



**INTERNSHIP REPORT ON “RECRUITMENT PROCESS OF
SHADE FASHION LTD.”**

Prepared for :

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To
Suntu Kumar Ghosh
Assistant Professor
BRAC Business School
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Sub: Submission of internship report on “Recruitment process of Shade Fashion Ltd.”.

Dear Sir,

With due respect I would like to inform you that I am Suraya Binte Mahbub from MBA program here in submission of my internship report. I would like to thank you for supervising and helping me throughout my internship program in completing my MBA. The topic I have chosen “Recruitment process of Shade Fashion Ltd”. I have tried my best to present all the things to make the report more informative. If any part of the assignment means inappropriate please advise me.

I am very grateful to you for generous guidance to make the report successful. Please feel free in contacting me if you have any queries. I would be glad to provide any clarification regarding the project.

Thank you
Sincerely yours

.....
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Acknowledgement

I would like to acknowledge the guidance of Internship and placement committee for arranging such a nice program for creating theoretical learning and also thankful to some person whose inspiration and suggestion made it happen. I am very thankful to my advisor Mr. Suntu Kumar Ghosh , Assistant Professor and to my supervisor Major(retd.)Shahidullah, General Manager (Admin and HR) to guide me in my internship period and without their help this report would not be accomplished. It would have been impossible to give the report a nice ending without the help of my advisor Mr. Suntu Kumar Ghosh.

I am grateful to Mr. S.B.Naik, Managing director of Shade Fashions Ltd. I would like to thank Mr.Iftekhar Uddin, Compliance Manager . All of their cordial support makes this report done. And finally I also express my sincere gratitude to all those who participated to prepare this report.

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EXECUTIVE SUMMERY

The garment industry of Bangladesh has been the key revenue generating sector for the last couple of years. At present, the country generates huge amount of revenue worth of products each year by exporting garments product. The industry provides employment to about 3 million workers of whom 80% are women. Shade Fashions Ltd. is an emerging garments in our country. I have conducted my internship in this organization in the Human Resources Department. Currently it consists of 2546 employees and generated good amount of revenue. The company was established in 2005 and its factory side is located in Savar and corporate side is in Gulshan. During my whole internship tenure I have worked in Human Resources Department of the company. Human Resource management is an important aspect for any organization in pursuing its goal. Without a careful knowledge and management efforts, inefficiency will likely to be faced. Theory presents an ideal approach how Human Resource Planning should be conducted. The Human Resource Department of the Garment is the most crucial department which has to work with the daily manpower and the resources. As an intern I didn't get the chance to work in every sector very deeply. Our country's cheap labour is still now a big promoter of the industry. Recent political developments are creating barrier to this sector. Moreover, workers are now well-aware of the high profits enjoyed by the companies, and as a result demanding higher salaries.

Shade Fashion Ltd. doesn't have much drawback. Their main problem is they don't have separate HR department. Their HR department works with Admin department. Normally other garments faces worker turnover problem but in Shade Fashion they don't have worker turnover problem. The company will do better if they can separate their HR department and give more benefits to the employees. If the company can develop their HR department more, their output will be better.

CHAPTER ONE



INTRODUCTION

1.1 Introduction

In order to fulfill my MBA program with major in human resource I have experienced to work in a Garments Industry Shade Fashions Ltd. After completion the theoretical part I was assigned to work on human resource practices of Shade Fashions Ltd. for practical part. Here I was given with the facility combine my theoretical knowledge with the practical knowledge field. I have tried to cover different contents of HR area during this internship period. I have enriched my knowledge on general HR aspects of the company as well as identified some issues which are being hindrance in the growth of the company. A SWOT analysis on the HRM Practice of Shade Fashions Ltd followed by discussing the critical points arisen during the work time and tried to put some recommendations on it according to my knowledge. My project was on the HR policies at Shade Fashions Ltd.

1.2 Scope of the report:

It was my great pleasure that during the time of preparing this report, I got cooperation to discuss each and every aspect of the HR related activities of the company which includes some confidential data of the employee and some other major facts. So the scope of the report making was vast from my end. As an intern, I got every kind of facility to study and work on each and every area of human resource department and an extensive discussion with the current employees made it easier for me to lead to an effective conclusion.

1.3 Objectives of the report:

There are two objectives of this report:

Broad objective: To gather an overall idea on HR functions of the garment company.

Specific Objectives: Specific objectives are as follows -

- To identify the HR core responsibilities and implementing it in the right way.
- To acquire depth knowledge on all the key area of HR.
- To scan the practical scenario of the organization.
- To identify the challenges and opportunities of York Holidays.
- To propose changes for the development of the HR section.

1.4 Sources of the information:

Two types of sources are:

- **Primary:** Primary sources were the company's employees working over there for long term and human resource officers of Shade Fashions Ltd.

- **Secondary :**

I gathered information from the journals. They don't have that much information given in the internet.

1.5 Methodology:

Data was collected through previous documents, archival records and highly dependent on observation. Main source of data is open ended interview and observation.

1.6 Goal of the Study:

To find out the main mismanagement regarding HR activities carried out in the company. The result of the study can generally be used as an input for those who are interested in managing a garment industry to optimize their human resources process.

CHAPTER TWO

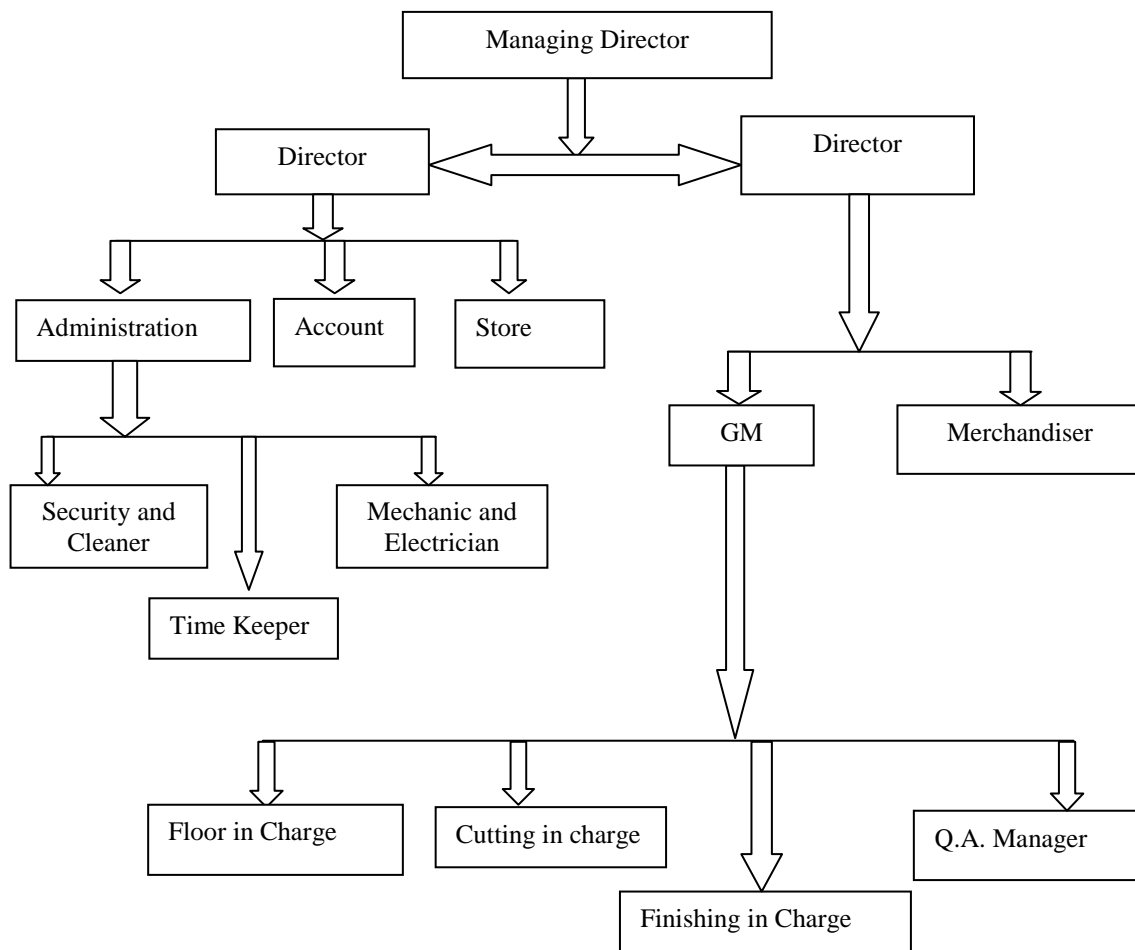


COMPANY PROFILE

2.1 Company Profile:

Shade Fashions Ltd. started its journey in garment industry in 2005 with interests in manufacturing and trading. Shade Fashions Ltd. is an export oriented composite garments industry. The company is constantly providing customers across the world with garment sourcing solution, with manufacturing facilities. Bangladesh entered in readymade garments business in early 1980s. At that time there were very few local entrepreneurs who knew the trade. Mainly the foreign entrepreneurs directly operated their business for the cheap labor. But during late 1980s and early 2000s the scenario of garment sector of Bangladesh-started changing local expert and entrepreneurs started experiencing the knowledge of the trade. In the above context Shade Fashions Ltd. is a privately owned company which was established in 2005. The owners possess a vast experience in cutting, sewing, finishing, fabric.

2.2 ORGANOGRAM



2.3 Key Facts about Shade Fashions Ltd.

The total numbers of employees are about 2546 and they work in six floor where the total area is 184000sqf. However, they are still looking towards further development and expansion in order to cover all branches of the industry, taking into consideration the availability of the raw material-cotton, competitive labour, and low power cost. They have directed, hardworking, and efficient workforces, supervised and directed by a well-coordinated supportive management team. Not only Shade Fashions ensures the top quality of the products but also they treat safety, security, and hygiene as their priority area. They are equipped with fire fighting services. Doctor & nurse are providing to keep watch on workers health. In addition, First aid box has been provided in each department.

2.4 Production Process

Buying house is the middle man between the buyer and RMG factory. It is quite difficult to arrange buyer for RMG factory because most of the buyer come from foreign. And RMG factories website is not that much effective that's why a class of broker grow in this gap between buyer and the manufacturer. As they always maintain correspondence with the buyer they have better understanding of buyer's requirement. They act as a helping hand for us.

2.5 Costing

For costing of garment they have considered many things such as fabric consumption, accessories, color, print, embroidery, sewing charge, and other additional expenses that are required in the production process.

2.6 Vision and Mission

- ☐ Goodwill towards all employees.
- ☐ Inventive research of commercial importance.
- ☐ Outstanding product quality.
- ☐ Customers satisfaction & market sensitive.
- ☐ Optimizing profitability in our business.
- ☐ Novel product & Technologies

2.7 Company Objective

- Highly trained and skilled managerial group, creating a friendly atmosphere through continuous training is expecting to achieve the company objectives.
- Apart from support the nation with fore earning & solving unemployment problem, the objective of Shade Fashions Ltd. is human resource development for efficient management of garment sector giving priority requirement of quality & in time shipment.
- Political instability power crisis & illiterate work force having low quality concept are major barrier of Bangladesh garment export; break through which is a challenge for the company.

2.8 Products of Shade Fashions Ltd.

Products of the company are shirt, blouse, swim wears, pants, and shorts. All the products are for export and their export county USA. Company's major customers are- KOHL'S, SEARS, TARGET, BONTON, KMART & JCPENNY

2.9 Shade Fashions at a glance

Company name- Shade Fashions Ltd.

Office location(corporate)- House # 09, Road # 50, Gulshan-02, Dhaka-1212,

Phone: 8823180, 8859282, 8861906, 8861908

Fax: 880-2-8824509.

Office Location (factory)- RIOM COMPLEX (3rd & 4th Floor), 157,Berun,

Jamgara, Savar, Dhaka. Phone: 7701196-7,

Fax:880-2-7701667

Managing Director- S.B Naik

Board of Directors- Mrs. Rita Naik

Mr. Belayet Hossain

CHAPTER THREE



OVERVIEW OF HR ACTIVITIES

3.1 Human Resource

The role of human resource management is to plan, develop, and administer policies and programs designed to make expeditious use of an organization's human resources. It is that part of management which is concerned with the people at work and with their relationship within an enterprise. Effective utilization of human resources, desirable working relationships among all members of the organization and maximum individual development are the objective of HR. The major functional areas in human resource management are planning, recruiting, employee development and employee compensation with welfare.

We know that the garments sector is a very labour intensive industry. If the labours are not handled properly then it can lead to really bad consequences such we have seen in the past like the strikes that occurred in Ashulia. The work that is done needs very skilled hands whereas the implementation of proper training is required. Whenever there is a riot because of salary issues it is the HR department that takes the initiative of handling the situation. HR department needs to keep in touch with the skilled workers so that whenever the need arises for labour they can be easily recruited without facing the problems of training employees from the start. Then everyday labours are leaving their job and new people are being recruited, so the issue of recruitment is always active. All the HR policies are very much in practice in Shade Fashion Ltd.

3.2 HR Planning

To develop HR strategies, it is important to refer to the organization's objective, and also a clear mission statement. In order for the company to accomplish its goal of growing the organization, it is imperative that an HR strategic plan is conducted. In simple words, HR management is managing all the people of the organization in such a way that a bridge could be maintained between top level-mid level and lower levels of an organization. HR professionals use different techniques of 'Man Power Planning and Forecasting'. To get a job done and to get the job perfectly done are two different things. All the companies always search for the 2nd one because only perfectly done assignments can provide the optimal outcome.

Shade Fashion Ltd successfully maintains a proper manpower planning to run the company effectively and efficiently.

3.3 Recruitment

The Recruitment Unit continues to focus on company's selection processes and enhancing its talent management tool to respond to the need for speedy and effective recruitment, while upholding company's principles of equal opportunity, transparency and fairness. Over the past decade, researchers have stressed the fact that the recruiters should be more observant towards the first phase of the recruitment process as it can prove to be very crucial in terms of

selecting the right people to do the job(Barber, 1998; Rynes, 1991). Recruitment processes may be enhanced to the extent that we can explain how and when detailed advertising will affect applicant intentions to apply to organizations.

Shade Fashion's recruitment and selection policy has been framed with the view of recruiting and selecting people who have a strong desire to achieve company's vision, and who will assist in achieving the business results. There are many criterions to be considered as there is the issue of strikes due to various reasons. There is also a problem of people leaving their job after getting the payment. The female labors are given more priority for recruitment as they are less physical than the male.

3.4 Training

There is no doubt that managers at all levels of organizations around the world are under increasing pressure to produce better results sooner rather than later. In this rush competitive advantage to be gained by properly training and educating their workforces that they need to compete in a global economy .And because of downsizing the importance of effective training is increasing every day. As the recession has damaged almost all the country's economy in the world the companies are looking to have fewer but efficient employees. The explosion of technology in the workplace, empowerment, work teams, tight labor markets and often times, the lack of high quality graduates are ready to fill entry-level positions. Thus proving the fact that training can come to use in a very crucial manner.

3.5 Compensation and benefit

This particular aspect of a job probably holds more appeal than anything else, and has the greatest impact on whether employees stay or leave. All over the world, majority of the employees work for the purpose of supporting themselves and their family financially. Therefore, this is undoubtedly the most important factor affecting job satisfaction. Benefits are always a great way to motivate the employees. In terms of HR it actually means to pay the job holders for doing their job. Compensation also covers the aspects of intangible benefits such as holiday benefits, payment appraisals, bonuses etc.

The company always try to be fare about compensation and benefit. Reviewing current pay structure and identification of reward design principles in the context of best practices. Review internal equity issue. Analysis market going rate and trends to address external competitiveness.

3.6 Safety and Security

Safety and security is very important for a company. In Bangladesh, theft is a common problem and workers are facing safety hazards.

Shade Fashion has taken necessary action to protect theft such as hiring good quality guards. Smoking is strictly prohibited inside the factory premises and smoke Detectors are set in all departments. Fire practice is carried through trained volunteers selected in each department. Fire protection equipments have been provided in each department as per requirements.

3.7 SWOT Analysis

Without the labor it would be almost impossible to run any garments company. Nowadays the workers know their worth and are demanding more and more everyday but the owners are not willing to meet their demands and thus we witness all these strikes and horrific displays. So the HR department has a lot of work in their hands and has to make sure that the labors are satisfied and are doing their job properly because if they cannot produce the products on time then they will miss the shipment.

STRENGTH of this company is they maintain a strict recruitment selection process and they try to satisfy employees demand.

WEAKNESS is the company needs more HR personnel.

OPPORTUNITY is they can increase their productivity by giving employees more benefits.

THREAT is their weak HR department can create lot of problems among workers.

3.8 Job Responsibilities:

I had to visit different managers and departments to figure out how the garment factory works and how all the department works. How Brands Supply chain, Brand, Customer Development are interrelated. As an intern of HR I had gone through HR activity in detail. At the same time how to inter-relate all the data's from several departments and report it to the HR head. As an intern I received all the support from my supervisor and I was involved with the recruitment process of Shade Fashions Ltd. I screened the CVs of the candidates; short listed them and called them for interview. In case of labors their CVs are not the usual formal CV but rather their national ID card or their educational background mainly covers it. Arrange interview dates, time and venue and panel for interview and coordinate accordingly. But rather than the hiring there is sometimes the issue of firing employees. When the orders are not that much, to cut the cost the top management has to take the decision of how many workers to fire. It can prove to be a very hectic experience as well. As they are poor it is tough for anyone to look them in the eye and fire. Many incidents take place where the employee goes politely but sometimes things don't go so smoothly, they tend to argue. If any

candidate or employee thinks that he or she is discriminated under any circumstances then that person can report to welfare executive.

While I was in the organization I had to visit the organization to review the organizational current manpower and resources. Competitive pricing is the pre-requisite for getting an order. Every order comes up with a technical sheet. In a technical sheet of an order everything are Shade Fashion specifically mentioned. Merchandiser co-ordinates everything. After getting work order suppliers send pre-production sample to us. They have to send to the buyer for approval. Or sometimes they suggest for testing in local laboratory. After approval from laboratory. After getting approval from the supplier they give the suppliers go ahead signal. In that time suppliers start manufacturing. When raw materials are in house we have to go for a quality inspection of raw materials. After approved by our local QC (quality control) inspector we finally approve the raw materials for production. As an assistant merchandiser we have to communicate all update to the buyer or buyers' local agent.

My research is mainly focused on qualitative study based on observations of the whole garments' HR department. During my internship period I also reviewed the HR policies of the company. The HR policies are as follows: **Standard Conduct** 2 employees are expected to conduct themselves on the job in a manner that contributes to operating effectiveness, productivity, safety and a harmonious work environment. If employees do not meet the company's expectations of performance and/or conduct, corrective action, up to and including termination may be taken. It is within management's discretion to determine what measure would be appropriate under each circumstance. To monitor all the activities the authority has installed cameras all around. **Harassment Policy** nowadays this is a major issue and if any such incident takes place it can ruin the reputation of the company. So it is strictly monitored by the authorities. But if any employee feels that he or she is subjected towards any such behaviour then that person is free to complain it to the authority.

CHAPTER FOUR



4.1 Observation

What I found that-

1. The merchandisers have to be very dynamic and knowledgeable in order to carry out the whole process smoothly.
2. Employees are paid a fixed amount per month and so the company are always trying to make them as hard as possible for the money's worth.
3. The company doesn't have any separate training program for the employees.

4.2 Recommendations

Although the HR activities of Zeal Knitwear is doing a decent job at the present, but there is scope to enhance development both internally and externally. To streamline and strengthen the overall activities of the factory the following areas have been identified:

Recruiting more HR personnel

Currently the company doesn't have separate HR dept. Admin dept. also works as HR dept. As in this company there is a huge need of HR, then there should be more HR personnel hired in order to make the HR team more stronger and so that the employees can be handled for smoothly and all the operations in the company functions properly.

Providing more facilities to increase job satisfaction

More facilities should be given in order to increase the job satisfaction in the company. It is a fact that if the employees are happy then they will feel more motivated towards work and thus increase the productivity in the long run. Many facilities can be provided to the labours such as health benefits, occasional arrangements during festivals, air conditioning, health care and more importantly day care centers for the female employees who have children. The Reporting Officers must be more cooperative, cordial and friendly to HR department.

Introduce service employee career development

At first, the employees' requirements and needs should be fulfilled and then they can become aware of their customer's needs. We learn from this that it will reduce employee turnover and

can contribute to increased customer satisfaction. This segment also talks about the empowerment of the employees. It is important because it increases employees' latitude in performing their daily tasks including solving customer problems and handling service failures, and it is related to increased frontline service employee performance.

4.3 Conclusion

The limit of development in any sector of an organization is virtually up to the sky as there is always room for improvement for every sector all the time. But to keep going with the stream of development one has to avail all possible opportunity available without delay. It's nice to know that the company has already established itself as a garment of high reputation with a customer profile that includes some of the best names in the business. Shade Fashion Ltd. knows that in the volatile world of quota free access, winners would be decided based on their international competitiveness. With the present prevailing uncertainties and impending liberalization of quota regimes the design team again played a pivotal role in changing the perception of Shade Fashion as a typically Asian supplier with increased customer contacts, collaborative working method. This is an optimistic hint of future expansion of Human Resource and Production Department of Shade Fashion garments. From the study it is also clear to us about the products which are used by these customers. Hence I feel proud and confident to say that the internship I have undergone with Shade Fashion Ltd. With their Human Resource Department has enhanced my knowledge, both theoretical and practical and made my education more complete and practical.

4.4 Reference

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