

Report On
**Analysis of the Talent Acquisition Process of ACI Godrej Agrovet
Private Ltd.**

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

BRAC Business School
BRAC University
January 2025

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Declaration

It is hereby declared that -

1. The internship report turned in was written entirely by me while I was pursuing my degree at BRAC University.
2. The report shall not include any previously published or written content by a third party, unless such information is appropriately acknowledged by comprehensive and accurate referencing.
3. The report contains nothing that has been turned in or approved for credit toward any other degree or certification from a university or other institution.
4. I/We have given credit to all primary sources of assistance.

Student's Full Name & Signature:

Nishat Anjum
21264023

Supervisor's Full Name & Signature:

Dr. Syed Far Abid Hossain
Assistant Professor, BRAC Business School
BRAC University

Letter of Transmittal

Dr. Syed Far Abid Hossain
Assistant Professor
Brac Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report.

Dear Sir,

It brings me great pleasure to inform you that, following a successful internship at ACI Godrej Agrovet Private Ltd., where I had the honor of working in the HR and administrative department, I have write down a paper titled "Analysis of the Talent Acquisition Process of ACI Godrej Agrovet Private Ltd."

I have made every effort to complete the paper on schedule, with the required information and the suggested amount in the most thorough, concise, and significant way feasible.

The report will satisfy the requirements, so I genuinely hope and pray that you will accept and comply.

Sincerely yours,

Nishat Anjum
21264023
BRAC Business School
BRAC University
Date: December, 2024

Non-Disclosure Agreement

This agreement was created and signed by the undersigned BRAC University student and ACI Godrej Agrovvet Private Ltd.

Nishat Anjum

ID - 21264023

Acknowledgement

I would want to thank everyone who has assisted me prepare and complete my internship report on time; without them, it would have been challenging. Above all, I am thankful to the Almighty for providing me the courage and willpower to finish the internship report.

I must sincerely thank Dr. Syed Far Abid Hossain, Assistant Professor at BRAC University and BRAC Business School, for his supervision, direction, and helpful criticism during the report's production.

Allow me to express my profound gratefulness to Mohammad Nobiul Ahasan, Head of HR & Admin of ACI Godrej Agrovat Private Ltd., my supervisor Aporajita Roy, Executive HR and Admin, and the entire HR team for offering support, collaboration, and opportunity that allowed me to gain practical experience in the company during my four-month internship.

In the end, but just as importantly, I would like to convey my sincere appreciation to my fellow compeer for their assistance and insightful advice in helping me finish the report.

Executive Summary

My four months of experience working as an HR intern at ACI Godrej Agrovet Private Ltd. is documented in my internship paper. The company officially started operating in 2004 as a joint venture between ACI Ltd. and the Godrej Group. It is one of Bangladesh's most reputable conglomerates. The joint venture has built a strong eminence for producing high-grade feed that satisfies the feed industry's ever-increasing standards.

There are three sections to this report. Basic information about the internship and some basic information about the experience I have obtained from the internship are included in the first section. Several facts about the organization are included in the second part. The study conducted to assess ACI Godrej's talent acquisition procedure is included in the third section. This section is the last in the report since it contains the most significant details. Under the project part titled "Analysis of the Talent Acquisition Process of ACI Godrej Agrovet Private Ltd."

The focus of this report is to evaluate ACI Godrej's talent acquisition procedure, highlight areas in need of development, and offer suggestions based on academic understanding. The report is prepared using both primary and secondary data. My observations and firsthand experiences from my internship at the company, along with the in-depth conversations I had with my supervisor, and head of human resources, serve as the major source of data. The remaining information is taken from secondary sources, including company websites, articles from newspapers, academic journal papers, etc.

The findings of this report show that the existing talent acquisition procedure is very time-consuming because of outdated HR procedures and a shortage of professionals. The findings have led to essential suggestions for enhancing the current talent acquisition procedure.

Keywords: Talent Acquisition, Staff Engagement, Analysis, HR personnel, Onboarding, Agro-business.

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List of Acronyms

AGAPL	ACI Godrej Agrovvet Private Ltd
HO	Head Office
TAP	Talent Acquisition Process
HRM	Human Resource Management
HRIS	Human Resource Information System
ATS	Applicant Tracking System
HRMS	Human Resource Management System
CHRO	Chief Human Resource Officer
HOD	Head of Department
ROA	Return on Asset
ROE	Return on Equity

Chapter 1 Overview of Internship

1.1 Information of Intern

Table 1 : Information of intern

Name	Nishat Anjum
Student ID	21264023
Program	Masters of Business Administration
Major	Human Resource Management

1.2 Internship Information

Table 2 : Internship Information

Duration	4 months (28 August to 27 December)
Company Name	ACI Godrej Agrovat Private Ltd.
Department	HR and Admin
Address	(7 th & 9 th Floor), JA 28/8-B, Kaderia Tower, C/A Bir Uttam AK Khandakar Rd, Dhaka 1212

1.3 Internship Company Supervisor's Information

Table 3 : Internship Company Supervisor's Information

Name	Aporajita Roy
Designation	Executive, HR & Admin

1.4 Job Scope - Job Description/ Duties/ Responsibilities

An HR intern's key function is to assist with day-to-day tasks and assignments related to HR documentation and talent acquisition. The responsibilities I had in the ACI Godrej Agrovet Private Ltd. while pursuing my internship follow below:

- Screen potential employees' resumes find suitable candidates and Invite candidates for interviews by phone calls and emails to fill job vacancies.
- Making a panel-based interview evaluation set.
- Organize & coordinate interviews with shortlisted candidates and supervise during written & IQ tests and evaluate answer scripts.
- Develop and forward candidates emails or letters of offer or rejection.
- Accumulating, analyzing, and generating the evaluation summaries with the required notes.
- Receiving, maintaining & archiving all HR-related documentation for new incumbents.
- Maintaining talent acquisition MIS up-to-date regarding recruited employee's personal and professional details, Offer-letter wise employee details with TAT and Lead details.

1.5 Internship Outcomes

1.5.1 Student's Contribution to the Company

After completing a four-month internship at ACI Godrej Agrovet Private Ltd., where I performed a variety of responsibilities within the company's HR and Admin department, have confidence that I made a significant contribution to the organization. At ACI Godrej, I managed both of the HR documentation and talent acquisition. I have carried out pre-interview preparation like screening potential employees' resumes to fill job vacancies,

inviting potential candidates for interviews, making panel-based interview evaluation sets and organizing interviews with shortlisted candidates. On the interview day I supervise in conducting of interviews, written tests and IQ tests. After the interview, I evaluate answer scripts, prepare and send offer or rejection letters, and analyze the evaluation summaries. Also, I receive, maintain & archive all HR-related documentation for new incumbents, proofread HR documents, and maintain talent acquisition MIS up-to-date of recruited employee's personal and professional details, Offer letter wise employee details with TAT and Lead details. All of this would not have been finished at such short notice without my participation. I had to be very attentive and meticulous when preparing the aforementioned documents because there was no space for error during preparation. To ensure that the documents were ready on time, I had done everything in my authority. In a nutshell, my contribution to the company was critically important for the talent acquisition and HR documentation functions successful conclusion.

1.5.2 Benefits of Internship Program

I was introduced to a variety of HR functions that take place in the corporate world, and I learned a lot of new Staffs, including-

- **Industry Exposure:** I had the chance to work for one of Bangladesh's top feed manufacturing companies. This enabled me to have a greater knowledge of the the structures of the dairy, animal feed, and other industries.
- **Hands-on Learning:** During the internship, I gained practical experience in HR documentation and talent acquisition, which will be useful in my future employment.
- **Skill Development:** I have gained both technical and soft skills from this internship, such as problem-solving, teamwork, interaction, and leadership.

- **Networking Opportunities:** I worked with experienced professionals throughout this internship and made connections in the field. Additionally, I was able to interact with peers from different academic and professional backgrounds.
- **Career Advancement:** The internship program added a reputable experience to my resume, which will benefit me in my future employment.
- **Guidance and Mentorship:** During my internship, I was able to receive guidance from professionals in the sector, which enhanced my learning and enabled me to achieve my career objectives.
- **Building Confidence:** Working in a dynamic and challenging workplace throughout this internship has built confidence and prepared me for future challenges.

1.5.3 Challenges Faced During the Internship

I also faced some challenges during the internship program, including-

- **Balancing Theory and Practice** - Real-world unexpected events need quick, practical solutions. Therefore, it can be quite challenging at times to relate academic knowledge to real-life situations.
- **Limited Authority** – As an intern, having limited decision-making power sometimes hinders my ability to improve ideas.
- **Low Remuneration-** I received incredibly inadequate remuneration in relation to the responsibilities I had. For which, I used to occasionally feel unmotivated at work..

1.5.4 Recommendation on Future Internship

I am going to offer the some suggestions to the organization in order to improve the internship experience for upcoming interns:

- A company benefits more than its interns through the internship program as the interns complete their work as full-time employees. So, the company should offer adequate compensation that is commensurate with the amount of delivery the interns do.
- The role and workload an intern is carrying out in the company are compared to a full-time role. And it takes at least two to three months to learn the working process. So, The Company should hire a fresher employee and train them to carry out this role.
- The company should also offer pick-up and drop-up benefits to its female employees. So that they can timely arrive to the office and can avoid difficulties of using a public transport during the office time.

Chapter 2

2.1 Introduction

Human resources are one of the most significant parts of any company's performance. Human resources and intellectual property are a company's foundational assets. Therefore, managing the company's human resources requires human resource management. (Marthalia, 2022)

People management is the procedure of handling a variety of issues related to staff, managers, and employees to support the daily operations of the company or organization and reach stated goals. It also refers to how the company designs its formal procedures to guarantee that human resources are utilized effectively and efficiently in order to achieve organizational objectives. Therefore, in order to help the firm achieves its overall goals in a way that is both efficient and successful; an HR manager must make sure that the right people are in the right places at the right times to complete tasks. (Nugroho, 2022)

As a result, it is necessary to consider and comprehend what will and won't operate successfully in any HRM actions. And, HRM must adapt and alter in a setting where employer demands, legal requirements, and workforce issues are all always changing. Furthermore, it must guarantee the efficient operation of the GI tract, career management, employee development, performance review, employee remuneration, and positive staff relations. (Huselid, 2006)

2.2 Overview of the Company

2.2.1 ACI Limited

ACI Limited was established in 1968 as a branch of Imperial Chemical Businesses. On January 24, 1973, the business was registered in Bangladesh under the name ICI Bangladesh Manufacturers Limited following the country's independence. After ICI sold the management its share of Bangladesh in 1992, the business changed its name to Advanced Chemical Industries (ACI) Limited.

ACI Limited is a publicly traded company and one of the wide-ranging conglomerates in Bangladesh with a diverse multinational inheritance. It runs throughout the country via its four distinct tectical business units. The units are Health Care Division, Consumer Brands

Division, Agribusinesses Division and Retail Chain Division. The company also maintains an extensive network of exchanges and business agreements with organizations globally, in addition to its relationships with accreditors and partners. (ACI Limited, n.d.)

2.2.2 ACI Godrej Agrovat Private Ltd.

ACI Godrej first launched their business in 2004. It is collaboration between the well-known Indian business group Godrej and the Bangladeshi corporation ACI under the 1994 corporation Act. In Bangladesh, the company started selling poultry feed in the end of 2004. Operations on hatchery and breeding facilities started in February 2007. At the same time, the business started selling fish feed. Its product line was expanded to include shrimp feed and cattle feed in July 2008. ACI Godrej Agrovat Private Limited produces and markets poultry, aqua, and cow feed as well as day-old chicks with the goal of improving the socioeconomic standing of Bangladeshi farmers in addition to its commercial objectives.

With offices across the nation, the business has established positive relationships and a solid reputation with Bangladeshi farmers. ACI Godrej Agrovat Private Limited makes significant investments in state-of-the-art research and development (R&D) to give farmers premium feed that is tailored to the nutritional needs of each unique animal. The organization prioritizes working closely with farmers and educating them how to farm in a world-class manner since it is customer-focused.

The company is always expanding its business and providing excellent feed and vast knowledge to enhance farming, from maintaining fishponds to poultry farms. It features a avant-grade, highly technologically advanced production plant in Sirajganj and an automated fish feed production unit in Rajshahi. A quality assurance lab and integrated breeding and

hatching operations are features of another feed mill in Narayanganj that meet the goal of maintaining quality.

On both domestic and foreign markets, ACI Godrej is the largest purchaser of grains, soy, rapeseed, feed additives, and other products from reliable suppliers. In order to create a strong Safety Culture, the company strives to transform and inculcate this concept in the minds of all its workers. The company is combining its enthusiasm and drive to make a difference with its Goods, Green strategy to make Bangladesh a greener and inclusive environment for all. (ACI Godrej, n.d.)

2.2.3 Corporate Profile

Table 4 : Corporate Profile



Name of Organization	ACI Godrej Agrovat Pvt. Ltd.
Chairman	Mr. M. Anis Ud Dowla
Managing Director	Viney Vatal
Category	Joint Venture Private Limited Company
Type	Private
Industries	Livestock & Animals Agriculture & Mills
Year of Incorporation	2004
Fields of Activity	Poultry (Layer & Broiler), Cattle (Dairy & Beef), Fish (Sinking & Floating), Shrimp Feed and Day-Old Chick (DOC)
Head office	Kaderia Tower (9th Floor), JA 28/8-B, Mohakhali C/A, BirUttam AK Khandakar Rd, Dhaka 1212.
Website	http://acigodrejagrovat.com/

(ACI Godrej, n.d.)

2.2.4 Mission

ACI Godrej's mission is to provide a route to the animal farming industry and support farmers in increasing their output by continuously providing innovative goods and services using advanced technology and empowering employees in an environmentally friendly and ecologically sound manner. To achieve the highest level of customer satisfaction, ACI Godrej aims for excellence in world-class goods, innovative processes, and a strengthened workforce.

2.2.5 Vision

The future business scope of a company is to become Bangladesh's leading provider of sustainable and unique agricultural solutions, enabling farmers and promoting a prospering, independent agricultural industry. By adhering to this vision, we hope to revolutionize agriculture through modern technologies and industry best practices, setting new standards for quality, effectiveness, and customer satisfaction. We see a future in which our efforts greatly improve community well-being and guarantee food security for future generations by fostering strong connections with our stakeholders and promoting environmental stewardship.

(ACI Godrej, n.d.)

2.2.6 Core Values



2.2.7 Their Strengths

- **Joint Venture Expertise** - Godrej Agrovet Limited of India and ACI Limited of Bangladesh have partnered to combine decades of industry knowledge, experience, and competence from two reputable companies.
- **Commitment to Quality** - Their Sirajganj manufacturing plant is outfitted with modern equipment and strict quality control procedures.
- **Technological Advancements** – The company is able to efficiently and reliably make high-quality poultry, cattle, fish, and shrimp feed because their state-of-the-art facilities and equipment, which they source from industry leaders like Jiangsu Muiyang Group, Extrutech Inc., Stolz, and Neotech Projects.
- **Research and Development** - By staying ahead of consumer demands and industry developments, they make sure that our products offer exceptional value and performance.
- **Sustainability Practices** - A key component of our objective is the environmental element of business. They use sustainable techniques in all aspects of our business, from waste management to acquiring raw materials.
- **Strong Customer Focus** - They place a high priority on customer satisfaction. Their proactive involvement and individualized assistance equip farmers with the information and tools they require to improve farming methods and boost output.
- **Robust Financial Health** - Their stability and dependability are highlighted by their solid financial outlook, which is demonstrated by our long-term credit rating of AA and short-term credit rating of ST2.

- **Award-Winning Excellence** - Their dedication to quality has been acknowledged with several accolades, such as the National Productivity and Quality Excellence Award 2018 and the GMP certification for our Animal Feed division.
- **Extensive Distribution Network** - ACI Godrej Agrovete Pvt. Limited operates 10 depots that are strategically located throughout Bangladesh to guarantee efficient and uninterrupted product delivery to our esteemed customers.
- **Skilled Workforce** - From ensuring quality to providing customer support, their talented staff is essential to our accomplishments and standing in the market.

(ACI Godrej, n.d.)

2.2.8 Products

Poultry Feed - Since 2005, ACI Godrej Agrovet Private Ltd. has been one of the biggest poultry feed, production & marketing manufacturers in Bangladesh.

1. Broiler Feed
2. Layer Feed
3. Cock Sonali

Aqua Feed – ‘MISHA’ Feed' for koi, tilapia, pangash, other carp, and shrimp is one of the most popular fish and shrimp feed in Bangladesh.

1. Sinking Feed
2. Floating Feed
3. Shrimp Feed

Cattle Feed – ‘Bypro’ is Bangladesh's first cattle feed formulated by the Bypass Protein. ‘Unnoti’, ‘D-60’, and 'Meat More' are also available.

1. Fattening Feed

2. Milking Feed

3. Calf Feed

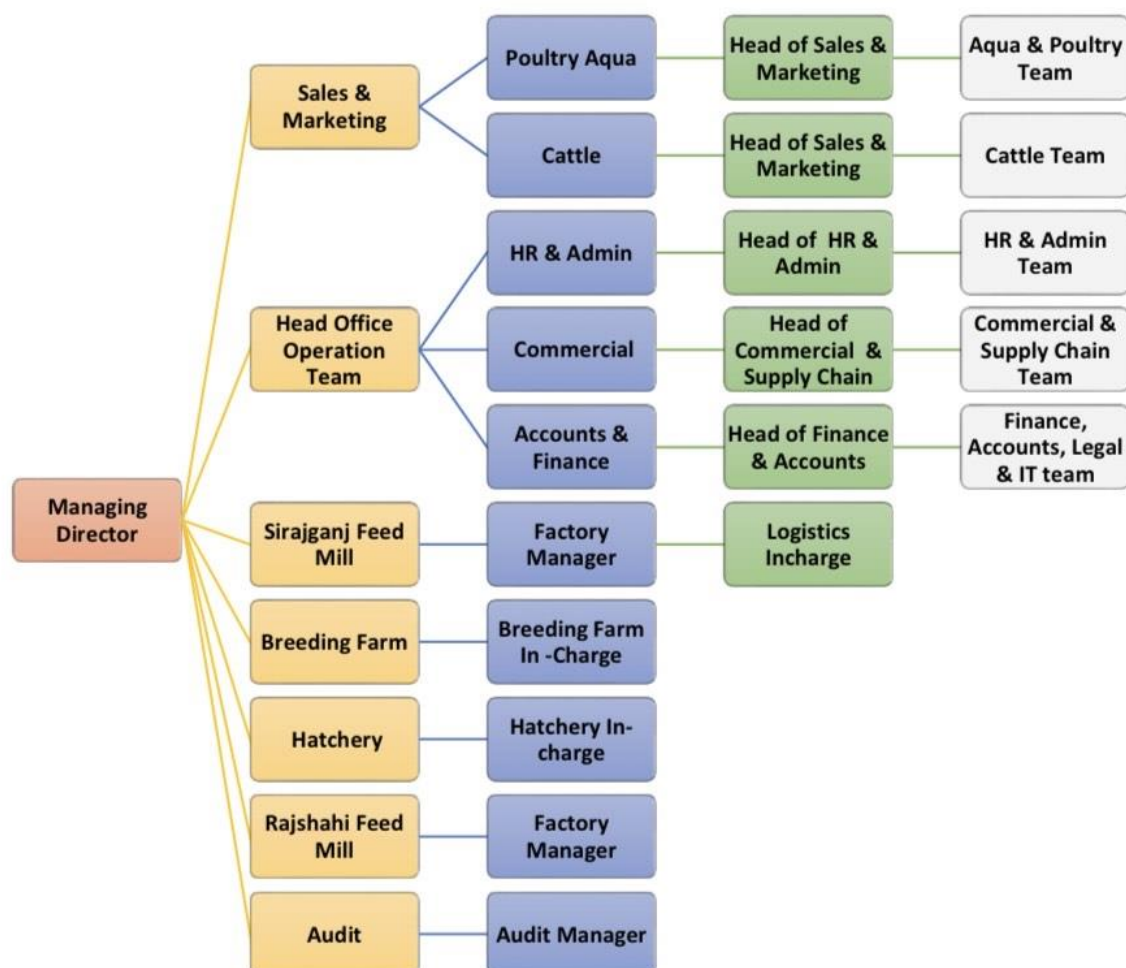
Day-Old Chicks (DOC) – They also sell good quality day-old chicks.

(ACI Godrej, n.d.)

2.3 Management Practice

2.3.1 Organogram of ACI Godrej

Figure 2 : Organogram of ACI Godrej



2.3.2 Departments of ACI Godrej

The company's three primary pillars are aqua, poultry, and cattle. Like any other company, ACI Godrej Agrovet also has divisions for finance, accounts, marketing, operations, commercial & supply chain, and human resources. Here, the most important departments are operations and accounts. Every day, a large number of orders are received. The operations and accounts departments work together closely. The operations team gathers orders and releases once the accounts give their clearance. It should be mentioned that the finance and accounts teams at ACI Godrej Agrovet frequently collaborate. Additionally, the business has an information technology department that manages database administration, worker safety, and software installation and updates. The R&D department at ACI Godrej Agrovet is in charge of testing out cutting-edge materials to provide unique animal feed. (ACI Godrej, n.d.)

2.4 Human Resource Practice

During my internship, I worked for the HR & Admin department in the talent acquisition team. The human resources department is always responsible for figuring out what kind of workers is needed and how many are needed to finish the job. To accomplish the objectives established during the company's strategic planning process, the department works hard to guarantee that there is an adequate number of qualified employees. There are seven functional teams under the ACI Godrej HR and Administration department. Every team does distinct types of human resources tasks.

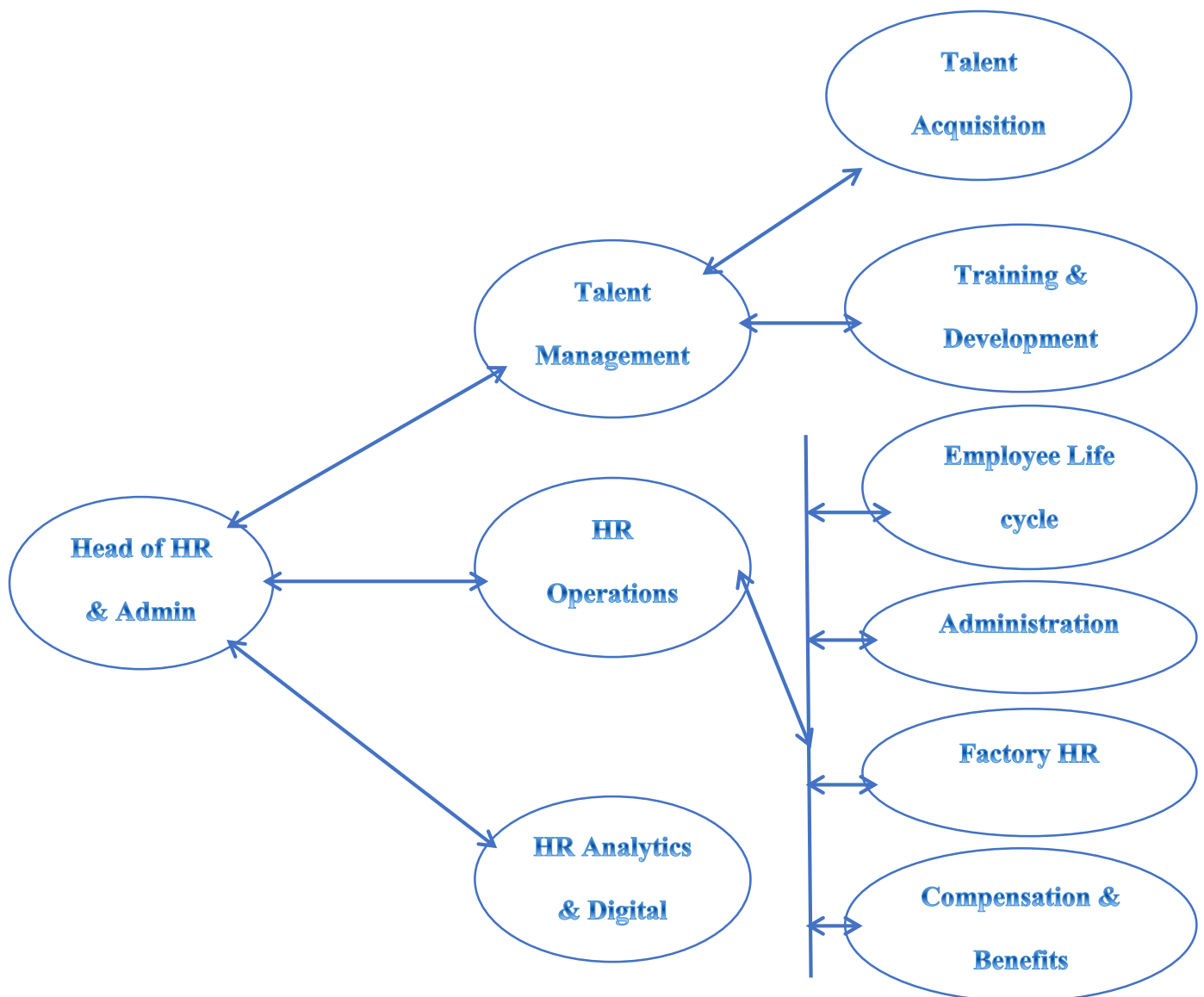


Figure 3 : HR and Admin department functions

- **Talent Acquisition** - The most important aspect of talent management is talent acquisition. To satisfy the demands of the business, the group is in charge of locating, luring, and employing outstanding personnel. Their responsibilities extend beyond recruiting; they also concentrate on company branding, long-term employment strategy, and creating a robust pool of qualified candidates.
- **Training and Development** - Employee training and professional development are the responsibility of the learning and development Team. Simultaneously, the L&D

team maintains a keen focus on the organization's needs as well as the employee's wants and needs. In addition, it is an essential component of talent management.

- **HR Analytic or digital** - The term "HR analytics" describes how software and digital tools are incorporated into HR procedures. Its goals are to improve decision-making, optimize staff management, and streamline operations. These solutions cover everything from employee engagement and talent acquisition to data-driven analytics that support strategic HR decisions.
- **HR Operations** - The HR Operations is responsible for preventing and resolving disputes between management and coworkers. They also focus on learning how the employees feel about their work, the atmosphere at work, and their overall well-being. There are four teams under HR operations. They are employee life cycle, administration, factory HR and compensation and benefits.
- **Employee Life Cycle** - The team is mainly involved in tracking the employee life cycle of their company employees being directly involved in each stage. With their assistance, the company may find ways to enhance the employee life cycle and produce happier workers, more effective procedures, and a good corporate culture. This team also handles transfer, confirmation, and leave management.
- **Administration** - The administration team is in charge of preparing, arranging, and keeping both digital and paper records. Additionally, they supervise and handle the digital components and office supplies. Likewise, they provide employees with technological devices such as SIM cards, laptops, desktop computers, and mobile phones when requested. Furthermore, when required, they plan field trips, office tours, and international tours for the employees.
- **Factory HR** - The factory HR team is in responsible for monitoring and controlling each aspect of human resources in a manufacturing facility. They oversee hiring,

training, and development projects, manage employee relations, and make sure labor regulations and laws are strictly enforced.

- **Compensation and Benefits** - The team coordinates and supervises the employee's work operations. They design the organization's benefits and compensation plan. In order to formulate or alter compensation plans, they also keep an eye on competitive wage rates. Furthermore, they select and oversee external partners including investment managers, insurance brokers, and benefits providers.

(ACI Godrej,

n.d.)

2.5 Marketing Practice

ACI Godrej is one of the most promising companies. The company consistently makes an effort to market its products according to consumer needs and demands. Unlike other companies, ACI Godrej Agrovat Ltd has a unique marketing strategy because this company most of the time strives to spread positive thinking, commemorates national events, and raise awareness through their work.

In 2023, ACI Godrej embraced an innovative app called **SaleSmart** for its dynamic Sales and Marketing team. Their operations are about to be revolutionized by this cutting-edge tool, which will provide their staff with crucial resources for success. SaleSmart improves efficiency and effectiveness by streamlining procedures, providing real-time data insights, and enabling smooth communication. In addition to its internal advantages, SaleSmart is made to help its farmers and consumers by offering individualized assistance, prompt information, and creative solutions. We can anticipate client wants, provide better service, and gain a deeper understanding of market trends by utilizing this application. Their

dedication to technical innovation is demonstrated by the implementation of SaleSmart, which benefits their staff, consumers, dealers, retailers, and the agriculture industry. (ACI Godrej, n.d.)

Additionally, the company is focusing on digital marketing. By using this powerful tool, by giving companies the ability to reach a wider audience, develop stronger relationships with their customers, and increase sales, the company aims to embrace growth. In order to properly use the digital marketing tool, the company has assembled a dynamic team of highly qualified employees.

Combining both of these approaches will help the company effectively expand its customer base, enhance brand loyalty, and boost overall sales.

2.6 Accounting Practices & Financial Analysis

The phrase "financial performance" describes a business's overall evaluation of whether or not its financial objectives have been achieved through revenue creation and resource utilization. To assess a company's financial stability and evaluate how it stacks up against other companies or rivals in the same sector, a financial analysis must be conducted. In order to make the right plans, this provides top management, investors, analysts, and employees with a thorough picture of the company's financial status. (Varma, 2022, November 2)

As ACI Godrej is a joint venture company of ACI Limited, it does not disclose the financial statement publicly. For this reason, I was unable to gather any financial statements. Instead, it has provided some approximate financial information. On the basis of the data in the

accompanying table, ratio analysis has been used to assess ACI Godrej's financial performance.

	2023 (In Millions)	2024 (In Millions)
Asset	67497.63	71209.62
Liabilities	28117	30904
Inventory	20147.89	27444.12
COGS	21688	26116
Net Income	18281.16	22561.33
Equity	34380	40386

Table 5 : Financial Information

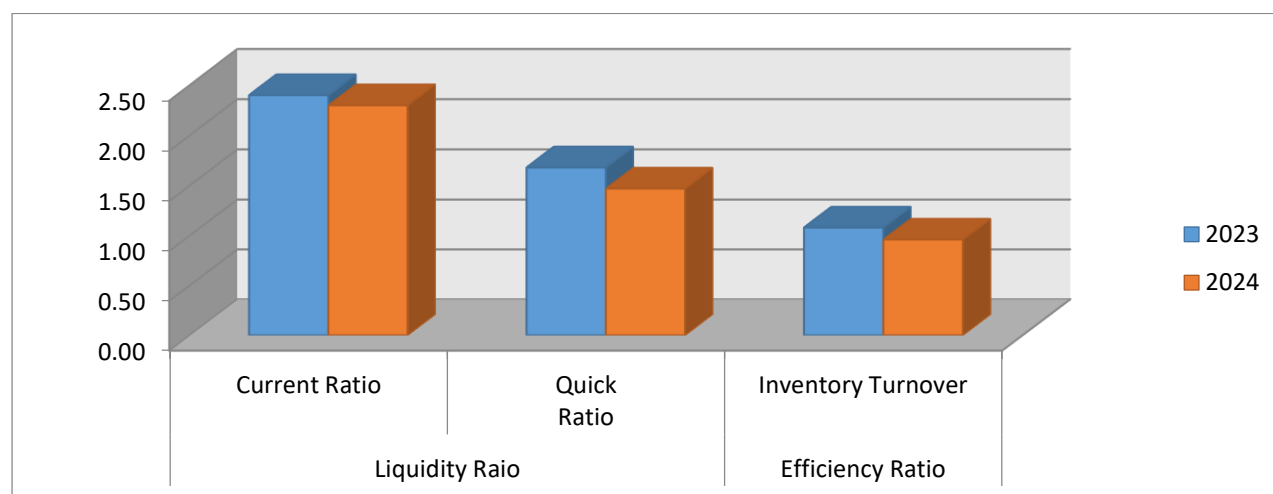


Figure 4 : Ratio Analysis Chart 1

Current Ratio- According to the current ratio, ACI Godrej's current assets exceeded its current liabilities by 2.30 times in 2024. Compared to the previous year, the present ratio has gotten worse. Thus, the current ratio's performance is subpar.

Quick Ratio- the Quick Ratio indicates that in 2024 ACI Godrej's current assets excluding inventory were 1.47 times its current liabilities. The quick ratio has deteriorated from the last year. So, the performance of the quick ratio is poor.

Inventory Turnover Ratio- It indicates that, in 2024 ACI Godrej's had sold out and restocked its inventory 0.96 times. The performance is poor.

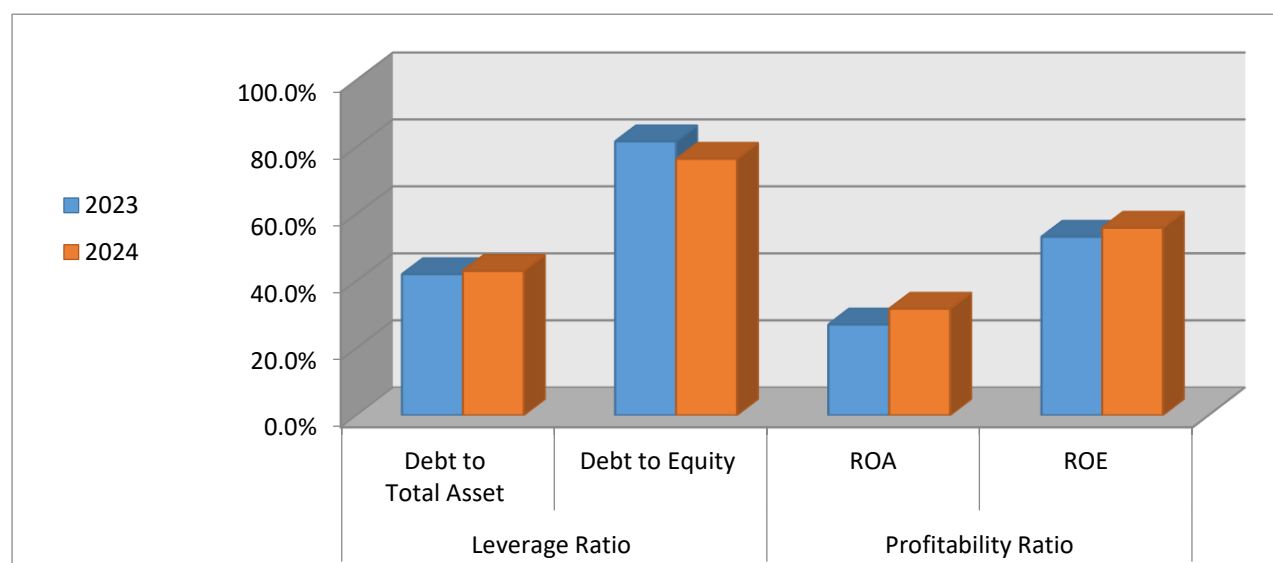


Figure 5 : Ratio Analysis Chart 2

Debt to Total Asset- It shows that in 2024, debt accounted for 43 percent of total assets. The corporation has a low debt-to-asset ratio.

Debt to Equity- It indicates that, for every taka of equity ACI Godrej owes 76.5 % to creditors. The performance is poor.

Return on Asset (ROA)- It indicates that, in 2024 every 100 taka worth of total assets generated only 31.7 taka worth of net profit. It has increased from the previous year. So, the performance is improving.

Return on equity (ROE) - It indicates that, in 2024 the common shareholders received 55.9 for every \$100 invested into the company. It has increased from the previous year. So, the performance is improving.

2.7 Operations Management Practice

The company's broad presence has enabled it to build trusting relationships and a good reputation with farmers. The manufacturing feed plant is the company's core. As a way to better serve consumers, the company cultivates deep ties with its farmers and educates them on advanced farming practices. As it grows, it is currently managing fishponds and poultry farms while providing premium feed and a wealth of farming expertise.

The company's advanced manufacturing facilities, which are ideally situated in Sirajganj, Rajshahi, and Narayanganj, are equipped with cutting-edge machinery and stringent quality control procedures to guarantee the production of premium feeds for fish (sinking and floating), chicken (layer and broiler), cattle (dairy and beef), and shrimp. The company's facility, which has a 500,000-ton yearly production capacity, is outfitted with the newest equipment from well-known international vendors, guaranteeing constant quality and nutritional balance in each batch. Three operational plants only use the best domestic and international inputs, such as premixes, vitamins, and raw materials. The lab, which is manned by knowledgeable professionals, has all the equipment required to keep up a steady, high level of quality.

2.8 Management Information System Practice

A sophisticated management information system is used by the ACI Limited management team. Any problems with the company's IT infrastructure can be resolved with the help of the management information system. Additionally, the field force provides ACI with all of the sales-related data, which is entered into a server that is kept up to date by a specialized system. Only authorized PCs are allowed access, according to the MIS department. Additionally, Google Meet, Zoom, and Microsoft Outlook are frequently utilized for business purposes.

2.9 Industry and Competitive Analysis

2.9.1 SWOT Analysis

A SWOT analysis is a method for assessing external and internal elements by looking at opportunities, threats, weaknesses, and strengths.

Strength

ACI Godrej Agrovet Private Limited provides a wide range of products. It uses technology to produce cattle feed, poultry feed, and fish feed. This wide range of products makes it possible to deliver flawlessly. Furthermore, one of ACI's most precious assets is its brand image. Because of its well-known brand, ACI offers its customers dependability and value. ACI also has state-of-the-art manufacturing and laboratory facilities that maximize output.

Weakness

ACI Godrej's marketing initiatives are modest. Additionally, it has no specific training division and is only able to provide a general description of its target audience. Without access, producing in large quantities to have economy of scope and compete with the market could make it difficult to enough money.

Opportunities

This market has very few local competitors. There is therefore a fantastic chance to seize the market. A sizable section of the company is ignorant of the true size of the market for animal feed. The main unprocessed materials (rice polish, soybeans, dried fish (fish meal, etc.) that are needed to make fish and chicken feed can be obtained locally.

Threats

The main threat is the low prices that the competitors are offering. An additional serious risk to the company is political system instability. An additional threat to the business is the constantly changing global economy and customer demand.

2.9.2 Porter Five Forces Analysis

The concept of Porter's five forces is useful for acquiring an understanding of an industry in terms of competitiveness, potential newcomers and substitute goods, as well as customer and supplier bargaining power. Porter five forces analysis of ACI Godrej is describe below-

Threats of rivalry in the industry

The feed manufacturing sector is highly competitive. In this agrovet industry, 20 companies are significant players. Examples include Quality, Paragon, Kazi, Aman, Mega, CP, AIT, ACI Godrej, Provita, RRP Feed, and Nourish. Nonetheless, the big businesses are constantly attempting to outperform one another using various tactics. Due to fierce competition among companies in these sectors, which frequently manifests as aggressive pricing and targeting tactics, it is challenging for them to make a profit.

Threats for new entrants

There is a significant risk of new competitors. Due to the low barriers to entry and exit. The low entry-level investment is another factor. This industry has a noteworthy government subsidiary, which raises the risks of new competitors.

The bargaining power of buyers

The consumer has a lot of negotiating power. Mostly because there are so many other businesses in the same market. However, the government itself is the greatest enemy. Due to the fact that government-produced goods are occasionally given away for free or offered at

drastically reduced prices. Additionally, consumers are more inclined to haggle because there are so many brands available within a small target market.

The bargaining power of suppliers

Feed manufacturing suppliers have a lot of negotiating power. There is a concentrated supplier in one area, and there are more vendors there than there are customers. Customers incur substantial costs when switching suppliers and this force has a particularly strong impact on the market. When there is a high demand for the product being offered but not enough providers to meet that demand, the suppliers' position is strengthened.

Threat of substitute products

There is very little chance that a product will be replaced. This is because various ingredients and precise measurements are used to make animal feed. Creating these procedures is not an easy undertaking. The level of farming needed for production is not suitable for these composter feeds.

Chapter 3 Project Part

3.1 Introduction

Through the internship program, which was approved by BRAC Business School, BRAC University, I completed the report to satisfy a requirement for my master's degree in business administration. A four-month internship program's main goal is to give students real-world experience and a chance to put their academic knowledge to use. Students will write a report after finishing and turn it in to the appropriate department. I become a member of ACI Godrej Agrovet Private Limited. As an Intern in the HR and Admin department for four months to fulfill the aforementioned requirements. I began working with the company on August 28, 2024, and I remained an intern there until December 27, 2024. Following the discussion with my supervisor, "Talent Acquisition Process of ACI Godrej Agrovet Private Ltd." has been selected as the subject for my internship report. Dr. Syed Far Abid Hossain, my supervisor, and Dr. Md. Mizanur Rahman, my co-supervisor, have been incredibly helpful in leading and supervising the report's preparation and completion.

3.1.1 Theoretical Background

The process of finding and hiring competent workers to satisfy organizational demands is known as talent acquisition. To fill open positions, a company's talent acquisition team is responsible for locating, acquiring, assessing, and hiring candidates. Building a solid application pipeline, expanding a company's workforce, employer branding, and future resource planning are the cornerstones of talent acquisition.

The talent acquisition team typically works in the department of human resources of a company. Talent acquisition is sometimes a separate division that collaborates with human resources. Source strategy, applicant evaluation, compliance and hiring standards and proficiency with corporate hiring efforts and employment branding are among the competencies of successful talent acquisition specialists. **(SmartRecruiters, n.d.)**

Identifying, luring, and keeping talented people to fulfill organizational demands are known as talent acquisition, and it has become even more important in today's competitive business world. Organizations are always looking for new ways to hire top people because of the rise of globalization, technology developments, and changing worker dynamics. This requirement emphasizes how important it is for organizations to conduct thorough research on recruitment practices and talent acquisition strategies. Talent acquisition encompasses a wide range of operations, including identifying, assessing, and hiring candidates that reflect the company's objectives and culture. Among the steps it covers are onboarding, candidate selection, job analysis, and workforce planning. Successful talent acquisition plans not only guarantee the availability of qualified workers but also improve the competitiveness, productivity, and performance of the business. **(Fany Marice Mince Opada & Andri Irawan, May 2024)**

As technology has advanced and the realities of the global workforce have changed, talent acquisition has changed dramatically in recent years. A combination of proactive and reactive tactics is used in talent acquisition strategies to meet the needs of the organization. As companies seek to expand their talent pools and establish themselves as premier employers, proactive strategies like employer branding and talent pipelining have grown in popularity. In light of changing demographics and approaching retirements, succession planning is another proactive strategy that has grown in importance for maintaining organizational resilience and leadership continuity. Furthermore, Social media and digital platforms have revolutionized

talent acquisition processes by enabling companies to communicate creatively with applicants and reach a larger audience. (Fany Marice Mince Opada & Andri Irawan, May 2024)

3.1.2 Objectives

- To evaluate ACI Godrej Agrovat Private Ltd.'s talent acquisition policies and initiatives and identify any areas that require further improvement.
- To identify the shortcomings in ACI Godrej talent acquisition process.
- To integrate and implement the theoretical knowledge into ACI Godrej Agrovat Private Ltd.'s present talent acquisition procedures.
- To contribute the necessary suggestions and recommendations for enhancing the company's present talent acquisition practices.

3.1.3 Significance

The study was carried out in order to analyze and evaluate ACI Godrej Agrovat Private Ltd's talent acquisition procedure. The company is given the essential advice and suggestions to improve based on the problems that emerged via personal observation. By highlighting the fundamental problems with antiquated HR procedures, the study helps to clarify the value of modern HR procedures. The research will help academics and researchers conduct additional studies on the value of integrating AI into the Talent Acquisition process.

3.2 Methodology

The process involves combining practical knowledge with primary and secondary data. Two key factors are taken into consideration in order to examine and develop the report as a final format. Since ACI Godrej is a private limited company, it is unable to disclose any internal data, and there is no information available in the public domain that is necessary to perform the study. Therefore, first-hand investigations are conducted in order to gather the necessary data.

I gathered primary data for the report from the following source:

- Speak with a higher-ranking official.
- Make contact with some employees.
- Direct communication with HR personnel.
- Hands-on experience from the company's HR department.

Secondary data is gathered from the following sources:

- The official website
- Other websites
- Journals collected from the BRACU library website
- Relevant published articles, etc.

3.3 Overview of the Human Resource Department of ACI Godrej

The HR department of ACI Godrej contributes significantly to the company's success through a variety of activities, including compliance, workplace safety, employee benefits and compensation, talent management, training and development, and talent acquisition. The head of the department leads the distinct HR teams within ACI Godrej's HR department. The HR department is separated into three key sections: talent management, HR operations, HR analytics, and digital. These teams are in charge of a number of duties, including recruitment, selection, training, and development, as well as processing payroll, evaluating employee benefits, and taking disciplinary action when necessary. The HR department also supports employees' career needs by implementing rules and procedures with ethical and legal considerations and by providing training and development opportunities. The ACI Godrej HR department is visually represented by the following organogram, which is arranged according to hierarchy.

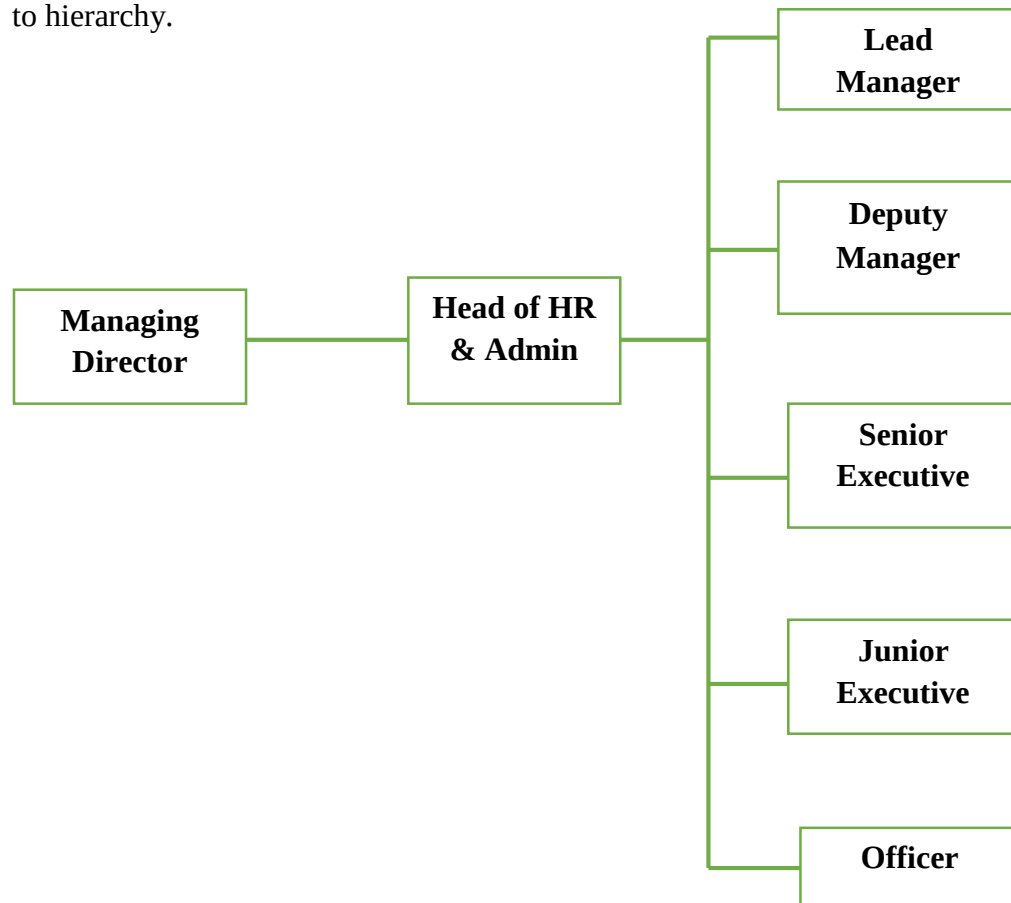


Figure 6 : HR and Admin Department Organogram

3.3.1 Analysis of Talent Acquisition Process of ACI Godrej

The Talent Acquisition process is a crucial component for the success of a company. An essential element of the success of a company is the talent acquisition process. The hiring procedure at ACI Godrej is closely monitored by the HR department to certify that it is in line with the company's vision, mission, and strategy. The goal of talent acquisition procedures is to identify qualified workers who can help the business succeed. The organization's talent acquisition procedure is clearly depicted in the flowchart below:

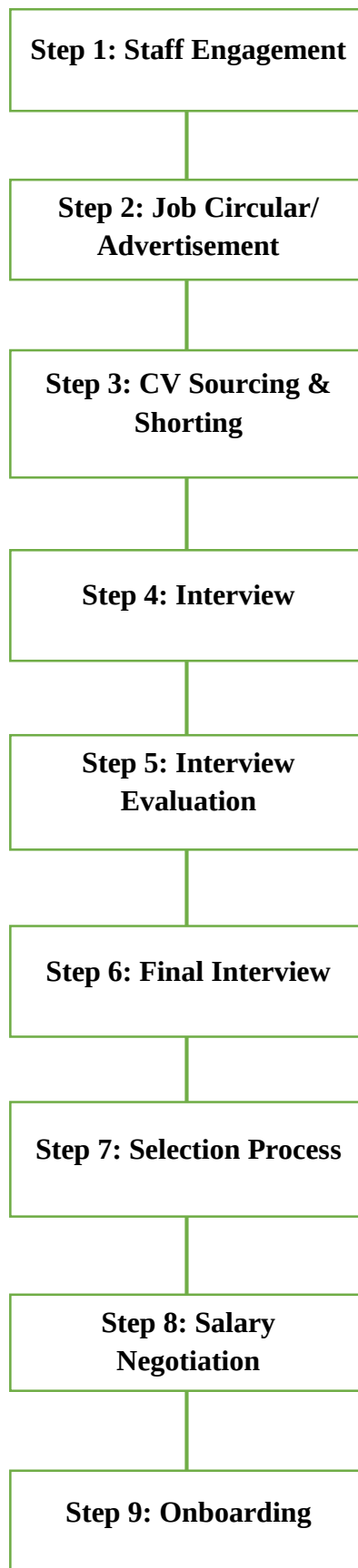


Figure 7 : Talent Acquisition Process

The first step of the talent acquisition process of ACI Godrej is staff engagement. The process starts with receiving a request and clarification from the head of the relevant department, along with information about the number of open positions, the name of the role, and the deadline for filling them. Since the entire talent acquisition process must be done meticulously, the head of the HR department occasionally negotiates the deadline if it is too tight. For the open positions, a job description and job specification are created that include a number of crucial details, including the department, the job location, the type of contract, the job's purpose, the duties involved, age group, experience, professional and educational qualifications, and other necessary skills. The talent acquisition team searches both internal and external sources for the necessary personnel when information is available. Employee promotions and transfers are examples of internal sources of talent, whereas headhunters, job fairs, employee recommendations, and advertisements on job vacancy posting platforms such as BDjobs.com, LinkedIn, and job vacancy posting groups are examples of external sources. This is the second step in the process of finding talent. Then, in accordance with the specified criteria, resumes are gathered by a deadline and first reviewed by the human resources department. A portfolio analysis and 15 to 20 resumes that best fit the requirements are given to the relevant department, which then rescreens them and invites the top candidates for an interview or written exam. After that, for junior-level roles, an IQ or written test takes place. Candidates who pass the test are then invited for an interview. For mid-level roles, the HR head conducts the first interview online via MS Teams, and the directors of the corresponding departments do the final interview in person. For senior level roles, however, a final round of interviews is held with the company's managing director. In order to schedule a written exam or an interview, the talent acquisition team calls and emails the candidates. Four to five of these candidates are then selected for final round interviews. Following that, a CV, an answer script with a score, and an interview evaluation sheet are all included in the set of notes

needed for the evaluation. The paper is forwarded to the relevant supervisor, department head, HR head, and managing director after the hiring team has given their approval. The candidate is then given a job offer that contains details about the position, the pay scale, and the notice period after the talent acquisition team negotiates the wage and all parties agree. On the day of joining, the candidate receives an offer letter from the head office, which has been created once they have confirmed their acceptance of the employment offer.

3.3.2 Findings from the Analysis

Based on observations of ACI Godrej's talent acquisition process, the following conclusions have been compiled:

- The entire talent recruiting process is handled by a single employee. As a result, that employee is under a lot of strain and workload. It might occasionally make the procedure exceedingly time-consuming.
- A shortage of qualified personnel is evident from the fact that just a small percentage of the eight to ten people that make up the HR team have studied HR. Currently, the gap is being covered by recruiting interns with HR background, which is an excellent learning opportunity for students. However, the workflow is being disrupted by the interns' lack of experience and frequent changes every three to four months.
- Steps 3, 4, 5, and 6 of the "talent acquisition process" are very time-consuming, particularly when it comes to recruiting people for mid- and senior-level roles. Preferred or excellent applicants have been lost by ACI Godrej on multiple occasions as a result of their disinterest or decision to join another organization.
- No HR software has been installed by the company. Everything is entered into an Excel spreadsheet by the HR team. It is the cause of poor data and file maintenance.

- The company's ability to draw in a large amount of people through job fairs and job opening posting platforms and websites demonstrates how reputable ACI Godrej is as an employer.
- In the procedure, qualified and backup applicants are lost since the unsuccessful candidates are not notified of their rejection.

3.3.3 Implication

Both the positive and negative aspects of ACI Godrej's personnel acquisition process are shown by the analysis, which can assist the business in optimizing the aforementioned procedure. The findings can assist in identifying the persistent problems with the process that must be resolved in order to increase its efficacy and efficiency.

3.3.4 Limitations

A few limitations apply to the report's compilation, starting with the material gathered through in-depth conversations with the company's HR specialists, who were somewhat hesitant to reveal important details because of corporate policy. The majority of the information needed was not found because it is proprietary and only shared with upper management. In addition, the sample size is too small to allow for the generalization of the data.

Conclusion

ACI Godrej Agrovet Private Ltd is the top global agribusiness company in Bangladesh. The corporation develops its everyday operations in the business and adjusts its policy to the nation to boost standard in order to please its clients. Only their capable management, highly skilled, specialized employees, and superior products can do this. Over the previous year, the operational income was exceptionally high. With the help of their knowledgeable and committed staff, they aim to uphold excellent governance, discipline, and sincerity across the board.

Organizations are having a hard time locating, hiring, and choosing skilled people because of the current tight labor market. The talent competition heats up as the pool of qualified applicants shrinks. Because of this dearth of applicants, it is particularly critical for firms to be able to draw in, choose, and keep top talent.

The efficacy of a company's talent acquisition process, which is influenced by its vision, mission, and strategies, determines its level of success. The HR staff at ACI Godrej can rely on a well-organized, multi-step talent acquisition strategy that includes a variety of tools and strategies to meet the company's hiring needs. The hiring processes written and Excel tests aid in confirming candidates' level of competence and weeding out the most suitable applicants. Additionally, conducting rounds of interviews with upper management provides a variety of viewpoints for selecting the best candidates.

ACI Godrej has so far proven successful in maintaining the process's ultimate purpose, which is to match potential individuals' qualities against the requirements of a particular job that must be obtained at the lowest possible cost. But because they can't find the appropriate fit in the organization's culture, vision, goal, and fundamental values, the company has a higher employee turnover rate. Since hiring and retaining qualified staff members is how the HR department is evaluated, ACI Godrej must expand its workforce and make training investments to guarantee that its workforce is capable of overcoming future obstacles.

Recommendations

To improve the process, the following actions might be taken in view of the problems identified with ACI Godrej's hiring and selection procedures:

- The lengthy hiring and selection procedure is to blame for the loss of qualified applicants. According to research done at eight multinational corporations, including Hilton Hotels, and using AI in the hiring process can assist address the problem. It is recommended that ACI Godrej use resume sorting software and accept video resumes in step 4 rather than step 5, which is the preliminary interview process, based on the research findings. This will expedite the entire procedure and save time. AI can assist in sorting video resumes since it can read and evaluate the body language, tone, and facial expressions of the job applicant and compare them to the company's best talent.

(Jennifer Johansson, May 2019)

- ACI Godrej might concentrate on enhancing their reputation as an employer in the labor market and either raise wages by comparing them to those of competitors or offer more alluring incentives to attract the best candidates.
- In order to maintain the database and operate the process efficiently, ACI Godrej must set up HR software. It can also introduce HRIS and HRMS to the department according to a study, one of the most crucial elements of a successful company is human resource management, and contemporary information technology greatly influences this procedure. Although they are more than a simplification of administrative processes, systems that gather, record, store, analyze, and retrieve information regarding an organization's human resources are known as human resources information systems, or HRIS. An HRIS system's benefits are numerous and include operational support for gathering, storing, and preparing data for reports; streamlining and speeding up processes and managing available data; reducing labour costs for HR departments; and giving management of the company timely and varied information so it can make strategic decisions about human capital. (Dorel, October 2011)

- ACI Godrej does not contact rejected candidates, as many global corporations do, like Coca-Cola, Marico, and Unilever. According to a study by specialists at The Kingdom University, companies who use chatbots to promptly respond to rejected applicants maintain their competitiveness in the labour market when it comes to attracting top talent. Since it is challenging for the hiring team to get in touch with each rejected applicant individually, ACI Godrej could use chatbots prior to the selection process in order to build a favourable employer brand in the labour market.. (Nawaz, 30 October 2019).

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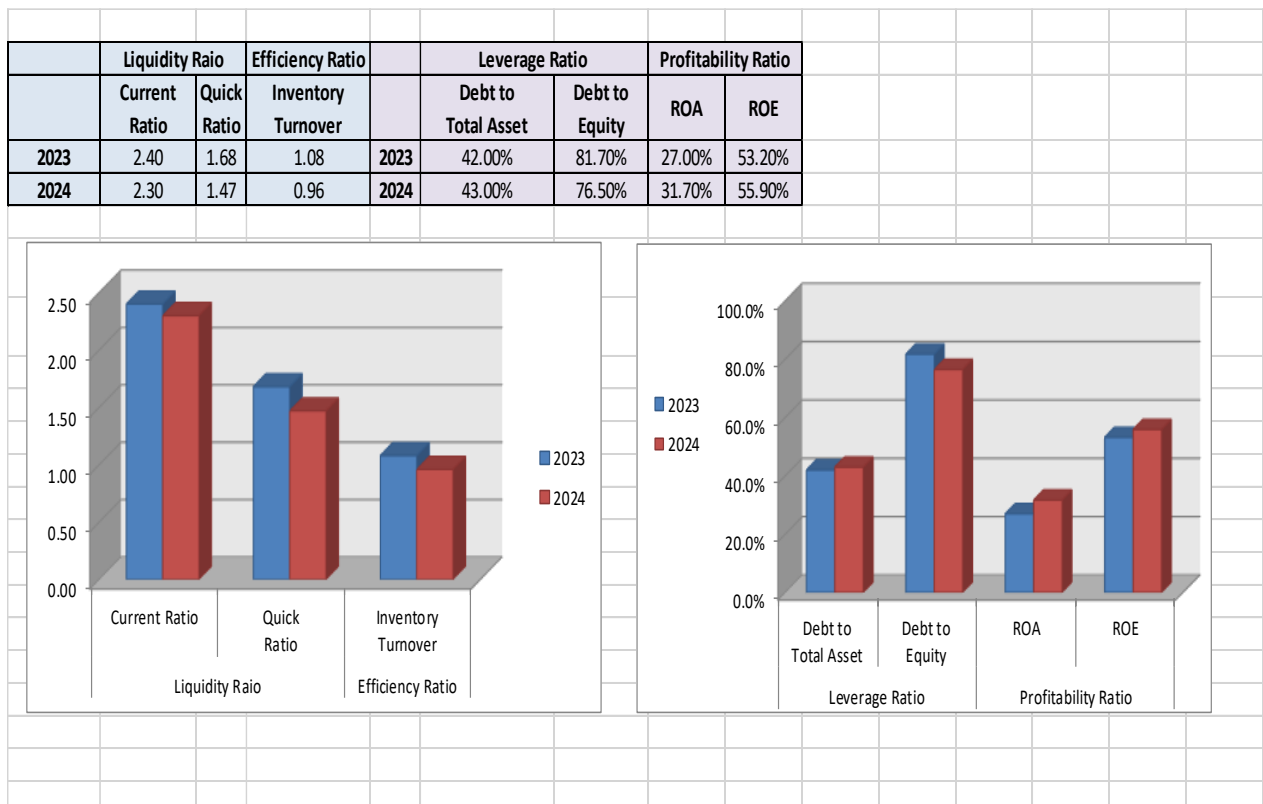
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Appendix A.



Appendix B.

1) Gender:

- a) Male b) Female

2) Age:

- a) <30 b) 30-40 c) 40-50 d) Above 50

3) Experience:

- a) < 1 year b) 1-5 c) 5-10 d) Above 10

4) During the recruitment, do you prefer external source more acceptable than internal source, the one most preferable for your company?

- a) Strongly agree b) Somewhat agree c) Neutral d) Strongly disagree e) Somewhat disagree

5) Do you consider the reference check as an integral part of recruitment?

- a) Strongly agree b) Somewhat agree c) Neutral d) Strongly disagree e) Somewhat disagree.

6) Are people, responsible for employer branding (HR), if aware of employer branding as a concept?

- a) Strongly agree b) Somewhat agree c) Neutral d) Strongly disagree e) Somewhat disagree.

7) Do you consistently appoint high caliber employees?

- a) Strongly agree b) Somewhat agree c) Neutral d) Strongly disagree e) Somewhat disagree

8) Do you ensure that vacancies do not remain open for long period of time?

- a) Strongly agree b) Somewhat agree c) Neutral d) Strongly disagree e) Somewhat disagree.

9) Do you possess a good overall knowledge of HR recruitment process and policies?

- a) Strongly agree b) Somewhat agree c) Neutral d) Strongly disagree e) Somewhat disagree.

10) 4) Does the company has specific talent acquisition process?

- a) Yes b) No

11) Do you think your current talent acquisition process is good enough for overall recruitment?

a) Yes

b) No

If No please explain the reasons-

12) Do you think the company should modify their talent acquisition process?

a) Yes

b) No

If Yes please explain the reasons-

13) Do the department getting the right talent for the crucial positions?

a) Yes

b) No

If No please the reasons-

13) Recommend some tools or techniques that should be add in the talent acquisition process.

14) Give some suggestions to prove the talent acquisition process.