



Daffodil
International
University

**Internship Report on
An analysis of the Recruitment and Selection Procedures of Kazi
Farm Group**

**Submitted By
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ID – 201-11-1098

Major in HRM

Program: BBA

This Report is Submitted to

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Assistant Professor

Department of Business Administration
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Daffodil International University

Submission Date: 18/11/2024

Date: 12.11.23

To,
Sr. Manager, HR
Kazi Farms Limited.
35, Road -2, Dhanmondi, Dhaka- 1205

Sub: Joining Letter

Dear Sir/ Ma'am,

With due respect I find my pleasure to join under your authority and submitting my joining letter as an Intern, compensation and benefit today, on 12.11.23.

I prey and hope that you would be kind enough to accept my joining letter and obliged thereby.

Sincerely Yours,

Name: Mahbuba Ferdous Esha

Signature: [Signature]

Date: 12.11.23

[Signature]
12.11.23.
Md. Shahiduzzaman
Sr. Executive - Talent Acquisition
Corporate Office
Kazi Farms Ltd.

[Signature]
12.11.23
Md. Rabiul Hasan Lilon
Manager - HR
Corporate Office
Kazi Farms Ltd.

Ref: KFL/HR/2024/0469

Date: April 15, 2024

TO WHOM IT MAY CONCERN

This is to certify that **Ms. Mahbuba Ferdous Esha** worked at Kazi Farms Limited as an **Intern** at the **HR Department** from November 12, 2024 to February 12, 2024 as part of her 3 (Three) months internship program.

This certificate is awarded in recognition of her dedication, hard work, and valuable contributions during the internship period. Throughout the program, she exhibited a high level of professionalism, enthusiasm, and a strong commitment to learning and development.

We extend our best wishes to **Ms. Mahbuba Ferdous Esha** for continued success in her future endeavors.



F.M. Moniruzzaman
General Manager - HR
Kazi Farms Limited.

Letter of Transmittal

Date: 17.11.2024

Assistant Professor

Md. Alamgir Hossan

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Academic internship report on “An analysis of Recruitment and Selection Process of Kazi Farms Group”

Dear Sir,

I would want to share with you the " An analysis of Recruitment and Selection Process of Kazi Farms Group " through my internship report, along with the information that will enable me to make the report as transparent as possible. We will gain insight into this company's Recruitment and Selection procedures via the report, which will include each and every possible detail about Kazi Farms Recruitment and Selection process. My knowledge base grew as a result of the research I did, and I was able to produce a special report.

Additionally, even though I made every effort to prepare it, there might be imperfections in my report. I sincerely apologize for any unforeseen mistakes that may have occurred. I want to sincerely thank you for your understanding and patience.



Mahbuba Ferdous Esha

ID- 201-11-1098

Student Declaration

I, Mahbuba Ferdous Esha, a student of Daffodil International University, and I am declaring an internship report titled " An analysis of Recruitment and Selection Process of Kazi Farms Group " has been completed by me under the supervision of Md Alamgir Hossan, Assistant Professor, Department of Business Administration, Daffodil International University. I further declare that all the information included here is true and authentic to the best of my knowledge. This work has not been submitted somewhere else for any other degree or qualification. I have acknowledged all the sources I have referred to in the reports.



Mahbuba Ferdous Esha
ID: 201-11-1098
Major: Human Resource Management
Program: BBA, Daffodil International University

Certificate of Supervisor

This is to certify that Mahbuba Ferdous Esha, a student enrolled in the Bachelor of Business Administration (BBA) program at the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, with student ID number 201-11-1098, has successfully completed her Internship Report titled "An Analysis of the Recruitment and Selection Process at Kazi Farms Group." This report was prepared as part of the required tasks for the completion of her BBA degree. It has been critically reviewed and is hereby finalized, recommended to be presented, and ready for internship defense.

I am wishing her good luck.



.....
Assistant Professor
Md. Alamgir Hossan
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Acknowledgement

My sincere appreciation goes out to everyone who has help me to finish this report. I want to share my gratitude to Md Alamgir Hossan, my internship supervisor, whose encouraging words and interesting suggestions made it easier for me to organize my project especially the drafting of this report.

Additionally, I want to express my sincere thanks to the KFG staffs for their vital part in granting permission to utilize all necessary tools and supplies to finish the operation. A particular thank you to my fellow interns and coworkers, without whom I could not have completed the report or gathered the necessary material.

Lastly, I also want to extend my gratefulness towards my family for their unconditional contribution during my undergraduate journey. Their moral encouragement has enabled me to finish this chapter of my life. Without their assistance, this feat would not have been possible.

Executive Summary

This formal report highlights the professional experience that has been accumulated, from November 12, 2023 to 11 February, 2024 as a Full-time employee in Kazi Farm Group's Human Resource Management Department. I performed research on the "An analysis of Recruitment and Selection Process of Kazi Farms Group." The basic main objective of this work is to outline Recruitment and Selection Process. This report now presents the details of the recruitment and selection process of Kazi Farms Limited, along with my personal internship experience. This report is organized into five chapters. An internship is an important requirement for the BBA course of study. Upon completion of the academic coursework of the BBA program, students are bound to take an internship that provides practical exposures to the professional world. The internship period is generally three months. I was privileged to undergo my internship in the Recruitment and Selection wing of the Human Resource Department, Kazi Farms Group. Under the guidance of my internship supervisor, I chose the topic "An Analysis of the Recruitment and Selection Process at Kazi Farms Group" for this report. The recruitment and selection process is a very important yet daunting task for any organization. It plays a very important role in hiring the right people and ensures that the company recruits people who can share the company's objectives. A well-designed recruitment and selection process helps organizational success because it can reduce training costs, improves overall efficiency, and reduces turnover of employees. It also helps to reduce legal issues and other complications. The report consists of five chapters. Chapter one introduces the study, gives the literature review, outlines the study's background, scope, and objectives, describes the methodology used, and discusses the limitations of the report. In the second chapter, I have given the History of the company, Structure of their hierarchy, their mission and vision, trend and growth, product mix, customer mix, service mix and so on. In the third chapter, I have given overview of Recruitment and selection and its purpose, their method and potentiality of selection process, steps of Recruitment and selection process of KFG and finally Importance and challenges related it. The fourth chapter is all about the Data analysis, SWOT analysis of Kazi farms Recruitment and selection Process, and at last findings of the Study. Finally, Chapter five has all the recommendations and Conclusion. The References and the questionnaire Survey copy are given in the end.

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List of Abbreviations

Abbreviations	Elaborations
ID	Identification
HRM	Human Resource and Management
BBA	Bachelors of Business Administration
Sr. Manager	Senior Manager
HR	Human Resource
KFL	Kazi Farm Limited
HRD	Human Resource Department
SWOT	Strength, Weakness, Opportunities, Threats
KFG	Kazi Farm Group
FMCG	Fast- Moving Customer Goods
GM	General Manager
DGM	Deputy General Manager
ERP	Enterprise Resource Planning
TRP	Television Rating Point

Chapter: 1

Introduction

1.1 Introduction

Recruitment and selection are the most vital areas of human resource management since, by these activities, the effectiveness and sustainability of the workforce are determined. This report focuses on the analysis of the recruitment and selection process in Kazi Farms Group, one of the leading agro-industrial organizations in Bangladesh. With its diversified operations in poultry farming, feed production, and hatcheries, the Kazi Farms Group basically needs to adopt a systematic and effective recruitment and selection of people to maintain its competitive advantage and ensure organizational growth. I began an internship with Bangladesh-based FMCG company Kazi Farms Limited as part of my BBA program. I was employed as an intern in their HR division. And I used what I discovered and learned to create this report. One of the most crucial facets of human resource management is recruitment and selection. We shall examine Kazi Farms Group's recruitment and selection procedures in this report. We will also learn about the Steps of the Process and how they execute those steps. Recruitment and selection processes can be considered as vital or fundamental processes in human resource management as they are responsible to provide strategically skilled, dedicated and high-quality employees to the organization. The focus of my report is the whole Process of the Recruitment and selection, which is seen as an organized framework of stages: recruitment, assessment, and integration of personnel who are deemed fit for an organization's requirements. There are effective ways to recruit and select people which include job identification, seeking and finding candidates, evaluation, and choice & placement. These days organizations do not depend only on external sources for hiring but also look at the organizational fit of the candidates. Setting organizations apart from competition is effective recruitment by not only finding the appropriate candidates, but getting the right ones who are enthusiastic about delivering results. By providing an entirety of case studies of significant processes, practices, problems of recruitment and selection this report will highlight how hiring strategies can be improved for effective organizational performance. This report will analyze the stages of recruitment and selection, explore best practices, and highlight areas for improvement, with recommendations for an improved, more effective, and efficient process. With these elements understood, organizations can optimize hiring outcomes, thus contributing to overall organizational performance.

1.2 Literature Review

Recruitment and selection are central human resource management processes that help build an organization's workforce to meet strategic objectives. These activities have a significant influence on organizational productivity, morale, and achievement of long-term goals. The dynamics of the recruitments and selections processes in the modern-day workplace are increasingly changing, especially due to recent technological advancements, decisions based on factual data, and the DEI initiative. Recruitment is merely the beginning of the talent acquisition process, whereby an organization looks outwards to woo suitable candidates for vacant positions. As Dessler (2017) stated, recruitment is the basis of human resource management practices. It is the way an organization accesses and locates potential job candidates through either internal or external sources. How recruitment is conducted can greatly affect the applicant pool, and, by extension, the selection process. Internal recruitment means hiring employees for available vacancies from the existing workforce. Brewster, Chung, and Sparrow (2016) enumerate some of the benefits of internal recruitment: it boosts morale and loyalty in the workplace since the employees are taken into consideration for career development. They also reduce recruitment cost and time to fill a particular position. This approach may be disadvantageous concerning getting various points of view and ideas since the organization will depend on whatever candidates present themselves. On the other hand, external recruitment brings in candidates from outside the organization, offering the potential for new ideas, fresh perspectives, and specialized skills that may not be available internally (Dessler, 2017). This can be particularly important for organizations undergoing transformation or those seeking to innovate. In contrast, the disadvantage of external recruitment is that it is more expensive, time-consuming, and may damage organizational culture Boxall & Purcell 2011. Technology Impact on Recruitment Technology has definitely changed how recruitment is done today. The introduction of online job boards, social networking sites such as LinkedIn, and an Applicant Tracking System has enormously made it easier for organizations to reach out to wider talent at lesser costs Marr 2018. For instance, AI-based applications in recruitment have made the process of candidate screening and parsing of resumes easier, therefore reducing the manual workload and generally making the process more efficient. Such technologies introduce their own challenges associated with volume and missing qualified applicants owing to algorithmic biases, according to Upadhyia & Vazirani, 2017. E-recruitment (online recruitment) also introduces concerns about the quality of candidates and the potential for technical difficulties in assessing candidates' competencies (Kuncel et al., 2013). As noted by Marr (2018), while these technologies can enhance recruitment efficiency, they must be

carefully monitored to ensure fairness and the avoidance of discrimination. Evaluation and Selection of the Right Candidates: Selection is the next procedure following recruitment. Here, the selected candidates are assessed and evaluated based on their suitability against a particular post. Effective selection methods ensure that the candidate chosen will fit in the organization according to both the skills requirements and the organizational culture. The selection procedure applies various methodologies; each has its strengths and weaknesses. Armstrong and Taylor (2014) emphasize that the most structured interviews, where candidates are asked identical questions by different interviewers, result in more consistent selection decisions and leave less room for bias to take place. Another benefit of competency-based questions is that interviewers are allowed to evaluate whether applicants possess particular competencies needed for the job. Psychometric tests, which are designed to test the cognitive abilities and personality traits of candidates, have gained increasing popularity in the realms of selection. Ployhart et al. (2017) postulate that this kind of test can predict work performance because the result indicates the cognitive aptitude and personality of a candidate that may be more predictive of job success than a traditional interview. However, this sort of application must be performed in conjunction with other methods so that the holistic assessment of candidates is duly ensured. Assessment centers are another popular selection technique whereby simulations, role-playing and group discussions are conducted. As Schmidt & Hunter (1998) point out, such centers provide a more valid measure of candidates' skills and their likely fit with the organizational culture. Evidence-Based Selection Modern organizations use an evidence-based approach in selection based on data-driven metrics in reaching decisions. Ployhart et al. (2017) surmise that evidence-based practices have the potential to reduce subjectivity in hiring and enhance the predictive validity of selection methods. Consequentially, the data on performance history, skills, and potential of applicants will aid organizations in better hiring decisions to produce positive job performance and reduce turnover. Even with advances in recruiting and selection, there seems to persist a set of challenges that influence the effectiveness of recruiting and selection practices. These are unconscious bias, algorithmic bias, high levels of turnover, and heightened demand for specialized talent. Unconscious Bias and Discrimination The unconscious bias is also another important challenge seen in the areas of recruitment and selection. Kang et al. (2016) review how unconscious biases exert an influence in the making of hiring decisions that again can have outcomes in discrimination based on gender, race, age, or other factors. These biases may be reflected in each step of recruitment and selection, and might thus defeat the very purpose of selecting the best candidate. Because of such reasons, many organizations have put in place practices like anonymous

resume screening and AI algorithm-driven hiring to weed out bias from the process of recruitment. However, AI can also inherit all the biases from the data they are trained upon, as Angwin et al. (2016) pointed out; hence, organizations are regularly having to audit and make adjustments to algorithms to make sure the biases are not resulting in unfair discrimination. Retention of Talent

Once the task of recruitment and selection is completed, the next hurdle is retention. Boxall & Purcell (2011) have suggested that recruitment and selection fit with the organization's culture and values enhance retention of workers. The better a worker fits the organization's culture, the better he/she can stay longer, which decreases turnover costs while improving the stability of the organizations. Hollenbeck & Jamieson (2015) noted that retention may be difficult in the cases of job markets or industries that are highly competitive and require highly specialized skills. For this reason, firms are called on to go beyond providing merely competitive remunerations by allowing staff an opportunity for career development, work-life balance, and maintaining a positive organizational environment that keeps the best staff in their respective companies. Specialized Talent and Market Competition

Recruitment and selection of candidates with specialized skills can be a nightmare in industries such as technology, healthcare, and finance. According to Hollenbeck & Jamieson, 2015, recruiting for these niche roles requires targeted sourcing strategies and knowledge of the competencies needed to perform these job descriptions. Besides, companies will need to compete for top talent from other organizations, which makes it hard for people not to choose competitors instead. Recruitment and selection are fundamental human resource management activities that align talent with organizations' goals and cultures. Given the ongoing evolution in markets and workforces, technology should continue to support organizations in overcoming major challenges facing their workforce, such as bias, retention, and competition for specialized talent, by promoting evidence-based practices and embracing diversity and inclusion. Thus, by applying the appropriate strategies, an organization will be in a good position to generate a competitive advantage by attaining people that will perform well in their job and also aid in the achievement of the organization's long-term goals.

1.3 Background of The Study

The recruitment and selection process plays a vital role in the success of an organization within the highly competitive labor market of today. For organizations working in the high-growth agribusiness sector, such as the Kazi Farms Group, finding the right type of talent is key to keeping operational efficiency and standards of quality high for business growth. The current study focuses on the recruitment and selection practices of Kazi Farms Group, one of the biggest and most diversified poultry companies in Bangladesh, its operation expanded to feed mills, hatcheries, and food products. The recruitment and selection processes within Kazi Farms Group are very instrumental in ensuring competent people who can complement its competitive advantage in the agribusiness industries. In fact, its recruitment policy is to seek a correct match for its organization culture and values besides the technical skills relevant for the poultry or food industries. This study, therefore, sets out to establish whether the existing methods of recruitment and selection can effectively get high quality candidates for the vacant position and retain the best candidates within Kazi Farms Group. This has become particularly relevant to organizations within the agribusiness sector, which are plagued with labor shortages, skill gaps, and high employee turnover. In this respect, Kazi Farms Group continuously readjusts its recruitment strategy to more closely meet the demands of the industry and the needs of the organization. Being able to identify how Kazi Farms Group carries out its recruitment and selection can be one good way of seeing the best practices and avenues of improvement for the agribusiness sector.

1.4 Scope of the Study

The purpose of the study is to collect more information regarding Kazi Farms Group's "Recruitment and Selection process." This report serves as a specific case of the selected organization, known to be a type of practical case study in the business context. The coverage area of the given study includes deliberation over the various aspects of human resource management, the HR procedures included are "Recruitment and Selection" process. The department of HRM may find this report useful in recognizing some process-related problems or deficiencies of the employees. Whoever will read this report, will also be informed about the background and the offerings of the organization. Teachers and university students can relate my real-world experience to theoretical knowledge and obtain useful information about the organization.

1.5 Objectives of the Study

Broad objective

The main objective of my study is to explain the Recruitment and selection Procedure of Kazi farms Group and differentiate conceptual knowledge and real-world implementation while working towards the fulfillment of the Essential for the internship towards the BBA degree.

Specific objectives

- * To obtain information regarding the "Recruitment and Selection" procedure followed by the Kazi Farms Group.
- * To analyze the "Recruitment and Selection" procedure of Kazi Farms Group.
- * To present recommendations derived from findings.

1.6 Study Methodology

The objective of the study was to achieve an extensive understanding of the Recruitment and Selection Process at Kazi Farms Group (KFG) through a qualitative research approach. The study aimed to explore the nuances of how KFG identifies, evaluates, and selects talent, with a focus on the methods, procedures, and effectiveness of their hiring practices. To achieve a holistic view, I utilized a combination of primary and secondary data sources, ensuring a well-rounded perspective. This report is predominantly descriptive in nature, as it seeks to provide a detailed and in-depth account of the recruitment process at Kazi Farms Group. While the core focus is on qualitative insights and verbal analysis, the study also integrates numerical data where applicable. This quantitative input, such as the number of candidates assessed at each stage, adds valuable context and enhances the depth of the findings, providing a more empirical foundation to the analysis.

Research Design: A very important part of this study is the research design. This report is mainly descriptive, aiming to offer a thorough and detailed overview of the recruitment process at Kazi Farms Group. While the primary emphasis is on qualitative insights and verbal analysis, the study also incorporates numerical data when relevant. This quantitative information, such as time-to-hire statistics and the number of candidates evaluated at each stage, provides additional context and strengthens the analysis by adding an empirical dimension. The study is based on real-world practices, ensuring that the findings and recommendations are highly relevant to Kazi Farms Group's current operations. The qualitative data focuses primarily on verbal analysis, where I conducted discussions with key personnel involved in the recruitment process to understand their views on the

effectiveness, strengths, and challenges of the current procedures. This approach allowed me to explore the subjective experiences of HR professionals, hiring managers, and candidates, gaining deeper insights into the human aspects of recruitment, such as candidate experience, communication, and the company's organizational culture.

Population: Kazi Farms Group Has More than 10000 employees. But it is impossible to take response from such large number of people. As my topic is related to Recruitment Selection Process I Selected randomly 50 persons from the HR Department.

Sampling Techniques: To ensure the data collected was representative and unbiased, a random sampling technique was employed for selecting the 50 respondents. Random sampling was chosen to provide each individual within the target population an equal chance of being selected, thereby enhancing the reliability and validity of the results.

Sample Size: A total of 50 respondents were chosen as the sample size to provide sufficient data for analysis while maintaining feasibility.

Data analysis tools: By using Microsoft Excel, I have processed the data and manipulated it into the necessary format that I need to conclude the research. First of all, I have collected all the data in a questionnaire format by using a Google Form for the supervisor and a hard copy for the workers. Then I coded all the data into numbers and defined them according to the questionnaire. After that, I manipulated them to calculate the descriptive statistics, and mean, median, and mode. Next, I have turned the data into a pie or graph to get the visual data.

Sources of data: My data collection methodology encompasses both Primary data and Secondary Data.

Primary Data:

- **Questionnaire Survey:** Primary information has been collected through Questionnaire Survey.
- **Conversations with employees and interns:** The principal information has been gathered by man-to-man conversations with employees, interns and the Recruitment team.
- **Personal Observation:** I collected data from my personal observation.
- **Partial Working Experience:** I got chance to work as an intern at kazi farms group for 3 months in the Requitement and the payroll team. I gathered primary data from my experience during internship period.

Secondary Data: Secondary data has been used for preparing by report. Data have collected from both published and unpublished sources.

- **Journals/Articles:** I took help of some journals and articles to gather secondary data.
- **Text books/Reference books:** I Collected some books related to Recruitment and selection process of organizations for secondary data. Most of them are written by international writers.
- **Kazi Farms Groups Website:** I visited Kazi farms groups website along with all websites of its sister concerns and company's websites to collect secondary data.
- **Existing Reports of ex Interns:** I also analyzed their previous interns reports that they collected in terms of helping upcoming interns with their own reports. Some of those were published and some of those were not.
- **KFGs Magazine:** I also took help of their magazines, news cuttings and records of annual performance. All of these were given by my internship supervisor at kazi farms group to gather information easily.

Sources of data: My data collection methodology encompasses both Primary data and Secondary Data.

Primary Data:

- **Questionnaire Survey:** Primary information has been collected through Questionnaire Survey.
- **Conversations with employees and interns:** The principal information has been gathered by man-to-man conversations with employees, interns and the Recruitment team.
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Chapter: 2

Organizational Overview

2.1 Company History

Besides providing services at the doorsteps of the customers, the company has involved millions of non-farmers with agricultural initiatives. With an aim to be "the leading farm in the country," Kazi Farms continues to invest equity in its most valuable asset: its workforce.

Official Information of KFG	
Name:	Kazi Farms Group
Status:	Private Sector
Industry type:	Poultry
Founded:	1996
Founder:	Kazi Zaedul Hasan, Kazi Shahidul Haque
Owner:	Kazi Zaedul Hasan
Staffs:	Around 8000 employees including Management (white collar) & Non-Management. (blue collar)
Corporate Office	Ahmed & Kazi Tower, House-35, Road-02, Dhanmondi, Dhaka-1205
Contact:	Telephone: +880-2-9612290-93, 9612184 Fax number: +880-2-9612185 IP No: +09613606060 Email address: info@kazifarms.com

Hierarchy for All Departments at KFG

GM
DGM
AGM
Sr. Manager
Manager
Deputy Manager
Assistant Manager
Sr. Executive
Executive
Sr. Officer
Officer
Trainee Officer

2.2 Mission and Vision

Mission:

1. Encouraging people to lead healthy lifestyles by developing superior agro-based goods and services and satisfying their needs.
2. Enhancing the standard of living for all employees while inspiring and assembling a driven group of experts whose goal is to realize the company's mission.

Vision:

They assume a richer Bangladesh where food produced by poultry farmers provides a living

2.3 Trend and Expansion

In Bangladesh, Kazi Farms Limited is among the top agricultural organisations. They quickly become very well-known in the marketplace. Additionally, they have expanded their business; in addition to the agro industry, they now operate rice mills, food factories, television channels, and many other businesses.

2.4 Key Turning Point

Instead of selling biogas, the company now sells fertilizer made from organic waste. September 2018 marks the company's 100th Kazi Kitchen launch. Kazi establishes a plant to produce commercial chicken feed in Gajaria, Munshiganj, in 2006. In 2014, its facility was able to produce 20% of the broiler feed market in Bangladesh, making it one of the largest feed mills in South Asia. In 2005, Kazi became the first farm in Bangladesh to export hatching eggs and grill chicks. The United Arab Emirates, Nepal, Saudi Arabia, and Oman are a few of the nations where the company offers. In 2001, Kazi Farms is selected as the Hy-Line layer breeds authorized distributor.

2.5 Customer Mix

Superstores, local shops, and farmers make up the majority of the Kazi Farms' clientele. Kazi farmers supply the necessary equipment, such as refrigerators and stands, to sell their products at neighborhood stores.

2.6 Product or Service Mix

Broiler parent chicks and broiler chicks: Aviagen Indian River and Cobb-Van tress broiler breeds, which are globally recognized, are franchised to Kazi Farms as Grand-Parents. Compared to other broiler breeds, Kazi Farms' broiler chicks are more costly but performing the best among other competitors in the market.



Layer chicks and table eggs:

In Bangladesh, Hy-Line Brown and White Layers are also sold by Kazi Farms. The oldest and most successful layer breeder in the world is High-line International. Bangladesh's top producer of eggs engaged in commerce is Kazi Farms, with its commercial layer farms.



FEED:

In 2006, Kazi Farms added chicken feed production to its operations and became an immediate industry leader in terms of both volume and quality. In order to start a commercial feed mill and provide quality feed, Kazi Farms took technical assistance from Cargill USA and Buhler, Switzerland. Buhler, the world's leading manufacturer of feed equipment, provided disinfection pellet mills for installation at the Gajaria feed mill.

Kazi Food Industries:

The Kazi Farms Group founded Kazi Food Industries Limited. Under the Bellissimo brand, KFIL, a company based in Beron, Ashulia, manufactures and markets high-quality dairy ice cream that contains a minimum of 10% milk fat. Under the brand name ZaNZee, another range of ice creams and ice lollies is produced and distributed. A large selection of frozen meals is offered by the frozen food store Kazi Farms Kitchen. At Kazi Farms, as is standard international practice, chickens are not given antibiotics in the week prior to their being slaughtered, so that their meat would be free from residues of antibiotics. As mandated by European regulations, the meat is also certified to have come from birds fed only flesh and bone meal.



Kazi Media

Bangladeshi cable and satellite television station Deepto TV. Established in November 2015, Kazi Media Limited is a subservient company of Kazi Farms Group. In terms of TRP, Deepto TV has eclipsed all other Bangladeshi stations.



Sysnova

Open-source software development is the area of expertise for Sysnova Information Systems Limited. To support all Kazi Farms Group enterprises, it makes use of Adempiere ERP.

sysnova

Hawkeye:

Kazi Farm group just launched a company named Hawkeye Digital. A marketing firm called Hawkeye Digital helps businesses learn more about digital marketing. With incisive and customized content, they assist a business in making the intended impression.



Kazi Organic fertilizer:

When it comes to producing composted organic fertilizer, Kazi Farms leads the industry. This product will be extremely profitable for farmers. It is created when aerobic bacteria on chicken face's begin to decompose, producing a high-organic-matter natural fertilizer. An abundance of artificial fertilizers and frequent cultivation have left many Bangladeshi soils lacking in organic matter. By making the soil more organic, it encourages water retention and reduces the need for irrigation. Rainfall-induced chemical fertilizer runoff is also decreased by increased water retention.



Social Responsibility:

The prime financial patron of Kazi Farms Group is the Central Women's Institution, the first private organization in Bangladesh with the sole mission of women, since 1993. Kazi Farms Group has its head office in Kazi Zahedul Hasan's home town of Mary Gopinathpur, Gopalganj (2016), apart from taking part in managing Kazi Zahurul Huq College. This privately-run, tuition-free college has one of the highest pass rates in the district. Further, Kazi Farms Group has promised to donate 15 crore Taka to the Bangladesh University of Engineering and Technology in order to partly finance the construction of a new conference centre. In 2003, Kazi Farms Group donated 1.9 acres of land in Gazipur to Utsho to establish a permanent residential school for children from underprivileged backgrounds.



Chapter: 3

Recruitment and Selection Process of KFG

3.1 Overview on Recruitment and Selection

Amongst the most vital activities undertaken in human resource management, recruitment and selection deal with the attraction, screening, and selection of competent applicants for hire. Recruitment concentrates on the production of prospective applicants through job postings, online sources, and even recruitment agencies. This is the stage where a diverse pool of qualified candidates should be attracted to increase the probability of getting the best candidate for the organization. This is followed by selection, which includes a number of processes for screening applicants, such as application reviews, interviewing, assessments, and background checks. Selection methods give a consistent foundation on which to compare the skills, experience, and cultural fitness of an candidate for the position. The result of effective recruitment and selection involves fewer challenges when building a competent workforce, reduced turnover rates, and long-term success.

3.2 Prepose of Recruitment process and selection process

Recruitment and selection have one basic intention-to decide that the organization has got the right people with requisite skills, qualifications, and attitude in order to achieve the goals of the organizations. This process is aimed at the following:

- 1. Attract Talent:** The aim is to select people who can bring new skills, ideas, and energy in order to drive the organization forward with an increased sense of competitiveness.
- 2. Fill Skill Gaps:** Find and hire candidates who can fill the skill gaps that exist within the organization so it remains functional, efficient, and adaptive to the fluctuations in the market.
- 3. Improve Organizational Culture:** Choose people with values fitted to company culture. Thus, the team will be cohesive and filled with motivation.
- 4. Lower Turnover and Costs:** Since this process puts proper assessment in place, it minimizes employee turnover. This, of course, reduces costs on many levels due to continuous employment, training, and induction.
- 5. May Underpin Business Growth:** Ensure a talent pipeline that is reliable and allows for the scaling of operations, meeting future needs for successful sustainable growth and development.

In other words, effective recruitment and selection processes assist an organization in building a capable workforce that meets its immediate operational needs, as well as contributing to its long-term strategic objectives.

3.3 Importance of Recruitment and selection

It is an important process of recruitment and selection in any organization, as through this, the quality of the pool of workers gets determined, which again influences overall performance and growth. A well-structured process enables the attraction of the right candidates possessing the required skills and qualifications. A correctly organized procedure ensures that the company recruits individuals who fit not only the role but also the culture of the organization, enabling employee satisfaction and reducing turnover. It also assists in improving the reputation of the company in the employment market, thereby attracting better and more competent people towards the team. The process reduces the chances of selecting the wrong candidates, which may save the company time and resources in the long run. Moreover, proper recruitment and selection will align the human resources with the goals of the company by improving its productivity and facilitating the success of the company in the future too.

3.4 Methods and Potentiality of Recruitment and Selection of KFG

Kazi Farms Group issues their recruitment and selection through online job circulars. The job circular calls for applications from qualified candidates. It is qualitative recruitment based on qualifications like education, age, and experience; candidates are supposed to apply online before the deadline. Shortlisted candidates will be called for an interview or assessment, whichever is applicable. Thereafter, the selected candidates will finally have to face the evaluation through interviews or exams for proper fitting in the organization. This structured process will enable Kazi Farms Group to select qualified and suitable employees for different positions.



Kazi Farms Group Recruitment and Selection Process is highly incomparable because of how thorough and customized it is, to make sure the candidates not only have all the required technical skills but also fit well culturally in the company. It commences by describing the job in very detail, screening the applications to filter out less qualified applicants, then role-specific assessments of skill sets. Apart from being interpersonal attributes, such as communication and the ability to work well with others, problem-solving skills ascertain that the candidate fits into the company ethos. Background checks extend integrity to employable individuals and make sure the team encompasses people who are trustworthy and competent in their respective jobs. This somewhat comprehensive process ensures talent is high in recruitment, with long-term retention granted by the fact that those candidates who have great skill are similarly attuned to core values.

3.5 Steps of Recruitment of kazi farm group

Recruitment in Kazi Farms Group primarily involves the following steps:

- 1. Job Circular Publication:** The vacancies are advertised on the internet, along with details on how one should apply and the deadline.
- 2. Application Submission:** Candidates apply online, meeting certain requirements, such as education, experience, and age limit.
- 3. Screening:** Applications are screened to shortlist eligible candidates based on qualification and experience.
- 4. Interview and Assessment:** Shortlisted candidates will attend in interviews or exams to assess their skills and fit.
- 5. Selection of Candidates:** The candidates will be selected on the basis of performance in these tests and will be given an appointment letter.

This structured process enables the organization to attract the best talent into its positions.

Systems of Recruitment

KFG appeals candidates through internal and external means. In other words, they recruit from both internal and external sources. Regarding external sources, they use the following:

Advertisements: Advertisement of the vacancies are done by print media and job portals. They use "Bangladesh Protidin" for print media, and "Bdjobs.com", "jobs.com" amongst other job portals.

Job Fest: Different organizations organize a job fest where hundreds of applicants drop off their bio-data. To attract applicants, Kazi Farms Group always try to get registered to those fests to find best talents.

Educational Organizations: The best places to find the qualified applicants are at the educational institutions. For example, Kazi Farms Group organized a conference at "BRAC University" in January this year and afterwards organized a test for the post of "Management trainee."

They also depend on the following internal sources:

Promotion: When they promote a certain employee, they also occupy an available post.

Posting: As KFG has several regional offices across the whole country, transferring a number of employees from one place to another is another Route to recruiting employees.

Referenced candidates: This is another internal recruitment process. Sometimes Kazi farm recruits candidates are referred by their current employees for a job vacancy.

3.6 Steps of selection of kazi farm group

HRD selects candidates for hire once the entire recruitment procedure is finished. The steps Kazi Farms Group takes are listed below:

Initial Interview: This is the initial stage of the selection process. One HR official and the supervisors of the relevant department conduct the initial interview.

Written Test: Candidates without any experience must take a written test, but those with three years of experience are exempt. All they need to do is do the initial interview. The nature of the role determines the kind of inquiry to ask. The written test often consists of a mix of multiple-choice and narrative questions. HR checks all multiple-choice responses exclusively.

Computer Test: The policy for a computer test is identical to that of a written test. Candidates without any prior experience must take a computer test. This section tests your proficiency with Microsoft Word, Excel, and other programs.

last Interview: Qualified candidates are invited to the last round of interviews after completing the preceding stages. The general manager of the concerned department and one HR manager conduct the final interview. Along with other topics, compensation negotiation is handled in this round. If a candidate is employed elsewhere, Kazi Farms Group tries to hire them at their present wage. Nevertheless, they grant them a 25% pay raise.

Reference check: Photocopies of the candidates' diplomas from educational institutions such as schools, colleges, and universities must be submitted by those who advanced to the final round of interviews. HRD verifies the certificates' legitimacy. It's a crucial step in the selection process. The candidate shall be instantly disqualified if HRD discovers any errors in the Documents and records.

Medical Examination: A medical examination is performed to determine whether a candidate is capable of performing the job based on their physical or mental capabilities.

Offer Letter: Following the hiring process, the chosen applicant will receive an offer letter. And finally, the Process ends with months' probation Period.

Employers Responsibilities during Recruitment and Selection Process:

Recruitment significantly influences the development of a company's competitive advantage through its human resource strategy. For many organizations, core competencies or strategic advantages often rely on and depend upon competent staff in appropriate positions. The aim of the recruitment process is to locate and obtain a reasonable number of talented applicants who can help the firm accomplish its plans and objectives. Now, in the process, the major role of HRD can be elaborated in the following ways:

Recruitment Requisition Form and Approval
Job Advertisement
Assessment and Interview
Pre-boarding
On-boarding
Orientation
Probation

Steps need to be followed by an employer of HRD

3.7 Challenges of Both HRD and Candidates at KFG

There are several difficulties that both candidates and HRD encounter. For example:

1. As everyone is aware, Kazi Farms Group is one of Bangladesh's biggest chicken companies. It has farms, a feed mill, a hatchery, a compost facility, and other facilities spread over Bangladesh. Obtaining qualified full-time staff for the feed mill and hatchery is a significant difficulty for the company.
2. The "Dipto Tv" private satellite television channel which is Kazi farms subsidiary company. Under the name Kazi Media, this station is run and controlled entirely by Kazi Farms Group. There is a growing need for additional media-based individuals, which is difficult to locate, as "Depto Tv" expands its operations daily.
3. The lack of a documented policy for the "Recruitment and Selection" process is another major obstacle for the recruitment team. Therefore, it might be challenging at times to complete the entire process in a methodical manner.
4. The Kazi Farms organization administers computer and writing tests to applicants at its headquarters. However, there isn't a suitable setup for this. The process is made more challenging by the small number of computers and the restricted seating arrangements. This is a challenge to both parties.
5. Hiring senior officials might occasionally present additional difficulties for the recruitment team. Candidates leave at the last minute because they have better offers elsewhere.
6. The computers of Kazi Farms Group run the Linux operating system. Because the general public uses this operating system less frequently, candidates are unfamiliar with it. Because they are utilizing a brand-new user interface, candidates experience difficulties during their computer test. Additionally, they use "Libre Office" rather than "Microsoft Office," which is entirely different. The candidates are likewise troubled by this.

Chapter: 4

Analysis and Findings

4.1 Data Analysis

Descriptive Statistics

Descriptive statistics are techniques used to summarize and highlight the key features of a dataset. A descriptive statistic (in the count noun meaning) is a summary statistic that quantitatively characterizes or summarizes aspects of a set of data, whereas descriptive statistics (in the mass noun sense) refers to the practice of applying and evaluating those statistics.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Gender	50	1	2	1.38	.490
Age	50	1	4	1.94	1.132
Your Designation	50	1	2	1.22	.418
Valid N (listwise)	50				

Table: Descriptive Statistics

Visual Representation of Descriptive Statistics

Gender & Age

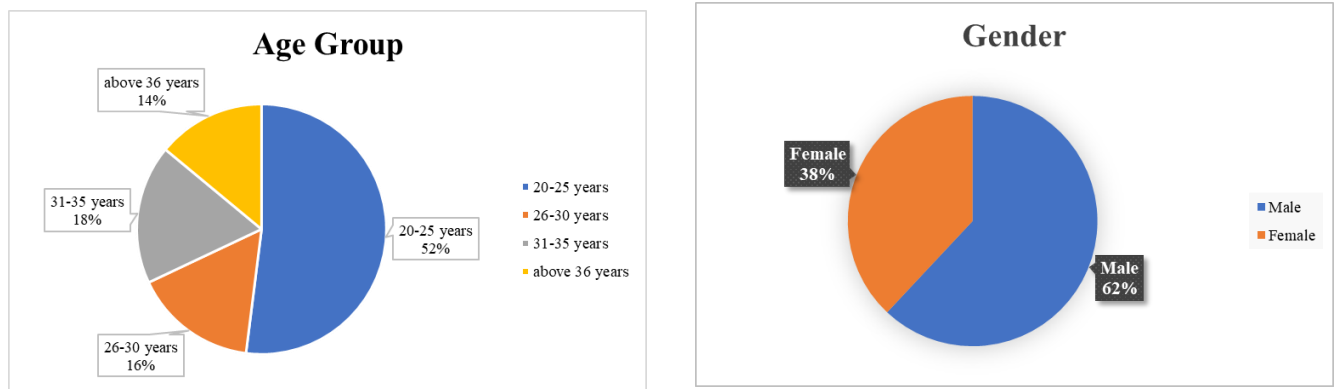


Figure: Gender & Age Chart

The data was obtained through all Kazi Firm's branches, and about 50 respondents completed the questionnaire that was presented to them. Among them, 26 are between the ages of 20 and 25, and 8 are between the ages of 26 and 30. Aside from that, around 9 of respondents are between the ages of 31 and 35, with the remaining 7 being beyond the age of 36. Of the 112 responses, 31 of them are men which is about 62% and 19 are women which is 38%.

Designations of response

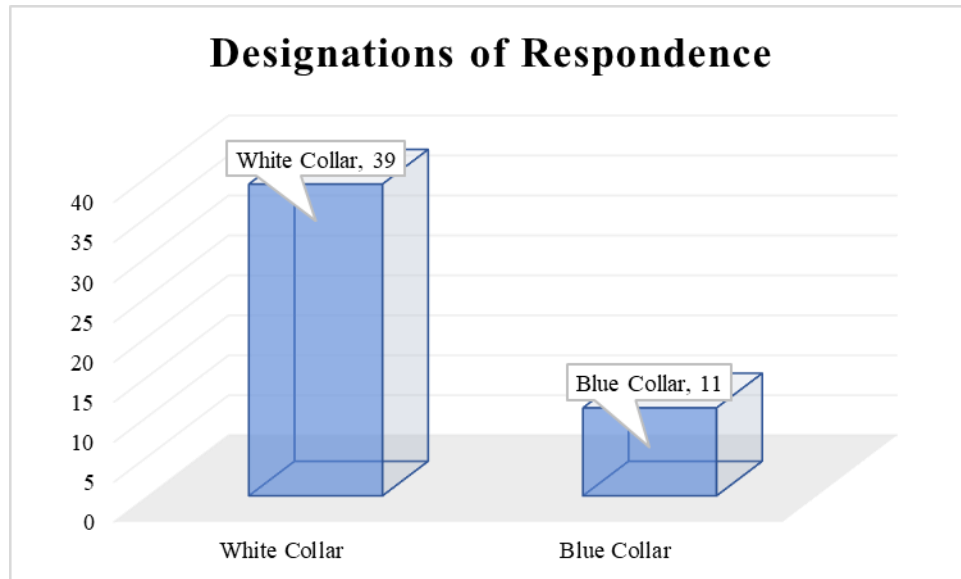
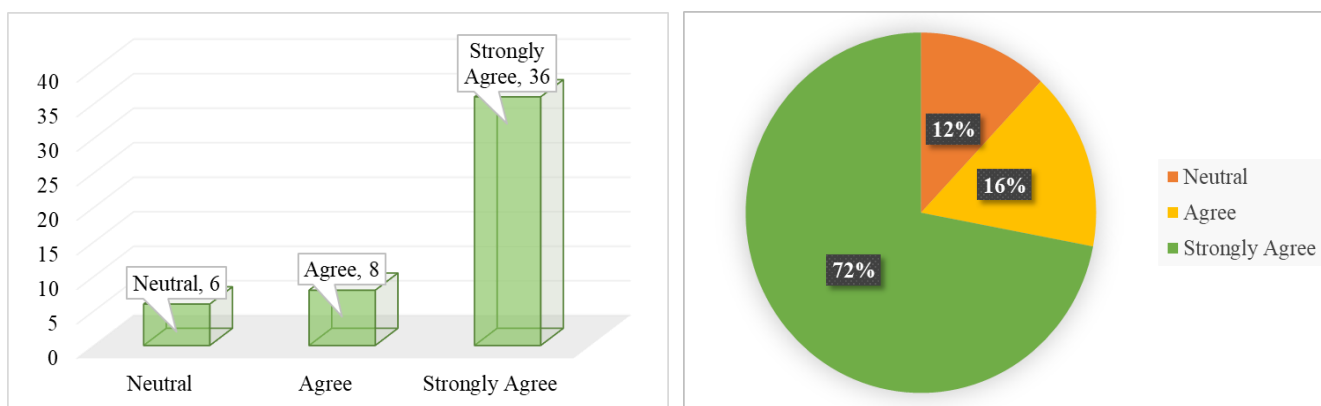


Figure: Designations of the response

The 50 responders include 39 white collar employees and 11 blue collar employees. All data was obtained following their replies using a Google Form, which they freely filled out.

1. Kazi Farms Groups Recruitment and Selection Process is Strict while maintaining formal steps

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	6	12.0	12.0	12.0
	Agree	8	16.0	16.0	28.0
	Strongly Agree	36	72.0	72.0	100.0
	Total	50	100.0	100.0	

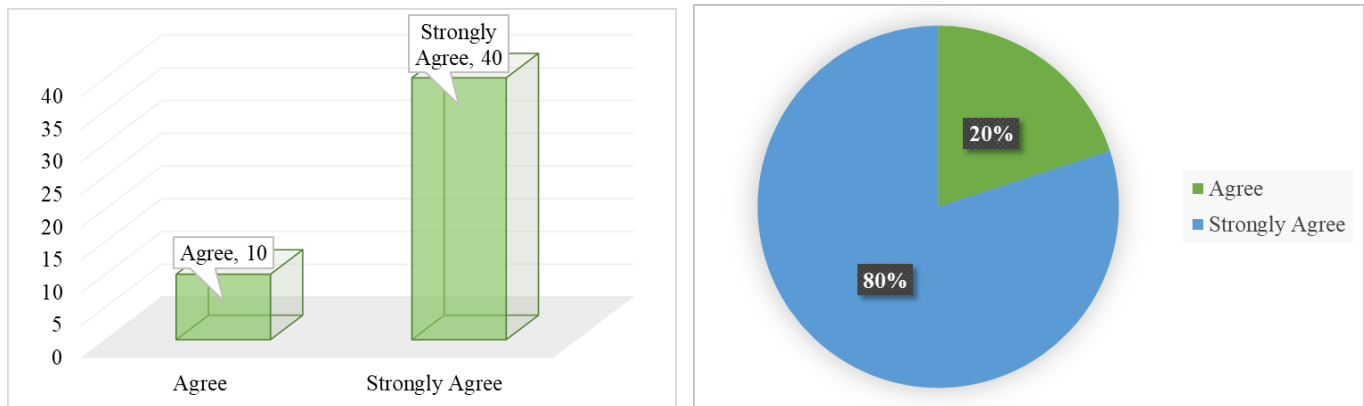


Figures: Responses of the 1st question

The majority of respondents (approximately 36 people) (72%) Strongly agreed, while around 8 people (16%) agreed that the Kazi Farms Groups Recruitment and Selection Process is Strict while maintaining formal steps. There is no negative comment from the respondent in this area where only 6(12%) people responded neutral.

2. I think the Recruitment and Selection Process of KFG is Efficient and Timely

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	10	20.0	20.0	20.0
	Strongly Agree	40	80.0	80.0	100.0
	Total	50	100.0	100.0	

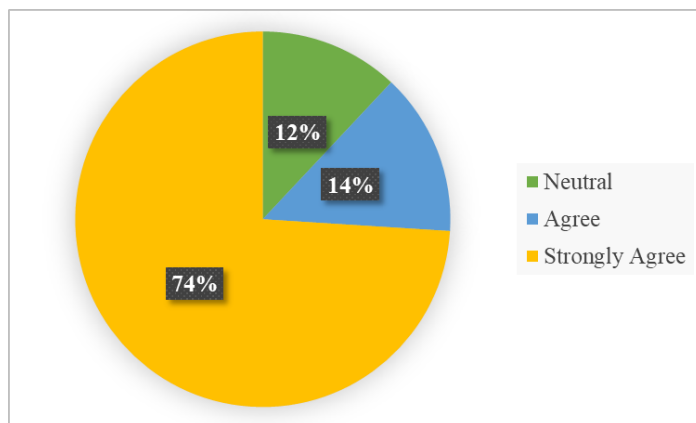
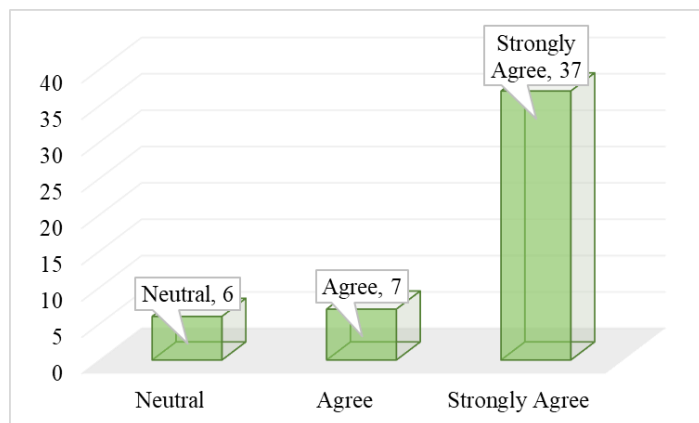


Figures: Responses of the 2nd question

The responses, around 40(80%) people, strongly agreed; nonetheless, 10 (20%)people agreed with the statement. As a result, it can be stated that the Recruitment and Selection Process of KFG is Efficient and Timely. There is no neutral nor negative response is noticeable about this question.

3. According to records, The Recruitment process of Kazi Farms Group is fair and transparent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	6	12.0	12.0	12.0
	Agree	7	14.0	14.0	26.0
	Strongly Agree	37	74.0	74.0	100.0
	Total	50	100.0	100.0	



Figures: Responses of the 3rd question

The majority of them, 37, (74%) strongly agree that the Kazi Farms Group recruitment process is both fair and transparent. The rest remain neutral, while a slightly smaller proportion, 7 (14%) people agree but do not feel strongly. 12% (6 people) are neutral about it.

4. Employee Recruitment and selection process Seems Lengthy at Kazi Farms Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	10	20.0	20.0	20.0
	Strongly Agree	40	80.0	80.0	100.0
	Total	50	100.0	100.0	

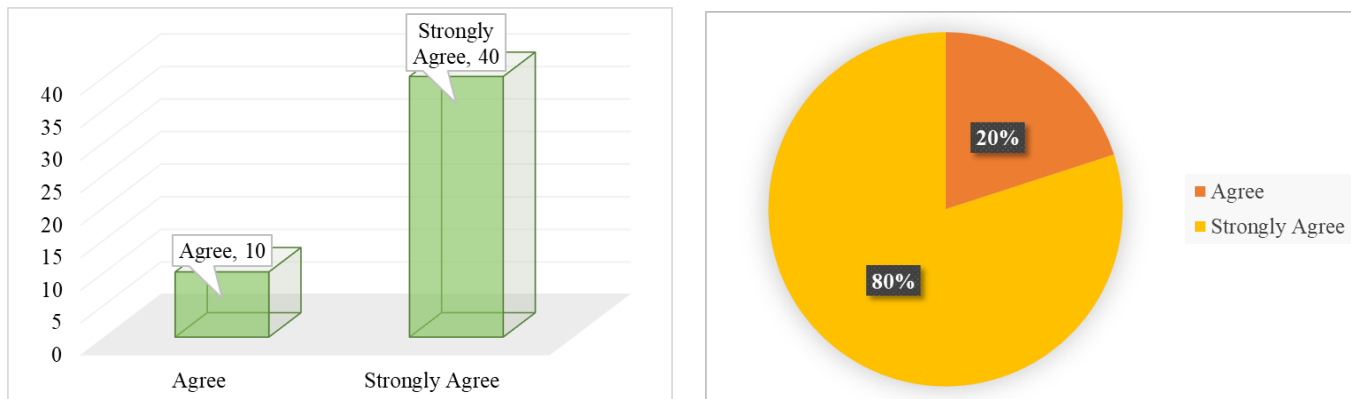
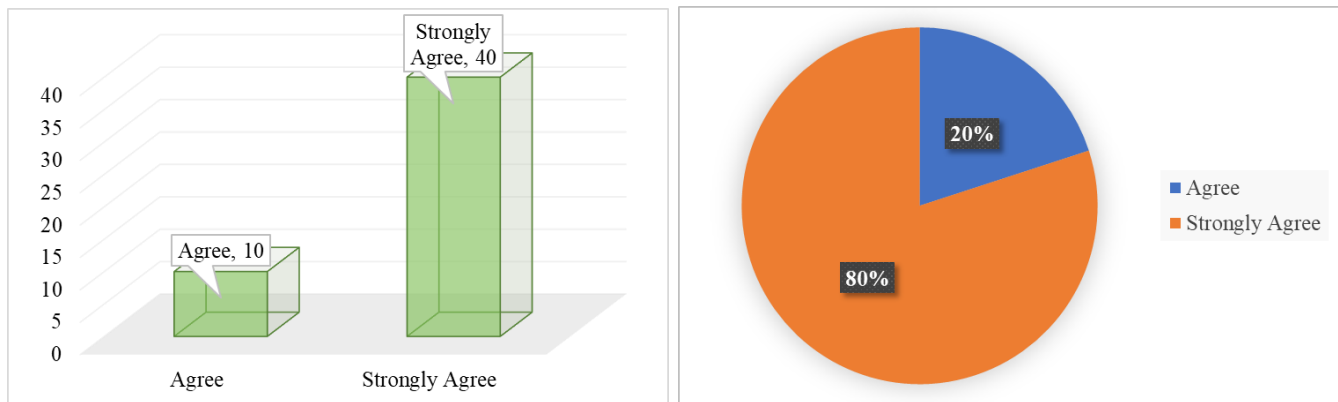


Figure: Responses of the 4th question

From this, it can be viewed that a majority of Respondents (40)(80%) strongly agree while another (10)(20%) simply agree that the recruitment and selection process is perceived as lengthy. No one held a neutral opinion.

5. General Candidates get equal opportunity as other candidates who are already working in the organization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	10	20.0	20.0	20.0
	Strongly Agree	40	80.0	80.0	100.0
	Total	50	100.0	100.0	

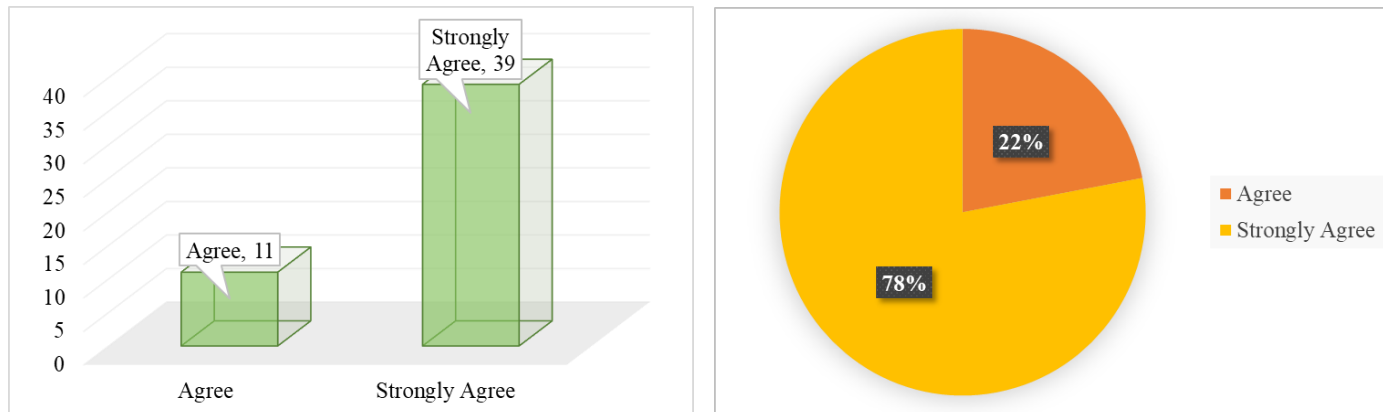


Figures: Responses of the 5th question

In all, 40 respondents (80%) strongly agreed that a chance for an external candidate is equal, and 10(20%) people agreed, but with a little bit less conviction. This positive response suggests that the company has policies of nondiscrimination and hires candidates without bias when selecting individuals from outside of the company.

6. It is clear, that the KFG Utilize a variety of sources to reach Potential Candidates

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	11	22.0	22.0	22.0
	Strongly Agree	39	78.0	78.0	100.0
	Total	50	100.0	100.0	

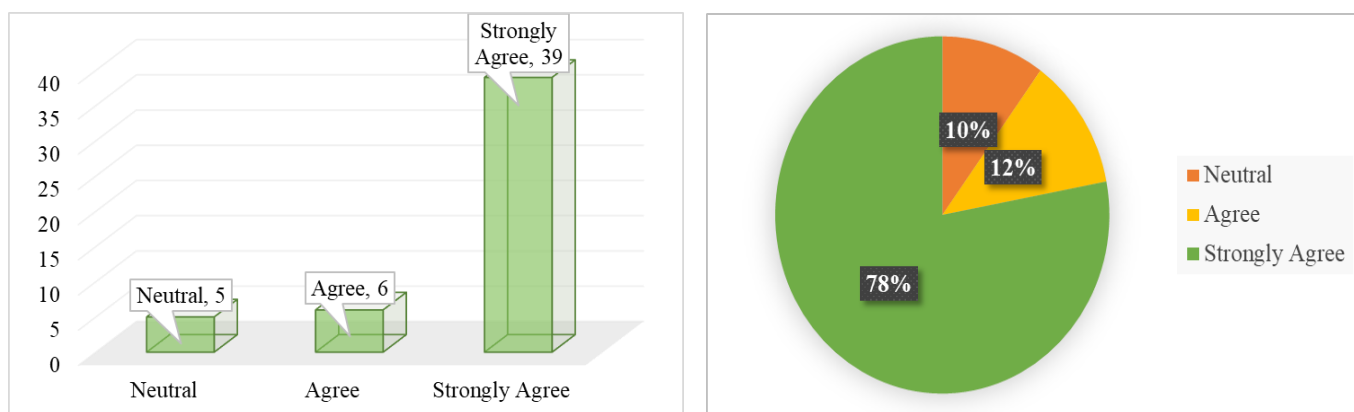


Figures: Responses of the 6th question

This is measurement data that addresses whether Kazi Farms Group effectively uses a variety of sources to reach candidates for recruitment. Results are very positive: 39 people (78%)strongly agree KFG uses a variety of sources to attract candidates.11 people(22%) agree with this statement, which is also a good endorsement of their sourcing strategy. This means that a greater proportion of the respondents gave an indication that KFG makes an effort to ensure it diversifies its recruitment channels.

7. The Interview Process at Kazi Farms Group Structured and well Organized

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	5	10.0	10.0	10.0
	Agree	6	12.0	12.0	22.0
	Strongly Agree	39	78.0	78.0	100.0
	Total	50	100.0	100.0	

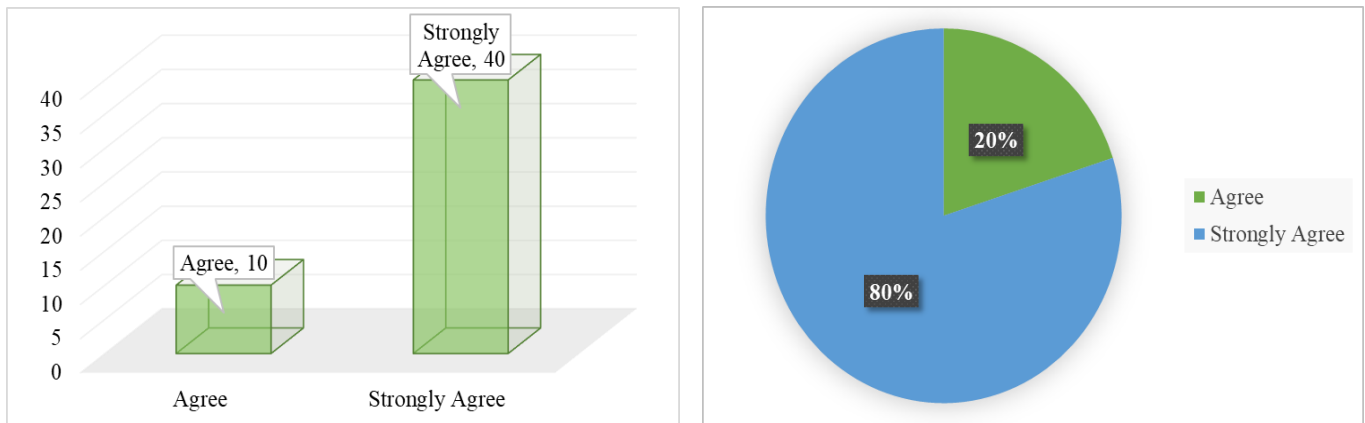


Figures: Responses of the 7th question

While 39 persons(78%) strongly agreed with the fact that the interview process is organized and well-structured, 6(12%) agreed, showing further that it is perceived generally as effective. 5 people(10%) remain neutral, really meaning that this small minority holds no opinion either way. Generally, these data suggest that the interview process at KFG is viewed positively with regard to its organization and structure.

8. The Assessment tests used in the Selection Process is well enough to evaluate a candidate's skills and abilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	10	20.0	20.0	20.0
	Strongly Agree	40	80.0	80.0	100.0
	Total	50	100.0	100.0	



Figures: Responses of the 8th question

Results show that 80%(40 respondents) strongly agree that the assessment tests are well-designed to test a candidate's skills and abilities.20%(10 people) agree, which means that the majority support the view that the assessments serve their intended purpose. This overwhelmingly positive feedback would therefore suggest that the assessment tests were considered relevant and worthwhile for the selection process

.9. In my opinion, HR Department Communicate enough to each candidate during the hiring process

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	8	16.0	16.0	16.0
	Strongly Agree	42	84.0	84.0	100.0
	Total	50	100.0	100.0	

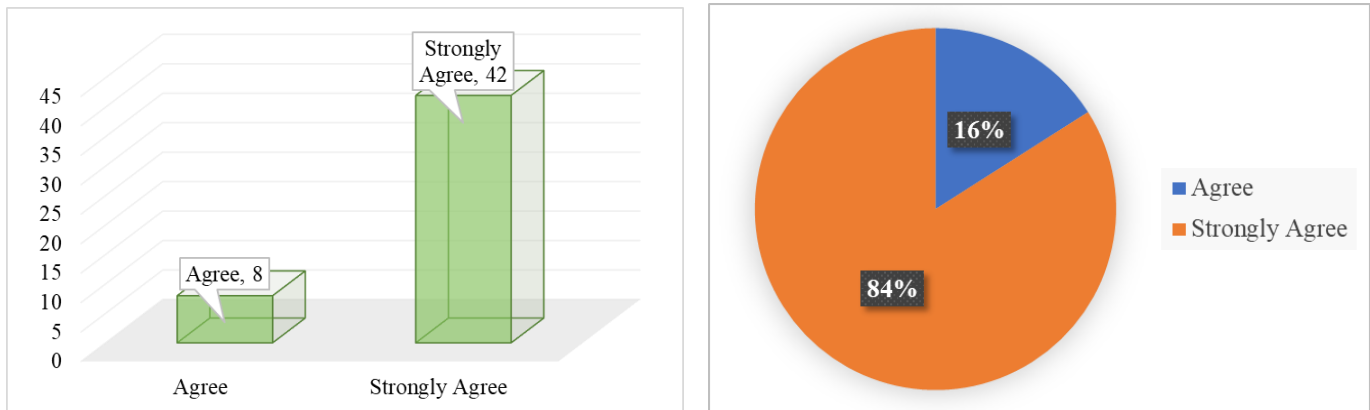


Figure: Responses of the 9th question

84% of the participants (42 persons) strongly agree that HR does a good job in communicating with candidates during the recruitment process. 16% (8 people) agree; thus, this reassures the general belief that communication is adequate. This therefore means that the HR department in Kazi Farms Group does well in generally informing candidates in the recruitment process.

10. I Feel Kazi Farms Groups Recruitment and Selection Process is quite Committable among Other Organizations of the Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	4.0	4.0	4.0
	Agree	10	20.0	20.0	24.0
	Strongly Agree	38	76.0	76.0	100.0
	Total	50	100.0	100.0	

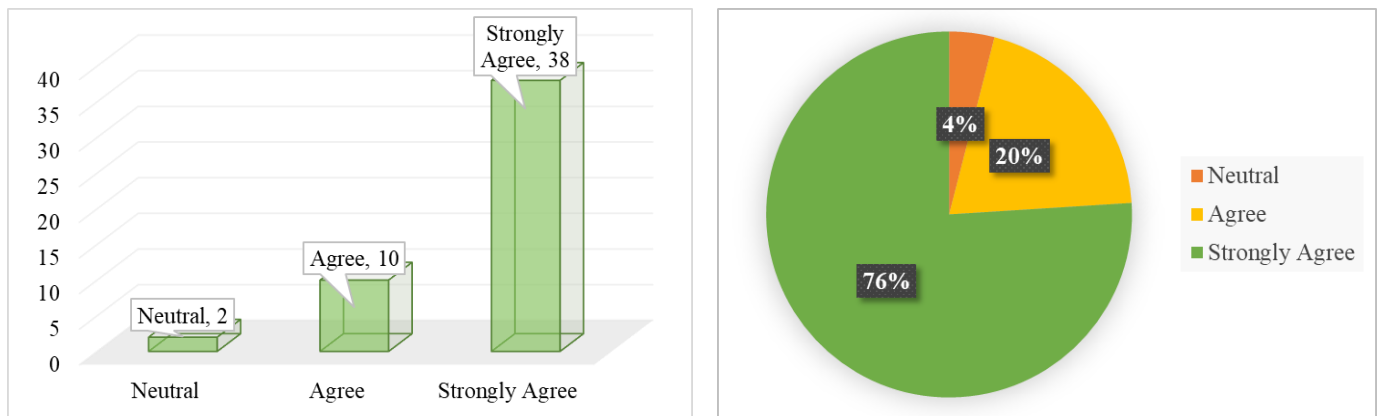


Figure: Responses of the 10th question

Resultantly, 76% (38 people) strongly agree over the process of recruitment and selection being commendable at KFG as compared to other organizations within the industry. This corresponds to 20%(10 people) who agree and outlines that the majority of respondents look at the process as being quite well-off in the industrial context. 4%(only 2 persons) are neutral, which is a small minority who do not hold a strong opinion on the matter. This could mean that KFG has the reputation in the industry for competitive recruitment and selection.

4.2 SWOT Analysis

Here is the SWOT analysis for Kazi Farm Group regarding their recruitment and selection process:

Strengths

Brand Reputation: Kazi Farm Group is associated with major poultry companies of Bangladesh. and therefore, candidates are attracted because of its brand reputation and market condition.

Multiple Channels of Recruitment: It can consider multiple channels of recruitments through job portals, social media, and referrals in reaching out to a wide talent base.

Structured Selection Process: Being a company known for its good employment practices, Kazi Farm Group may have a structured recruitment and selection process targeted at the perfect fit for reducing turnover rates.

Investment in Employee Development: For such a company that is committed to growth and training of its staff, employee development, therefore, can be a main attractant during recruiting for candidates seeking to progress their careers.

Weaknesses

insufficient Reach in Rural Areas: The process of recruitment might not reach rural areas where the potential candidate lives. It hampers diversity and also regional talent acquisition.

Extended Time-Consuming Process: Extended procedures of recruitment can discourage people, particularly for fast action markets in which hiring decisions are required without wasting any time.

Dependency on Manual Processes: If a company does not automate the recruitment process, then it is bound to be prone to inefficiencies, delays, and increased administrative work.

Limited Employer Branding Initiatives: Agriculture and poultry may have fewer employer branding initiatives compared to the rest of the industries. This may be detrimental to attracting the best talent.

Opportunities

Digital Transformation: The use of Applicant Tracking Systems and other digital recruitment tools can help smoothen the process and make it more effective.

More Campus Recruitment: To have a better workforce and pipeline of talent, recruitment with universities and colleges will be helpful for talent creation and development.

Employer Branding: Promoting the brand as a great place to work through social media, career fairs, and other means helps in providing better returns on recruitment.

Diversity of Talent: Recruiting from different geographies and backgrounds results in a diverse pool, giving innovation a boost.

Threats

High competition for skilled talent: Competition in firms, particularly in the more sought-after industries, eludes the art of attracting and retaining skilled individuals.

Economic instability: adverse economic conditions and inflation affect hiring budgets. This may prevent one from recruiting as far and as wide as one would wish.

Change in workforce expectations: candidates now want flexibility, work-life balance, and career advancement. The company is most likely to face pressure towards aligning its recruitment practices to these demands.

Regulatory changes: change in labor laws or other statutes on employment influence the pattern of recruitment, which may call for policy revision and procedural changes.

4.3 Findings of the Study

I worked closely with the recruitment team during the internship program and saw certain issues with the entire procedure. They're

- **Slow Hiring procedure:** One of the primary issues is the slow hiring procedure. The hiring process takes too long. For instance, it takes two weeks or longer to inform them whether they have been chosen for the next round following the written exam and initial interview. Potential candidates may be lost as a result of a slow hiring procedure.
- **Transparent Recruitment Process:** Kazi Farms Group subscribes to the principle of making recruitment as transparent as possible so that the candidates are better informed about every stage of the process. From the requirements of the job to the selection criteria and timeline of the hiring process, we make sure our candidates know what to expect and can conceive a level of trust and clarity in the recruitment journey.
- **Well Organized Interview:** Their interview process at Kazi Farms Group is highly organized and efficient. They carefully structure each interview with a view to making sure there is equity and consistency in the assessment of candidates. With clear schedules, well-prepared interview panels, and relevant questions, we attempt to create an environment where both candidates and interviewers can engage productively.
- **Highly Compatible Selection Process:** Selection processes are closely linked to the specific needs of a certain job at Kazi Farms Group. We adopt methods and tools that lead us toward finding skills, experience, and qualifications that best fit the profile of the job in question. This secures hiring decisions relevant and effective, in the best interest of the company and the candidate.

- **Standard Assessment Test:** They set standardized assessment tests for applicants who want to join their organizations as a way of objectively considering each person's skills and abilities. The assessment has been designed such that all applicants are tested on the same grounds, thus providing themselves with valuable insights into their qualifications that help us make informed decisions.
- **Equal Opportunities for All Candidates:** From the Kazi Farms Group, they are committed to equal opportunities and welcome applications from all candidates, whether internal or external applicants. They base their selection process in a nondiscriminatory manner, where applicants will be selected based on their qualification, skills, and experience.
- **Recruitment Process is Strict and Formal:** This, therefore, forms the ground for our recruitment process here at Kazi Farms Group-strict and formal, hence showing our commitment to professionalism and consistency. Predefined procedures are followed during each step in the process of recruitment, starting with the review of applications down to the final selection of candidates, as part of firmness to ensure all candidates are accorded equal opportunities and that our hiring decisions are based on merit.

Chapter 5: Recommendations and Conclusion

5.1 Recommendations

- **Improve Hiring Speed While Maintaining Rigor:** Clear timelines would ensure that steps are not delayed unnecessarily and candidates are kept informed about where they stand.
- **Enhance Transparency in Recruitment:** Since transparency is already a core value in their recruitment process, it would be beneficial to formalize and communicate specific timelines for each stage.
- **Ensure Consistency and Fairness in the Interview Process:** o ensure the interview process remains consistent and fair, it would be beneficial to organize regular calibration sessions for interview panels.
- **Leverage the Standardized Assessment Tests More Effectively:** Since standardized assessment tests are already used, consider performing a deeper analysis of test results to identify patterns that predict successful job performance.
- **Maintain a Strong Focus on Equal Opportunities:** While the recruitment process already emphasizes equal opportunities, it would be valuable to take proactive steps to ensure diverse talent pools.
- **Continuous Process Improvement:** Periodically review the recruitment process to identify areas of improvement, especially as industry trends and technologies evolve. This could be done via feedback from both candidates and hiring managers.
- **Optimize the Onboarding Process:** Since Kazi Farms Group has a well-organized and strict recruitment process, the onboarding process should follow suit. Developing a clear, well-structured onboarding plan that helps new hires feel welcomed and informed about the company's expectations can enhance their experience.
- **Strengthen Employer Branding:** Use the transparency and structure of the recruitment process as a key selling point in your employer branding efforts. Highlighting the fairness, organization, and clear communication in recruitment can be a strong attractor for candidates, particularly those who value clarity and professionalism.

5.2 Conclusion

Recruitment and selection in Kazi Farms Group present a serious commitment to professionalism, principles of equity, and efficiency. It has set up a clear, transparent structure which keeps the candidates well-informed at every stage of the recruitment process, instilling trust and belief in the journey. The interview process is well-organized and highly systematic, as roles, schedules, and interview panels are clearly outlined, which helps in the evaluation of candidates on consistent and just grounds. Moreover, the institution of standardized assessment tests and adherence to job-specific requirements ensure that candidates are matched for skill and qualification relevant to the position, leading to informed and effective hiring decisions. In the final analysis, recruitment and selection in Kazi Farms Group functioned as an example of efficiency, transparency, and professionalism in talent acquisition. The continued striving for improvement in the candidate experience, consistency, and a high level of professionalism in the processes can laid a sound foundation for attracting and securing the best of the talents. This company is continuously developing; therefore, its streamlining and optimization processes will only contribute to the capability of providing adequate future talent needs, cementing it as one of the employers of choice.

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Appendix

Questionnaire Survey

Dear Respondents,

This is **Mahbuba Ferdous Esha**, and I am a student of Daffodil International University of the department of Business Administration. My area of expertise is human resource management. I am currently completing a 3-month internship as part of my BBA curriculum. Based on the study "**An analysis of Recruitment and Selection Process of Kazi Farms Group**" I'd like to conduct a survey. Please feel free to complete the following survey questions as part of my research, with proper respect.

(All information you enter will be secret and used for only the research purpose)

1. Do you want to participate in this survey?

- Yes
- No

2. Select Your Gender:

☐ Male ☐ Female ☐ Other

3. Select your Age (Years):

☐ 20-25 ☐ 26-30 ☐ 31-35 ☐ above 36

4. Your Designation

- White Collar
- Blue Collar

5. Kazi Farms Groups Recruitment and Selection Process is Strict while maintaining formal steps.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

6. I think the Recruitment and Selection Process of KFG is Efficient and Timely.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

7. According to records, The Recruitment process of Kazi Farms Group is fair and transparent.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

8. Employee Recruitment and selection process Seems Lengthy at Kazi Farms Group.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

9. General Candidates get equal opportunity as other candidates who are already working in the organization.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

10. It is clear, that the KFG Utilize a variety of sources to reach Potential Candidates.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

11. The Interview Process at Kazi Farms Group Structured and well Organized.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

12. The Assessment tests used in the Selection Process is well enough to evaluate a candidate's skills and abilities.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

13. In my opinion, HR Department Communicate enough to each candidate during the hiring process.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

14. I Feel Kazi Farms Groups Recruitment and Selection Process is quite Committable among Other Organizations of the Industry.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree