



Inspiring Excellence

BRAC University

Internship report on

“Health Security Scheme (HSS) for Artisan; A study on
BRAC Aarong”

Submitted to

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INTERNSHIP REPORT
ON



**“Health Security Scheme (HSS) for Artisan; A study
on
BRAC Aarong”**

Letter of Transmittal

22.8.2017

Afsana Akhtar

Assistant professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Madam,

It is to inform you that I am completely contented to submit the internship report on ‘Health Security Scheme (HSS) for Artisan; A study on BRAC Aarong as per the supervisor’s instruction. I expect this report to be informative as well as comprehensive though there are some limitations. Working in BRAC Aarong was totally a challenging experience for me. While working in this organization I had to compete with other interns to get the appreciations which meant a lot for me. I feel that the vast knowledge and experience I got here will help me in my near future which is all about my career. I have tried my best to prepare the report very worthwhile with my limited knowledge.

Your acceptance and appreciation will surely inspire me a lot. For any further queries about the report, I will be gladly available to clarify the overall information used here.

Yours obediently,

Israt Jahan Binte Akkas

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Acknowledgements

At the very outset, I would like to express my sincere gratefulness to the Almighty Allah, the most merciful and beneficiary for empowering me to accomplish the dissertation within scheduled time. I am highly indebted to my internship advisor, **Afsana Akhtar**. She allowed me to encroach upon her precious time right from the very beginning of this paper work till the completion. Her expert guidance, affectionate encouragement and critical suggestion provided me necessary insight into the problem and paved the way for the meaningful ending of this paper work in a short duration. Without her valuable advices and suggestion from experience,

I would like to thank Heidi Lowe, Manager, Social Compliance and Producer Development of BRAC-Aarong and Faruque Ahmed Executive, Social Compliance and Producer Development of BRAC-Aarong and also my supervisor in office for showing great support during the whole time and for the co-operation during my tenure in the office.

Then I would like to thank all those who contributed through their comments and suggestions to prepare this internship report in a comprehensive manner. Some friends contributed with ideas and suggestions that enhanced this report. We would like to thank the people who provided discerning comments and suggestion.

Last but not the least, my heartiest thanks to BRAC University and all the respective faculties for their countless effort for making me what I am today.

Executive Summary

Internship is a mandatory requirement of my graduation program. As a student of Bachelor of business administration analyzing today's business world is very crucial. It is necessary to go through all fields of knowledge, both theoretical and practical. After completing four years BBA program, I was sent out to have practical knowledge in business life as a part of my academic program. In this report I had tried to focus my both theoretical and practical knowledge regarding health security scheme for Artisan of BRAC Aarong. My internship topic is "Health Security Scheme (HSS) for Artisan; A study on BRAC Aarong".

Social Compliance and Producer Development (#SCPD) is a department under BRAC Aarong which is arranging and providing help to its artisans on behalf of Aarong. BRAC Aarong provide services to its artisan regarding any health issue whenever they need any help. Social Compliance and Producer Development (#SCPD) dpt. take these responsibilities that they will provide help to its artisans with money regarding their health issues.

In this whole report, I have tried to include all the experiences that I have gathered during my internship period at BRAC Aarong. As I worked in the Social Compliance and Producer Development (#SCPD) section, my report is all about this department only for health security scheme for artisan. I have talked about how the HSS (health security scheme) operations run in the business, the main documents which are needed for these operations etc. I have also done the SWOT and PESTLE analysis of the company and lastly gave some recommendations and suggestions which can be helpful for the company for overcoming the lacking.

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Introduction:

As a part of BRAC BBA program it is compulsory to work in an official setup. To get into this, the knowledge of BBS courses is very important. The inside and outside BBS courses give a total view of work knowledge. Courses like- Statistics, Business research, Human Resource Management, Finance, Economics, Accounting and Marketing etc. played an important role in my progress towards real business world. BBS internship program is such a great experience of this real business world where students of BRAC BBS get a chance to explore their knowledge by working in accompany under someone's supervision. Hereby, I have got the chance to work in Aarong to apply my knowledge. I have worked in SCPD department of Aarong. While working here, there are limited areas I found to practice my knowledge from BBSA studies. In addition to that, some of the courses I found helpful to prepare my internship report. Namely these are courses of- Human Resource Management, Statistics and Business Research which aid me a lot to make my internship report prepared. The report is a reflection of my experience and learning from work. But to present it in an academic way, the courses function like a strong backbone in establishing my opinion.

2 Methodology

2.1 Research Design

Exploratory research:

It is an approach which gives a better meaning of the issue of research. By name it helps to explore the knowledge which is unknown without giving any finalized answer.

Through this research the evidence can be gathered of a problem which requires further analysis.

This research also gives a floor to the new issues on which no research has been done previously. Because of having all these criteria, the research I have done is an exploratory research as no research had been made on Aarong before I did. In addition to that, I want to gather information

about the HSS system in Aarong center and in production house of producers. Moreover, I have collected information about the HSS training, whether it is effective or not and the awareness among employees and artisans.

2.2 Research Approach

Qualitative research: It is the approach of research which provides answers of views and opinions. The research helps to get in depth information about topic. Through this research the qualitative information gathered through interview and observation method about producers. It has been conducted to get more in depth information of producers and if not possible to reach them some interviews are done with social audit employees on behalf of producers. Though it has consumed time but the producers have felt free to give their opinion openly.

Quantitative research: It is the approach of research to give more precise information of the data collected. To make some records of authentic information this type of approach has been conducted. The questionnaire survey has been used in this research to get quantitative information. The data collected can be converted into numbers such as- number of producers got training, the minutes needed to escape, the number of rescue equipment etc.

3 Background:

3.1 Birth of Aarong:

Aarong, an integral part of BRAC has started its journey in 1978. Aarong, a fair trade organization, is dedicated to make changes across the country by benefitting the lives of disadvantaged artisans and underprivileged & unnoticed rural women by reviving, recognizing and promoting their handicraft, handmade products.

Aarong has been established with two visions. One is to aid the artisans, the rural women in enriching their pride and self-esteem and one more is to ensure the rights of women to present them as an important asset in the society. In addition to that, Aarong is dedicating its operations

in large context to assist BRAC in reaching its goal in mitigating poverty, empowerment of the poor and especially of the rural women.

Aarong product designs have succeeded in pulling up consumer attention towards its products and style in Bangladesh. It has greatest designers who are occupied in making a perfect balance between tradition and contemporary trend in such a manner that has reached to consumer appeal very quickly.

Aarong is serving through 16 retail stores and e-commerce website. It has 13 production centers including 589 sub production centers under AAF (Ayesha Abed Foundation). It also has 610 independent producers with 70000+ artisans (amount of this artisans increase per year) and the big portion indicating 88% of these artisans are women.

3.2 Aarong's Retail Stores:

- Aarong at Gulsan, Uttara , Dhanmondi 1, Dhanmondi 2, Moghbazar, Jamuna Future Park, Banani, Mirpur, Wari, Bashabo in Dhaka
- Aarong at Halishahar, Sholoshahar in Chittagong
- Aarong in Khulna
- Aarong in Narayangonj
- Aarong in Comilla
- Aarong in Sylhet

3.3 Aarong Products:

- **Men garments:** Punjabi, Pajama, Shirts, Tee shirt , Polo, Short kurtas, Lungi, Fatua, Scarves & Uttorio
- **Women Garments:** Sharee, Shalwar Kameez, Taaga, Panjabi, Dupatta, Fabrics, Scarves, Shawls & Night wear.

- **Children garments:**

1. Girls: Pant top, Skirt top, Frock, Shalwar kameez, Ghagracholi.
2. Boys: Pant, Shirt, Fatua, Panjabee- pajama set, Tee shirt, Uttorio, Sherwani- coati set
3. New born Baby:
 - New born girls : Nima, Gift set, Frock
 - New born boy: Nima, Gift set, Fatua

- **Nakshikantha:** In Bengal it serves not only serves as functional article but also represents the cultural identity and folk arts of this land. The colorful patterns and designs that are embroidered on Kantha articles results in the name “Nakshikantha”. Each of this kanthas represents the contents of a woman’s mind and fields with romance, sentiment and philosophy. Cushion covers, Bed covers, tapestry, jewelry boxes, ladies parts etc.
- **Home textiles/ Home accessories:** There are many types of home accessories. These are Block print, Woven, Nakshikantha, Batick, Screen print, Tie dye, Table cloth, Napkins, Tablemats, Aprons, Gloves, Bed cover, Pillow cover, Curtains, Cushion cover, Cushion, Pot holder etc.
- **Jewelry:** Aarong is the furnished silver jewelry selling outlets in Bangladesh. This Silver jewelry come from Tangail, Savar, Dhaka, Mymensingh, Rangpur around the country to fulfill the necessities of customers of the customers overall. All types of Jewelries are- Earrings, Necklace, Bracelets & Bangles, Rings, Nose pin and Anklet.

3.4 Ayesha Abed Foundation- Aarong’s Own Production Center:

Ayesha Abed Foundation is the establishment to admire the effort and memory of late Mrs. Ayesha Abed, a co-worker and wife of the Founder and Chairperson of BRAC. The work which are carried out here are the symbol of promise that she made to the under privileged rural women by providing education, training and employment opportunities. And she had started the journey in 1976 in Manikgonj. In the foundation, women can furnish their skills on numerous crafts with financial and technical aids, proper training and well-suited environmental circumstances.

The AAF is basically concerned about setting the workplace for the society's to work underprivileged women. At AAF they receive training, practice their learning and earn money. This is where the AAF has played its role by pulling these disadvantaged women from their boundaries and giving them the opportunity to become attached in viable enterprise.

The AAF is closely linked up with the programs especially BRAC Development Program (BDP) and Aarong. AAF,s finished products are reached to the market with the help of Aarong which includes designs, raw materials and financial assistance given to AAF. AAF is the mother production center of Aarong.

3.5 Core Competencies:

The core competency of Aarong lies in its integrity, innovation, inclusiveness and effectiveness.

These competencies help Aarong to have an edge over other handicraft providers in Bangladesh.

Innovation: The innovation is an important skill of BRAC-Aarong and that is gathering numerous handworks from the rural people and creating employment for them. Thereby, it values creativity in designs of dresses and presents itself as a leader of development activities.

Integrity: Being responsible and aware for own actions are the important aspect of Aarong workplace cultural ethics. Aarong runs business with clear cut policies and honesty. There are no loopholes or communication gap in their professional activity.

Inclusiveness: Aarong encourages the engagement of people of society. Whatever backgrounds one is having in terms of race, ethnicity, religion, gender, age, nationality, socioeconomic condition; it provides assistance in all the possible ways it can. It rewards a person for his or her efforts and motivates to move forward.

Effectiveness: Aarong offers challenges to all of the people who are working directly and indirectly for it. It tries hard to bring excellence in its customer services. It rewards a person for his or her efforts and motivates to move forward.

3.6 Operation Process:

The operation process of Aarong is moderate time consuming, responsive to changes and aligned with goals and objectives of Aarong. The process has been built by keeping in mind that producers can get the price for their efforts and the social enterprise take along its motto of innovation and tradition for a longer period of time in future.

At first, artisans of rural area of Ayesha Abed foundation is given two hot line number. These two hot line numbers are given to them for their health regarding issues. That's why whenever artisans face any problem they dialed these number and claim their problem. But for this they have to be admitted to the hospital otherwise they can't get any help. From Ayesha Abed Foundation, field officer will visit them to identify whether they speaking truth or not. After abakysing it field officer will fill up a form and send it to Dhaka office to justify it. After all these processes a fixed amount will be send to the artisans around 4.00 pm – 5.00pm to their given bkaash number. That's how the whole processes are done.


স্বাস্থ্য নিরাপত্তা স্কিম | HSS

Health Security Scheme


নির্দিষ্ট করত্বের আপনায় ও পরিবারের স্বাস্থ্য সুরক্ষা

সুবিধা পাবেন আপনি ও আপনার পরিবার

নির্বাচিত হলে:
স্বামী ও স্ত্রী, সন্তান (১৮ বছরের
কম ও অবিবাহিত)




অনির্বাচিত/ একক হলে:
বাবা, মা, সন্তান (১৮ বছরের
কম ও অবিবাহিত)




*১৮ বছরের বেশি হারিবছাঁ বা শারীরিকভাবে অক্ষম সন্তানও এই সুবিধা পাবেন।


যে সকল সুবিধা পাবেন




১,০০০ টাকা জরুরি
সিঁকিমে, গেরা হসপাতালে অর্ধি করত্ব মেসিহাডি- ০,০০০ টাকো অগ্যেভেল.



১,০০০ - ৩,০০০ টাকা
সিঁকিমে, গেরা হসপাতালে অর্ধি করত্ব মেসিহাডি- ০,০০০ টাকো অগ্যেভেল.




সিঁকিমে- ৬,০০০ টাকা
৩,০০০ - ১০,০০০ টাকা




৩,০০০ - ১০,০০০ টাকা

*স্বামী অস্বাস্থ্যকর হলে ৩,০০০ টাকো, সন্তান অস্বাস্থ্যকর হলে ৩,০০০ টাকো, মাতা অস্বাস্থ্যকর হলে ১০,০০০ টাকো, গেরা হসপাতালে।




অর্ধি করত্ব
করত্ব ২ কর
গেরা.


সূত্রে হলে




অর্ধি করত্ব
করত্ব ৩ করত্ব
গেরা ও করত্ব করত্ব, করত্ব



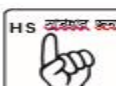
করত্বকরত্ব হলে
করত্ব করত্ব এ
গেরা, গেরা.



করত্ব করত্ব করত্ব
করত্ব ২০ করত্ব




করত্বকরত্ব করত্ব
করত্ব করত্ব করত্ব



HS করত্বকরত্ব
করত্ব করত্ব করত্ব

স্বাস্থ্য নিরাপত্তা কিসের সুবিধা গেরা এক বিজ্ঞানিত ডায়াডে নিচের হেটলাইনেযোগাযোগ করুন:



০১৭৩০৩০৫৭৯৩
০১৭৩০৩০৫৮৪২

২৪ ঘণ্টা
অনুগ্রহ করে

অফিসিয়াল সমস্যা:
কবি-বুধ-পতি
০৯১০০১-৫১০০১

These are the rules of getting help from HSS unit. The lowest amount what artisans get is BDT1000tk and the highest amount is BDT10000tk. But sometime artisans get another amount if there is any extreme case. Like few months ago, one cancer patient got 80000tk for her surgery. For this type of extreme case, artisans get amount for their surgery.

For getting this opportunity, artisans have to be active 4 months in 6 months. Otherwise they will not get any benefits from the HSS unit. One more thing artisans must follow to get benefits and that is they have to admit to the hospitals to make sure that they actually need the money. HSS unit provides money to the artisans in three ways. One is if there is any emergency case like stomach ache, accident etc. they will get 1000tk for their treatment. Second term is if the artisans have to admit to the hospital for their sickness then they will get 1000tk to 3000tk. Third term is when artisans need to do operation like appendix etc. then they will get 6000tk to 10000tk.

These opportunity will get maximum four members with artisans. If artisans is married then her three child with her husband will get this benefits. In case of unmarried artisans, her father and mother will get this benefits. Unmarried artisans must be 18 years otherwise she will not be enlisted to this beneficiary. Every artisans are given a code which bear their identity so that when they call to the HSS they can use this code without this they can't ask any help from the HSS.

For getting this service, every month 25tk is cut down from their salary so that they don't feel any hesitation to claim their benefits. Other money is provided by the foundation. They ask for this benefits two times in a year so they have to think twice before asking their benefits.

HSS unit sometimes face different challenges while giving benefits to the artisans. Artisans are told to give a personal bkash number but they always give an agent number so the foundation always face problem while sending money. Sometimes artisans become very restless if they don't get the amount in time. But after all these artisans always try to support HSS unit.

3.7 PORTER's Five Forces & Company:

The model helps to identify where power lies in a business situation for a specific organization. It indicates the opportunities of an organization which has been brought out by its competitive position.

Aarong does make a practice of using Porter's five forces to create a picture that whether its products are profitable or falling down comparing to its competitors. In a whole, it uses this model to determine where it is standing in the competitive business world.

- **Bargaining power of suppliers:** It indicates the strength or power of the suppliers in increasing the level of price. Aarong has huge number of suppliers under different categories. In addition to that, in each category there is more than one supplier who supplies similar types of essential inputs. If company wishes, they can easily move to another suppliers which means that here the switching cost is lower. Aarong determines the cost of their suppliers inputs by keeping in mind the standard pricing level and the needs of the artisans (the rural women) of daily livelihood, suppliers cannot control the pricing much.

So, in Aarong the bargaining power of suppliers is relatively low.

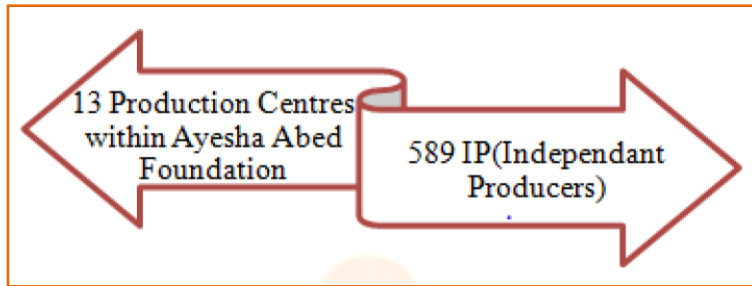


Figure 3.7.1: Suppliers of Aarong

- **Bargaining power of buyers:** It indicates the strength of buyers of an organization in keeping the lower pricing level. Aarong has potential number of buyers who just love to make their shopping at Aarong's sales center specially the working women. In addition that, Aarong has buyers in each and every category of their products. This implies that Aarong has look over every type of customer needs and demands by increasing their value. Sometimes, buyers like to switch their choices as Aarong products are relatively higher priced. The loss of these buyers is a crucial & an important matter for Aarong. So, for Aarong the bargaining power of buyers is moderate.

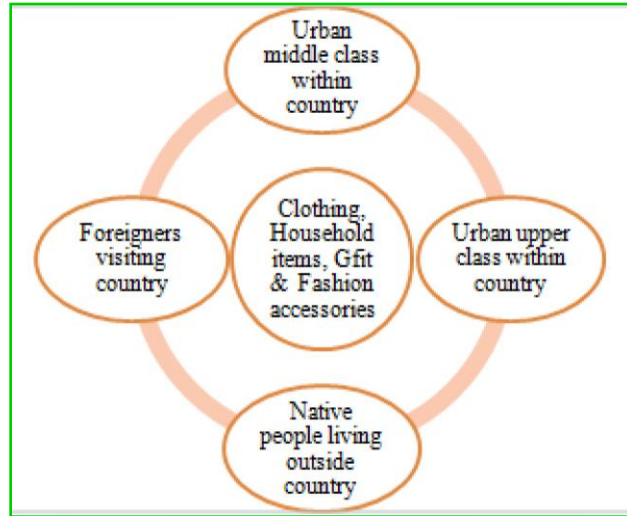


Figure 3.7.2: Buyers of Aarong

- Competitive rivalry:** It indicates the number of competitors in the same area an organization is competing. Aarong is competing with few competitors on the areas of product quality, feature, distribution, innovation, costing, supplier, technology and finance. Unlike other competitors, Aarong offers different products for different group of people. As Aarong focuses on the products quality and uniqueness, it always helps them to have an edge over others by looking after the needs and demands of different segments of customer. Aarong's SCPD (Social Compliance and Producer Development) department helps company to be in good look of its buyers. So, it can be easily said that the competitive rivalry for Aarong is relatively moderate.

<u>Rivals of Aarong</u>	<u>Market Segmentation of Aarong</u>
<input type="checkbox"/> Rang	<input type="checkbox"/> Men, Women

<input type="checkbox"/> Kay Craft	<input type="checkbox"/> Children (within different ages of boys and girls)
<input type="checkbox"/> Anjans	<input type="checkbox"/> Jewelry (Bangles, Bracelets, Nose pin, Anklets etc.)
<input type="checkbox"/> Deshi Dosh	<input type="checkbox"/> Home Accessories (Bed Cover, Cushion Cover, Table Cloth, Tablemats etc.)

Table 3.7.3: Competitors of Aarong and Market segmentation of Aarong

- **Threat of substitutes:** It is the point of view of customers that they avail when price of one within alternatives goes up. More specifically, preferring to buy another within options as response to high price. Aarong's products sometimes get altered with products because competitive high price. But as Aarong's product carries tradition and innovation, its quality and indigenouness attract customers a lot. Also, customers prefer buy to product from Aarong to carry out the identity of the country in their dresses. So, Aarong has moderate threat of substitutes in the market.

<u>Handicraft product selling companies</u>			
Organization	Naksha	Prabarthana	Prokriti

Table 3.7.4: Companies selling handicraft products

- **Threat of new entry:** Profitable markets are the perfect place for new beginners to start up their journey. When a market is about to reach maturity and will grow extravagantly in future, new comers get more interested. Hence, there are certain factors that makes this decision critical that whether to enter or not. The factors- resources available, government's policies and economics of scale. Aarong has such producers who being hardly noticed by other handicraft product companies. With great experience in products quality and large customer pool new entrance finds it difficult to compete. And on that note, it can clear out that threat of new entry is low for Aarong.

3.8 PESTLE Analysis:

- **Political Factor:** This implies the rules and regulations established by the government to shape the activities of the economy. These policies can be of labor law, environmental law, trade policy, tax policy. The activities of Aarong also get affected by these rules and regulations. As per Bangladesh government Aarong maintains the labor law strictly. Regarding environment law, it plans its production without making any adverse effect to society. It is careful about the tax that will be submitted to the government timely. Aarong, being a handicraft producer sells its product to UK and USA by maintaining trade barriers. To be top position in handicraft industry, it needs to reshape its marketing policies to be responsive to any changes regarding political legislation in the country.
- **Economic Factor:** This implies how a business can be profitable in terms of economic downturns. It considers factors like- growth rate, interest rate, exchange rate, inflation rate, disposable income and demand-supply within its boundary. Aarong being a social enterprise and a handicraft producer is also following these economic pathways. Because of inflation rate Aarong impose Vat on their product prices which is a tax coming from customers. As of interest rate, Aarong provides loan facility to the producers to deliver the product on time. Moreover, with growth rate of economy Aarong is able to expand their business with the involvement of a large number of people. In addition to that, Aarong is aware of people spending being a B2C organization.
- **Social Factor:** Social factor is that of beliefs, opinions and attitudes of a community or people. The factor varies from society to society. It includes age of people, their growth rate, education, personal interest, career preferences and so on. These factors help business to understand people taste and preferences and thereby shaping their business. Aarong thus follow the practice of the society and by doing this they fulfill consumers demands. At first it targets its customers and makes marketing strategies to attract them. In this way, Aarong make different products for different group of people.
- **Technological Factor:** Technology has a remarkable impact on business or the functions of a company. Especially in production the technological changes needs to be addressed. With the help of technology the process of production is becoming faster and machine oriented. That means a higher dependence on technological devices not on manpower. Aarong does follow technology to reach to customer through online shopping. As being

social enterprise, Aarong communicate with its target customers through social and electronic media. Moreover, for promotional activity Aarong use these sites more to gather more customers for its products and services.

- **Environmental Factor:** Every organization is solely responsible towards environment. To meet the needs within the scarcity of raw materials, organization needs to find out the sustainable and long lasting source. Organization must initiate preventive measures to meet the pollution and carbon footprint target set by government. Aarong does take care of environment by producing product from the sources that are ethical and sustainable. All clothing and accessories are made by not harming the environment. Therefore, SCPD department has been made to make producers much more complied towards society and environment.
- **Legal Factor:** Legality is the platform which provides the authenticity of doing a business. By maintaining and following rules and regulations a company can become successful. As it gives right to run a business within and outside country's border a company is answerable to the law of the country's government. Aarong is very much conscious about legal procedures in each of its sectors. There are key areas like- equal opportunities of employment, product safety & its advertisement, consumer rights and workers safety to maintain rules and regulations.

3.9 SWOT Analysis:

SWOT analysis is a powerful technique for understanding organizations Strength & Weakness and looking for the Opportunities & Threats it may face. Used in a business context it helps organization carve a sustainable niche in a market. This analysis is mainly based on an imaginary situation.

- **Strengths**
 1. Strong financial foundation
 2. Legal enterprise
 3. Good brand image/ good awareness
 4. Handmade and unique products
 5. Traditional

6. Dedicated workforce
7. Socially responsible
8. Backward linkage
9. Fair trade leader
10. Good office environment
11. One stop shopping

- **Weakness:** Aarong has a reputation for new product development and creativity. However, they remain vulnerable to the possibility that their producer may not be able to produce product timely due to their inability. And

1. Dependence on BRAC (decision making)
2. Decentralized production
3. Lack of automation
4. Lack of inter-departmental coordination
5. Lack of standardization \ quality

If any producer is not able to make the product on time due to some personnel problem then the company will also not be able to deliver their product on time. Aarong charges higher price relatively than their other competitors as a result sometimes customers lose their interest to buy product from them. Its sales force or sales girls within the outlet are not properly trained up. Sometimes they make customers disappointed by their attitude and customer doesn't feel good to buy from there.

- **Opportunities:** Aarong can go for new distribution channel where it can make some joint venture with some other small Boutique and sales its products in more places. Through that it can capture more market share in the handicraft industry in Bangladesh. Aarong can expand its business globally. New market for handicraft such as Europe and America are beginning to emerge. People are now trendier about local events & functions like Pahela Falgun, Pahela Baisakh, Victory day, Independence Day etc. and they buy new and special products for these events. Aarong can make new products to sell in those special occasions. According to the season change, people are also changing their

preference in buying products and considering this scenario Aarong can produce products on the basis of seasonal variations.

- **Threats:** Aarong doesn't have any big competitors right now. But they have some small competitors like Kay Kraft, Anjans, Deshal, Jatra, Khubsurti, Rina Latif, OZ, Rang and some other Boutiques established at Banani 11, who are taking their 32% customer and increasing in a slow rate. And
 1. New competitors (local and global)
 2. Economic crisis
 3. Commitment of the political parties
 4. Smuggled goods
 5. Traffic jam
 6. Security
 7. Westernization
 8. Market may become price sensitive

4 Literature review

The purpose of this report is to provide an overview of present condition and future possibilities of making consciousness about proper fire safety system and its importance in sustainable HRM practices in Bangladesh. I browsed the internet for as much information I could get. From the internet I got the background information of HR practices in Bangladesh. Therefore, various secondary sources and materials were used to review the situations. The sources comprised of articles in academic journals, professional magazines and newspapers on HRM practices in Bangladesh. We also used documents published by national and international organizations to assess the current situation and future challenges with regard to HRM in Bangladesh. Lastly, we visited websites of public and private sector organizations to collect relevant information of HRM practices in Bangladesh.

As problems around the concept of 'health security' might occur at the intersection of several fields which do not share a common theoretical approach or academic methodology, it is sometimes difficult to proceed from any unified theoretical approach. For the purposes of this analysis, global health security is defined narrowly as the collection of anticipatory and response activities that minimize the vulnerability of populations to communicable disease transmission

across geographical, national or regional boundaries (WHO 2007c). Global health security was facilitated collectively through WHO (World Health Organization) as a single and comprehensive health agency. Today WHO has 193 member states (WHO 2010a) and a secretariat of 8000 staff spread across 147 country offices, WHO has six regional offices and one headquarters (WHO 2010b). WHO has become a global hub for health security schemes all over the world though sometimes with questionable moral authority and effectiveness? Following the rules and laws according to World Health Organization, in Aarong, the health security scheme is basically focused on the workers who work for the organization. An accident might be considered to be employment injury, the accident inflicted on the body of the worker, regardless of the cause, if it happens to worker working or during the working hours, whether or not the worker was fault, it is the accident inflicted on the body of the worker or an apprentice with or without wage, who is working in whatever capacity or whatever place for an employer or manager of an enterprise. (WHO, Article 12). According to the report of World Health Organization, it is mentioned in article 15 that the benefits for occupational risks can be- medical care services for occupational risk caused by employment injury or commuting accident, occupational diseases whether the accident interrupt the work or not, providing daily allowance for employment injury or commuting accident or occupational diseases causing temporary disability and providing disabled pension or allowance for employment injury or commuting accident or occupational diseases causing damage to the employee. Recently, public-private partnerships have also increasingly been seen as essential mechanisms for achieving global health security goals across the world (Buse and Walt 2000a, 2000b; Buse and Waxman 2001; Widdus 2001; Yamey 2002; Kickbusch 2005; Cohen 2006), along with this, the central importance of sub-national actors, including national institutes of public health and academic health centres, has also been recognized (Leggat and Tse 2003; Rodier *et al.* 2007). Finally, the emerging 'Health 8' (i.e. Gates Foundation, GAVI Alliance, Global Fund, UNAIDS, UNFPA, UNICEF, WHO and World Bank) (WHO 2007a; Silberschmidt *et al.* 2008) and the G7's Global Health Security Initiative (which also includes the European Union and Mexico) (GHSI Secretariat 2009) offer alternative sources of 'networked governance' for the global health security regime (Fidler and Gostin 2008).

5 Affiliation of the job

5.1 Description of the job:

As a student of BBA Program of BRAC Business School in BRAC University, I did my internship at Aarong. I worked in SCPD (Social Compliance and Producer Development) department of Aarong Centre, located at Tejgaon, as an internee for 3 months. I had to work there under the supervision of Faruque Ahmed, Executive officer and of SCPD Department. I was basically assigned to assist the employees of Social Audit Unit of this Department. The unit has several works which are- visiting the foundation, analyzing the problems of their artisan, marking them, providing health security scheme, recognize their efforts and aiding to get better marks by recovering the weak points.

SCPD is Social Compliance and Producer Development department previously known as SCPR (Social Compliance and Producer Relations). It has been established with a motto to take the care of artisan and producers, making them aligned with policies, handling their grievances & providing them best solutions. It is split into four units. These four units combined themselves to make decision for the betterment of producers.

- ❖ **Social Audit Unit:** The unit is responsible for visiting the factories, preparing the reports based on visit, identifying flaws and helping them to offset the problematic areas through CAP (Corrective Action Plan). To prepare the report in Excel there is an app known as source app.
- ❖ **Producer Communication and Capacity Building Unit:** Here, producers can apply for being applicant or new producer. Under this unit, the grievance of producer are handled and also provided assistance in increasing their capacity of products or in switching the category of production. The unit is also held responsible for arranging forum and offering training to producers.
- ❖ **Field Operation Unit:** Here, The artisans or rural workers get medical facilities under “Health Security Scheme”. More elaborately, the workers working in different sub centers of AAF (Ayesha Abed Foundation) can get admitted in hospitals, cure themselves & have monetary benefits for the treatment.

❖ **Research and Design Unit:** It is a unit to collect & gather information from all other department of Aarong. Here, it is also taken into account that whether producers are maintaining the right procedural or not, where are flaws & how to cover it up. Then the unit takes advices from senior officials to design or implement any new system or strategies for the betterment of producers &Aarong.

5.2 Responsibilities of the job

SCPD department is new in comparing with other department of Aarong. The department is responsible for ensuring the compliance of producers in producing the product. As I worked in SCPD department, there were certain duties and responsibilities that had given to me. Though I basically responsible in the work of Social Audit Unit, sometimes I was assigned to do work of other units as all units work combined under SCPD department. These are mentioned below-

<u>Units of SCPD</u>	<u>Tasks & Duties within units</u>
Ø <u>Social Audit Unit</u>	<input type="checkbox"/> Typing producers addresses in Bangla
	<input type="checkbox"/> Confirming factory addresses(main one in case of 2 or more factories of producers to arrange a visit
	<input type="checkbox"/> Adding marks in social audit report that has given under 36 standards within 7 sections
	<input type="checkbox"/> Finding out the reasons for getting poor marks and pointing out one area which is not having fire security & safety facility
Ø <u>Producer Communicationand</u>	<input type="checkbox"/> Attaching tokens in producer applicant form

<u>Capacity Building Unit</u>	<input type="checkbox"/> Handling two cases by writing applications on behalf of two producers; one is approaching to get acceptance of the product which are being delayed in presenting to Quality Control department and another producer is approaching to the Merchandising department to increase the cost of products as it is difficult now-a-days to meet the needs of daily livelihood of both producer's& artisans".
<u>ØResearch and Design Unit</u>	<input type="checkbox"/> Adding up marks from SCPD department under categories of social audit, training receiving, rejection rate & yearly penalty rate
	<input type="checkbox"/> Adding up producer appraisal marks from Design and Merchandising department

Table 5.2.1: Job responsibilities at Aarong

Aarong SCPD department is very important for them as through this department they can get in touch with artisans. More specifically, by being aware of society, SCPD helps artisans to be more careful about their health, being more responsible for their actions and signifies them as the no. 1 producer of Aarong.

While handling some cases, I have got some ideas of HSS action. Every artisan of Aarong is given two hotline number, whenever they face any accident they have to call those hotline number and inform to Aarong what have they faced. Sometimes I have sit to receive these hotline number to hear artisan problem. This has given me learning that how much rural people are struggling to introduce their health issues. "Social compliance" and "Producers" grievances handling" are the two important matters in this department and I was also very much concerned about it.

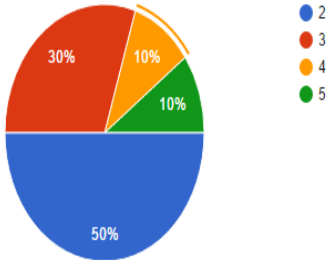
During my internship period, I have communicated with few producers in providing them gate pass, an approval to bring their product in Aarong. I am assured about it that Aarong is truly the local brand which maintains superior quality in designs by being concern about tradition and innovation.

6 Research Description

6.1 Data Analysis:

1. How many members do you have in your family?

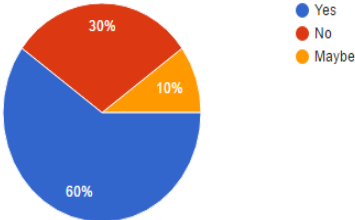
10 responses



After analyzing the case, I found out that most of the artisans have two members which has shown in the chart is 50%. The lowest amount is five members which is 10%. It means most of the artisans are either married but don't have no child or unmarried where they have only their father and mother.

2. Are you aware enough of this Health Security Scheme?

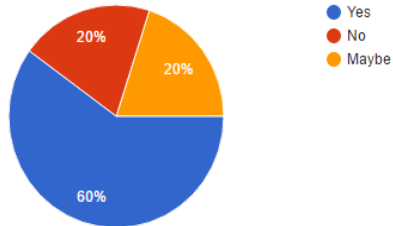
10 responses



Here, we can see that 60% artisans are aware of this Health Security Scheme. That means most of the artisans know what the procedures are, what they should do.

3. Are you satisfied with this service?

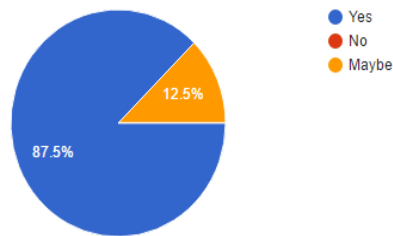
10 responses



Here, 60% artisans are satisfied with this service. They receive this service by paying 25 taka from their monthly salary. So when we asked about their feelings regarding this service, they were very pleased to receive these benefits.

4. You get this service twice in a year. Do you think this number is correct for you or not?

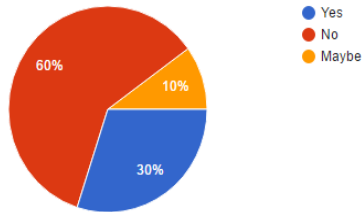
8 responses



87.5% artisans think that getting this service twice a year is perfect. When I asked why they think like this, they told that previously they could not even think about getting better treatment from any hospital, but now they get this opportunity with the help of BRAC AARONG.

5. Did you ever have face any problem while asking your benefits from the hotline?

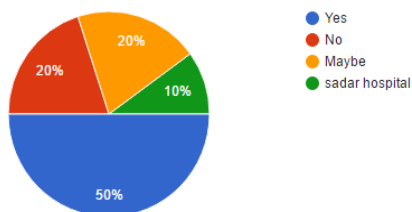
10 responses



Normally HSS hotline are cordial to the artisans and with their family member also. That's why whenever artisans ask any help to solve their problem, hotline give a solution to them. But sometimes hotline fail to understand them and their language and for this reason a misunderstanding occur that time. That's 30% artisans are unhappy with the HSS hotline.

6. Do you think listed hospitals are enough for you treatment?
Do you have any preferred hospitals?

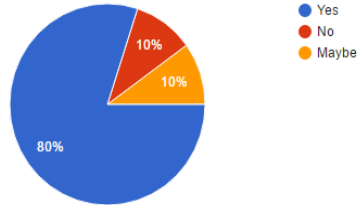
10 responses



HSS unit gives minimum four hospitals for their treatment but sometimes they have to face negligencies from these hospital that's why they prefer their preferred hospital. But Aarong enlisted the best hospitals in the cities for their artisans where they can get better treatment. From the chart we can see that most of the artisan want their preferred hospitals which amount is 60%.

7. Aarong doesn't provide money for any test related issues. Do you expect this service from the organization?

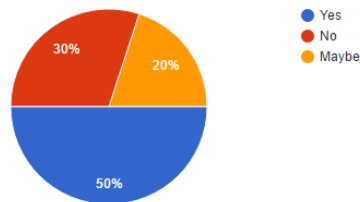
10 responses



As we know most of the people go to hospitals for the test related issues, it can be diabetes test or any sickness related test. For this they have spent a lot of money and sometimes they thought that Aarong will provide this money for their wellbeing. That's why they expect that Aarong will also provide money for their extra issues which we can notice in the chart which is 80%.

8. Do you want this service seven days in a week for your emergency?

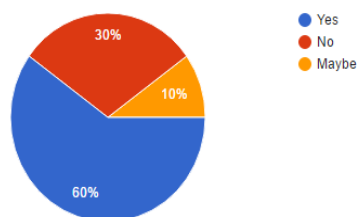
10 responses



Here 50% artisans want this HSS hotline service seven days in a week cause they might need this service in any holiday.

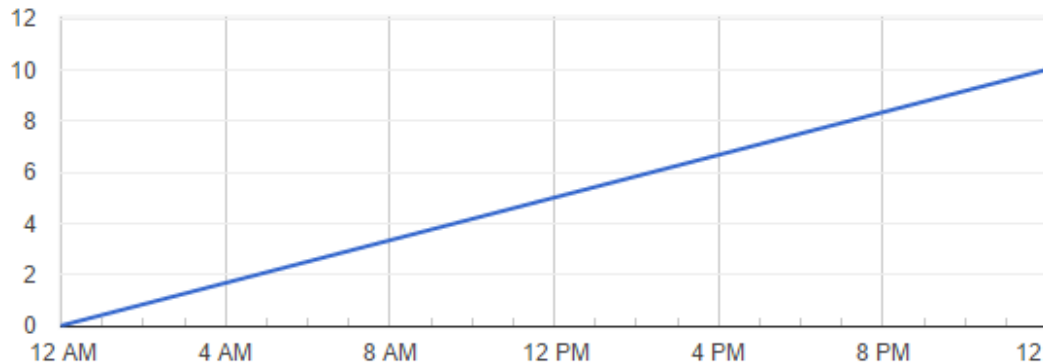
9. HSS hotline are quite friendly with you when you ask any help for your emergency?

10 responses



HSS hotline is always so much friendly with the artisans which is shown in the chart and it is 60%. Artisans never wait for the whole day for the amount and on the other hand whenever they call to the hotline, they got the help immediately.

Number of daily responses



6.2 Research Gap

By viewing the existing researches, no information has been found related to Aarong in case of fire safety system. Even considering the overall offices and factories there are some knowledge has been found and through the research this gap have been tried to be filled out for Aarong. The gaps are identified below-

- It is not been sure whether all has got the training or not as there is no record
- Whether any precautions have actually been taken before accidents happen or not
- All the artisans know the whole process before calling to the hotline
- Female artisans don't want to share Proper information about their sickness that's why we don't understand how much they should get for their treatment.
- Whether employees or artisans are aware of the meaning of HSS or not
- Sometimes artisans prefer Quack treatment better than going to hospital. In this cases we fail to give them money to their treatment.

- Whether the hotline training have full ideas how the HSS works or not

6.3 Research Question

To fill the knowledge gap the respondents are asked the following questions with some choices. Some of these are close to hypothesis. Hereby, through the report some queries are being found out. So, the answers that can have after reading the report are- the health security standards of Aarong, the present situation of artisans in Ayesha Abed Foundation(AAF), the importance of this scheme and system at Aarong, the maintenance of the system and the necessary steps that needs to take by Aarong.

6.4 Research objective

Research objective is something for which the research stands for. After identifying the gaps, some objectives are needed to reach.

The purpose of this study is to examine the existing the fire safety system of Aarong. There is some hypothesis among the objectives of the research. Therefore, the objectives are-

- To describe the study of HSS to both artisans and the employees.
- To study how much artisans are aware of the issue of HSS
- The foundation have to be more trustworthy to the artisans so that they can claim their problems without any hesitation.
- Need to be more careful while giving money to the artisans.

- To gather information about artisans who have got training, whether the HSS training is really effective and improvement after training.
- To gather the level of knowledge that employees and producers can gather after training.
- To gather some calculative results of HSS system of Aarong to make the research more authentic.

- To identify the areas needed to be improved more in HSS system in Aarong.

7 Limitation of the Study

There were some limitations and obstacles that I have faced during preparing this report. The main difficult part was to collect necessary information from the company. To collect primary data some individuals did not show interest while trying for interviewing them as it was beyond the company jurisdiction.

For secondary data, some of the reports of BRAC Aarong were inaccessible and password protected hence it was very hard for me to get the relevant information out of it.

Along with these, there were some other major limitations which I have faced while collecting the information. The can be pointed out as below:

- Time limitation was a major constraint to gather the data
- Some of the employees were no willing to share information regarding the company as the company follows a strict code of conduct.
- Interns were not allowed to have access in some areas.
- Soft copies of the data were sometime inaccessible for the interns.
- Relevant data collecting was very difficult as the organization remains confidential.
- Arranging analytical data and theoretical data within three months was a bit difficult

Lastly, I have to say that I have tried my best to arrange and organize all the data within a very short period of time. As an intern, sometime it was very hard to get all the necessary data in hand, but I tried to make it look as organized as possible.

8 Findings

- Most of the artisans are either married but don't have no child or unmarried where they have only their father and mother.
- 60% artisans are aware of this Health Security Scheme. That means most of the artisans knows what is procedures, what they should do.
- They get this service by paying 25 taka from their monthly salary. So when we asked their feeling about this service they were so much pleased to receive this benefits.

- Previously artisans could not even think about getting better treatment from any hospital but now they get this opportunity by the help of BRAC AARONG.
- Artisans want this HSS hotline service seven days in a week.
- Artisans never wait for the whole day for the amount and on the other hand whenever they call to the hotline, they got the help immediately.

8 Summary and Conclusion

I can honestly say that my time spent while the internship period with BRAC Aarong resulted in one of the best experience of my life. Not only did I gain practical skills and knowledge but I also had the opportunity to meet many fantastic people. The atmosphere at the Dhaka office was always welcoming which made me feel right at home. Additionally, I felt like I was able to contribute to the company by assisting and working on projects throughout the internship period.

Secondly, BRAC Aarong was amazing and full of learning. As a market leader, there are many things to learn from this organization. Be it organizational behavior or the corporate norms. Since sky is the limit, the organization is still evolving every day striving to provide its customer and others with the best possible service. BRAC Aarong gives greater emphasis on process automation and on finding the right balance between volume commitments and spot buying—a strategy that enables them to achieve competitive rates in the most important trade lanes. And they have been enthusiastic adopters of shared services, not just for internal processes but also to improve customer services and supply chain management.

Finally, my internship at BRAC Aarong has been a success. I was able to gain practical skills, work in a fantastic environment, and make connections that will last a lifetime. I could not be more thankful.

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<https://academic.oup.com/heapol/article/25/6/510/582090/The-evolution-etiology-and-eventualities-of-the>

QUISTIONNAIRE SURVEY:

1. How many members do you have in your family?

2

3

4

5

2. Are you aware enough of this Health Security Scheme?

Yes

No

Maybe

3. Are you satisfied with this service?

Yes

No

Maybe

4. You get this service twice in a year. Do you think this number is correct for you or not?

Yes

No

Maybe

5. Did you ever have face any problem while asking your benefits from the hotline?

- Yes
- No
- Maybe

6. Do you think listed hospitals are enough for you treatment? Do you have any preferred hospitals?

- Yes
- No
- Maybe
- sadar hospital

7. Aarong doesn't provide money for any test related issues. Do you expect this service from the organization?

- Yes
- No
- Maybe

8. Do you want this service seven days in a week for your emergency?

- Yes
- No
- Maybe

9. HSS hotline are quite friendly with you when you ask any help for your emergency?

- Yes
- No
- Maybe