

*The Recruitment and Selection Procedure*  
*Of*  
*Aarong*



Submitted To:

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**Subject: Letter of Transmittal**

Dear Madam,

The study on "The Recruitment and Selection Procedure of "Aarong" is composed so as to satisfy the internship program which incorporates a point by point clarification from seeing the encounters that I have basically experienced amid my internship. This report is the vital piece of the program and allocated in the start of the semester which mirrors the learning and the information picked up all through the temporary job time frame.

The down to earth involvement while working in the association which was for the most part connected with the scholarly information helped the answers to satisfy its destinations. It intended to elucidate the idea of enrollment and determination procedure of the association. This learning helped me to improve my understandings. Also, the chance to propose discoveries and proposals in the report speaks to basic examination which will be strong for future works.

I might want to offer my thanks to my supervisor for enabling me to pick the theme and set up this give an account of it. I attempted my best to convey this report with all the proper data and actualities.

Sincerely,

Tasbiya Rahman Mitul

BRAC Business School

Id-13104190

# Acknowledgement

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From the down to earth learning and encounters this report has been arranged to depict the entry level position exercises in "Aarong" of mine. Yet it would not be conceivable without the worry of a few people. Along these lines, as a matter of first importance, I might want to thank not just my supervisor (S.M Zahidul Islam; Manager, HRD) yet additionally the entire HR department of "Aarong" for giving the chance to assemble all the data that required to set up this report.

Lastly the academic internship supervisor of mine is needed to be thanked, Fabiha Enam who has given the chance to pick the theme, "The recruitment and selection procedure of Aarong" and creating a platform to set up this report with better understanding.

# Executive Summary

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*The investigation of this report is the impression of a standout amongst the most well-known retail chain association "Aarong" and the task portrays the method of the enlistment and determination system of "Aarong". Afresh, the selection and decision system of "Ayesha Abed Foundation" which is a different element yet in the meantime it is considered as a bit of "Aarong" enlistment, has been incorporated. The first part basically portrays the objectives, methodology, scope and limitation of the report. The second part depends on the data of the association specifying the historical backdrop of the association at to start with, at that point took after by its introduction to the world, which means of the logo, the mission and vision proclamation, key esteems, operational system, the records of service grade and regular grade, "Aarong's commitment in trade division and the reward it has accomplished. In the third section it is totally in view of the internship program. The idea of the activity which examines the two occupations of the HR division and employment for the situation of entry level position is the focal point of this part. This part clarifies the consistent exercises in "Aarong" done by me alongside the undertaking tasks those were given by my entry level position director. At that point the basic perception and suggestion in light of the venture assignment where some investigation has been being talked about. After that the enlistment and the race procedure of "Aarong" and "AAF" has been clarified. On the other hand some basic perception and suggestion is talked about in view of the enlistment procedure. The second last point is the conclusion and after that at last it has been a specified reference from where some data's has been taken to satisfy this report.*

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# Chapter 1: Introduction

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This report is the investigation of the point which is “Recruitment and Selection Process of Aarong”. The report will for the most part center on the procedure of the recruitment and selection procedure of "Aarong". Once more, the enlistment and choice procedure of "Ayesha Abed Foundation" which is a separate entity yet at the same time it is considered as a piece of "Aarong" enrollment has been included. This report will dissect the enlistment and determination procedure of the association alongside my perception.

## 1.1 Research Objective

The principle goal of this report is to give a short synopsis of "Aarong" as the association and break down its procedure of recruitment and selection for their representatives in the position of Service grade and Regular grade. The report centers and represents the association's recruitment arrangements and give a reasonable photo of the entire procedure to comprehend and relate it to the idea of enrollment and determination. This report additionally expects to examine the discoveries and give proposals in various parts of analysis.

## 1.2 Methodology

Both essential and secondary information's have been utilized for collecting the data which is utilized as a part of this report. The association's data, for example, the logo, background information's, mission, vision, and so forth is acquired from the secondary source which is the official site of "Aarong" and furthermore from other online destinations which is obviously specified in the reference part. The data used to do the examination of the venture of this report is gotten from the essential sources, for example, the workers of the HR division. Other data has been procured from work involvement of temporary job in the HR division.



### **1.3 Scope**

This report centers on the examination of recruitment and selection process of "Aarong". Once more, the selection and decision methodology of "Ayesha Abed Foundation" which is a different substance yet in the meantime it is considered as a bit of "Aarong" enrollment, has been incorporated. Moreover, the report is prepared for the considerate and concerning the association's privacy. In this way, any data which the association believes isn't suitable to give is kept outside and not given here.

### **1.4 Limitations**

The report needs to give the best possible clarification of the considerable number of parts of enrollment process in "Aarong" as well as "Ayesha Abed Foundation". "Aarong" takes after various enlistment and choice process which relies upon the association's required position. Every last recruitment and selection procedure of different positions isn't clarified in this report with a specific end goal to keep it exact. There are more other limitations which would be added with the detailed study of another phase of this report.

### Overview about the Brand

**Brand Name :** Aarong

**Brand Logo :**



**Brand Founded In :** 1978

**Founder Name:** Ayesha Abed  
Martha Chen

**The Word "Aarong" Means :** "A Village Fair or Market"

**Number of Outlets:** 16

**Production Monitored By:** Ayesha Abed Foundation (AAF)

**Brand Head Office Address:**

Aarong Centre (Head Office),  
346 Tejgaon I/A, Dhaka-1208.

**Online Shopping URL :** <http://www.aarong.com/>

**Email Address:** marketing.aarong@brac.net  
customerservice.aarong@brac.net

## **2.1 History**

Aarong – Bengali for ‘Village Fair’ – is Bangladesh’s most popular lifestyle retail chain. This ethical brand began in 1978 to empower rural artisans to rise above poverty. Today, with 15 retail stores across Bangladesh and over 100 fashion and lifestyle product lines, Aarong supports 65,000 artisans with fair terms of trade. Revolutionizing the retail industry with high standards for quality and artistry, this iconic brand blends the traditional with the contemporary in ways that never cease to win consumer appeal both at home and abroad.

In 1976, when BRAC – the world’s largest development organization – engaged a small number of rural women to produce crafts, their only buyers were a few scattered retailers in Dhaka. Weeks, even months would pass between supply and payment, until BRAC intervened and established Aarong to pay the rural women for their goods on time. Over the past few decades, Aarong has carved out a unique market segment for handicrafts, reviving Bangladesh’s rich heritage and impacting the lives of more than 325,000 people through 850 small entrepreneurs and the Ayesha Abed Foundation. The foundation acts as Aarong’s production hub, where artisans find employment and access to BRAC’s holistic support including, maternal health care, hygiene awareness and subsidized latrines, micro-credit, legal aid, day care and education for their children. From clay pots to diamond jewelers, and silk and cotton fabrics to brass and leather merchandise, Aarong’s vast range of innovative products, backed by a robust supply chain and distribution network, makes Aarong truly a household brand in Bangladesh. Its growing presence outside of Bangladesh – through fair-trade networks and the online shop– continues to broaden the market for Bangladeshi crafts globally, creating more opportunities for artisans to protect their age-old art and livelihoods.

### **2.1.1 The birth of Aarong**

BRAC observed that women in Bangladesh are increasingly involved in agricultural activities. It also recognized that it was the male members of families who marketed the crops and reaped the profits, even though women completed about 75 percent of the agricultural work. In order to create an alternative opportunity to earn an income for these women and contribute to the development of a skilled workforce, BRAC established its sericulture project in 1978 under the leadership of the late Ayesha Abed, former executive assistant director of BRAC. (Aarong and Aysha Abed Foundation, 2018)

The sericulture project has supported women in the rural areas of Manikganj in producing high quality silk, and women in rural communities of Jamalpur in producing traditional hand-stitched nakshikantha. However, it soon became apparent that the women producing the silk and nakshikantha did not have sufficient buyers for their products, nor there are any stable platforms for them to market their items. Seeing the opportunity that lay in the challenge, BRAC took the initiative to create a platform so that these women could sell their products to the urban market. Thus, Aarong was launched in 1978, creating a linkage between the rural poor and urban retailers. Since its inception, Aarong, which means 'village fair' in Bengali, has been working towards BRAC's mission of poverty alleviation through economic development and human capacity building, with a specific focus on the empowerment of women. The retail process follows several steps: first, a design team conceptualizes the season's motives which are then sent to the rural artisans for production. Aarong continuously develops the artisans' skills through training programs, and conducts quality control of the completed items before they are bought at a fair price and then sold across retail outlets in urban markets. By evolving the traditional retail process, Aarong strives to provide a uniquely Bangladeshi lifestyle experience while encouraging social change. A newly generated demand for Bangladeshi handcrafted products illustrates that Aarong has achieved this vision, and continues to challenge the retail industry with its sustainable fashion 'revolution'. Continuing the legacy through an extended reach

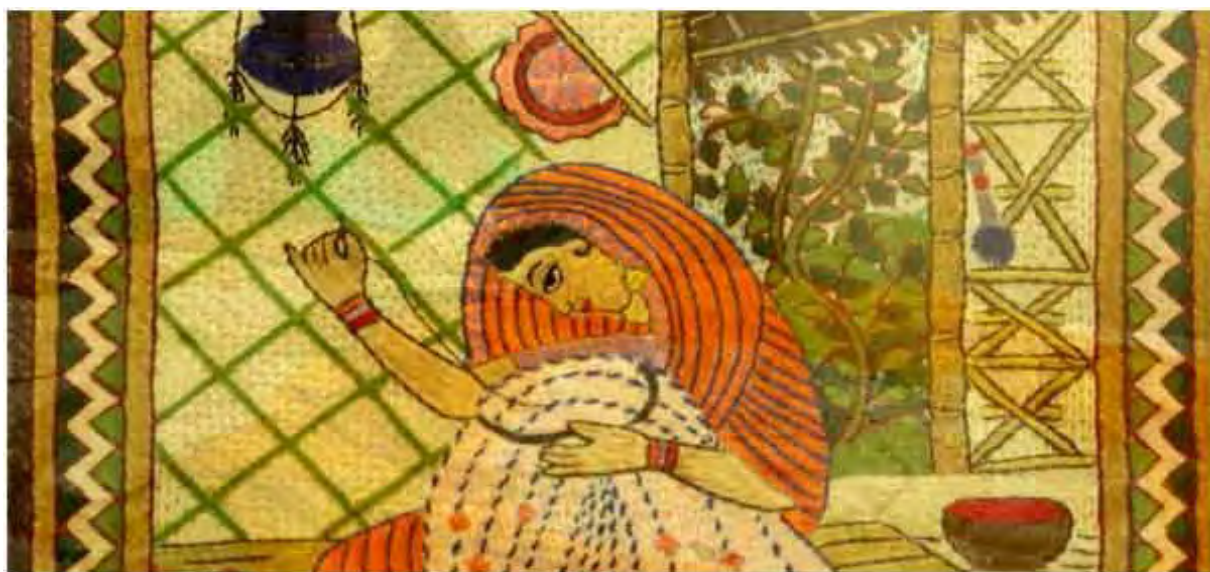
After the death of Ayesha Abed, her family members founded the Ayesha Abed Foundation (AAF) in 1982 in her honor to continue her projects' operations. AAF gathers and organizes both the skilled and previously untrained artisans from various village organizations across the country and provides them with training and employment; its numerous centers serving as Aarong's production hubs. The foundation currently has 15 centers and 541 sub-centers spread across Bangladesh.

The co-existence of Aarong and the Ayesha Abed Foundation, both geared towards the same ambition, made an extensive support system for artisans all over the country a reality. Through this system, independent producers conducting fair trade with Aarong are encouraged to organize other artisans from their communities, including those communities which BRAC's services have not yet reached. Today, there are almost 800 independent producers active in different corners of Bangladesh and working with them are nearly 30,000 rural artisans. Additionally, more than

35,000 other artisans are working at AAF centers, producing and selling goods to Aarong to support themselves and their families, resulting in a total of over 320,000 direct and indirect beneficiaries.

### **2.1.2 BRAC, Aarong, and Ayesha Abed Foundation's assistance to artisans**

AAF's current services to the artisans include free skill-building, supply of raw materials for production, transportation of goods, quality control, storage, management, finance, marketing, and microfinance loan options through Aarong. Working mothers have access to day care centers for their toddlers while they work, and senior workers receive a retirement benefit. AAF employees in rural communities also obtain various support from BRAC, including micro-credit services; seeds, agriculture, poultry, livestock, and fisheries inputs; free schooling for their



children; subsidized tube-wells and sanitary latrines; health care including free eye check-ups and glasses, free treatment of tuberculosis and severe illnesses and health education; as well as legal awareness and support. (Aarong and Aysha Abed Foundation, 2018)

Currently a health security scheme for artisans and their family members is being piloted to protect artisans against catastrophic health expenditures.

In addition to being trained, women recruited by AAF benefit from a living wage and job security. The workspaces are often right at the doorsteps of the artisans, to enable them to mainly work from home while being able to look after their families.

Taking into account the specific needs of its employees illustrates how Aarong through AAF has always infused a conscious effort to address issues such as the environment, gender-specific needs, safety, security and most importantly - the employment of women.

### **2.1.3 Village fairs in urban landscapes**

Aarong's primary customers are mostly from middle and higher socio-economic classes living in urban areas. Aarong's retail outlet is particularly renowned amongst expatriates and foreign visitors. Today, Aarong owns 18 retail chain outlets in Bangladesh, nine of which are in Dhaka, two in Chittagong, one in Sylhet, one in Narayanganj, one in Khulna, and one in Comilla. Not only has Aarong been a trendsetter in the local fashion industry, with the Uttara flagship store claiming the title of the largest retail outlet of a single brand, but it is also a pioneer of its kind in entering the global market, having opened a franchised outlet in London in 2001, and planning the extension of its e-commerce website to international markets in the near future. Aarong offers a wide variety of products and designs in its outlets including embroidery, block and screen prints, tie-dyes, vegetable dyes, batik, block cuttings, furniture, wall mats, toys, pottery, metal works, jewelry, leather products, candles, handmade paper and paper products.

### **2.1.4 Merchant of a lifestyle in all of the environment and sustainable development**

Aside from its significant contribution to the expansion and popularization of the cotton handloom industry, Aarong has given rise to a greater demand for locally manufactured fabrics, which in turn has played a vital role in reviving the almost extinct traditional Jamdani (woven cotton fabric), muslin (loosely woven cloth) and nakshikantha. Committed to being environmentally friendly, Aarong has also introduced dyes free from AZO (restricted aromatic which may be

harmful to skin) and PCP (used for chlorination, also deemed harmful) in its cotton fabric production.

In addition to redistributing 50 percent of its profits throughout BRAC's development programs (keeping the remaining 50 percent to sustain its own operations) Aarong's own consumption of raw materials sustains numerous artisan communities in Bangladesh; Aarong buys 75 percent of cotton produced in Madhobdi, the core cotton production area in Bangladesh, and over 70 percent of silk produced in Maldaha.

### **2.1.5 Beyond 2015**

Aarong started out with the goal of supporting poverty stricken rural women so that they could empower themselves by utilizing and further enhancing their skills. That goal remains to this day, with its scope having broadened to extend its services to more of the rural poor and urban markets. Aarong plans to launch an international e-commerce site to serve global markets and is looking to expand to more cities domestically and internationally. (Aarong and Aysha Abed Foundation, 2018)

## 2.1.6 Aarong's Timeline

1978 – Opened its first retail outlet in Dhaka, Bangladesh

1982 – Established the Ayesha Abed Foundation, a network of production centers

1983 – Opened a retail outlet in Chittagong, Bangladesh

1985 – Opened a retail outlet in Sylhet, Bangladesh

1987 – Entered the export market

1995 – Opened a retail outlet in Khulna, Bangladesh

1999 – Participated in its first international fashion show

2001 – Launched a retail franchise in London, United Kingdom

2003 – Launched its sub-brand ‘Taaga’, women’s western fusion wear

2007 – Received Fair Trade certification from World Fair Trade Organization

2008 – Celebrated its 30th anniversary with an exhibition series and fashion gala

2009 – Received ‘Best Brand’ award from Super brands

2011 – Opened its flagship outlet in Uttara, Dhaka, Bangladesh

2012 – Opened a retail outlet in Comilla, Bangladesh, received UNESCO Award of Excellence

2013 – Launch the Artisan Development Initiative, a BRAC holistic development program

2014 – Opened a retail outlet in Jamuna Future Park, Dhaka, Bangladesh, launched e-commerce website, launched furniture line ‘Rattan’ and product line ‘Maternity Taaga’

2015 – Opened retail outlets in Dhanmondi and Banani, Dhaka, Bangladesh

(Aarong and Aysha Abed Foundation, 2018)



## **2.2 Aarong Production Centre (Ayesha Abed Foundation)**

Ayesha Abed Foundation (AAF) is an association that means to give roads to business and salary age for under advantaged provincial ladies. It is an enclave for ladies, shaped to inspire them financially, through their work as makers, and furthermore socially, through their advancement into business people. The establishment gives a proper workplace, money related and specialized help, and preparing to build up the ladies aptitudes in different artworks. The establishment was set up to remember the memory and work for late Mrs. Ayesha Abed, a colleague and spouse of the Founder and Chairperson of BRAC. The work that is done in the establishment is a demonstration of her sense of duty regarding the issues of instruction, preparing and business open doors for denied ladies; it was she who in 1976 started all the present significant exercises of AAF in Manikgonj. 12 The AAF plans to work with the most underprivileged ladies in the general public. These ladies are regularly the most disregarded and need much help and support. The AAF assumes the part of a facilitator. The ladies are set in an empowering situation, with other ladies of comparable financial foundations. They are prepared and afterward given the chance to produce pay. One of the significant difficulties that these ladies need to confront is that they are minimized and they, all alone, have no chance to get of winding up some portion of the monetary framework. This is the place the AAF ventures in, bailing such minimized ladies out of their fringe presence in the public arena, and giving them the chance to end up associated with supportable undertaking. The AAF is firmly interrelated with different projects particularly BRAC Development Program (BDP) and Aarong. The ladies laborers of the AAF originate from the BDP composed town associations. Working at the AAF subsequently gives the ladies access to other BRAC programs. The greater part of the AAF's done items are sold through Aarong, which also gives outlines, crude materials and money related help to AAF. Since AAF supplies only to Aarong, it is abounded as Aarong Production Centers.

## 2.3 Aarong Logo

The logo of Aarong symbolizes a picture of a peacock. It is gloriously excellent as a result of the sparkling, iridescent, differentiated brilliant examples in its tail. This logo of Aarong demonstrates that its items are as eye-getting and as novel as a peacock. There are two hues in the logo. One is dark and another is orange. Dark speaks to polished skill and the orange speaks to vitality.



## 2.4 Mission Statement

“To make Aarong the best in the world in providing a unique Bangladeshi lifestyle experience to empower people and promote Bangladesh while protecting their environment.”

## 2.5 Vision

Aarong has a vision to establish them as world’s one of the k2famous fare trade fashion house. Aarong’s vision is to remain market leader throughout its business. Aarong expand its business in international arena. Aarong has a dream to develop more artisans of Bangladesh and make them dependent and attract more and more into international customers toward Bangladeshi Culture.

## 2.6 Values

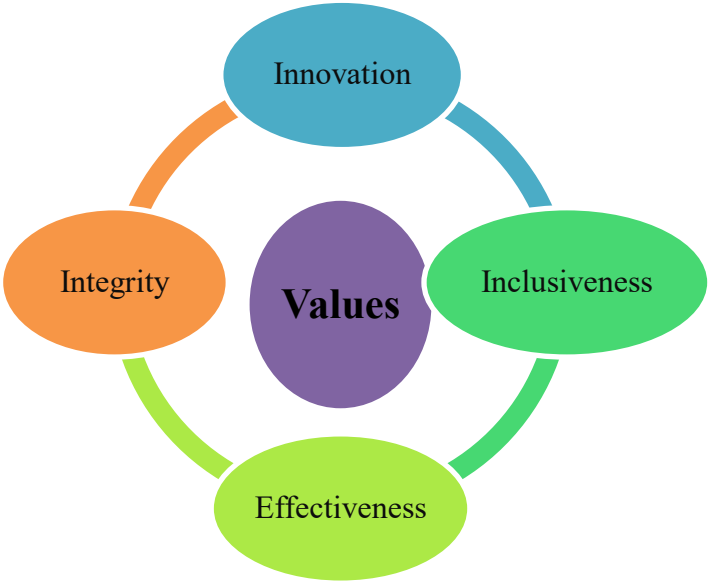
Their values are the same as those of BRAC – an organization that smoothed the world phenomenal progress with its holistic approach to development. With over 300,000 people across the country benefitting from their initiatives, their values remain a constant inspiration and pride for them.

They value innovation that creates opportunities for the poor to lift themselves out of poverty. They strive to display global leadership in ground-breaking development initiatives.

They value integrity, because transparency and accountability are the most essential elements of their work ethic. With clear policies and procedures, they continue to display the utmost level of honesty in their financial dealings.

They are committed to inclusiveness to ensure that they engage, support and recognize the value of all members of society, regardless of race, religion, gender, nationality, ethnicity, age, physical or mental ability, socioeconomic status and geography.

They value effectiveness in all their work, which constantly challenge their selves to perform better and to improve and deepen the impact of their interventions.



### 2.7 Operational Network

Aarong’s activity arrangement begins from the generation of the diverse items which are sold in the retail outlets. The items are delivered under establishment for generation and collecting named Ayesha Abed Foundation. Ayesha Abed Foundation are arranged in Baniachong, Gorpara, Jamalpur, Jessore, Kushtia, Manikganj, Rajbari, Sherpur, Pabna, Pallobi, Kurigram, Nilphamari, Jhenaidah having 653 sub focuses crosswise over Bangladesh. In excess of forty thousand of the aggregate ladies of Aarong makers work specifically for Aarong in these 13 generation focuses in and twenty five thousand free agreeable gatherings and conventional family-based craftsmen likewise advertise their artworks through Aarong. Potters, Brass Workers, Jewelers, Jute laborers, Basket The wavers, Handloom The wavers, Silk The wavers, Wood Carvers, Leather laborers and different craftsman’s with particular abilities from everywhere throughout the nation come to Aarong for showcasing and bolster administrations (aarong.com).

After the gathering of the items and landing in the outlets shoppers can purchase the items from

## Organogram of the Aarong



the retailed outlets. This is the manner by which the accumulation and offering of the item goes on. The tasks in the outlets are essentially conveyed by the administrators of the outlets. They fundamentally are mindful to deal with the outlet inventories, item offers, client administrations, installment accumulations and staff administration. They administer the outlet's execution and are specifically capable to report the Boss Cooperative Officer of Retail and Infrastructure for any sort of activity happens.

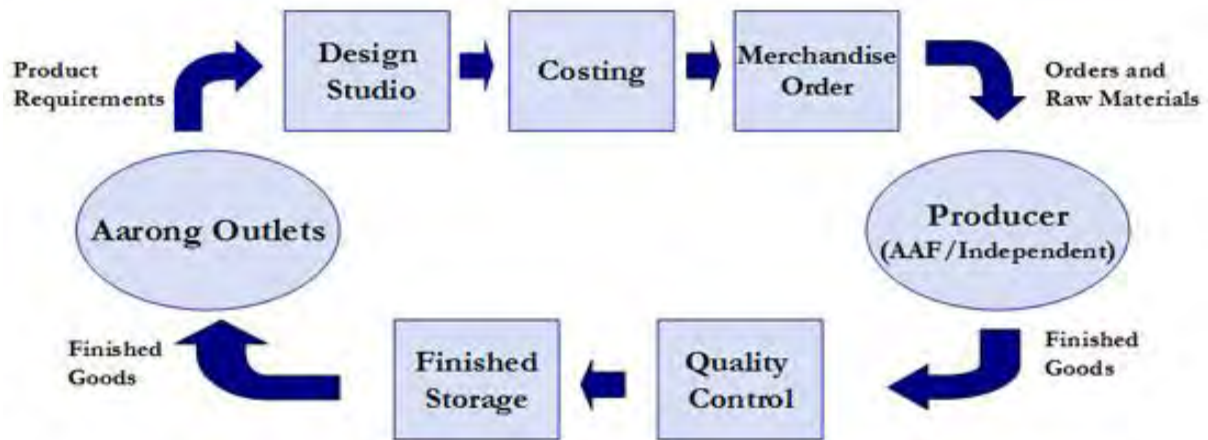
### 2.8 Aarong's contribution in Export

Aarong – a Bangladeshi fair trade organization and member of the World Fair Trade Organization is BRAC's largest social enterprise, with 18 outlets in Bangladesh, more than 100 fashion and lifestyle product lines, and a network of over 65,000 skilled artisans.

They have been exporting both textile and non-textile products to more than 15 countries since 1986. Their exported items include knitwear, woven apparel, home décor and fashion accessories, jute and leather products, candles, as well as novelty items made of metal, terracotta, brass and paper.

Aarong's fare business began in 1986, with an underlying request from Tradecraft, a UK-based reasonable exchange association. Aarong is a perceived reasonable exchange association and a temporary individual from IFAT, the worldwide system of reasonable exchange associations. In view of Aarong's notoriety for being a social business, it has effectively developed its fare client base in the course of the most recent 20 years through the expansion of various reasonable exchange associations in Europe, North America, Australia and New Zealand. In 2007, almost five for each penny of offers originated from sends out, roughly 85 for every penny of which were to reasonable exchange associations and the rest of the 15 for every penny to business associations.

The reasonable exchange associations are for the most part wholesalers that channel items to retail outlets, for example, world shops or reasonable exchange shops. Merchandise sold in this shape are typically advertised under the shippers' image; be that as it may, retailers have a tendency to connect stories in the slogan or special materials about Aarong and the social and budgetary advantages it accommodates the improvement of the underprivileged craftsman's. Aarong kept up a London-based establishment that represented around 11 for each penny of the aggregate fare deals in 2007. Aarong diversified itself in London to take into account the necessities of the expansive Bangladeshi people group living in the area. Be that as it may, the establishment was not preceded after 2010 in reckoning of propelling an online business site. In 1991 and 1992, Aarong opened its own particular retail outlets in Vancouver and London. Because of poor administration and stock control the two areas were shut in 1994; be that as it may, Aarong stays concentrated on a long haul methodology to enter the standard Western markets.



Their suppliers comply with Bangladeshi as well as international labor law and fair trade principles. They conduct ‘social audits’ at every production unit we source from, including their own, which helps them systematically assess the effects of our operation on all stakeholders.

The production units are audited using a comprehensive list of 38 standards under the criteria of working environment, environmental management, structural facilities, product and personnel security, fire safety and system, employee management, and ‘no child or forced labor’.

The units receive color-coded grades (indicating adequacy, need for improvement, inadequacy or un-fulfillment) for each standard and an overall grade for each criterion. The auditors also take stock of practices and documentations that reflect on the standards maintained by these production units. Finally, the auditors provide the units with corrective action plans, and then monitor how changes are implemented.

Because of Aarong’s auditing activities, many small entrepreneurs have come to learn about social compliance standards, which led them to improve working conditions in their production units, introduce measures for fire prevention and take steps for the betterment of their human resource management.

Importing from fair trade organizations is a great way to show the support for producers in developing nations. Fair trade principles empower our artisans to compete in the global marketplace and enjoy economic prosperity through fair prices, fair labor conditions, community

development and environmental sustainability. Select from the vast range of unique products made by their artisans and help bring positive changes in their lives.

Currently Aarong has stopped exporting because of enhanced demand in National level. They are trying to balance within the home country. They are developing their E-commerce site these days along with their website to meet the national demand

### 2.8.1 Their Clients



### 2.8.2 Reward

Aarong was regarded the Best Brand Award in the Fashion Boutique class at Bangladesh Brand Forum's yearly honor function. The Bangladesh Brand Forum's Best Brand Awards 2015 function was held at the Radisson Blue Hotel in the capital on Saturday, November 21, 2015

Bangladesh Brand Forum banded together with Milward Brown and recognized best brands of Bangladesh for 2015 to recognize those brands that have achieved significantly important statures in both business esteem and buyer inclination. Mohammad Abdur Rouf, Chief Operating Officer, BRAC-Aarong, went to the honor function to get this renowned honor.

Aarong is the nation's driving way of life retail location. Aarong is committed to realize positive changes in the lives of hindered craftsmen and underprivileged country ladies. This moral brand started in 1978 as a modest intends to enable country craftsmen to transcend destitution. Today, with 15 retail locations crosswise over Bangladesh and more than 100 molds and way of life product offerings, Aarong bolsters 65,000 craftsmen with reasonable terms of exchange. Upsetting the retail business with exclusive expectations for quality and creativity, this notable

brand mixes the customary with the contemporary in ways that never stop to win shopper offer both at home and abroad.

The Asian Marketing Federation (AMF) has awarded Aarong with the Marketing 3.0 award on September 23rd 2016 competing against companies from its 19 member countries. The award was received by Md. Abdur Rouf, Chief Operating Officer, Aarong, during AMF's annual award ceremony in Seoul, South Korea.

Marketing 3.0 is a new approach promoted by internationally renowned marketer Philip Kotler of connecting with consumers through 'mind share, spirit share, and heart share.' Aarong has demonstrated these values based approach to marketing by socially and economically empowering artisans of Bangladesh and designing innovative products for its global consumer gest lifestyle retailer and a social enterprise of BRAC. Aarong is the largest Bangladeshi retailing brand.





## Chapter 3. SWOT Analysis

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### 3.1 Strength

They are currently catching 68% of aggregate handiwork piece of the overall industry in Bangladesh.

Aarong has great notoriety for fine quality items.

It has a solid administration group who are consistently giving their extraordinary push to make it a fruitful one. Another imperative certainty is that,

Aarong has right around "Zero" generation harm rate which diminishes their cost.

## **3.2 Weakness**

They stay helpless against the likelihood that their maker will be unable to create item auspicious because of their failure.

The accumulation channel of the association isn't that much organized with the goal that they can get the items from the maker on time and it might make issue for them in future..

Aarong charges higher cost generally than their different rivals therefore at times clients lose their enthusiasm to buy item from them.

## **3.3 Opportunities**

It can catch more piece of the overall industry in the workmanship business in Bangladesh. Aarong can grow its business all inclusive.

New advertise for workmanship, for example, Europe and America are starting to rise.

People are presently trendier about nearby occasions and capacities like Pahela Falgun, Pahela Baisakh, Victory day, Independence Day and so forth and they purchase new and uncommon items for these occasions.

## **3.4 Threats**

Aarong doesn't have any enormous contenders at the present time. Be that as it may, they have some little contenders like KayKraft, Anjans, Deshal, Jattrra, Khubsurti, Rina Latif, OZ, Rang and some different Boutiques set up at Banani 11, who are taking their 32% client and expanding in a moderate rate.

Aarong dependably confront value wars with their rivals. Its rivals have some prevalent items like OG's Panjabi shape, Khubsurti's plan of Salwar kamiz Rang's Shari's shading, which is diminishing Aarongs piece of the pie and in addition deals. However, now they are repositioning their Brand to contend with them.

## Chapter 4: Outline of the activity

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My first day of internship started with knowing basic things. They maintain several colors of files. There are four colors of files and they are-

1. Blue files for Aarong Head Office
2. Green files for Aarong outlets
3. Yellow files for Ayesha Abed Foundation and APC
4. Red files for recruitments

There are two grades of employees.

1 Service Grade: These are the employees related with physical labor. They maintain grade 1-7 and each grades has 15 slabs up to assistant level.

2. Regular Grade: These are the employees related with official level. They maintain grade 1-9 and above and each grades has 11 slabs up to higher official level.

Amid the three months internship period at "Aarong" distinctive sorts of occupations were being appointed by my administrator. These assignments can be ordered under three unique areas where every last classification had distinctive kinds of exercises. Those three unique areas were:

1. Consistent exercises identified with Human Resource Department
2. Undertaking assignments
3. Exceptional assignments

## 4.1 Consistent exercises identified with HRD

Amid the internship period under Human Resource Department of "Aarong" there were some normal exercises which were identified with HR Activities. Amid achieving these undertakings were serving to ready to have an unmistakable comprehension of those errands and it likewise improved learning with functional encounters. The arrangements of those errands are given beneath:

1. One of the standard exercises of the internship was setting up the meeting list for the competitors who were chosen for meet for different positions in "Aarong". There were two kinds of records that needed to get ready for those meetings. One was called "Single rundown" which contained the data of – Serial no, Candidates name, Fathers name, Home locale and Signature. This rundown was utilized just amid the composed examination for the applicants. The other rundown called "Point by point list" contained the data of – Serial no, Candidates name, Fathers name, Gender, Age, Home area, Educational foundation, Experiences, Viva status and Remarks. This rundown was utilized for the meeting reason which was set up by me and gave over to the questioners.

2. Going to the telephone calls was one of the general exercises amid the internship. Now and again amid meeting the representatives working in the HR division wound up unfit to go to the telephone calls. At that circumstance, the activity needed to go to those telephone calls to report or advise the regarded individual with the data given by the distinctive offices through telephone. Then again it additionally needed to go to the telephone calls outside from the association and reacted with the data of those enquiries. Alongside this, likewise needed to take care of those guests who came to HR office with their issues. In the wake of examining with them on the off chance that it was important to take them to regarded representative of HR division.

3. Another assignment was being as an inspector in that room where the composed examination of the applicants used to occur. In that errand it needed to view myself as an inspector where the assignments were to give examination content, question paper, confirming the applicants, helping my boss and so forth.

4. A standout amongst the most imperative normal exercises was refreshing the HRMS programming of HR division. A Human Resource Management System or HRMS is a type of HR

programming that joins various frameworks and procedures to guarantee the simple administration of HR, business procedures and information. In this stage it required to deal with the data databases of the workers of administration review and standard grade. Gathering the missing arrangement letters, refreshing the data of the same, making the individual records for every single representative and giving over the documents to the HR worker list store. There were more than many missing papers of the representatives on which it expected to work each day within the internship period and at last it was important to effectively give over every one of the records following every one of the guidelines and furthermore made the refresh in the HRMS. Those employees belong to the Ayesha Abed Foundation, Quality Control department, Aarong - CS, Transport department, Security department, Aador (Day Care Centre for kids) etc.

## **4.2 Undertaking assignments**

As the "Aarong Center" is viewed as the head office of both "Aarong" and Ayesha Abed Foundation it takes after a particular procedure for enlistment and determination for both "Aarong" and Ayesha Abed Foundation. Amid the temporary job time frame the venture errand was to manage the entire enrollment and choice procedure of the Service review and normal review of "Aarong". It takes after a strategy where it expected to assume the dynamic part in every last advance of this procedure. It helped a ton with the useful learning of the enlistment and choice process. The procedure is given underneath:

### **i. Order from the distinctive division to HR**

In this stage diverse offices send their necessities to the HR office telling them about the demand. In the wake of getting the demand from every one of the outlets the senior officer chooses to post the activity roundabout.

### **ii. Occupation round**

In this progression senior officer takes the activities to post the activity roundabout for deals partners. The online networking, association see board, posting work round outside the association, are the choices for work roundabout posting. In addition, people likewise report the activity roundabout outside the division for CV gathering, as a component of inside enrollment. Essentially bdjobs.com and "Aarong's sites are the most widely recognized and ideal locales for posting work round for Aarong.

### **iii. Employment Posting**

In this stage officers from various offices sit with HR officers to set up the set of working responsibilities by examining with each other. In the wake of setting up the set of working responsibilities, work round is posted in different locales, for example, bdjobs.com, "Aarong's site and furthermore on other mainstream work destinations. At work round there is due date for applying before which the applicants ought to apply if the set of working responsibilities matches with their inclination.

### **iv. CV Collecting**

In this stage CV is being gathered from the different destinations, for example, bdjobs.com, BRAC official site, Aarong site and so forth. In the wake of gathering every one of the CVs of the candidates HR office search forward for CV arranging undertaking

### **v. Dealing with CV**

In this phase from the gathered CVs, a few CVs are chosen for meet and composed test. This CV arranging is finished relying upon the candidates' age, sexual orientation, encounter, expected pay run, exhibit address and so forth. Here and there the senior officers from the specific office sit together with the HR officers for the CV arranging. These senior officers choose which candidates ought to be chosen for their specialty.

### **vi. Speaking with the candidates for the composed test and meeting**

In this stage their chosen candidates are required their composed test and meeting on a specific date. The composed test and the meeting of these candidates typically happen at "Aarong Center". For the most part the length of the composed exam is 60 minutes. From that point onward, the examination content is checked by the HR officers. At that point the candidates who get chose in the composed test get the chance to go to the meeting. At this phase of arranging a few issues are considered for choosing the competitors. These conditions are given beneath:

1. Hopeful probably finished SSC, HSC and ought to have selected in HONORS level investigation.
2. Hopeful's age can't be more than 35.

3. Hopeful must have a new and shrewdness in their viewpoint and commitment.
4. Hopeful ideal pay run must need to coordinate with the association strategies.
5. Requiring the chose contender for meet:

At this stage the chosen applicants from the arranged CV are required their composed exam and meeting on a specific date.

### **vii. Settling the outcomes**

After the composed exam is being done, the activity was allocated to coding the outcomes and setting up a worksheet for the chose possibility to call them for the meeting. Aarong keeps up the privacy and reasonable checking entirely as far as choosing hopefuls.

### **viii. Making the last determination**

The last determination is done in light of the candidates composed test outcome and meeting result. Amid the meeting the candidates find the opportunity to examine about their pay with the questioner. Considering every one of the realities HR officers sit with the senior supervisor of "Aarong" for conclusive choice. After the last determination the candidate gets call from the set out office toward joining date.

### **ix. Record checking:**

At this stage their chosen candidate wants joining with every one of the records. In the wake of checking every one of the archives and talking about the terms and conditions the candidate gets the arrangement letter issued from the association. Subsequent to perusing every one of the terms and conditions the candidate chooses whether he will join or not.

### **x. Making telephone calls for archive checking**

In the wake of getting that rundown of chose applicants I needed to call the contender to go to a session for their instructive reports checking. These archives alludes to the fundamental duplicate or photocopy of SSC, HSC, HONORS level enlistment, 2 international ID measure photographs

and 1 stamp estimate photograph, reference letter, NID, Nominee data, Nominee NID, Blood amass report, preparing declarations and so on.

### **xi. Doling out the candidate to the regarded office**

In this stage if the candidate consents to join the association, at that point in the wake of marking on the arrangement letter the candidate is taken to his or her specialization and the candidate straightforwardly reports to his or her manager.

### **xii. Getting ready arrangement letter**

In the wake of understanding that refreshed rundown from the manager it needed to set up the arrangement letters (with allocating staff stick number) for those recorded applicants. This relegated stick number will be the character for the representatives. The arrangement letter is an understanding amongst "Aarong" and the representatives where their name, stick number, father's name, address, joining date, terms and states of the assertion is obviously said. It additionally clarifies the amount she or he will be paid and so on. In the wake of setting up the arrangement letter I needed to influence another two duplicates of the same and after that to send it to division and records where the applicants have joined in view of the rundown. The primary duplicate is being given as ahead of schedule as could reasonably be expected.

### **xiii. Doling out stick, making document**

In this phase subsequent to joining of the candidate he or she is appointed with a stick number which stays as his or her character. At that point the data about the candidate is refreshed in the HRMS programming embedding's the essential data given in the CV and the urgent certainties said in the arrangement letter. HRMS databases saves the data depends on their declarations. Subsequent to making the document with the printed copies of data's of the candidate it is kept in the HR worker record store. The record contains all the composed printed copies put together by applicants alongside Guardian Life Insurance, Nominee data's and code of behaviors.



## **4.3 Unique undertakings**

These assignments incorporate the private works of HR office with me have chipped away at. They are depicted underneath:

### **4.3.1 Performance Management System (PMS)**

Performance Management System (PMS) is a standout amongst the most classified and extraordinary employment of HR division, which measures the execution of the considerable number of staffs related with Aarong, to a great extent BRAC. The scores is being gathered from the first directors, second chief and afterward the leader of the division lastly affirmed by the HR office. Those imprints are gotten by the general exhibitions of the representatives including a few examinations. A stamp is given alongside a review. This stamp decides the advancement, compensation raise, piece changes for the worker. Those imprints were being contribution to a fundamental exercise manual appropriately the PIN, Name and Department. Those numbers were for influencing last to report, bends, and diagrams to be displayed in the PMS board by the higher authorities. Every single imprint was expected to enter deliberately. Orchestrating the records by putting a serial number for scanning, giving the seal, date and PIN of HR official were likewise done by me. Checking and re-checking the PMS refreshes were a piece of my PMS work.

### **4.3.2 EDMS Observations**

EDMS is the product framework to mention objective facts as far as missing data's of workers. Those data's were being refreshed consistently by me. The EDMS programming requires sign in information's, to keep up the secrecy.

### **4.3.3 Enterprise Resource Planning (ERP)**

Enterprise asset arranging is the incorporated administration of center business forms, frequently progressively and interceded by programming and innovation. ERP is contains the more nitty gritty data's alongside pay, increase, staff acknowledgment as a definite database. Some underlying databases were being contribution by on the ERP System.

## Chapter 5: Basic perception and suggestion

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Amid the entire procedure of the enrollment and determination of "Aarong" and "AAF" there were a few issues which required exceptional consideration. These perceptions are given underneath:

1. The candidates who come from a distance destination or from outside Dhaka city, sometime cannot be present in time because of several issues, so there is a space of consideration for 30 minutes only. Sometimes there is required more time often. Some potential candidates often miss the opportunities.
2. There is no specific space or room for the examinations. Candidates need to sit on canteen to participate for examinations. An examination room is a much required.
3. Earlier the website and bdjobs.com were only options to apply for the positions. Now, there is CV drop box outside the head office and also in several centers. Which is a good step to hardcopy of CV dropping.
4. There are some positions of examinations as part of recruitment where computer is needed, but there is no specific computer room. Candidates need to come in HR department to use computers. Aarong might arrange a small computer lab for sophistication.
5. There is not any specific arrangements as part of employee engagements. Employees in an organization need something relaxing to energize for upcoming challenges, but there is not any arrangements. Aarong can arrange a small space for relaxing or gaming as part of refreshing. It will create positive outcomes in work.
6. There was no therapeutic checkup process for the at long last chose candidate. There must be some drive to begin the strategy of medicinal checkup for every single recently joined representative both in "Aarong" and "AAF" keeping in mind the end goal to abstain from spreading of any sort of essential ailment.

## Chapter 6: Conclusion

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Working with "Aarong" was a magnificent affair to have clear thought regarding HR works. "Aarong" HR office helped me to take in the absolute most and fundamental imperative stuffs which helped the temporary job in proficient life as well as in individual life. Taking part in different exercises given by the chief and by planning he enhanced my fearlessness. Numerous profitable guidelines from different representatives working under HR division which will help further to set the vocation in forthcoming days.

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