. The firm places a strong emphasis on choosing employees that not only complement the aims and objectives of the company but also can succeed in that position. Nagad Ltd. is committed to giving both men and women equitable access to the workforce. The Nagad Ltd. Recruitment Process is always being improved to increase the company's capacity to choose the most qualified candidates while upholding the company's norms and needs. Numerous research studies have shown over the past few years how important the Recruitment Process is to identify the finest applicants who are the greatest fit for a certain post. As a result, Nagad Ltd. places a high value on the effectiveness of the hiring process.

3.1.2 Objectives

The Report is being written to get practical knowledge of the organizational environment and its duties. Its goal is to help me make connections between the ideas and facts I've learned in the classroom, implement that knowledge in the real world, and develop my skills and talents so I can better grasp the functions of human resources. I made an effort to assess the activity as I worked on the Recruitment and Selection Process to see if it was successful or not. And lastly, to analyze the efficiency and sustainability of the Recruitment Process of a leading MFS industry.

3.1.3 Significance of the Research Issue

This specific study will give readers a thorough understanding of Nagad Ltd.'s primary activities, particularly the Recruitment & Selection Process. From several angles, Nagad Ltd. could benefit from this research. The relevance of the report is increased by the company being able to concentrate on both its strengths and any areas for improvement in the Recruitment Process. The following are some prominent sides:

➢ They may determine which activities should be changed or eliminated.
➢ They can quickly get a clear view of Nagad Ltd.'s Recruitment & Selection Process.
➢ They may implement some of my suggestions or ideas in their company.

3.2 Methodology

The term "methodology" refers to a structured approach that includes stating the issue, forming a hypothesis, gathering the factual information, examining the evidence, and coming to certain results that can either take the shape of answers to the specific issues at hand or blanket statements for a functional form. This research was performed in a highly rigorous manner, and it involves a methodical process from the chosen topic to the foundation of the latest report. The preparation of this study-based report began as soon as I began my internship. All of the information is gathered for this from numerous sources.

When gathering data, two methods are used.

1. ***Primary data***: It is obtained through monitoring and informal interviews with the employees. I carried out this action while doing my regular job and taking part in the recruitment and selection process.

➢ Observing the HR Division's Operations.
➢ Hands-on Experience.
➢ Speaking with several HR Professionals.

2. ***Secondary data***: Secondary data was extracted from the company's documents and website.

- ➤ Nagad Ltd. Website.
- ➤ Text Book.
- ➤ Internet.

So, the sum of all of these helped me tremendously to put together my report most thoroughly and perfectly.

3.3 Recruitment & Selection Process

Nagad has a very intelligent, active, and coordinated Recruitment and Selection Process. The firm places a strong emphasis on choosing employees that not only complement the aims and objectives of the company but also can succeed in that position. Equal job opportunities are something that Nagad strongly supports. The hiring procedure at Nagad is always being improved in order to increase its capacity to choose skilled and effective candidates who are the greatest fit for a given job while upholding the needs and standards of the company. Numerous studies have shown over the past few decades that the Recruitment Process is extremely important in identifying the finest applicants who are the greatest fit for a certain post. As a result, Nagad places a high value on the effectiveness of the hiring process. Recruitment is mainly of two types:

- ➤ **Internal Recruitment:** It happens within the company. Due to the Recruitment Process taking place among the company's current employees, it saves a lot of time, cost, and effort. This might take the shape of transferring, promoting, or hiring back former employees. Other methods of Internal Recruitment include giving contractual terms to temporary workers, making their job permanent, and offering freelancing roles to retiring employees.

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- ➢ **External Recruitment:** It happens outside of the company. Although it consumes a lot of effort, energy, and research, it opens the door for creative solutions and advancement as well as eligible candidates with special skills that ultimately aid a company in expanding and succeeding. External Recruitment can come from a variety of places, such as job portal adverts, social networking recruitment, newspaper ads, campus job fair recruitment, walk-in interviews, headhunting firms, and employee recommendations.

❑ Step by Step Process:

- ➢ **Need Assessment:** The Recruitment Process get started only when there is a need for new employees in a specific area. The need can arise from a lack of employees or from a desire for individuals with creative ideas that would benefit Nagad.

- ➢ **Approval of RRF from MD:** Due to the correct chain of command maintained by Nagad, the RRF is submitted to the Managing Director as soon as the department sends out a request. His approval is apparent for moving to the next step. The HR department can proceed to the next stages of the Recruitment Process after reviewing the needs and if the MD authorizes the RRF. The proposal contains a signature from the manager and divisional head.

- ➢ **Advertisement / Internal Recommendations:** In order to attract additional applications, the HR department then places adverts on LinkedIn and in national publications. In parallel, they go through their previous applicant pool or database to see if any of them meet the requirements for the position.

- ➢ **CV Screening and Sorting:** Shortlisting potential candidates begins once the HR department has sorted through all of the CVs submitted by candidates before the deadline. For various employment positions, there are specific requirements that must be met. These requirements must be met by one candidate in order to be shortlisted.

- ➢ **Prepare candidates database and schedule interviews:** The next phase of the recruitment process involves shortlisting and screening CVs, creating a database of applicants, and inviting them for interviews. Here, the goal is to schedule an interview date before calling or texting each candidate to inform them that they have been selected for the interview as well as the time and location of the interview.

➢ **Written tests:** Once the applicants have been shortlisted, they take written examinations, which are mostly aptitude, competence, and analytical ability assessments. When choosing a candidate for any position, Nagad always prioritizes academic credentials. They use a common question paper because of this. Every exam has a defined cutoff score. Answer sheets were also thoroughly examined to identify suitable candidates.

➢ **Selection interview:** The chosen applicants must participate in a selection interview after the written test is completed. It is separated into three levels or phases for the Executive level. They must first resolve a case study before presenting their findings to the interview panel, which includes the department's GM and AGM. They must next participate in individual Vivas. Additionally, the Non-executive level interview is solely an oral one, often conducted by the Department Head.

➢ **Decision Regarding Employment:** When a candidate is chosen for employment after going through this selection procedure, the Senior Manager of Talent Acquisition seeks to gather accurate information about the individual, that is, how much potential he has as an employee. They often contact those individuals listed on the candidates' resumes. They occasionally attempt to use information from their prior place of employment. The department decides whether or not to hire the candidate after evaluating all of this information.

➢ **Make a proposal and get approval:** At this point, the department creates a proposal letter for the position of the employee that includes information about the employee's status (permanent or contractual), the length of the probationary period, the compensation, and other benefits, as well as information about where the employee will work and when they will start. The proposal, then forwarded to the MD and HR Director to approve the applicant as an employee.

➢ **Orientation and placement:** With the assistance of the relevant department, the HR department organizes an orientation session for new hires, however these orientations are only available to managerial-level employees. The employee is handed work and designation responsibilities after completing all of the orientation processes.

➢ **Keeping a personal database at HRIS:** The HR department's final responsibility is to compile an employee's personal file with all relevant information, both

physically and digitally. Additionally, the employee receives an employee ID so that he/she can quickly locate his/her file for future usage.

3.3.1 Findings

Following in-depth workplace inspection and study, the research findings include:

➢ **Strong online application system:** Typically, Nagad Ltd. advertise on bdjobs.com and LinkedIn. The candidates submit their CVs using bdjobs.com and LinkedIn. Later, Ms. Shamima Nasrin, the Assistant Manager, organizes the CVs in accordance with the standards.

➢ **Finding qualified personnel is always facilitated by management recommendations:** Existing employees often recommend candidates when an organization needs people for certain positions since they are aware of the kind of employees the company wants.

➢ **The motivation and satisfaction of the workforce are high:** In this company, I discovered motivated and pleased employees. The job is nicely split, and the workplace is quite attractive.

➢ **No Gender Discrimination:** In Nagad Ltd., all job types receive fair and equitable treatment. Employees of both genders are treated equally.

➢ **Contractual Staff:** They outsource the jobs of the cleaners, drivers, and security officers. In other words, they use job agencies to find their staff. These staff are contract workers of Nagad Ltd. There is a clear deal or an agreement between the company and the supplier.

➢ **Recruitment Policy:** Nagad Ltd.'s top management has created a "Recruitment Policy" to help the company successfully accomplish its objectives. A few pointers are in keeping with recruitment coverage. Here are some strategies-appropriate individuals being at the appropriate place, necessitates a mix of resources and abilities, determines the necessary qualifications for each post in advance, and the confidentiality of HR recruitment practices are upheld. They adhere completely to the regulations and policies governing Recruiting and Selection.

➤ **Strategy to reduce workload:** On the talent acquisition team, the entire process is handled by just three workers. Therefore, it is quite challenging to keep up the workload when there is a lot of strain. As a result, the organization hires interns to lighten their workload.

➤ **Small Team:** HR Department does not have a sufficient number of employees for the oversight of the Recruiting and Selection Process. In total, there are only 10 employees. The HR employees are already occupied with their own duties.

➤ **Problems with Instantaneous Hiring Deadline:** Over 700 people are employed by Nagad Ltd., which has operations throughout Bangladesh. It is unavoidable that the HR Team will deal with a lot of Recruitment. So, it might be hard at times to meet unforeseen or tight deadlines. Due to the fact that quality recruiting takes little time, filling openings with short timelines frequently leads to the Recruitment of less qualified candidates. Morever, Nagad Ltd. loses more suitable individuals during the selection process since most of them had already joined other businesses by the time the selection process was complete.

➤ **Problems with Prolonged Onboarding:** Onboarding new employees presents a number of challenges, and the admin department's efficacy, which collaborates with Human Resources, faces certain challenges. Applicants may need to wait a lengthy period until the onboarding procedures are completed in some cases due to the admin department's slowness.

3.4 Recommendations

Below are some recommendations I have, based on my work experience as an intern in the Human Resources department and my direct involvement in the Recruitment & Selection Process:

In order to ensure a top-notch recruiting process, immediate deadline pressure should first be reduced. By reducing the time-consuming execution of multiple operational activities, we can increase the efficiency of the onboarding period. It is past due for Nagad Ltd. to introduce a global remittance service. Because Nagad Ltd. might win the lottery. After then, a new feature named "Access to ATM cash withdrawals" may be added. More consideration must be given to ATM-based operations. Additionally, they can launch an interoperable digital transaction platform to take control of the market. On the other hand, a lack of space necessitates Area growth. It's important to make a decent arrangement for

applicants so they don't get the wrong idea. Furthermore, candidate CVs must be organized as soon as possible. It will aid in reducing the amount of time required for intrinsic CV sourcing. Even though there are a number of current promotions, I've also found that customer engagement levels aren't up to par. It ought to emphasize creating buzz or increasing hype, in my opinion. Customer service abilities need to be improved; thus, quick action should be taken to offer one-stop service-related training. This is another crucial factor to take into account. Also, Nagad must provide two-step authentication to alert clients before granting the fraudster access. Finally, Nagad's HR managers need to provide their team members with a more in-depth understanding of all the functions of mobile banking software, regardless of their departments or job titles. Employees from several other departments had a hard time replying when I questioned them about Nagad, showing that they do not yet completely comprehend the industry.

3.5 Summary & Conclusions

Nagad Ltd. was able to service a sizable number of consumers right away. After only three years of existence, Nagad has already experienced rather remarkable success. Nagad has also placed a strong emphasis on cross-institutional integration, product diversity, process simplicity, and tech-based financial inclusion.

Human Resources are a crucial component of every firm. A solid HR policy is required for attracting and retaining a large workforce. Nagad Ltd.'s "Recruitment & Selection Process" research in Human Resources indicates that employees serve as the most valuable resource for corporate success. There are several factors that affect how these valuable resources grow. In this regard, the Recruitment & Selection Process is the most significant component. The success of a business may be greatly increased by having a fluid and successful Recruitment & Selection Process. The problems I have identified with the

Recruitment & Selection Process, nevertheless, are indisputable based on my actual job experience and observation. These problems are a result of the Recruitment & Selection Process's shortcomings. The whole Recruitment & Selection Process will drastically enhance and become more successful than ever if these problems are addressed with correct coordination and by performing the essential procedures.

The major goal of the report was for me to use what I had learned about human resources management in the actual world and to obtain a deep realistic grasp of the procedure. Everything I've said here is based on what I've seen and experienced. Although this report has certain limitations, I did my best to incorporate all the necessary details.

Nagad is always committed to growth and development. I had a terrific time working with Nagad as an intern and being a part of their HR Recruitment and Selection team.

3.6 References

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