Internship report on

"The Recruitment Process and Recommendation on Redesigning

the Job Portal of Robi Axiata Limited"

Course Code: BUS400

Submitted to:

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'The Recruitment Process and Recommendation on Redesigning the Job Portal of Robi Axiata Limited'

Letter of Transmittal

2ndAugust,

2018

Mohammad

Atiqul Basher

Lecturer,

BRAC Business School,

BRAC University.

Subject: Submission of Internship Report for the completion of BUS-400 course.

Dear Sir,

With due respect, it is an immense pleasure for me to inform you regarding the completion of my internship report entitled as **"The Recruitment Process and Recommendation on Redesigning of the Job Portal of Robi Axiata Limited"** which was assigned to me as a requirement for the completion my BBA program for the BUS400 course.

It was a pleasant experience and an excellent opportunity for me to work in Robi Axiata Limited and gather knowledge on the overall HR issues (Recruiting, Training and Development, Compensation and Benefits, HR Business Partnering and Engagement and Culture) and mainly the recruitment process of this renowned multinational company. I actually have tried my utmost to organize a comprehensive report by conducting a descriptive analysis.

I am grateful to you for your direction and kind cooperation at each step of progression. I hope you will appreciate my effort put forward hereby.

Regards,

Syeda Nabilah Ali

ID: 14104055

Letter of Endorsement by the Supervisor Faculty

This is to certify that Syeda Nabilah Ali, ID: 14104055, BBA Program, BRAC Business School, BRAC University has done her internship report on **"The Recruitment Process and Recommendation on Redesigning the Job Portal of Robi Axiata Limited"** for the purpose of completing BBA internship program. I accept this report as a final internship report.

I wish every success and prosperity of her career and life.

Mohammad Atiqul Basher

Lecturer

BRAC Business School
BRAC University

Acknowledgement

As a matter of first importance, I want to pay my gratitude to the Almighty Allah for giving me capabilities to complete this report. Also, I am thankful to my family who furnished and supported me throughout and especially within these three months.

Numerous individuals have contributed in building of this report. Most importantly, I would want to thank my Educational advisor of the internship program, Mr. Mohammad Atiqul Basher, Lecturer, BRAC University for giving me the guidance on setting up this report and for his effortful supervision. Without his assistance, this report could not have been a far reaching one. Furthermore, I would offer my heartfelt thanks to my corporate on-site supervisor, Ms. Umme Aiman Tasnim, Manager, Resourcing unit, HR Divison of Robi Axiata Limited for her endless support right from the beginning of the internship to the last day and also for giving me an opportunity to work as an intern in this reputed organization. It has been a great honor for me to work and learn with such a great team. In fact I would like to pay my appreciation to the whole Resourcing team for their effortless support and overall for grooming me. I feel myself very lucky to have the guidance of all the faculties throughout my undergraduate life which helped me a lot to prepare a productive report. However, there may appear some shortfalls despite of trying to convey my sincere efforts; I apologize for any such inadvertent mistake.

Executive Summary

The internship program gave me an opportunity to work at the second largest telecom industry of Bangladesh, Robi Axiata Limited. I was assigned to work with the Resourcing (Recruitment) unit of the HR division. This has been the very first step of mine to the corporate world. I have tried to reflect my learning through this report. I was assigned to conduct the ongoing HR works like calling candidates for interviews, assisting in invigilating the written exams for candidates, maintaining personnel files of new joiners and all intern related works.

I have talked about the overview of the organization, their mission, vision, hierarchical structure and organ gram of my group. Amid my internship period I found that Robi is exceptionally all around organized and they take after the guidelines and control legitimately. This report is a brief outline of the association, working society and my commitment towards the HR department as well as many challenges and constraints I faced while working here during my three months internship program. I have also provided some recommendations and proposals which might be useful for them. To conclude I can say that Robi is doing really great as one of the leading telecom giants of Bangladesh.

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CHAPTER: 01

The Organization Overview

Introduction

Robi Axiata Limited (Robi) is a subsidiary company of the Asian telecom giant, Axiata Group Berhad based in Malaysia. Robi is the second largest mobile network operator in Bangladesh. Other shareholders in the entity are Bharti Airtel International (Singapore) Pte Ltd and NTT DOCOMO Inc.

Robi is the first company to launch 4G service in all the 64 district headquarters of the country. In fact, this landmark milestone was achieved on the first day of the commercial launch of the service by Robi on 20th February 2018. Robi has a rich portfolio of digital services. Starting from mobile banking services, it offers many mCommerce services like: online ticketing platform-bdtickets.com, online shopping platform- shop.robi.com.bd, Robi Cloud Service, Vehicle Tracking System- Tracker, digital advertising platform- adreach, online recharge platform-rechargeplus. The company also hosts the leading knowledge sharing platform on digital advertising- re.con.

Following the merger with Airtel Bangladesh, the merged company, Robi Axiata Limited (Robi) started its commercial operation on November 16, 2016. As of now, this is the biggest ever merger of the country and the first ever merger in the mobile telecom sector of Bangladesh.

Robi was the first operator to introduce GPRS and 3.5G services in the country. Besides, Robi has introduced many first of its kind digital services in the country and has invested heavily to take its mobile network to the underserved communities even in the rural areas. Robi is now working to enable digital life for all for a better future.

Robi as the proud sponsor of the Bangladesh National Cricket team appeals to the millions of cricket crazy fans of the country to ignite their indomitable spirit within to pursue individual and collective glory and excellence. This strong brand message has made Robi synonymous with the passion of the aspiration people and the company humbly honours this popular notion with quality mobile telecommunication services for empowering the people.

As an aspiring digital company, Robi has established itself as the leader in providing customer centric data and digital services. Robi was the first operator to introduce Facebook's basic internet platform, Free Basics, in the country. It also promotes responsible use of internet among the youth with a Corporate Responsibility (CR) initiative named "Internet4U".

Besides, another CR initiative, Robi-10 Minute School, has already become the largest online school of the country. It has recently won a GSMA Glomo award for the Best Mobile Innovation for Education and Learning in the "Connected Life Awards" category at the Mobile World Congress (MWC) 2017. The announcement came during last year's MWC - the world's largest gathering for the mobile industry recently held in Barcelona.

Catering to all the consumer segments, the company constantly innovates to have an edge over its competitors. Robi proudly claims to have the widest international roaming service in the market, connecting 385 operators across more than 140 countries.

Company Profile:

Name of the Company: Robi Axiata Limited

Shareholders: Axiata Group Berhad (68.7%), Bharti

Airtel (25%) and NTT DOCOMO (6.3%)

Bangladesh Head Office: Robi Corporate Centre, 53

Gulshan South, Avenue, Gulshan-1, Dhaka-1212;

Bangladesh.

Year of establishment: 1997

Industry: Telecommunication

Technology Deployed: EDGE, GSM, GPRS, HSPA

Position in the Industry: 3rd in terms of number of subscriber and 2nd in terms Of revenue.

Network Coverage: 99% of the population (January, 2015)

Geographical network: All over the Bangladesh (January, 2015)

Major Competitors: Grameenphone, Banglalink,

Market Share: 21% (February, 2015)

Revenue: 9.4%^ in 2014

Corporate Website: http://www.robi.com.bd

Mission:

"Robi aims to achieve its vision thorough being one not only in terms of market share, but also by being an employer of choice with up to date knowledge and products geared to address the ever changing needs of our budding nation."

Vision:

"To be a leader as a Telecommunication Service provider in Bangladesh."

Market Share:

A statistical report published by BTRC (Bangladesh Telecommunications Regulatory Commission) shows that the total number of active mobile phone subscribers has reached 145.114 million at the **end of December, 2017,** which actually indicates that there is a gigantic market for mobile internet business considering the evolution of Smartphone technology and 3G (third generation) mobile communication technology. Robi is the Second largest telecom operator in Bangladesh in terms of market share. Currently, they own 30% of the market share.

Operator	Subscribers (in millions)
Grameenphone	65.327
Robi	42.908
Banglalink	32.384
Teletalk	4.494
Total	145.113

Axiata is one of the leading telecommunications groups in Asia with approximately 350 million subscribers in eleven countries. In pursuit of our vision to be a New Generation Digital Champion by 2020, Axiata pieces together the best in the region in terms of innovation, connectivity and talent. With a diverse portfolio in mobile network, communications infrastructure and digital services, Axiata, through our operating companies, offers a range of innovative telecommunications products and services.

Axiata has controlling interests in six mobile operators under the brand names of 'Celcom' in Malaysia, 'XL' in Indonesia, 'Dialog' in Sri Lanka, 'Robi' in Bangladesh, 'Smart' in Cambodia and 'Ncell' in Nepal, with strategic interests in 'Idea' in India and 'M1' in Singapore. Axiata Group Berhad, including its subsidiaries and associates, has approximately 120 million mobile subscribers in Asia, and is listed on Malaysia's stock exchange. Group revenue for 2016 was at USD5.2 billion while market capitalisation stood at over USD9.4 billion by end of 2016. The company provides employment to more than 25,000 people across Asia.

Bharti Airtel Limited is a leading international telecommunications enterprise currently operating in 20 countries throughout Asia and Africa. Headquarter of Bharti Airtel Limited is in New Delhi, India. The enterprise ranks among the top 4 cell work carriers globally among phrases abouth subscribers. In India, the company's manufacture offerings consist of 2G, 3G yet 4G wireless services, cell commerce, constant tier services, excessive speed DSL broadband, IPTV, DTH, corporation purposes which include national & worldwide lengthy range services in imitation of carriers. In the rest on the geographies, such presents 2G, 3G wireless capabilities then mobile commerce. Bharti Airtel had above 307 million clients across its operations at the give up regarding November 2014. (Bharti Airtel , 2018)

NTT docomo

NTT DOCOMO, INC. is the world's leading mobile communications company and the largest mobile communications company in Japan. DOCOMO serves over 56 million customers, including 44 million people subscribing to FOMA™, launched as the world's first 3G mobile service based on W-CDMA in 2001. DOCOMO also offers a wide variety of leading-edge mobile multimedia services, including i-mode™, the world's most popular mobile e-mail/Internet service, used by 48 million people. With the addition of credit-card and other e-wallet functions, DOCOMO mobile phones have become highly versatile tools for daily life. DOCOMO is a world-driving designer on 5G systems, who such plans as indicated by send among the 2020s by utilizing group work virtualization (NFV) and mean advancements.

(Read more at https://www.robi.com.bd/corporate/shareholders#plqyzPf6CutHylqB.99)

Organ gram of Robi Axiata Limited:

Robi Axiata Limited advances an association society which sustains more than 1600 workers making cooperative energy. The organizational structure is all around characterized the same in every divisions and the top level commands are followed by all the employees.

Fig 1: It shows the organizational rank in Robi Axiata Limited
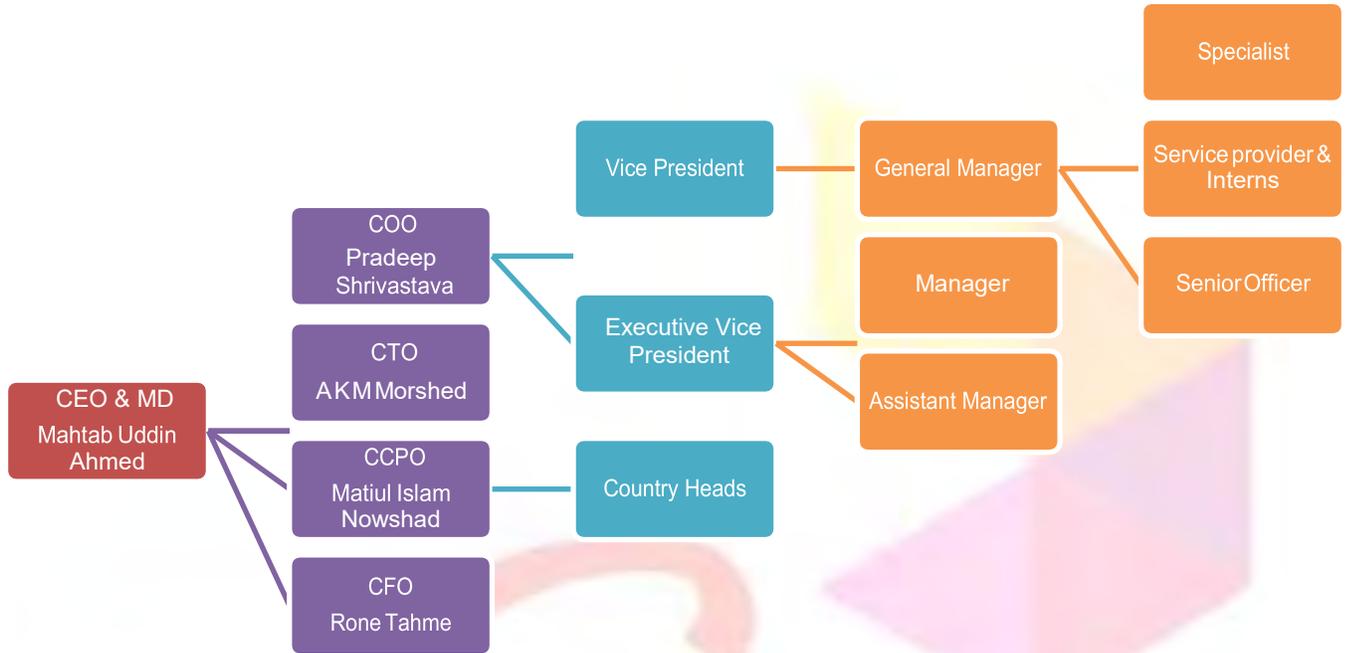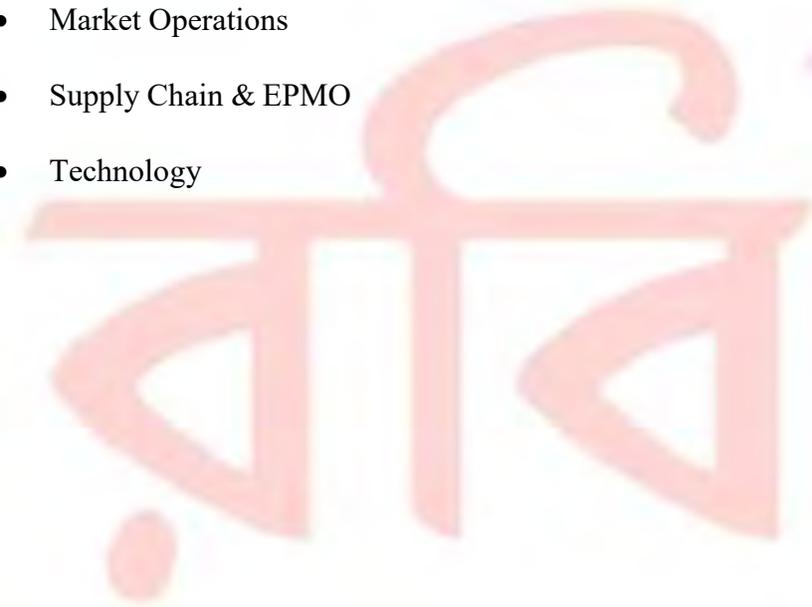
Divisions of Robi Axiata Limited:

Robi Axiata Ltd has 11 designated divisions to maintain their organizational workflow. The divisions are:

- Corporate and Regulatory Affairs
- Corporate Strategy
- Digital Services
- Enterprise Business
- Finance
- Human Resource
- Information Technology
- Internal Audit
- Market Operations
- Supply Chain & EPMO
- Technology

I was assigned to work with the HR division under the Resourcing unit. This particular division is further divided into 5 departments or units. They are:

- Resourcing: This unit is accountable for selecting the most sensible presents for the correct occupation. Starting from aides to general boss, this division deals with a wide range of enrollment. They in like manner keep up capable contact with a couple of instructive organizations and enrollment offices to increment and upgrade their pool of applicants.

- Talent & Development: This unit deals with the arrangement and headway of the Robi workers. It gives diverse day long planning tasks and sessions on particular points, for instance, trust and ethics, programming and its application at workplace, introduction aptitudes, changing step by step inclinations and so on. It exceptionally grooms talented agents and think about them as association assets.

- HR Business Partnering: This division goes about as an extension between Human Resource division and diverse divisions of the association. It deals with the selection of those divisions besides deals with any issue as for the concerned division.

- Compensation and Rewards: This unit deals with the status of pay and points of interest structure of the Robi delegates close by their execution examination. This unit in like manner ensures that each one of the representative's close to home information and private reports are recorded and archived properly.

- Engagement and Culture: This particular unit among the different units under P&C is simply the most motivated one. It is submitted towards delegate commitment, motivational events, incredibly famous consultancies and studies. This unit ensures a dynamic and anchored working condition for all the Robi agents

The workflow diagram for the HR Department:

There are more entry positions at Robi. However, the workflow diagram for the HR Division of Robi Axiata Ltd is given below:

Employer Branding Resourcing (mid Management) Resourcing Management (junior management) Resourcing Administration	Performance Management & Rewards HR Information Systems Payroll and Disbursement	Talent Management Learning & Development	Culture and Employee Communications HR Process, Policies & Reporting Digital Engagement	Market Operations and EB Technology and IT Finance, DS, CS and SC & EPMO Employee Relations and P&C, RA and IA
Resourcing	Compensation & Reward	Talent & Development	Engagement & Culture	HR Business Partnering

Human Resources Head of HR

Fig2: It shows the workflow of the HR division (⬆)

Fig3: Shows the rank according to the designations of the Resourcing unit.

Each division or unit is driven by a Vice President besides contains a general manager, manager and specialists as the Vice President's subordinates. Each of the designations is implied by different job bands. The list of the bands is given below:

Job Title Band:

CXOs	A
Executive Vice President	B
Vice president	C
General Manager	D
Manager	E
Specialist	F
Officer	G
Assistant	H

Each one of them collaborates by sitting close by each other on an open floor for feasible correspondence among themselves and distinctive representatives from various divisions and offices. The HR division is situated on the 11th floor and is the only division that is enclosed by glass doors with a restricted entry to maintain confidentiality.

CHAPTER: 02

Project Part

- **INTRODUCTION**

- **LITERATURE REVIEW**

Origin of the Report

This internship has been directed to break down and pick up an inside and out learning about the Recruitment Process of Robi Axiata Limited. In the meantime, this report is compulsory for the completion of internship program that is a prerequisite for accomplishing the degree of Bachelors of Business Administration under the BRAC Business School of BRAC University. It is a multi week approximately 12 weeklong program where every one of the students is put in various institutions as indicated by their majors or enthusiasm to pick up an expert affair which encourages them to get ready for the future after they move on from the university. The students are required to do diverse assignments in the work environment identified with the offices they have been set in and the students are mentioned to as interns. Along these lines, the interns are furnished with the learning opportunity by adding to the organization through their allocated undertakings and duties. In like manner, I was allocated as an intern of the Resourcing Unit under the Human Resource Division of Robi Axiata Limited where I needed to aid the enrollment methods of the interns, lead other HR occasions and arrange the internship program of Robi Axiata Limited.

Objectives:
I have prepared this report based on two objectives mainly.

General objective:
The fundamental target of this report is to give essential data about the systems of Recruitment and determination strategies taken by the Robi Axiata Ltd through the HR Department and providing some suggestion.

Specific objective:
- Identify the efficient recruitment process

- To have a reasonable view about what is really occurring in the field of HRM of the chosen business association.

- Relate the theoretical knowledge with the real workplace process at Robi Axiata Ltd

- To provide an impression of my internship job alongside my work duties.

Methodology:

This report is organized as a part of BUS-400 course. This report is containing qualitative data regarding the Resourcing unit of HR division of Robi Axiata Limited. All the information I used for process of making this report obtained primary and secondary data.

Primary data source:

- Face to face interviews and interviews over phone with the employees of HR Division of Robi Axiata Ltd.

- My personal experiences and observations.

Secondary data source:

- Company website
- Other relevant websites and journals
- Reports published by BTRC
- Previous report

Limitations

Organization wise:

- Due to confidentiality and policies much information could not be retained.
- Much information provided is based on approximate data due to confidential purposes
- Time constraint has been another problem while preparing this report since there has been much work pressure during these 3 months of internship program and long office hours.
- Having a lack in required knowledge about different situational requirements

Recruitment

Human Resource Planning is, by far, an essential ingredient for the success of any organization in the long run. There are a number of techniques that need to be followed by every organization that guarantees that it possesses the right number and type of people, at the right time and right place, so as to enable the organization to achieve its planned objectives. Commonly, the objectives of Human Resource Planning department include resource, planning, recruitment and selection, career planning, training and development, promotions, risk management, performance appraisal, to name a few. Each of these objectives requires special attention and accurate planning and execution. Edwin Flippo defines Recruitment and selection process as "A process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organization."

(https://www.ukessays.com/essays/business/literature-review-recruitment-and-selection-process-business-essay.php)

Recruitment Process

According to Korsten (2003) and Jones et al. (2006), Human Resource Management theories emphasize on techniques of recruitment and selection and outline the benefits of interviews, assessment and psychometric examinations as employee selection process. They further stated that recruitment process may be internal or external or may also be conducted online. Typically, this process is based on the levels of recruitment policies, job postings and details, advertising, job application and interviewing process, assessment, decision making, formal selection and training (Korsten 2003).

Recruitment is broadly divided into two categories:

I.   **Internal Recruitment**: Internal recruitment refers to selecting representatives from inside the organisation. At the end of the day, candidates looking for the changed positions are the individuals who are already serving the organization. Inner recruits are the best and the most effortless method for choosing assets as execution of their work is already exposed to the organization.

II. **External recruitment**: External recruitment means selecting applicants who are looking for job openings for this situation they are the individuals who are outer to the organization. Robi follows both the type of recruitment processes.

CHAPTER: 03

Activities Undertaken

A Glimpse to the HR Division Resourcing unit:

The Resourcing unit consists of five members. It is the unit with highest number of team members within the division. The team consists of a Vice President- Mr. Zaved Parvez who was my corporate supervisor, one General Manager- Mr. Khandaker Raihan Saeed, two Managers- Ms. Umme Aiman Tasnim (under her direct supervision and guidance I completed my internship) and Ms. Shirin Khan and one Specialist- Ms. Nahid Islam Bithi. I was assigned to work with all of them and really got to learn about different methods of recruiting and selecting policies.

My Job Responsibilities included many things listed below:

1. **Calling the candidates for the written test**: The preliminary stage after being shortlisted from the screening of CVs is that the candidates are called over phone. I was required to inform them about the designated date, time and venue for the written examination.

2. **Proctoring the written test:** Usually the written test takes place for one hour but it varies from position to position. I had to assist my supervisors in invigilating such exams.

3. **Preparation of tabulation sheet for written test scores:** After the written exams have been conducted they were assessed by the recruiters. The scores of the candidates were provided to me. I had to make a database containing the name, contact details, year of experience and the scores of the candidates in descending order in Microsoft Excel sheets.

4. **Calling the candidates for interview over phone:** The next step of the recruitment process is calling the candidates for viva interviews. When the candidates have been shortlisted to be interviewed for any position then I needed to call and congratulate them about being selected. Then I required to inform them about the date, timing and the venue for the viva interview.

5. **Co-coordinating the interview process**: I had to assist my supervisors in any kind of interview related processes. In fact I had to remain in the desk to confront any issues in absence of them when they were in the interview board.

6. **Help the new joiners to fill up the joining forms**: After a candidate has been confirmed as an employee for Robi he/she needs to sign the appointment letter and also many other joining forms such as Joining letter, Employee personal Information, Code of Conduct, Employee Disclosure form, Sim card form, Gratuity form etc. I needed to help them in filling up these forms very carefully as this is a very important part of recruitment process.

7. **Preparing new joiner envelopes for the final selected candidates**: On every 1st and 16th

of any month on boarding of the new joiners takes place at Robi. During this onboarding session the candidates are provided with 'Welcoming Envelopes'. It contained welcome letter, information contact details, a sim card and an ID card.

8. **Collecting Sim card and ID card from Enterprise Business (Corporate Sales) Division at 7ᵗʰ floor**: One of the crucial parts and day to day activity of my duties was to visit Mr. Saif and hand him the forms for the activation of sim cards and ID cards for the new joiners. It took a time of approximately one week. Again I had to collect them from him once they have been prepared so that I could create the new joiners' envelopes.

9. **Preparing Personnel file of the new joiners**: When an individual has been finally chosen they need to submit certain enlistment papers to the Resourcing unit for example Natioanl ID card's photocopy, TIN certificate, all kinds of confidential joining related forms, discharge letters from past jobs and medical reports. I required arranging all these papers and storing them in the files of respective employees with their name tags on it.

10. **Preparing file tagging notes and sticking them to the personnel files**: The final work of the selection process was to create a database of the number of employees joining on a particular date along with their designation, department, unit and ID number. After preparation of this I needed to stick them on every individual's file for a proper and easy maintenance.

11. **Intern Recruitment and Joining**: Whenever any department required any intern they asked for intern recquisition from the HR. After the shortlisiting of CVs I required to call the interns for interview. Once an intern has been selected I required preparing their joining letters, declaration of confidentiality forms. Then I needed to inform them that they have been selected and congratulate them. On their joining day I had to assist them in filling up the forms and needed to collect and maintain the papers on the intern record file.

12. **Providing attendance sheet to the interns**: The interns required to maintain their In and Out time in this attendance sheet on every month of their internship period. I had to provide this attendance sheet to all the interns in the beginning of every month.

13. **Collecting attendance sheet of the interns with cost centre numbers within the first 3 days of the following month**: It was my duty to push the interns in submitting me the completed attendance sheet within the first three days of the next month which must contain their respective Cost centre number and signature from two of their supervisors.

14. **Preparing salary sheets of the interns**: I needed to maintain the attendance sheets very carefully because based on this sheet their salary was given. I needed to count the total

working days in a month and the total working days of the interns. In case of any absence of the intern they required to mention it on the remark section and then I used to input the information on excel based on which their salary was calculated.

15. **Submitting the salary and attendance sheet to the Finance division**: Miss Farhana of the Finance division used to check the preparation of the salary sheet and kept for processing of the cheques.

16. **Disbursement of the Salary cheque to the interns**: Once the salary cheque has been ready I had to collect it from Mr. Jahangir, Finance division. I had to inform the interns about collecting their salary over text message and finally distributed it to them.

17. **Preparing experience certificates**: Once the intern has submitted their report along with the exit form they will be eligible to receive the experience certificate. This is given to the interns on successful completion of the internship program.

18. **Conducting some projects on PowerPoint and Excel based on my creativity**: For instance, my supervisor was working on a project, so she used to brief me about it and asked me to complete it on behalf of her. She would provide me with feedbacks once it has been done.

19. **Updating internship database**: Every time an intern is recruited his/her information such as name, contact details, educational institution, project name, supervisor's details has to be recorded in a database for any present or further reference.

20. **Working as an intermediary for the other interns**: If any intern from other divisions had any problems they used to discuss it to me so that I could refer it to the HR. For example, if the internship period of any intern had to be extended or collecting forwarding letter if required by their universities, etc.

CHAPTER: 04

The Recruitment Process of Robi Axiata Ltd

The Recruitment and Selection Process of Robi Axiata Ltd

Step 1: Manpower Requisition by a particular department

The procedure of enlistment starts just when there is a need for new workers to help with a specific division. The request can be because of deficiency of workers or because of the requirement for individuals with imaginative thoughts that would increase the value of the organization.

Step2: The specific department offers a 'Requisition Proposal' for a new employee

When it is settled that a given department needs new representatives, a demand proposition is set up to be sent to the HR Business Partner for that specific division approved and signed by the concerned supervisor and VP of the division.

Step3: The requisition proposition requires the concern of the HR Business Partner and the Vice President of Resourcing unit

Once the order proposition is sent to the HR Business Partner, the individual experiences the proposition, signs the paper and sends it to the Vice President of Resourcing unit for conclusive check. The Vice President gives the final approval before exchanging it to the recruiters keeping in mind the end goal to do the further systems. There is an Internal Audit team in charge of Recruitment Process Auditing; they directly report to the BAC not even the CEO. Thus everything is maintained very carefully.

Step4: The recruitment managers place job advertisements to attract candidates

The recruiters post notices in their own particular portal, LinkedIn and sometimes university career portals to get more candidates. In the meantime, they experience their internal database software to check whether any of the candidates coordinate the activity criteria if not totally rejected.

Step5: Screening of CV and selecting suitable candidates

Once the managers start receiving the resumes against the job ad they start screening the CVs and short listing the appropriate candidates. Then the shortlisted candidates are called for interviews.

Step6: Arrange for written exams and interview the pool of candidates

Some job posts require sitting for the written test which contains questions from English, mathematics, general knowledge and logical reasoning. If the candidate passes this stage then they are called for the

next phase which is the interview session. Situational questions are asked during the interviews. Usually the recruiter, line manager and another cross-functional line-manager is present during entry level positions. Positions like General Manager and above contain an interviewee from up to the divisional head.

Step7: Make the final selection of candidates

Once the most appropriate candidate has been selected after excelling both the written and viva interview the candidate is selected for the specific post.

Step8: Medical Test

However, before confirming and handling the appointment letter the selected candidate has to undergo a medical test to check their fitness for serving the company. Once the medical reports are positive then the selected candidate is confirmed finally.

Step9: Completing of all the joining documents

There are lists of documents that an employee needs to sign as a part of their selection process. This includes joining form, sim card forms, ID card forms, Applicant information release forms, etc. Moreover, they need to submit documents like educational certificates, NID card, TIN certificate, Release letter if any from previous organization.

Step10: On boarding Session

Once the applicants are chosen, they are given a joining date. On that date, the new joiners are invited and an introduction session takes place where they are formally acquainted with the associations. They are given individual PCs and the new joiners' envelopes containing Sim card and ID card. Salary accounts are made in Standard Chartered Bank. Training sessions are being conducted by different units. After every convention has been finished, the new joiners are taken to their particular workstations to meet their line managers and the whole team.

Chapter 05:

Focus Group Discussion about the Redesigning of the Job Portal

Robi sincerely takes after e-Recruitment practice to enlist qualified possibility for the organization. In this advanced period, e-Recruitment assumes an extremely urgent part and is at present a best decision of enlistment strategy for any association around the world. This saves time and is also cost-effective.

However, after a little focus group discussion done with eight active job-seekers and mainly final year students I have found that 75% of them believe that the job portal of Robi is not as standard as compared to other leading organizations of the country.

A focus group discussion (FGD) is a good way to gather together people from similar backgrounds or experiences to discuss a specific topic of interest. The group of participants is guided by a moderator (or group facilitator) who introduces topics for discussion and helps the group to participate in a lively and natural discussion amongst them.

The strength of FGD relies on allowing the participants to agree or disagree with each other so that it provides an insight into how a group thinks about an issue, about the range of opinion and ideas, and the inconsistencies and variation that exists in a particular community in terms of beliefs and their experiences and practices.

FGDs can be utilized to investigate the implications of overview discoveries that can't be clarified factually, the scope of conclusions on a subject of interest and to gather a wide criteria of nearby terms. In connecting exploration and strategy, FGD can be valuable in giving knowledge into various recommendations among various gatherings engaged with the change procedure, along these lines empowering the procedure to be overseen all the process more easily. It is likewise a decent technique to utilize before outlining questionnaires.

Length of the Focus Group Discussion

If the FGD is shorter than 60 minutes then it might be difficult to fully explore the topic. On the other hand if it is more than 90 minutes it makes the participants tired or bored. As concerned of my research the length lasted for 45 minutes because by then I had completely reached to the climax point for my survey.

Selecting the Participants

Focus Group Discussion involves two to eight people on average. Greater than eight participants becomes crowd for a FGD and is more suited for an Advisory Board.

Now let's have a look on the outcome of this FGD.

QUESTIONS

1. Full name please.

2. What is your employment status?

3. Have you applied to Robi's job portal?

4. On a scale of 1-5 how would you rate the ease of using the Robi's job portal

5. Any reason for your rating to the previous question?

6. Any suggestion to improve this site?

7. Which site would you recommend to apply for job?

8. Can you recommend any organization's portal that you felt best for applying for jobs?

Some of the responses recorded from them are as follow:

✓ Respondent#1

1. What is your full name?
Ans: Mohammad Saad

2. What is your employment status?
Ans: Student & part-timer

3. Have you applied to Robi's job portal?
Ans: No

4. On a scale of 1-5 how would you rate the ease of using the Robi's job portal? *
Ans: 2

5. Any reason for your rating to the previous question?
Ans: The Site is very slow and not user friendly

6. Any suggestion to improve this site?
Ans: Running team must be kept low and good graphics must be made which meets the standard of Robi Axiata

7. Which site would you recommend to apply for job?
Ans: bdjobs.com

8. Can you recommend any organization's portal that you felt best for applying for jobs? *
Ans: Unilever

✓ Respondent#2

1. What is your full name?
Ans: Syed Tausif Azim

2. What is your employment status?
Ans: Job holder

3. Have you applied to Robi's job portal?

Ans: Yes

4. On a scale of 1-5 how would you rate the ease of using the Robi's job portal?
   Ans: 1

5. Any reason for your rating to the previous question?
Ans: Too slow and time consuming.

6. Any suggestion to improve this site?
Ans: Please put a save option so that I can continue the process where I had left it.

7. Which site would you recommend to apply for job?
Ans: LinkedIn

8. Can you recommend any organization's portal that you felt best for applying for jobs?
Ans: EBL

✓ Respondent#3

1. What is your full name?

Ans: Tasawar Zaman

2. What is your employment status?

Ans: Student

3. Have you applied to Robi's job portal?

Ans: Yes

4. On a scale of 1-5 how would you rate the ease of using the Robi's job portal?

Ans: 2

5. Any reason for your rating to the previous question?

Ans: The layout seemed a little complicated.

6. Any suggestion to improve this site?

Ans: Simplifying the layout and making it a little more visually pleasing.

7. Which site would you recommend to apply for job?

Ans: BD jobs

8. Can you recommend any organization's portal that you felt best for applying for jobs?
Ans: British American Tobacco

✓ Respondent#4

1. What is your full name?
Ans: Razuan Rabin

2. What is your employment status?
Ans: Job holder

3. Have you applied to Robi's job portal?
Ans: No

4. On a scale of 1-5 how would you rate the ease of using the Robi's job portal?
Ans: 2

5. Any reason for your rating to the previous question?
Ans: Not that strong one but the browser it leads to made me rate this much

6. Any suggestion to improve this site?
Ans: No

7. Which site would you recommend to apply for job?
Ans: Career section

8. Can you recommend any organization's portal that you felt best for applying for jobs?
Ans: BATB

✓ Respondent#5

1. What is your full name?

Ans:Sadia akter

2. What is your employment status?

Ans:Student

3. Have you applied to Robi's job portal?

Ans:Yes

4. On a scale of 1-5 how would you rate the ease of using the Robi's job portal?

Ans: 1

5. Any reason for your rating to the previous question?

Ans: Seems backdated

6. Any suggestion to improve this site?

Ans: No

8. Which site would you recommend to apply for job?

Ans: MO

9. Can you recommend any organization's portal that you felt best for applying for jobs?
Ans: Banglalink

✓ Respondent#6

1. What is your full name?

Ans:Md. Wasif Chowdhury

2. What is your employment status?

Ans: Student

3. Have you applied to Robi's job portal?

Ans: Yes

4. On a scale of 1-5 how would you rate the ease of using the Robi's job portal?

Ans: 4

5. Any reason for your rating to the previous question?

Ans: One of the leading telecom companies in Bangladesh. So it's very much logical to say, they have a structured and organized job portal to look into it.

6. Any suggestion to improve this site?

Ans: Not really as I have very little idea about it.

7. Which site would you recommend to apply for job?

Ans: bdjobs.com

8. Can you recommend any organization's portal that you felt best for applying for jobs?

Ans: Has to be Banglalink. An organized one for sure, as well as convenient too

- ✓ Respondent#7

    1. What is your full name?

    Ans:Azizur Rahman Khan

    2. Whai is your employment status?

    Ans:Student

    3. Have you applied to Robi's job portal?

    Ans: No

    4. On a scale of 1-5 how would you rate the ease of using the Robi's job portal?

    Ans: 2

    5. Any reason for your rating to the previous question?

    Ans: Never applied but heard from friends that it's not very attractive.

    6. Any suggestion to improve this site?

    Ans: Can restructure if it's that bad

    7. Which site would you recommend to apply for job?

    Ans: Linked in

    8. Can you recommend any organization's portal that you felt best for applying for jobs?

    Ans: BATB

- ✓ Respondent#8

1. What is your full name?

Ans:Samira Sultan

2. What is your employment status?

Ans: Student

3. Have you applied to Robi's job portal?

Ans: Yes

4. On a scale of 1-5 how would you rate the ease of using the Robi's job portal?

Ans: 4

5. Any reason for your rating to the previous question?

Ans:No

6. Any suggestion to improve this site?

Ans:No

7. Which site would you recommend to apply for job?

Ans:Linkedin

8. Can you recommend any organization's portal that you felt best for applying for jobs?

Ans: No

Therefore, after doing this mini survey I thought that I can suggest something new that could create a value to the organization. Hence, the idea of the redesigning of the job portal came to my mind. Here is a design of the newly created website which was designed by one of my fellow classmates of CSE department BRAC University after I briefed him about my idea of the website. Website link:

https://l.facebook.com/l.php?u=https%3A%2F%2Fdemositerobibd.wordpress.com%2F&h=AT0bXJlo3h7tir5ufsSvDoVJD0B1xDqm_KPtXEl-1BvHIxJiIm4SYRfyq87xNj8gNCZAHgSakvWa-b0EOFiCTbAvK8p92PhErGpBOk8YAAbXv7XXdjW1hwKFsrgIR3dRtWPIVw

(The snapshot of the newly created website is given at the ending of the recommendation section.)

The steps that needs to be followed to apply through the Robi website is that:

Step1: Go to Robi's Homepage

Step2: Go to the Career section

Step3: Click Opportunities for seeing through a variety of options

Step4: This step is the most confusing one as there are three options

   a) Job search

   b) New candidate

   c) Candidate login

Step5: New candidate registration is to be done. All the steps need to be manually fulfilled.

Step6: For going through a list of vacancies we can click 'Job search'.

Step7: Here comes the difficult or we can say the critical phase of the website designing. We can see a lot of criteria before viewing through the available jobs. If you do not input all the criteria then you cannot view the available vacancies.

Step8: After going through the vacancies you can click apply.

The steps that could be followed to apply through the new design:
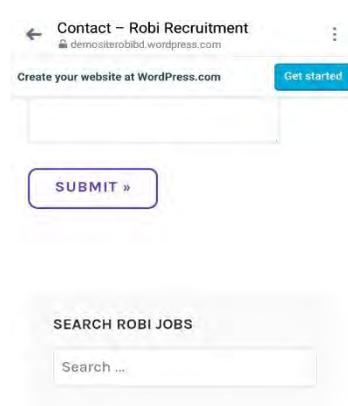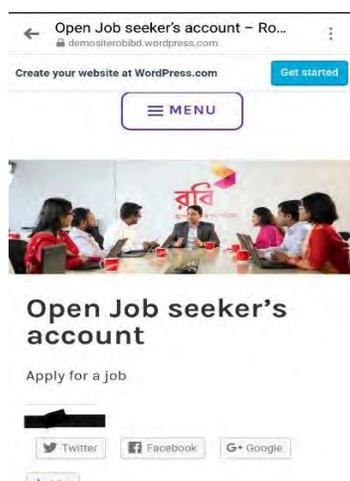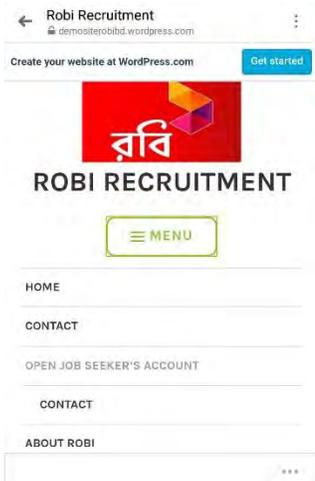
Step1: Go to Robi Recruitment page.

Step2: Go to Contact and click the 'Search Robi Jobs'

Step3: Open job seeker's account

Step3: Apply for a job (CV collection or through LinkedIn)

Step4: CV auto fills and application is completed

(The images of the steps for the new website is given below)

CHAPTER: 06

The Challenges / constraints Faced

I had to confront various challenges while doing my internship in Robi. I believe those extreme circumstances helped me a long way to go and consider things in a new way. In fact those troublesome phases would assist me with sustaining in the corporate world in future.

Unreasonable Work pressure: The HR division is a very active one and the Resourcing unit mainly remains occupied with excessive workload. Being an intern of that team meant that I would also have to face this workload and have to work beyond the office hours. In fact on the very first two days of my joining I was so much burdened with work pressure that I was completely demoralized. I had to prepare a database for 500 candidates approximately for the position of the Graduate Trainee program that within two days. That was very challenging for me as it was a new task for me. As weeks passed I observed that every member of the department is so much dedicated to work that I started feeling motivated and became active. However, that caused me to end up with more errands; making me feeling like a full-time employee.

Academic Mismatch: I had to do certain works that did not require me to do or that did not match with the program I was in. Activities like photocopying, scanning and printing the documents of the supervisors which could be done by the floor attending staffs were given to me.

Poor condition of resources:
On my joining day I was provided with a laptop to conduct all my activities. The laptop was so slow that it hampered my productivity. It had no access to the internet, some buttons of the keyboard were missing and an interruption to the electricity caused the laptop to be switched off which was very annoying as my work could not be saved and had to be started from the scratch.

False allegation:
One day it happened that one of the managers of the team had blamed an employee from another division of delaying their process of onboarding by not sending her some documents and was arguing with him over phone. However, that employee had completed that documents a week back and had given it to me. Even I informed my manager about it and she kept it safely but by that time she had forgotten about it. Finally when she realized her mistake she told him over the phone that it was the intern's (my) mistake as I did not give her the documents.

CHAPTER: 07

Lessons learned from Internship Experience

The primary reason for this internship was to get a kind of down to earth corporate experience as this educational program completes the theoretical information gathered during the four years university life. From a general point of view, I can state this experience trained me how to adjust amongst expert and individual life and build up the aptitudes that will help me in my future vocation. It's difficult to measure every one of the encounters yet I have endeavored to assemble a few thoughts with regards to the things I have learned and created amid my three month internship program.

Personal Development

Within this tenure I have seen a rapid change on me. My sense of dedication towards work has changed in a better way. I was liked by all in the office due to my willingness and punctuality in work. In fact they had requested to extend my internship for another month after seeing my performance but it was not possible for me due to personal urgency. I got to know a detailed understanding of how a telecommunication company operates. Most importantly I got to relate how the subject Human Resource Management really works in the genuine situation, as all of which I adapted hypothetically in University. I figured out how to think, what to consider, how to carry on and I could interpret my adapting smoothly on my work.

Rational Proficiency

At many times it happened that I had to provide my own understanding and had to provide feedback to candidates solely based on my own experience. It happened many times that I had to go to the meeting rooms to get the appointment letters signed by the new joiners. Many information used to be listed in that letter broken down into several sections. Most of the time I was unaware about their salary range, leave for allowance and different sections. However, based on past experiences and my own logic I gave them the explanations.

Communication Skills

The improvement that I found on me is that my communication skills got better. Being an intern of the Resourcing unit, I had to spend a lot of time with the new candidates in the meeting room and assisting them in filling up forms and other documents. During that period I had to communicate with them about different procedures and sometimes even just random chitchats. Some of them even belonged to the GM positions. This upgraded my capacity to viably impart and comprehend their issues

Organization wise

I got the opportunity to figure out how the enrollment is being done, how the recruiting team picks the suitable candidate and how training sessions are conducted. I noticed that the departments had to wait to provide any decision until they got any notice from the higher

authority. It makes the recruitment process a bit lengthy. As my group was in charge of managing all the recruitment exercises, I got the chance to figure out how to select individuals effectively in a limited capacity of time The Resourcing team ensures that every employee has a proper expected set of responsibilities indicating the duties, obligations and so on. This shows their commitment and active attitude towards their job which clearly matches with the organizational objective, 'I can and I will do attitude'.

The workplace in Robi is extremely wonderful. There is no particular designate cabin for any officials. The Vice President and Intern sit in the similar table. The purpose behind sitting together is in that way workers can interface each other, they can simply talk about anything and everybody can share their views. Robi is an extraordinary place for work. Interaction not only happens division wise but also with colleagues from different division within the same floor during tea/coffee and lunch breaks. Employees are always willing to share happiness by providing lunch treats on promotions or any other occasions or by arranging small birthday parties in the silent rooms.

Technical Skills

I got to operate some basic machinery like photocopy machine, scanner and shredder machine. Since most of the works of the Resourcing unit is based on paper work so I had to operate these machines on a day to day basis. Shredder machine was a completely new thing to me before working in this organization. Thus this internship have enhanced my knowledge in many ways.

Implications to University's Internship Program

Although we have learned a lot from class lectures in our university but corporate world varies a lot from such bookish knowledge. There is a small suggestion for the university where they can conduct an instructional course by eminent personnel from HR division where they share their approaches in regards to recruitment and selection processes with the students. Although PSDP is there but such seminars provide overall idea about the organization not about the detailed knowledge of any specific departments. Along these lines students can get impression about real procedure of enlistment in an organization. They additionally give an address in the classroom for the understudies about their enrollment framework. It will be of much luck for the undergraduate students as they will get a look of the corporate world and exceptionally the recruitment and selection functionalities.

CHAPTER: 8

RECOMMENDATION

The report has been dissected to become more acquainted with the workers' points of view and assessments about the present recruitment procedure of Robi. It has been specified before that the enrollment procedure of Robi follows worldwide guidelines, and there are both pros and cons of the procedure. There are some basic suggestions that could help Robi to excel in recruitment practices. The proposals are essentially some broad recommendations stated above:

☐ Digitization of the Recruitment process and less paperwork: All types of tests like written tesr and so forth can be taken electronically with the goal that printed material can be diminished. Besides, the resumes and the meeting assessment forms that are printed for the questioners in the meeting sheets can be given in a mechanized manner as opposed to conveying them in printed frames. This will not just decrease the paper works but in addition connotes the organization's altruism, polished skill, productivity and furthermore lessens cost.

☐ Formally informing the candidates through emails if they are not selected for the applied job: Usually only the selected candidates are called to notify them about being selected. On the other hand, the candidates that have been rejected remains in vague direction about their application process. Informing them would help both the parties from any inefficiency and suggestions could also be given on in what areas the rejected candidates are lacking.

☐ Recruitment team can conduct a Personality test to ensure if the candidate is a right choice: Though from this interview with HR and concerned departments both can be known however the personality test gives more authentic result. Moreover this test will also help the organization to determine what kind of training could be given to the employees in necessary situations. Furthermore the outcomes can be utilized in succession planning of the company.

☐ The written exam pattern can be customized: The pattern for the written exam is almost the same for every job vacancy. This is not a wise practice to judge the capability of a person to conduct a particular job. Thus situational based questions can be asked in such written examination.

☐ Job advertisements could be placed for hiring interns: usually interns are hired by contacting the career offices of renowned public and private universities. However, placing advertisement of horing interns would not only increase the chances of retaining higher and talented interns but will also create employer branding.

☐ Robi can conduct the SHL online test in every step of the recruitment process. This test will assist Robi with identifying potential employees like who are dependable and furthermore who are client driven or a corporate person. These identity characteristics assume imperative parts in the enrollment of individuals. Additionally, the test is typically directed in the preliminary period of

enrollment which accelerates the way toward screening for the second stage and furthermore makes the evaluation more powerful.

☐ Lastly I would suggest redesigning the job portal of Robi website: The job portal of Robi is not as modern as the other leading organizations of the country. A bit development will change the image and employer branding of Robi in a positive way.

Fig4: Snapshot of the website redesigned by me

CHAPTER: 09

Conclusion

Robi Axiata Limited is one of the main and second largest telecommunication organizations in Bangladesh. The organization attempts their best to give the foremost support of their clients. It is enhancing and developing at a speedier rate than any of its rival organizations step by step. This is the first organization that reached highest number of 4.5G subscribers in Bangladesh. Other than that, they continuously launch innovative services to their end clients. Through their 24 hour administrations they have won the hearts of a huge number of clients. The representatives put their best to give brilliant support to the Robi clients The greatest affirmation lies in the 22nd World HRD Congress 2014's fifth Best Employer of the Year Award. This infers Robi Axiata Limited is following the correct way towards progress.

It was my pleasure to work as a HR intern in Robi more. The Robi HR ensures that cooperation is encouraged in each branch of the association for a superior future. The way to have a productive association is to lead a successful recruitment process by enhancing and refreshing the methods ceaselessly.

To finish up, Robi should keep up the manner in which it endeavors to give the best chances to its clients as the telecom industry in Bangladesh is an oligopoly and any mistake can cause them to fall. Robi should be determined to be the market leader and thus strtigize accordingly. Working with Robi has given me lifetime memories, huge learning experience and groomed me to enter into the corporate life.

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