



## HUMAN RESOURCES MANAGEMENT PRACTICES OF AARONG



I HAVE TRIED MY BEST TO HIGHLIGHT ALL THE HUMAN RESOURCES MANAGEMENT ACTIVITIES OF AARONG BRAND THROUGH THIS REPORT.

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# Sonargaon University (SU)

## Internship Report on

## The Human Resources Management Practices of Aarong

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**Date of Submission: 13-01-2022**

## Letter of Transmittal

To  
Abul Kalam  
Faculty of Business  
Sonargaon university

**Subject: Submission of Internship report on an analysis on the activities of Human Resources Management practices in Aarong.**

Dear Sir,

Here is the Internship report is you have assigned me as a partial fulfillment all of the course of the Human Resources Management activities. I have completed work respectively. I have given my utmost effort to collect all the necessary information to complete the report. The project report is on the „An Analysis on the activities of Human Resources Management practices in Aarong“.

I therefore hope that analysis that I have completed is on perhaps to your expectation. It has been a great experience for me doing the project report and I have tried my best to put everything which are related to the report.

Sincerely yours,

Sonya Akter

**Student ID:** BBA1801013092

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### **Supervisor's Certificate**

This is certify that the internship report on “Human Resource Management Practices in national Bank” is done by **Sonya Akter** ID: BBA1801013092 as a partial fulfillment Human resources Management Sonargaon University (SU).

The report been prepared under my goodness and is a record of the internship report work carried out successfully.

Abul Kalam  
Dean  
Faculty of Business  
Sonargaon University (SU)

### **Student's Declaration**

I do hereby solemnly declare that work presented in the internship has been careered out by me and has not been and has not been previously submitted to any other university, College or Organization before.

I further undertake if indemnify the university against any loss or damage arising from breach of the forgoing obligation.

Sonya Akter

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## Acknowledgment

At the beginning of the report, I want to thank my Almighty God for all the blessings and my beloved parents who supported me all the way to come to this stage of my life.

In the pandemic situation, I have never possible to visit organization and collect information from their office. Because, in the moment Aarong not to give permission for collecting data. They have to confirm people safety first. So, I tried to collect enough information from google with my respectfully Sir. Which is help me to make report appropriate.

Through this project report I can learn lots of knowledge. I would like to thank my project supervisor as well as my faculty, **Abul Kalam “Faculty of business” Sonargaon university** for helping by sharing the report outline and encouraging me in pandemic situation to complete the project report.

## **Executive Summary**

This report in first chapter, I try to cover the background of the report, origin of the report, rationale of the study, methodology, scope of the report, limitations, goals, objectives and described purpose of the report. I tried to discuss benefit the report study of project about Aarong fashion brand in the first chapter. And in the second chapter, I tried to discuss about Aarong history, Ayesha Abed Foundation and starting of the Aarong and what products they convey for Bengali people. Next in the third chapter, I tried to discuss about HR activities of Aarong. What types of activities Aarong follows. And at last I have given my opinion and tried to finished the report with some recommendations and conclusion part.

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**Part 1** Introduction



## 1.1 Background of the report

This report is formed on activities of Human Resources Management which through Aarong company how to manage their working activities within the company. How to they balance and control employee and how to sectors of individual employees work in the company. All of the overview of organization activities in HRM inputted this report.

Though the report I can get more information how to handle a manager conducted to the organization. Their inside condition and outside condition also get to know possible about the organization.

Each student has to collect information from any sites of internet for preparing report of project which is help to a student difference in real life HR practices with the theoretical HR concepts.

It was a great opportunity to get a chance to work on project report of Aarong company. While making report of the human resource department of Aarong, it was observed that there has no major difference between real life and academically concepts.

## 1.2 Origin of the report

Today, Human Resource management is a great challenge to support organization. Because of HRM department is convey internal activities of the organization. A planning structure of an organization is much will be well designed then an organization included in benefited. Collect resources, then allocated resources perfectly, maintain resources, provided guideline to the workers, how to running the systematic process, etc. the basic part of the HRM activities have to more valuable. And that's why this department has to appropriate for achieving success.

In the project report, though there has no work experience. Through the collect data of Aarong Human Resources Management department, I tried to focus and tried to differentiate inputted in our daily activities. So, as much as possible I tried to give enough information about Aarong.

### 1.3 Objectives of the report

The main objectives are to know about an analysis on the Human Resources Management practices in Aarong. other important objectives are:

- ✓ To get an overall idea about the company.
- ✓ To identify the weakness in managing the company efficiently.
- ✓ What can be the changes for improving the HRM condition of the organization.

### 1.4 Methodology

The project report methodology usually shows are theoretical analysis of the methods that are used in the report. Through websites of the company and academic books are used for preparing the project report.

### 1.5 Scope of the report

This report addresses detailed explanation only regarding the analysis on the activities of Human Resources Management practices in Aarong. Reason of prepare the report is gain lots of learn knowledge about the company. Inside of the organization, structure position, how much it is effective for the organization, how much acceptable from the customers. Almost whole thing of the organization which is related with HRM factors, tried to detailed discussion through this report.

### 1.6 Rationale of the study

Other companies are working in their places on these of problems and issues, how to the activities or structures of the company. But, in this here, Aarong has no competitors in the same level of the market. Yes, lots of fashion brand are working with the Bengali trend but only one Aarong is not only focus their cloths. Beside the cloths, they take a big space in Bangladesh and focus on all overview of culture of Bengali tradition. Starting point of the Aarong and presence value of the Aarong, there has lots of changes. Because of the faith and customer repetition. And so there has created more value, promotions, increasing branches and so on. That will totally measure up and understand about all of the analysis part of the Aarong.

## 1.7 Limitations

While preparing the term paper, some difficulty had to be faced:

- ✓ The first limitation is that I have not provided a complete description of Aarong activities.
- ✓ Second limitation of the report is the lack of access to update data and information on the various activities of Aarong.
- ✓ At the last, the lack of intellectual reflection and analytical ability to make it perfect.

**Part 02** Company Overview





## 2.1 History

Aarong is loved by Bangladeshi people due to their unique design and taste of their products. Their products design is a mix of Bangladeshi tradition and contemporary style which highly appeals to Bangladeshi people. Aarong focuses on textures and patterns that has been practiced by the rural artisans from generation to generation.

Aarong is a very popular lifestyle brand of Bangladesh. This ethical brand began in 1978 to empower rural artisans to rise above poverty. Today, with 15 retail stores across Bangladesh and over 100 fashion and lifestyle product lines. Aarong supports 65000 artisans with fair terms of trade. Revolutionizing the retail industry with high standards for quality and artistry, this iconic brand blends the traditional with the contemporary in ways that never cease to win consumer appeal both at home and abroad.



In 1976, when BRAC the world's largest development organization. And it is engaged a small number of rural women to produce crafts, their only buyers were a few scattered retailers in Dhaka. Weeks even months would pass between supply and payment. Until BRAC intervened



and established Aarong to pay the rural women for their goods on time. Over the past four decades. Aarong has covered out a unique market segment for handicrafts, reviving Bangladesh's rich heritage and impacting the lives of more than 325000 people through 850 small entrepreneurs and the Ayesha Abed Foundation. The foundation acts as Aarong's production hub, where artisans find employment and access to BRAC's holistic support including, maternal health care, hygiene awareness and subsidized latrines, micro credit, legal aid, day care and education for their children. From clay pots to diamond jewelers, and silk and cotton fabrics to brass and leather merchandise. Aarong has vast range of innovative products, backed by a robust supply chain and distribution network makes Aarong truly a household brand in Bangladesh. Its growing presence outside of Bangladesh through fair trade networks and the online shop continues to broden the market for Bangladeshi crafts globally. Creating more opportunities for artisans to protect their age old art and livelihoods.

## [2.2 Logo of Aarong](#)



**Figure 01: Aarong Logo**

Logo of Aarong has image on a beautiful designed of a peacock. It is really look like floral and different concept of the logo. Which is colorful, luminous, shining logo. This logo of Aarong conveys its products which is eye catching as well as unique of peacock. There are two colors in the logo of Aarong, one is orange and another one is black. Orange represents energy and another black color represents professional of the logo of Aarong.

### 2.3 Mission Statement

“To make “Aarong” is the best in the world in providing a unique of Bangladeshi lifestyle experience which promotes Bangladeshi pride while empowering people and protecting the environment.”

### 2.4 Vision Statement

“Aarong” vision is a just, enlightened, healthy and democratic Bangladesh free from hunger, poverty, environmental degradation and all forms of exploitation based on age, sex, religion and ethnicity.”

Aarong wants to expose their brand from the outside area of Bangladesh. Which through people can known about the Aarong fashion and also they want to build up the self-dependent from the artisans who are helps to the Brand.

### 2.5 Goals

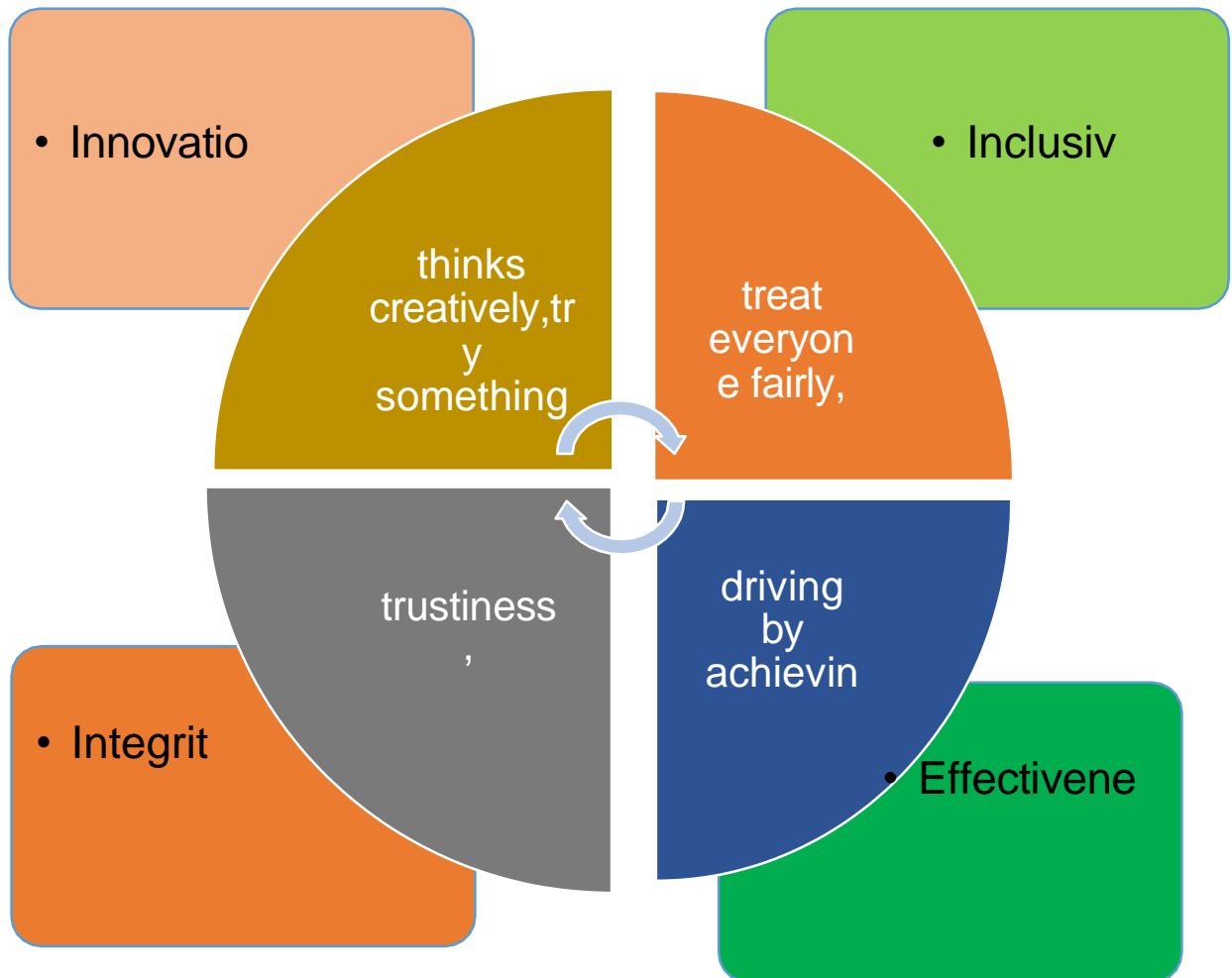
- Increasing rural women power through providing opportunities for employment in Aarong.
- Confirm to success of trade in women’s effort.
- Reviving the traditional skills of rural artisans.

### 2.6 Services

- Free medical treatment.
- Advance wage payments for needs of employees.
- Day care services.

## 2.7 Values of Key

- Integrity
- Inclusive
- Innovative
- Effectiveness



**Figure 02: Values of key**

✓ Innovation:

Innovation is not only to do developed in the product varieties. Aarong wants to focus in the poverty. Which the reason of underdeveloped economy. Innovation is added value in Aarong as well as economy. Which through poor people are get chance for working and since they can carry on their family. Not to do suffer for the poverty. And as well as through the innovation, employees can give their creativity in their work. Which will be more different from others. For the well-developed, innovation priority can help to updated to the organization.

✓ Integrity:

An organization has to be a dedicated for the customers. they have to work best for the customers. As well as an organization has to be reliable from the customers. As if the customers want to back again and again. Cloths have to comfortable, well designed, have to fashion full cloths. And the other side has products like, room decorators show pieces, ceramics all have to well finishing and durable. As if increased customer repetition. Aarong follows strong moral policies which through an organization can survive in the long path. And also, these policies are help to them for understand what is the different and how much changes have to inputted. Aarong is very sensible about the customer retention. And they are also sensible honesty and ethics.

✓ Inclusiveness:

Aarong is conservative about their cloths but as well as they made a strong position in the market on their hand made products, gift products, traditional products, home decorator products etc. all of these are reliable for the customers. Aarong treat to every types of people, their choices, religion, ethnicity and all other of the life style. As if every type of customers is being happy.

✓ Effectiveness:

Aarong always thinks different from others. So, that's the reason, they can face any other challenges which may be threat for them. They can handle barriers from any other circumstances.

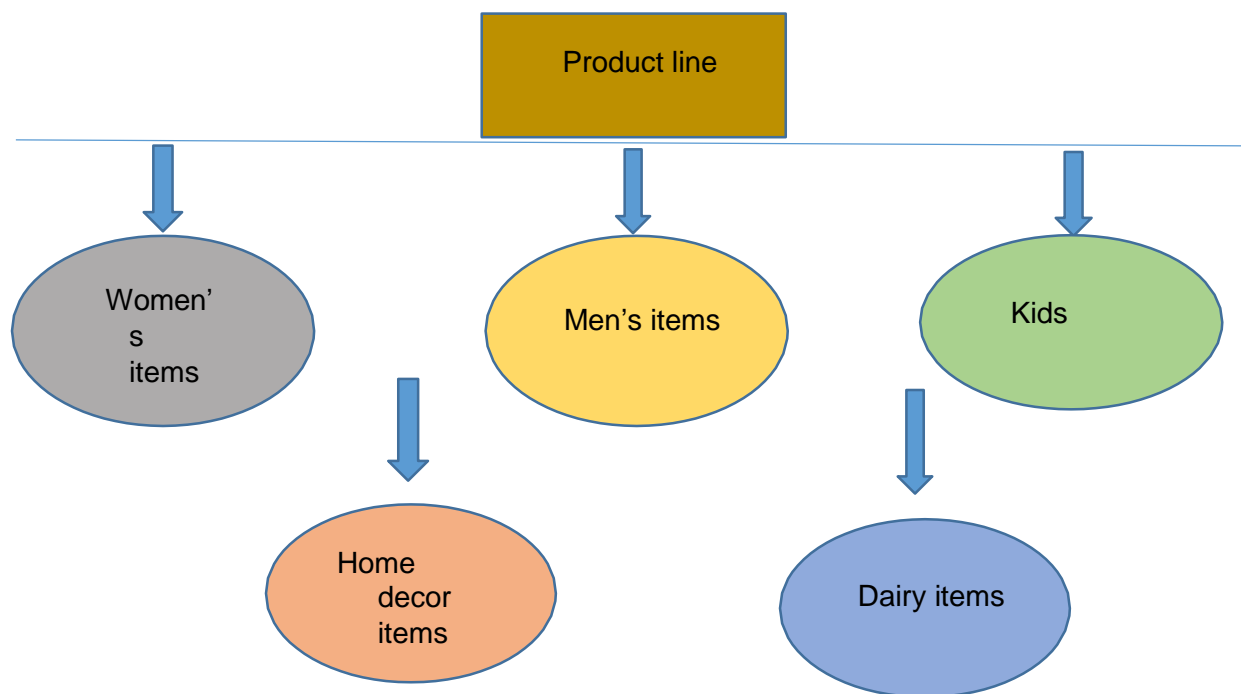
In this here, these can be created value for developing in the products of made. As well as selling products to customers, what needs and wants, and have to sure good qualities of products. These four key values of Aarong brand convey almost same think in this here.

## 2.8 Ayesha Abed Foundation

Ayesha Abed Foundation (AAF) was established in 1982. It was created by its friends and family to commemorate the memory. The foundation was basically created for developing of women's skills. It conveys the skills inputted in their technical methods, applying process, creativity in works, how much uniqueness. The foundation was helping the workers for developing work environment how much appropriate for doing work, financial part, and training for skills development from technical assistance. This foundation was registered from the Government for raising funds through foreign. But now AAF only operates as a part of Aarong Brand. The workers of AAF are members of BRAC village organization.

## 2.9 Product Line

Aarong is the largest retail brand business in Bangladesh. They have been already a strong position in our country. And people are more conscious about good quality. And Aarong has been build up their product line based on the categories. Aarong has product of all categories ages customers.



**Figure 03: Product Line**

## 2.10 Product and Services of Aarong:

Today, Aarong supports to the poor women of rural areas who cannot survive well and stay in their live. As if, Aarong has goals are focus on the hand made products. So, they tried to retain this Bengali tradition and as well as inputted work to women of the Bangladesh. They made categorized of the product design with the perfect cost as if every classes of people can buy their products.

### **Clothes and Accessories**

#### Women's

item

Traditional

Western

Nightwear

Shoes

Bags

Shawls

Jewelry

#### Men's

Products

Traditional

Western

Panjabi

Fotua

T

shirt

Shawl

#### Kids products

Cloths

Toys

Books

shoes

#### Home decor

Products

Nakshi

kantha Bed

cover

Wooden

items Pottery

items Jute

#### Dairy

Items

Milk

Yogurt

Cold milk drinks

Butter

Ghee

## 2.11 Aarong Retail Outline

Aarong has ten outlets in Dhaka in six major parts of Dhanmondi, Gulshan, Uttara, Maghbazar, Wari, and Mirpur and outside Dhaka Aarong has two outlets in Chittagong, one in Sylhet and one in Khulna. And outside Bangladesh Aarong has one shop in London, United Kingdom.





Part 03 HR Practices  
of Aarong



### 3.1 HR Practices of Aarong

Aarong is one of the biggest fashion brand in Bangladesh with ten outlets within the Bangladesh. Aarong has corporate office and it has many branches those are stable on the lots of policies, functions, strategic plans and so on which are help to them for protecting to the organization. Aarong is working together for developing to the policies of Human resources of Management which department conveys their goals, mission, vision for developing the organization. Without Management function, an organization cannot reach in their prosperity. Because of there has needed for forecasting, training plan, employee selection plan, compensation plan and different types of Human resources activities.

### 3.2 Importance and objectives of Human Resources Management

An organization has developed with the different types of functions and policies. Settings of resources like human resources or non-human resources. Which will help to the organization for the analysis. Suppose, an organization has lots of money and lots of physical or natural resources but there has no knowledge about setting or planning of Human resources then this organization cannot be going into the success. So, there should need very sensible knowledge for setting the plans of Human resources. How to raw materials will be inputted into a quality full product. And that's why there has need good and proper Human Resources Managements programs.

### 3.3 Recruitment and Selection Process of Aarong

For developing to the organization, recruiting and selecting of the better employees is the most important part of needed. This is the matter of success of the score of demand. How much the organization can input and what types of planning are needed. So, Aarong have to ensure at first to do this. And that's why there have needed careful employees who are valuable for the organization. Who can contribute in the particular work which will acceptable.

### 3.4 Planning for recruitment process

Aarong stand on the policies of internal planning, there has needed Aarong will be more valuable. If they need recruitment then they will select their employee with abilities, skills, qualification who can inputted value instant and on the other side, it will inputted more value for doing competition with others.

### 3.5 Recruitment and Selection strategy

In Aarong, there has huge number of employees in overall country of Bangladesh. Aarong recruits different types of employees who will work in different areas in the organization. Because of their jobs criteria. These are-

- Regular
- Part time
- Temporary
- Contractual
- Project based

#### Regular employee of Aarong

In Aarong, regular employees who work five days in a week. These days are Sunday and Thursday. And work starts from 8.30 am to 5.15 pm. Aarong values the employees' work performances. They provided benefits to the workers for their helpfulness. Aarong provided bonus, overtime work facilities, advantage and insurance facilities.

#### Part time employee of Aarong

Employees of part time based who do not perform the work on the regular employees. Who works in regular. But these type of workers do not perform in regular. They can work in their comfortable zone. Which will be flexible for working on employees' own choices hours. Part time workers will be situated in sales associated or store helper or guards etc. which is categorized. But part time employees cannot get the benefits on regular facilities. But part time employees can get facilities on others categorized belong.

#### Temporary employee of Aarong

The temporary employees of Aarong recruit for different reasons of the year. When organization wants recruit for the particular reason and replacement reason of another employee. Temporary employees can work full time or part time which is comfortable for temporary workers. This recruitment policy is situated in the particular needs of the days like Ramadan month can be work time for temporary employees. This time is totally depending on the situation.

### Contractual employee of Aarong

This type of employees is recruited for the particular contracts. And this time period can be more months or not. But this time will be included in this agreement. It has to must to be reminded with the contract, this employee as a worker has to worked by this contracts. Suppose, as an internship employee will work agreed with a three months or four months of periodic time which is included, what is the task within the organization, how to do this work everything will be mention into this contract. And of course depending on the situation. What are the nature of the work and what type of employee fits for the job.

### Project based employee of Aarong

In this here, Aarong hire to the employees for the specific work requirements. Aarong makes the project for a particular work. Aarong open new outlets in Dhaka and they need employees for designing the new project for outlet. In this here, project employees are situated.

### 3.4 Recruitment Method

Aarong recruits to the employees on the viva face and they have not need to written test for recruiting of the employees. They took interview which is conducted by the several steps, in this here, first step has qualified persons can be the selected for the second step of the interview test. This type of examination test is arranged for the officer, executive and managerial level of employees of Aarong. But only the IT department position has needed computer literacy. But now, Aarong has taken written test on computer for department of Accounting and Finance as well as other departments.

### 3.5 Sources of Recruitment

Aarong has two types of sources are included in recruitment. These are external source and another one is internal source.

#### External source

Aarong always believe that innovation process is enhance reputation of the brand. Aarong published jobs news in the website areas and familiar newspaper. Which is help to the people to get job advertisement for knowing about job information.

### Job Advertisement of Aarong

In this Aarong Brand, they are provided job declaration advertisement through the internet and major newspaper. They declared job description in the newspaper with the job tasks, posts and mention the departments for the recruitment.

### Collecting and screening

In Aarong head office has job collecting box stocked of the biodata of recruitment for employees. These sources are act as an employee who are want to dedicated in the particular job. So, through this collecting process employees can send their biodata basis of the collecting process. Then, Aarong officers will judgment their requirement.

### External Sources of HR Practices of Aarong

In this here, HR department of Aarong are always concern about their HR policies and HR related all of the functions. Just because of the condition the HR rules and policies and also the functions of the HR departments are the pillar of the organization.

So, it is so much essential thing is that, without planning and designing of the HR functions and requirement conditions an organization development is really impossible.

After the collecting biodata of the applicants will be qualified when Aarong requirements like experiences, qualifications, abilities for doing work all of these have to matched. Though the recruitment systems an organization is always very faith on their development. So, for judging the skills and knowledge of the applicants depends on the organization value.

### Internal Sources

Major employees are always valuable for the organization. And Aarong is believe this. Because, they are not only as the employees and not only inputted the value. They are always good organizer from the new employees. But in the work position has how much will be improved that has a question. Like, promotion system for the employees are much tough. And it is totally handle the internal sources.

### Internal Sources of HR Practices of Aarong

In the HR department of Aarong is provided promotions facilities are utilized by the Aarong HR departments. This is totally matter on the expert skill levels. If the higher level positions are more valuable than a current employees and current employees are judged as a middle level of the organization. So, in this here level to level will be categorized of the employee's positions.

### 3.6 Need Training for the Employees of Aarong

Training for the employees who are knowledgeable and skilled full but they have confusion about the task in the organization. So, in that case employees need training for doing work. First employees have to gain how about the task, how to do work this work, how to progress this work, how to creating value in the task.

Trainer officer will have trained to the employees motivating for doing work. Trainer officer will be introducing the particular task. Which will have created value and helpful for Aarong. Aarong has workers who are inputted categorized in higher level of the position and the middle level of the position in the organization. But helper, sales associate and maintenance workers of the Aarong are already known about their job. So, training policies of Aarong are not only need this training systems are very much need for developing organization.

### 3.7 Performance Appraisal System of Aarong

The performance appraisal system is a regular review of an employee's job performance and overall contribution to a company. A performance appraisal system evaluates an employee's growth, abilities, skills and how much his abilities.

In the Aarong, performance appraisal means if the fault is situated in the work performance then through this system these problems solved. It can be the evaluation problem solving process. Because, from this opinion of the employees will be help find out the problems of employees. Lack of the work activities not good for the organization.

Aarong performance appraisal measure up by the BARS means Behaviorally Anchored Rating Scales closely to KPI means Key Performance Indicator.

In this here, there has two types of performance measure up keys. One is through basis on the quantified scale with specific narrative like, good performance, moderate performance and poor performance. These are verified category of the performance.

And next one is KPI is a quantifiable measurement that shows how well an Aarong team, individual performance against on the Aarong goals.

### [3.8 The Annual Performance format of Aarong](#)

In the study of Aarong performance appraisal elements are-

- Performance planning
- Career growth and development
- Performance competences
- Overall performance evaluation
- Review and comment by appraiser

### [3.9 Human Resource Information System of Aarong](#)

Aarong is always active to collect information of the employees with carefully. Every employee has a personal information and identity. All these are recorded in the Aarong collection saver. In this here, every employee has a personal file which is save in their personal documents. In here, huge level of workforce six hundred fifty situated in head office of Aarong. And approximately forty-six thousand people are working in production center. It is not easy task to maintain every people do handle.

A top management team of Aarong give guideline for doing work step by step. And there has needed huge amount of time, money and a big matter of security. That's why Human Resources Management System can think new and best for Aarong.

### [3.10 Leave Management Policy of Aarong](#)

In Aarong head office, there has huge amount of employees are working in this workplace. Not only head office, beside there has so many outlets employees are situated in the Aarong. So, employees are the main pillar of the organization. They can want to leave day. And an organization give permission on some rules and policies.



Aarong keeps recorded the employee's attendance by finger print which through match finger print every morning the come to office. The attendance record is maintained by software in HR department. And employees will get leave permission through this attendance recorded file.

There are several types of leave which employees can apply for the leave. These are-

- Earned leave
- Sick leave
- Maternity leave
- Paternity leave
- Extra ordinary leave

### Earned Leave

This type of leave depends on the employees working day which employee earn 0.0831 day leave. Employee can spend 23 days of earned leave per year if they do work six days in a week. And the other side, employee can spend 20 days of earned per year if the employees do work five days in a week.

### Sick Leave

Employees can take leave for sick issue. They can take 14 days in a year with non-working days. But if the employee can take more than 14 days' sick leave for special case. So, he has to take permission from the director and have to within 21 days.

### Maternity Leave

Female employee who worked more than one year in the Aarong only she can take this leave. This maternity leaves for 4 months while she is pregnant. And she will get full payments and she draw four months' salary as salary. The women employee gets twice leave while she works at Aarong. more than twice she cannot get this leave.



### Paternity Leave

Male employee who are worked more than one year in the Aarong. Only he can take this leave. This paternity leaves for one week. And he will get this leave benefit while birth of his child in this month. In this case, female employee gets twice leave is working period at Aarong.

### Extra Ordinary Leave

Aarong give the leave for extra ordinary leave for the reason of any kind situation. Like, higher education or treatment any other. But for getting this leave facilities employee has to take permission from the director. And the employee can join after this leave.

## Chapter 04 Findings, Analysis Recommendation and Conclusion



## Findings and Analysis

When I was started to do the project report. There have combined the activities of HR practices through for going to learn about the HR activities.

## SWOT Analysis of Aarong

With the SWOT analysis we will get know about what is the main pillar and what is their fault through this analysis. We can know their strengths, their weakness, opportunities which is help to the organization for getting creative experiences and threat which can be barrier for their organization. Now, I will try to discuss about below-

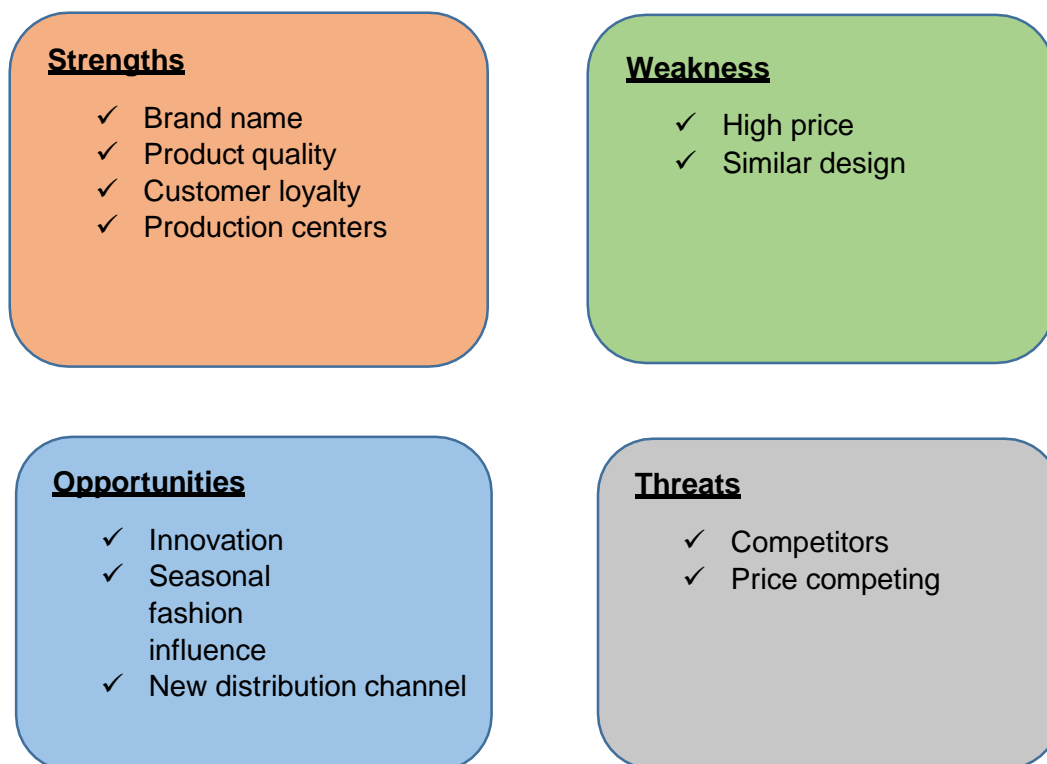


Figure 04: SWOT Analysis of Aarong

## Strengths

The strengths of Aarong are big achievement for them. These are their succession of gain. Because of their customers are taken from their loyalty. Although a brand name familiarity is not a simple thing for a brand. For this gain of familiarity, it needs lot of times, position, advertisement and so on. But I think Aarong is achieved for these.

## Weakness

There weakness will be affected to the customers. Because of this is the most important thing for doing shopping in a market. This is budget favor. In the price perspective Aarong is not always friendly on their customers. And the another thing is their trend and products are always same categorized from the starting of the Aarong. So, in this here all types of customers cannot prefer for their choice.

## Opportunities

Aarong is always conscious for their success in the marketplace. So, that's the reason they have to understand with the time and value of the season what types of choices can best for customers. Than they can maintain these. Their distribution channels will be updated that's the acceptable from the customers that they are agree to this.

## Threats

A brand will have competitors it's very simple. But from the succession field Aarong can move from others. And high pricing rate can be threat for Aarong but they are always keep all types of products in their showroom which is not compare with the best of Aarong.

## Major Findings of the study:

In the project study, which I understand about the Human Resources Management in Aarong Brand. With my academic knowledge and the realities of the organized functions of HR departments two things are not same. When I was studied with books after the analysis of HR functions it can be changed.

Now, I will try to highlight what types of findings of this study. These are-

### Findings in Training and Development

As a well training system of the organization, it is the only most thing it is obvious an essential for the company. Through the training system an organization thinking work condition will be more effective than the present work conditions.

The training system involves for improving the knowledge of an employee improvement. This is not only the training system it is a guideline and work as well as an instructor. In organization work time any situation training can be needed. It can be short term or long term.

But in Aarong, their training section is not efficient. Their training section is small. So, it can be the major problem for the Aarong. Every level of worker is not trained for the particular work. Only store helper, maintenance and sales associate trained about their job. So, in this here I think every level of workers should have trained in the organization for development.

### Findings in Competency Gap in Aarong

Competency gap do mean that what an organizations upcoming goal. What will be the trend for the future key skills which will be inputted in employees works activities etc. A competency Gap measured between the two things. One is current competency gap and another is required competency gap.

Competency gap in employees of Aarong should noticeable and sensible. Within the employees what their need and appropriate or what type of the condition of the work. These all have to care in cherish with the employees. Because of the gap of competency in the organization it increases falling rate for doing work and as well as the development.

### Findings in Recruitment System in Aarong

Aarong is off course updated familiar brand in Bangladesh. They are always fast to published their branding in their personal website. They are always updated to collect review from the customers and others department of Aarong.

But in some cases, Aarong is not a good judgement for the people who wanted to recruit in Aarong. Aarong should introduce with the online application system who wanted to apply in Aarong.

The another problem for the applicants who are located outside in Dhaka for giving exam to come. If Aarong decide to take exam through the online, in claim of the applicants they are so much benefited.

### Findings in Compensation system

Compensation system does measure how much the organization will profitable. Compensation means not loss for organization. A standard compensation system helps to the organization for gaining successful.

In a study of compensation, this is mixed with the total types of payoff in the organization. It includes in salary of the employees, benefits of the employees, bonuses, others facilities, vacation facilities, rewards and etc.

In Aarong, employees are not satisfied on the compensation package. Employees are always pillar for the organization. Employees also as well as main resources in the organization. So, the compensation package in Aarong should acceptable. There has lack of benefits other facilities which is not sufficient for the employees.

### Findings in Turnover rate

In the Aarong, turnover rate of employee is high. And the reason of the turnover is low salary management. Which salary structure employees are not happy for this. That's why employee wants to leave from this place. Salary structure should efficient and helpful for the employees. Otherwise, turnover rate will increase. Which is not good for Aarong.

## Recommendation

I think, this report has some recommendation about Aarong Brand. I tried to describe below-

- In this here, Aarong has not enough planning for succession planning. Which is help to the organization for moving forward. Through the succession planning replacement of the employer how much it will be strong and fit for the organization. so, I think Aarong has to very careful and has to take decision about the succession plan for Aarong.
- In recruitment exam of Aarong, so many peoples who are living in outside of Dhaka. They are wanted to exam in Aarong. Most of the time they have not possible to attend in this exam. So, Aarong should arrange the exam for recruiting employees through the online exam. It will be more benefit and helpful for the people.
- Campus recruitment can be one of the recommendation for Aarong. Because it will help to the Aarong for developing.
- Aarong should have increases more digital measures. Which through Aarong easily gain updated. And as well as it will help for the employees.
- Aarong should have increased more training development. Lots of training practices will be more essential for the organization. Employees will be more experienced. Guidance and performance appraisal should be more systematic.
- Human Resources Development should try be creative and strong in the work. Because of the analysis of the Human Resources Development setting and planning work full means organization activities will be more positive.

I just try to share my opinion about the Aarong. it is totally my suggestion about the Aarong. Since, I don't get chance to do work in Aarong. I worked only on project report on Aarong. So, I think these can be recommendation for Aarong.

## Conclusion

After making the report on Aarong, I can learn about Aarong. Their office activities curriculum, their Human Resources Planning systems, other activities which are related on the resources with the Aarong. Their products, their services and lots of things are main point and view of the Aarong. I try to very essential topic is inputted in this report. In the HR organization how to handle to the office and their activities, I can learn about this. Although I cannot get opportunity for doing job in the Aarong. But, from the analytical part of the Aarong, with my academics knowledge lots of thing I can relate with these. At last, I want to describe that Aarong is of course a big brand of Bangladesh. There has lots of sectors in workplace, and some wrongs can be in here but if Aarong can find out and can corrects their mistake, it will be not as a big for Aarong.



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