

Internship Report on
RECRUITMENT AND SELECTION PROCESS OF AARONG SALES
ASSOCIATES (SA)

By:

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An internship report submitted to the BRAC Business School (BBS) in partial fulfillment of the requirements for the degree of Masters of Bachelor Administration (MBA)

BRAC Business School (BBS)
BRAC University
June 2021

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Declaration:

It is hereby declared that

1. The report submitted is my own original work while completing a degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The thesis does not contain material that has been accepted or submitted, for any other degree or diploma at a university or other institution.

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Approval

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Letter of Transmittal

7th June 2021

Dr. Sumon Das

Professor
Department of Management BRAC
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66 Mohakhali, Dhaka 1212

Subject: Submission of report on “**Recruitment and Selection Process of Aarong Sales Associates**” for internship program.

Dear Sir,

I am submitting a paper titled “Aarong Sales Associates Recruitment and Selection Process.” This report has developed for a better understanding of Aarong’s recruiting process and it is important, I try my best to complete the report with the key facts and the proposal in a considerable and thorough manner.

I am certain this report will fulfill your expectations.

Sincerely



Nazia Sabrin
ID: 19164021
MBA Program
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Acknowledgement

To begin completing my thesis work, I would want to thank my supervisor, Mr. Dr. Sumon Das, the Professor of Management at the University of Dhaka, for the amazing direction and help that he provided me during this thesis time. This report would not have been accomplished without his assistance and guidance.

Then I would want to thank Ms. Shakila Aziz, Sales Associate of Aarong Gulshan, for providing me with some contact information for additional sales associates so that I could have a better understanding of their selection process.

I would like to thank Aarong HRD, where I worked for few days, for their aid in making my report easier and more efficient for me.

Executive Summary

A BRAC Social Enterprise, Famous well known Aarong is the top retail shop in Bangladesh. Aarong represent the authentic culture of Bangladesh by collecting its unique products across Bangladesh. To run its business smoothly, Aarong has open twenty-one outlets in Bangladesh. Each outlet requires several Sales Associates who represent Aarong Brand toward the end-users. Aarong has a well-known reputation for its employee satisfaction and retention and their quality and skills are unquestionable because of the Training and development process.

This report represents the recruitment and selection process of Aarong Sales Associates. The first part of this report depicts the background of BRAC, Aarong

The second Part and Third Part represent the purpose of this report, the methodology I used to complete this report, and the process of recruiting sales Associates.

For the rest of the part, I analyze the survey questions, and based on that, I tried to figure out findings and recommendations for a better selection process.

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Recruitment and Selection process of Aarong Sales Associates

Abstract

Purpose:

Thesis or Internship is a non-credit yet mandatory course of Graduate School Management (GSM) of BRAC MBA Program. The objective of this course is to ensure the students gain realistic knowledge with their major or minor focused field of work. The inevitable purpose of this study is to find out the idea of how Aarong recruit and select sales associates for their outlets and the

Originality:

This report has been prepared all by my own self. Though there are many internship report has available on this topic yet this report is unique.

Methodology:

To collect data, along with fifteen days working experience with Aarong HRD and self-developed questionnaires survey method has been used.

Limitation:

To elicit more information, it would be better if in-depth interview or group interview would have conduct. Due to COVID-19 restriction and availability of associates time it has not took place.



Part 1

Background of Aarong



1 Background of the Company

1.1 BRAC:

“Reduce poverty and foster economic involvement via social and economic programs that empower individuals”¹ with this dream. After becoming disillusioned with impoverishment in Bangladesh, **Sir Fazle Hasan Abed** founded BRAC in 1972 after the liberation war of Bangladesh. The world's biggest, most rapidly expanding non-governmental organization (NGO), BRAC, has expanded its wings into thirteen social enterprise journeys. Aarong is one of them. Aarong starts its journey in 1978.

Compilation of relief distribution among the poor people back to the '70s, BRAC realized that distributing relief is not enough to demise poverty, so it moves it focuses on empowering poor deprived people, especially rural women. BRAC observed that rural women are doing 75% of agricultural work with males, yet they are deprived and facing poverty.

¹Project, B. (2019, November 17). 10 Facts About BRAC, the World's Largest NGO. The Borgen Project. <https://borgenproject.org/10-facts-about-brac/>



1.2 Aarong:

“To promote prominent figure and the devotion to excellent service, as well as to offer a secure and profitable source of income for underprivileged rural craftsmen”- This motto served as the foundation for Aarong's quest. It is a well-established Bangladeshi fashion and household set.

With a mission to transform the lives of the underprivileged, promote Bangladeshi traditional items, and offer openings for the trade of their products.²

1.3 Leadership:

To offer an alternate way to empower rural deprived women, boost their income and contribute to the creation of a trained workforce, Aarong starts its journey under the legacy of the late Ayesha Abed, former executive assistant director of BRAC. Now Aarong is under the leadership of Tamara Hasan Abed, the BRAC Enterprises' Executive Director. Ex-army man, Mohammad Ashraful Alam is the Chief Operating Officer of BRAC-Aarong. His tenure at Aarong and heads the BRAC Sericulture enterprise. Liyaqut Hosain, Md.Tamjid , Mr. Kaluram, Johan Ahmed, Mr. Nil Ratan, Miss Rubayat shams and many more are currently lead the top position of Aarong. ³

² Indea retrieved from, H. (n.d.-b). *Hrm Practices in Aarong* - PHDessay.com. Free Essays - PhDessay.Com.from <https://phdessay.com/hrm-practices-in-aarong/>

³*Our People*. (n.d.). Wwww.Aarong.Com. Retrieved, from <https://www.aarong.com/our-people>



1.4 Ayesha Abed Foundation (AAF)

A distinct market niche for handicrafts, Ayesha Abed Foundation (AAF) is the foundation is the center of production in Aarong where craftspeople find jobs and access to numerous well-being programs such as healthcare financial subsidies, access to microcredit and tools for saving, legal aid, and daycare for working moms, awareness of rights and access to public advantages and free retirement payments. AAF and Aarong share the same goal: to create a comprehensive supportive environment for artisans across the country.

1.5 Mission, Vision, Values:

Mission:

Aarong mission is to engaging and empowering women, communities to deal with social chaos, illiteracy, poverty and bring positive changes in the society and economy.

Aarong's Vision and values is similar to BRAC, which define below,⁴

Vision:

A world where everybody has a chance to realize their potential without all types of exploitation and prejudice.⁵

⁴ Data retrieved from: <https://www.aarong.com/our-values>

⁵ Data retrieved from: S. (2020, June 13). *Vision, Mission and Values*. Wwww.Brac.Net. <http://www.brac.net/vision-mission-values>

Values: The values of Aarong,



Effectiveness	<ul style="list-style-type: none">• Make an effect by meeting agreed-upon goals.• Constructively solve issues
Inclusivness	<ul style="list-style-type: none">• Everyone should be treated equally and without discrimination.• Be open and receptive to different points of view.• Consider the phrase "One BRAC."
Integrity	<ul style="list-style-type: none">• Be honest in every respect• Be confident and confident• Accept full responsibility for your actions.
Creativity	<ul style="list-style-type: none">• Be daring and attempt something new.• Adapt successfully to changes in the workplace

Table 1: Values of Aarong



1.6 Crafting Products

Aarong meaning, “Fair Village” a Social enterprise is the most famous retail brand for lifestyle in Bangladesh. Artisans, brass workers, cotton staff, basket weavers and handloom weavers, woodcarvers, leather workers, and other experts make Aarong what it is. Aarong has supported rural artisans by financing their arts for numerous years, which resulted in the formation of small producers and the creation of income-generating possibilities for hundreds of artisans from places outside of BRAC's reach. Aarong has carved out a distinct market sector by weaving together new chances for people with the expert work of their artisans, offering hope to the craftspeople. They collect their products from different artisans from different districts, which define below. Aarong collects its crafts from different regions, their crafts cluster defined below⁶

⁶ Idea Retrieved from, Our Artisans. (n.d.). Wwww.Aarong.Com., <https://www.aarong.com/our-artisans>

Table 2: crafts of Aarong

Crafts	Origin
•Jamdani	Rajshahi, Dhaka
•Embroidery	Rajshahi, Dhaka, Khulna, Rangpur
•Nakshi Katha	Khulna, Dhaka
•Jewellery	Rajshahi, Dhaka, Rangpur
•Carpets and Rugs	Dhaka, Rangpur
•Toys and Traditional Dolls	Dhaka, Sylhet
•Terracotta and Clay	Cumilla, Khulna, Dhaka, Rajshahi
•Rickshaw Painting	Dhaka
•Carpets and Rugs	Rangour, Rajshai, Dhaka, Khulna, Sylhet
•Carpets and Rugs	Chattogram, Dhaka, Sylhet, Rajshai, Rangpur

1.7 Aarong Highlights

From beginning (1978) to till today's (2021) achievement of Aarong is demonstrated below,⁷

1978 – First outlet in Dhaka opened its first retail outlet in Dhaka, Bangladesh

1982 – A hub of Aarong and BRAC, Inauguration of Ayesha Abed Foundation,

1983 – Started Chittagong Outlet

1987 – Started exporting items

1999 – Join in international fashion show, for the first time.

2001 – Commenced a retail franchise in London, United Kingdom

2003 – Commenced 'Taaga',

2007 – Achieved World Fair Trade Organization Fair Trade accreditation.

2008 – Celebrated its 30th anniversary with an exhibition

2009 – The Super brands 'Best Brand' Award

2012 – The UNESCO Excellence Award has been granted.

2013 – Launch the Artisan Development Initiative, a comprehensive development initiative of BRAC

⁷ Idea retrieved from Aarong. (n.d.-b). Wwww.Brac.Net/Brac-Enterprises. <http://www.brac.net/brac-enterprises/item/878-aarong>

AAF facts as hub for Aarong, artisans find employment and access to financial subsidies for health expenditures, micro-credit and saving instruments, daycare for working mothers, awareness on rights and, retirement.⁸Aarong & AAF has been hiring a big number of individuals from everywhere in the nation and in some instances abroad people. Along with 21 stores in whole Bangladesh and approx. 65,000 craftspeople from over the country, Aarong recruit huge sales associates for their each outlets to provide hassles free service to the end users. To maintain smooth flow in recruiting process, Aarong Retail team, Training and development team works side by side with Aarong HRD. In this report, I tried to demonstrate the process and procedure of recruitment of Sales Associates of Aarong.

⁸*Ayesha Abed Foundation*. (n.d.). Wwww.Aarong.Com. Retrieved from <https://www.aarong.com/newspost/ayesha-abed-foundation.html>

Part 2

Introduction

2 Introduction:

People inside the organization are the most important elements. People creates a strong social system within the organization and they are only living being inside the organization, who works for the organization, to accomplish its goals to serve the end-users people. It is an aim for every organization to bring the business to its height. To achieve this aim, the organization should practice a good selection and recruitment process to hire good personnel. Organization may employ people based on their KSA (knowledge, Skills, Abilities) but true is company recruit the whole person.

Recruitment and selection process is core area of Human Resource Management and the performance of an organization is the direct fruitful outcome of the people who works within organization. The exact techniques employed and decisions taken during the recruitment processes will have a direct influence on an organization's success or failure.

Aarong is the first name that springs to mind when one thinks about retail stores. Aarong is the name that offers an idea of what it stands for, which is true Bangladeshi culture run by BRAC, a well-known NGO. Aarong's diverse assortment of unique goods (Clay toys - diamond jewelry), supported by strong distribution networks and data centers, has established the company as a cultural icon in Bangladesh.

Aarong's aim, like that of other businesses, is to serve and satisfy its customers. Aarong is now running twenty-one locations in Bangladesh, and large customer contact has occurred on a daily basis, to give authenticity and hold the culture of Bangladesh and reach the best items of underprivileged rural women and men's creativity. Aarong has hired a large number of Sales Associates (SA) for each of its outlets in order to serve its consumers.

Along with other posts, Aarong hire a noticeable amount of Sales associates to maintain proper services and satisfaction. Sales Associates (SA) is a part time position. This can be permanent or can be contractual or seasonal. The part employees are enjoying facilities and benefits, provide by Aarong, but like the regular employees and they does not work from 8:30 am to 5: 15pm on a regular basis also they enjoy the facilities of flexible hour of working. They are mainly hire for outlets.

However, Aarong gives Ayesha Abed Foundation (AAF) its requirements and orders, while AAF gives Aarong persons and items as parameters. Nevertheless, Aarong HRD hires mostly sales staff and for Aarong HR Team, the task is enormous. In the present report, I have tried my best to cover some details about sales partners' selection criteria (SA)

2.1 Purpose of this report:

The main purpose of this report is to complete my MBA program at BRAC University. Though is for the academic purpose the idea behind this report is to enhance the real-life working experience or research experience of the students. Apart from academic purpose, the purpose is to know how Aarong manage to hire and select the Sales Associates and the expression of both Sales associates and HR personnel, regarding this selection process

2.2 Limitation of the Report:

This thesis research has several limitations; even if it has been done carefully, there are certain gaps because it is impossible to cover every single element. Another factor impeding access to additional data from sales Associates is the COVID-19 epidemic. I used survey questionnaires to perform this study, and this survey was only conducted in Dhaka zone outlets. Few respondents submit haphazard responses to the questions. The sample size is strictly limited to twenty people. Due to technical problems and a lack of data availability, more in-depth analysis with correlation is required to finish this study.

2.3 Literature review:

After selecting the topic “Manpower Selection and Recruitment Process of Aarong” for my thesis, I go through several books from my academic sectors, several reports available in a secondary source, and BRAC and Aarong's website. Among them, I followed Organizational behavior by Keith Davis and John W Newstrom.⁹, which helps me to find out how important an employee can be for the organization

I used Human Resource Management by Gary Dessler¹⁰, this book aids me a lot. Under the recruitment and placement, the section of this book (part two) aids me a lot. It assists me in finding out in-depth knowledge of personnel planning and recruitment, selection criteria, and employee development.

I take helps from a book written by Monica Belcourt, Kenneth M Bey Named Strategic Human Resources Planning;¹¹the key principle of this book is that diverse corporate strategies demand various policies and procedures for human resources management (HRM).

⁹Davis, K., & Newstrom, J. W. (1989). Human behavior at work: Organizational behavior.

¹⁰Dessler, Gary. (2017). *Human resource management* (15). London: Pearson.

¹¹Belcourt, M., McBey, K. J., & McBey, K. J. (2010). *Strategic human resources planning*. Toronto: Nelson Education

From online, I used a published journal, by Fatema Khatun,¹² which cover the Human Resource policy and procedure of BRAC social enterprise.

I use BRAC and Aarong websites and factsheets regarding Aarong, published by BRAC,¹³ these online sources assist me to obtain the latest information on the retail department organization and sales activities, HR activities, and other variables.

2.4 Methodology

To complete this report, I use few methods, which demonstrate below

Questionnaires:

I used one-survey question. For sales associate. However, I worked Aarong for few days, for this, I was able to ask some direct questions to both employees and associates.

¹²Khatun, F. (2016). Human Resource Management in Social Enterprises: A Study on BRAC. *European Journal of Economics, Law and Politics*, 3(2), 37-57.

¹³Ruhul, K. (2018, January 30). Aarong, BRAC's Social Enterprises, and Life: An Interview With Tamara Hasan Abed, Senior Director, BRAC. Brac.Net. <https://www.brac.net/latest-news/item/1129-aarong-brac-s-social-enterprises-and-life-an-interview-with-tamara-hasan-abed-senior-director-brac>

Data Collection:

Secondary data are mainly used for this paper and some direct questions ask to few sales associates over telephone.

Research Type:

Most of the research for this study is descriptive. However, through this report I want to find out whether sales associates and HR employees are happy with the process or not.

Part 3

Recruitment and selection process of Aarong

3 Recruitment and Selection Process of Aarong

Sales Associates (SA) are mainly recruited by Aarong HRD. For this position, the Aarong Retail team, Training, and Development team, and HRD team work together.

In terms of job position, Aarong, there are two types of sales associates are hiring, one is for the permanent position and another one is for Eid purpose means seasonal purpose.

The process of selection Sales Associates (SA) is defining below;

At first, the retail team along with the outlet manager prepare the list of male and female associates they want and which shift they want to hire new peoples and then approved it by the head of the retail team. They set a meeting with the HRD head and Assistant Manager and start working on it.

For Eid purpose recruitment Aarong hire more than 2100 peoples (data collected from the last Eid - ul-fitter, 2021 recruitment)

3.1 Vacancy Announcement:

To hire this new staff, Aarong HRD prepares a job description on sales Associates and evaluate and approved it by the HRD head. Circulates the vacancy post outside the Head office, outlets, and social media.

3.2 CV collecting:

In every outlet, there is a CV box, where job seekers can drop their CVs. This is for, creating a CV pool for a specific area, e.g. Dhanmondi 1 aarong (Asad gate branch) has a CV box, and it is expected that only remote areas people will drop their CVs in that box.

From the Aarong Head office, the HRD manager asked the outlet manager to provide them the CV from the CV collection box.

Sometimes Aarong uses internal recruitment.

3.3 CV sorting:

When Aarong HR gets the CV, they start sorting the CV. there are some criteria based on that, Aarong HRD sorts the Cv.criteria are mentioned below;

They sort CV based on their looks, age. Educational record, work experience.

As Aarong is recruiting sales associates, that is the reason aarong focuses on the facial expression and age of job seekers.

Aarong prefer fresh blood for this position, their targeted age group is within 20-25 years ranges

Aarong does not allow Madrasha background students, and they prefer first-year in hon's students for the post.

3.4 Calling for Interview:

After sorting CV's, one or two employees or interns start calling the applicants. This is a challenging time, because most of the applicant denies coming, as they applied for this post years ago, now they were called, this annoying them too.

If Aarong HRD sort hundred CVS's among CV box, they only get 55% applicants who are willing to face interview.

3.5 Talent Pool:

After conducting the interview, based on the requirement, Aarong HRD calls back the selected applicants who pass the interview phase well and invite them to join Aarong.

Here, Aarong create a job pool, which means they did not offer the job to all they selected for the post. Rather they randomly choose selected CVs and start calling them to join.

3.6 Inducting selected sales associates:

Aarong asked the selected applicants who pass the interview phase, to bring some documents on the day of joining, the lists are given below:

- Two copies SSC certificate with Attachmate
- One Copy of HSC, certificate
- NID/ Birth certificate copy
- Two copy passport size photos
- Reference copy
- Blood Test copy
- COVID test copy

Part 4

Survey Question analysis

4 Questionnaires Analysis

I utilized the survey questionnaires approach to compile this report on Aarong's sales associate selection and recruiting procedure, and 30 persons replied to this survey. Which is depicted below

Aarong does not tolerate gender discrimination; instead, they hire employees based on their qualifications. Although outlet managers addressed gender, Aarong does not fully adhere to this policy. I inquired about their gender for survey purposes and discovered that 53.3 percent of respondents are female and the remainder are male.

Q1. Which Age group do you belong to?

The first question was about the Age group of the SA. Aarong HRD mainly targets young fresh blood for this position. They prefer the age group between 18-21. They did not prefer people who belong to the 26 age group.

Among the 30 responses, 23.3% of respondents belong to the age group of between 18-21 years and 66.7% are fall into the 22-25 age group

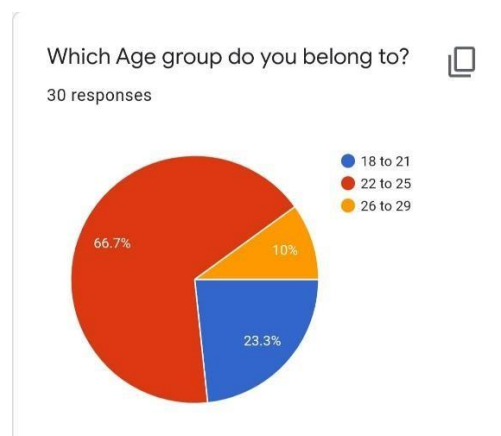


Figure 1 Survey Result of Age group

Q2. Expertise in your Education

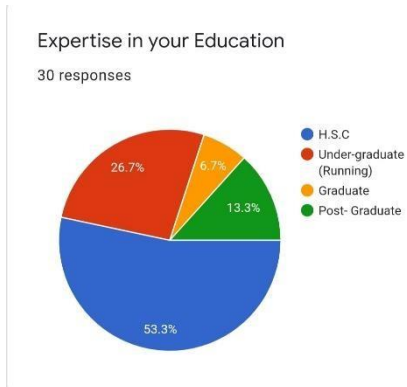


Figure 2: Survey Result for Education

For education Aarong prefer people with at least completed their Higher Secondary Certificate and people who admit for the bachelor degree. As this is a part time job, post- graduation does not required. Among the respondents, 53.3 % are done with their HSC and 26.7%, SA's are currently pursuing their Bachelor degree.

Q3. Why do you choose Aarong

Respondents were asked to choose the reason why they prefer Aarong to work. 63.3% of respondents responded that they prefer Aarong for their part-time jobs benefits, 26.7% of sales associates said they choose Aarong for its goodwill, name, and frame.

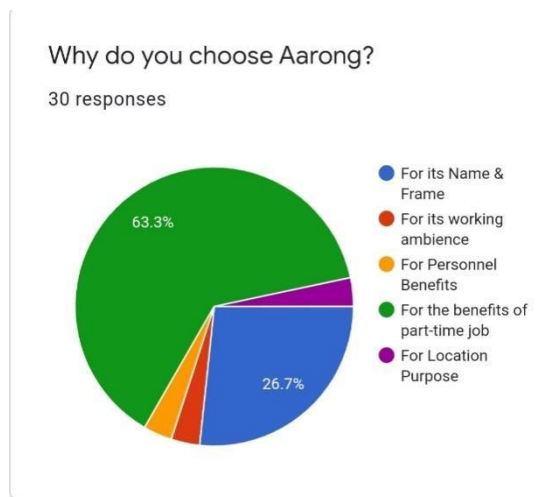


Figure 3: why choose Aarong

Q4. Whose source did you use to learn about the job opening?

For vacancy posts, Aarong prefers internal sources and public sources. Among 30 response, the majority says they applied for the position through Job circular and by dropping their CV's. 23% say they got to know from an internal source, which is friends and family.

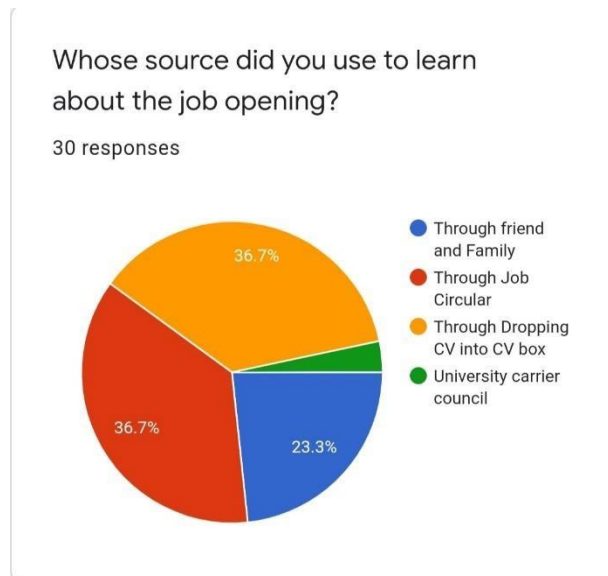


Figure 4: Survey results of job opening

Q5. How long did it take Aarong to contact you for an interview?

40% of respondents say they got the call over the next two months, but surprisingly 43.3% of responses said, they got the call after a year and they almost forgot that they applied for this position. This is shocking news for Aarong HRD.

How long did it take Aarong to contact you for an interview?

30 responses

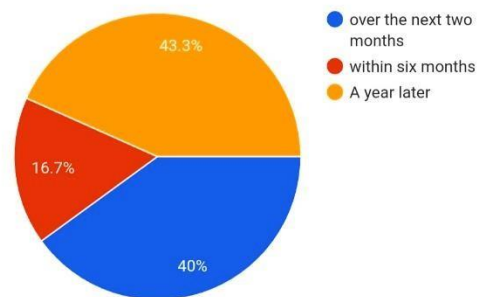


Figure 5: Survey result of Interview call

Q6. How long did it take to face the interview from the Calling day?

How long did it take to face the interview from the Calling day?

30 responses

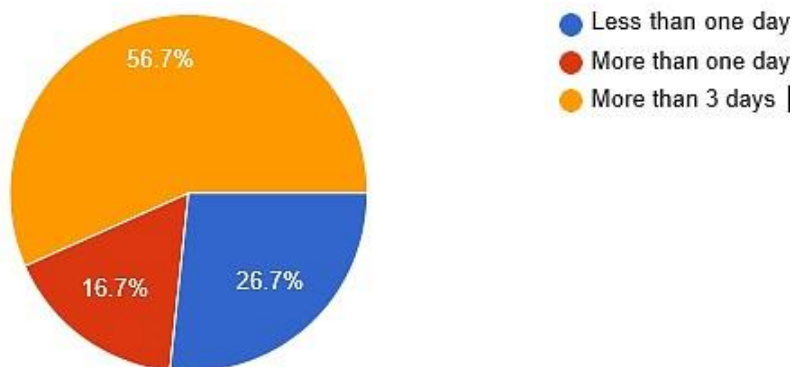


Figure 6: Survey result of Time-period

After the interview season, now Aarong HRD calls the selected candidates and asked them to bring some documents along with them for the joining purpose. Among the 30 sample sizes, 56.7 % said it took more than 3 days when they got the next call for joining

Q7. Did you have any problems preparing for the interview?

56.7 % of sales associates said they did not face any problems during the interview or for preparing the interview. Surprisingly 43% response yes, that they face problems. When I asked few Sales Associates over a phone call, two of them said, they faced problems, and based on that next has arisen.

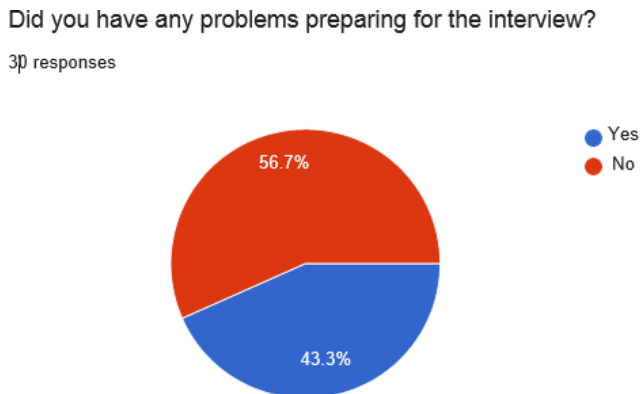
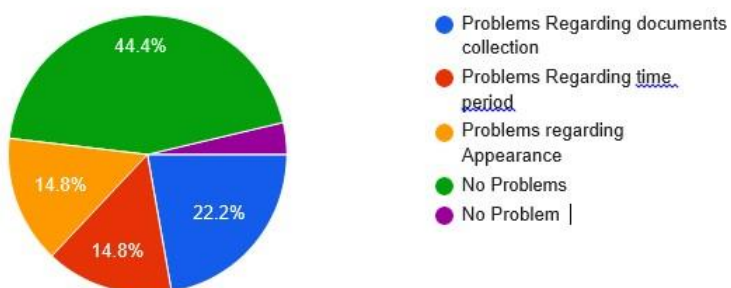


Figure 7: survey results for problem findings

Q8. IF you had faced any problems, please mention the problem

IF you had faced any problems, please mention the problem.

30 responses

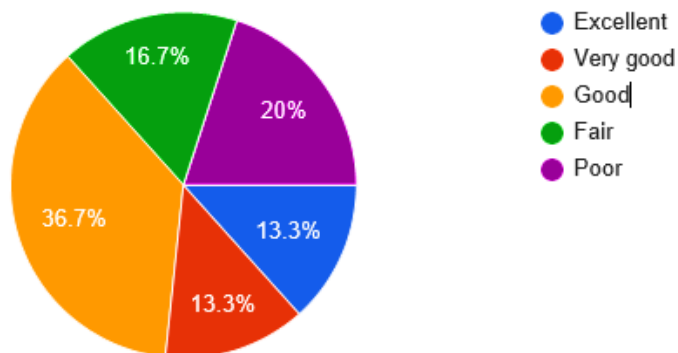


The majority of the respondents said they had not faced any problems, but 22% said they faced problems regarding document collection. This is because Aarong asks for valid published documents from the applicants, and verify them with the authorized organization; this is to maintain proper employee data and to prevent any unwanted issues regarding employees. Applicants may face difficulties to collect these valid papers because they get less than 3 days to face joining day.

Q9. How you will rate your training session

How you will rate your training session?

30 responses



This is a mixed review. Though the majority say the training session was good, only 13 % said it was excellent. 20% of respondents said it is poor. Aarong should pay attention to reduce the portion who faced poor experience.

Q10. Do you think one-day Training session is enough to groom yourself?

Do you think one-day Training session is enough to groom yourself?

30 responses

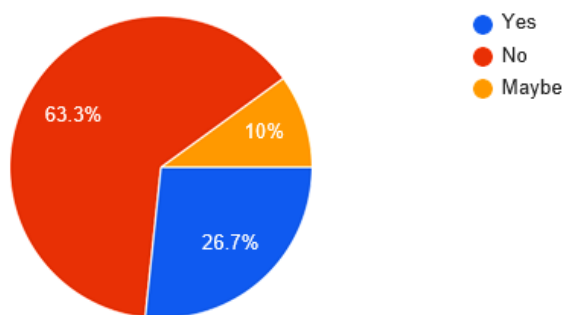


Figure 8: Survey results for training season

This response is shocking for Aarong; the majority say they are not happy with the one-day training session.

Part 5

Findings, Recommendation, Conclusion

5 Findings Recommendation, Conclusion:

5.1 Finding:

From the survey, it has been seen that, sales associates are happy with Aarong and its rules and regulation. Yet each coin has its part. Apart from that part, employees are quite satisfy with Aarong. However, from this whole journey, and survey results, and with few days working experience with Aarong, I have found some issues regarding their selection and recruitment process, which are, define below

- ❗ Aarong HRD is faced with an emergency at the eleventh hour, which means that the HRD department receives a human request for a "sales associates" position from the retail team and outlet manager at the last minute. This adds to the workload of HR executives and the Training department. As a result, they do not have sufficient time to employ the best sales employees for the locations. Sales Associates are the people who represent the goods and services to the end-users. Aarong HRD should be given adequate time to employ personnel.

Aarong HRD has established specific criteria for hiring workers for these sales associate roles. They favor youthful blood and hire young persons in this employment environment. However, they never indicated any restrictions or the greatest degree of education in their job posting, thus numerous post-graduates applied for the position. As the unemployment rate in Bangladesh rises, COVID-19 is another indicator of the country's employment status.

Candidates with strong knowledge or talents are now applying for the part-time position but don't get an interview call, because they are overqualified and The number of CV waiting listings grows as a result. creates frustration among qualified applicants.

Aarong HRD keeps all CVs for at least three years and then burns them. However, in the three years between these three years, Aarong began to choose the top employees from the CV pool. sometimes they are hiring on an urgent basis.

If Aarong chooses someone whose age is below 22-25 from the old list form then HR executives face difficulties to reach that potential applicant.

One-day Training and development session is not enough for this job

Aarong HRD centrally deal with all sort of recruitment, this centralized decision and admisntration might be good for organization, but creats preassures to people inside organization.

5.2 Recommendation:

After analyzing the whole process, there is some recommendation, which might help Aarong HRD to improve their recruitment process.

- ❖ Retail Team and Outlet manager should provide their human resource requisition list prior to months ago, as they required a huge number of work force at a time at twenty-one outlets all over Bangladesh.
- ❖ Aarong HRD should mention proper educational and age requirements in their job vacancy post. So that applicants get a proper idea before applying for the post.
- ❖ Aarong should consult with a third party for recruiting this huge amount of Sales Associates at the pick time. , E.g. EID purpose recruitment
- ❖ Every six months training is mandatory for each employee of the Aarong.
- ❖ BRAC should consider opening another educational institution for their employees who are not able to continue their studies due to economic status.
- ❖ Separate zone training teams can be established to decrease time consumption and enhance efficiency of input.

- Each month from each outlet, Aarong HRD receives curriculum vita (CVs of applicants. However, due to the huge workload, HRD does not have time to sort those CVs; as a result, a huge bundle of CVs is pending. Aarong HRD team should pay attention to this, They can hire employees whose main job will be CV sorting
- Aarong HRD team does not allow online CV for this post; They can open this service, to reduce work pressure.
- HRD team should reject the requisition from the retail team if they ask for manpower at the end moment. Because HRD is the heart of any organization, if the people in HRD don't get proper time to select manpower, then it might hamper the sales, customer satisfaction, and company reputation.
- Reinforcing Sales Associates can stimulate their happiness loyalty towards Aarong, this will help Aarong to employee retention

5.3 Conclusion

To conclude, Aarong is the one of most popular retail shops, which hires a lot of Sales Associates (SA) for their twenty-one outlets over Bangladesh. With the steady hand of the HRD team, Guidance of the Training and Development team, and a great grooming season, Aarong can deal this huge recruitment successfully. From CV sorting to Joining the training sessions, all things are done by Aarong HRD alone.

Aarong has a specialized training team and HR staff with the objective of creating the best sales associates in Bangladesh. Sales associates are the gem of Aarong, as they represent the lost culture of Bangladesh to national and international clients, customers through BRAC social enterprise. Sales Associates are happy with their Aarong journey, yet some pitfalls are still there. A small investment and monitoring are required on the HR team and Sales Associates of Aarong..

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7 Appendix



Survey Form for Aarong Sales Associates

Dear Bhai/ Apa,

Good Day.

Appreciate you for devoting your precious time to this research.

This form includes a few questions about Aarong's selection process, which will aid me to finish the study project work.

Please be aware that this survey is being conducted for my personal use, and I value secrecy.

None of this information will be shared with the Aarong HRD.

As a result, your involvement is greatly appreciated.

*** Required**

1 Which Gender Are you?*

Mark only one oval.

Female

Male

2 Which Age group do you belong to?*

Mark only one oval.

18 to21

22 to25

26 to29

3 Expertise in your Education*

Mark only one oval.

- H.S.C
- Under-graduate (Running)
- Graduate
- Post- Graduate

4 Why do you choose Aarong?*

Mark only one oval.

- For its Name & Frame
- For its working Ambience
- For Personnel benefits
- For the benefits of part-time
- For Location Purpose

5 Which source did you use to learn about the job opening?*

Mark only one oval.

- Through friend and Family
- Through Job Circular
- Through Dropping CV
- Other: _____

6 How long did it take Aarong to contact you for an interview?*

Mark only one oval.

- Over the next two months
- Within six months
- A year later

7 How long did it take to face the interview from the calling day?*

Mark only one oval.

- Less than one day
- More than one
- day More than 3
days

8 Did you have any problems preparing for the interview?*

Mark only one oval.

- Yes
- No

10. If you had faced any-problems, PLEASE MENTION THE PROBLEM.*

Mark only one oval.

- Problems Regarding documents collection
- Problems Regarding time period
- Problems regarding Appearance
- No Problems

11.How you will rate your Training session?

Mark only one oval.

- Excellent
- Very good
- Good
- Fair
- Poor



12. Are you happy with Aarong?*

Mark only one oval.

- Yes
- No
- Maybe