



Recruitment and Selection Process of PRAN-RFL GROUP

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Letter of Transmittal

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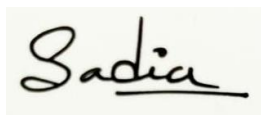
Subject: Submission of Internship Report Title on “ Recruitment and Selection process of PRAN-RFL Group”.

Dear Sir,

I am very glad to give in my internship report on “Effectiveness of Recruitment and Selection process of PRAN-RFL Group” to you which I was specified by your supervision. Throughout my internship project, I was skilled to get the real-life participation of HR pursuit and put in the conceptual HR command in my office. I have mainly centre on the efficacy of recruitment and selection process of PRAN-RFL Group in my detail.

I have specified my ultimate attempt to assemble the facts and applicable details associated to the report to enlarge the standard of my report. Finally,I intend to thank you for the guidance and direction on write down the report also I expect that I will be allowed to meet your belief based on this report.

Sincerely yours,



Sadia Afrin

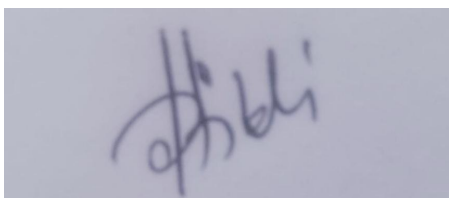
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LETTER OF ACCEPTANCE

This is to clarify that the internship report entitled Effectiveness of Recruitment and Selection process of PRAN-RFL Groups prepared by SADIA AFRIN, ID No:222-14-486, as a prerequisite of MBA program in the process of the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is endorse for acceptance.



.....
Dr. Mohammad Shibli Shahriar

Professor and Director, MBA Program

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In conception, I give my intense thanks to supreme Allah for granting me the chance to successfully absolute this project.

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In addition, I am giving thanks to my family for inspiring and helping me to do this report accurately.

At last, I would like to thank all of my friends and elder brothers who helped me to provide effective information which is very essential to prepare this research paper. Your support is really helpful for me.

Executive Summary

This internship report has been prepared for the MBA program and focuses on assessing the recruitment and selection process at PRAN-RFL Group, a prominent manufacturing conglomerate in Bangladesh. The principle impartial of this learning is to evaluate how efficiently the organization manages its hiring procedures and how these practices impact its overall operational success.

During my three-month internship in the Human Resource Department of PRAN-RFL Group, I was actively involved in various stages of the employment process. My responsibilities included sorting resumes, contacting candidates, scheduling interviews, and assisting with preliminary evaluations. These tasks allowed me to gain practical knowledge and observe the company's hiring methods firsthand.

The findings indicate that PRAN-RFL Group follows a well-structured recruitment process, utilizing both internal and external sources to attract potential candidates. The organization emphasizes selecting individuals who not only meet the job requirements but also align with its corporate culture. Despite the strengths of the current system, certain areas can be improved, such as increasing automation in the hiring process, reducing the overall time-to-hire, and enhancing the candidate experience.

This report incorporates both qualitative and quantitative insights gathered from employee feedback, internal HR data, and comparative industry practices. Overall, the employment and selection process at PRAN-RFL Group is found effective but further strategic improvements can help make it more efficient and future-ready.

The report concludes with a set of actionable recommendations aimed at improving the overall recruitment strategy, ensuring the company continues to attract and retain top talent in a competitive market.

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Chapter 1: Introduction

Chapter 1: Introduction

Recruitment and selection are essential part of HRM that remarkably effect an company's aim and regulation. Recruitment and selection procedure helps businesses attract candidates individuals who range with the company's aims and culture. By hiring right candidates, organizations can ensure improved performance, lower employee turnover, and better overall productivity.

PRAN-RFL Group is one of the leading industrial company in our country that built its success through continuous development, innovation, and strong HR practices. Given its large workforce and diverse operations, the company places great importance on hiring the most suitable candidates to meet its operational demands. The effectiveness of its employment and selection process plays a key law ensuring that the organization remains competitive and sustainable in the long term.

This report direct to survey the recent recruitment and selection procedures followed by PRAN-RFL Group and assess how effectively these processes contribute to the organization's human resource objectives. It also highlights the strengths, limitations, and potential areas for improvement within the company's talent acquisition strategies.

1.1 Background of the study

The internship program plays a vital part in bridging academic understanding with real-world experience. Daffodil International University has introduced this program with the intention of developing skilled professionals across various industries. Upon completion of the internship, students are required to yield a detailed report to both their academic supervisor and department based on their assigned topic. This internship program duration is three months. Currently, I had that opportunity to work closely with the organization's team members.

1.2 Objective of the Study

1. To investigation the recruitment and selections process of PRAN-RFL Group.
2. To analyze the recruitment and selection practices of the Group .
3. To evaluate those practices .

1.3 Methodology

The report is primarily on the basis of qualitative data collected throughout my internship time. My on-site supervisor provided valuable guidance throughout the data collection process. In addition, my personal observations significantly enriched my understanding of the topic. To enhance the depth and relevance of the study, I make use of both main and subordinate data sources.

Primary Data Sources:

- Conducted interviews with the Senior Manager of Human Resource Management.
- Gathered insights from the Assistant Manager of Recruitment.
- Collected feedback and information from current employees of the organization.

Secondary Data Sources:

- Official internet site
- Social media programme
- Report
- Company articles

1.4 Overview of the Report

An internship allows all the students gain practical experience by working within a specific organization, enabling them to apply academic knowledge to real-life work situations. This report, developed as a part of my internship experience, analyses the efficacy of the employment and preference procedure of the organization.

1.5 Scope of the Study

This learning concentrates the evaluating recruitment and selection strategies of a multinational consumer goods company. It highlights how effective these processes are in meeting the company's staffing needs and organizational goals.

1.6 Limitations of the Study

By preparing this report, I experience several challenges. Although every effort was made to produce an accurate and meaningful outcome, a few limitations were unavoidable. These include: Confidentiality concerns prevented managers from disclosing certain sensitive information.

A short internship duration is insufficient to explore all the advantages and disadvantages of a large organization.

Given the vast scale of PRAN-RFL Group, understanding all aspects of its operations within a limited time-frame was difficult.

Due to a lack of prior practical experience in the corporate sector, it was challenging to gather all relevant information comprehensively.

Chapter 2: Organizational Overview

Chapter 2: Organizational Overview

2.1 Company Overview

PRAN-RFL Group is a trailblazer in agriculture cultivation in Bangladesh, sourcing fresh stuff straight from local agriculturalist. These materials are processed in state-of-the-art manufacturing facilities and transformed into high-quality food and beverage products, which are then hygienically packaged. The PRAN brand has established a strong presence in every segment of the food and beverage industry, offering a wide variety of products such as carbonated drinks, fruit juices, snacks, dairy items, and confectioneries.

Today, PRAN is celebrated not only for its original juice products but also for its appetizing confectionery items, those are known for their rich Flavors, attractive textures, and attractive aspect. With the creativity to become a globally acknowledge brand, PRAN-RFL is frequently enlarge its footprint over international vend.

PRAN-RFL group has largely significant over these years. This growth has not only put up to the organization's extension but has also played a essential role in Bangladesh's general socioeconomic development. With exports reaching over 94 countries, PRAN-RFL has suit one of the most esteem names in the global food and drink industry. All products are produced following harsh international grade standards, secure excellence throughout the whole production activity.



2.2 PRAN's products and services

PRAN-RFL's product line in the drink and food sectors can be classified into some sectors, counting soft drinks, juices, dairy products, candies, and munch. The company provides eight clear juice flavors—Orange, Pineapple, Mango, Lychee, Lemon, Fruit mixture, and Guava—each accessible in high-quality, charming packaging to supply consumers with reviving options.

From naturally purified drinks to prepared fruit drink, PRAN-RFL delivers a broad arrangement of thirst-quenching solutions. Their outcome scope in the drink and condiment group also involves items such as sauces, spices, ketchup, pickles, mustard oil, glucose, vermicelli (semai), and rice-based confectionery.

Also, PRAN provides a variety of bite-sized snacks like potato crackers and biscuits, obtainable in various tastes to serve different taste preferences.



2.3 Company's Focus and Core Values

PRAN-RFL Group is operate by the aim of raising profitable companies that not only cause employment but also promote nobility and respect for individuals. The company's assignment is to remove hunger and penury from society. Its vision conduct around increasing people's quality of life and donating to overall societal advance.

➤ Core Values of PRAN-RFL

PRAN-RFL Group is dedicated to delivering quality by understanding and fulfilling the needs and expectations of its customers. The company emphasizes fairness and transparency in all areas of business and maintains a strong focus on continuous innovation and development. The core values upheld by PRAN-RFL include:

- Commitment to suppliers' welfare
- Dedication to customer satisfaction
- Ensuring employee well-being

- Supporting trade partners and stakeholders

2.4 Subsidiary Companies Of PRAN-RFL Group

PRAN-RFL Group is recognized as fastest-growing conglomerates in Bangladesh, comprising several successful subsidiary companies. These include:

RFL Plastics Ltd: Launched in 2000, this company initially focused on manufacturing plastic furniture. Over time, it has diversified into a broad range of plastic products, including household items, industrial supplies, garment accessories, and various types of plastic furniture. RFL Plastics continues to broad its product collection frequently.

Property Lifts: A secondary of PRAN Group, Property Lifts was confirmed to meet the growing demand for current elevators and escalators. The company specify in importing and contribute advanced lift tools and related attachment.

RFL (Rangpur Foundry Ltd): Originally focused on rural engineering solutions, RFL gained popularity for producing one of the most widely used tube wells in Bangladesh. Today, RFL manufactures a wide range of products and is regarded as the country's largest light engineering workshop and iron foundry, offering high-quality and reliable solutions. It has also played a vital role in initiate global engineering quality to the Bangladeshi market. Ongoing with PRAN-RFL's secondary companies:

PVC and Plastic Products by RFL: RFL has also launch a broad scope of PVC and plastic products that have been well-received by the common public for their grade and reasonable.

Agricultural Marketing Company Limited (AMCL): Initially focused on fruit processing, AMCL gradually expanded into other food sectors such as mineral water, potato chips, tomato ketchup, and more. Today, it operates as the flagship company of the PRAN Group. A significant portion of PRAN's resources is currently directed toward AMCL's development and expansion, with the long-term objective of becoming a global leader in the agricultural industry.

Property Development Ltd. (PDL): As the oldest enterprise within the PRAN Group, PDL played a foundational role in the group's formation. The initial capital used to establish PRAN Group was generated through PDL's success. It remains a pioneer in the real estate sector, especially in Dhaka's apartment market.

2.5 Exporting countries and Products

PRAN has built a strong global presence and exports its products to over 140 countries. Some of the key export destinations include:

Asia: Japan, India, Bangladesh, Bhutan, Nepal, Myanmar, Malaysia, Singapore, Brunei, UAE, Oman, Bahrain, Saudi Arabia (KSA), Qatar, Yemen, Palestine, Pakistan, Korea, Lebanon

Africa: Guinea, Ethiopia, Mauritania, Mauritius, Ghana, Niger, Gambia, Angola, Equatorial Guinea, Nigeria, Chad, Togo, Cameroon, Gabon, Sudan, Benin, Senegal, Ivory Coast, Sierra Leone, Mali, Eritrea, Djibouti, Congo, RCA

Europe: Italy, Sweden, Greece, Switzerland, Belgium, Netherlands, UK, France, Austria

Americas: USA, Canada

Oceania: Australia

Islands: Capo Verde, Mayotte Islands

❖ Exported Products

PRAN exports a wide range of high-quality food and beverage products. The export product list includes:

Spices (blended and whole), Aromatic and plain rice, Flattened and puffed rice, Mustard oil, Canned fruits and vegetables, Fried snacks, Toffees, candies, bubble gum, and other confectioneries, Tea and instant drinks, Juices and mineral water, Tomato sauce, ketchup, and pickles, Jam and jelly, Dehydrated fruits, Biscuits.

These diverse products reflect PRAN's commitment to delivering quality and variety to international consumers.

2.6 Externship at PRAN-RFL Group

During my three-month internship, I had the chance to effort in the HR Department of PRAN-RFL Group, specifically within the Recruitment Division. Throughout this period, I was actively involved in various recruitment-related activities and gained valuable insights into the corporate environment.

My responsibilities included the following:

- Screening and shortlisting resumes to identify the most suitable candidates
- Contacting shortlisted applicants to schedule interviews
- Coordinating and organizing written tests for job applicants
- Evaluating and checking the written test scripts
- Preparing a list of candidates qualified for the final interview round
- Drafting evaluation reports for selected candidates
- Verifying references and reviewing important supporting documents
- Assisting my senior manager during interview sessions by being present on the interview panel.

Chapter 3:

Recruitment and HRM Process

Chapter 3: HRM & the Recruitment and Selection Process

3.1 Human Resource Management (HRM)

Human Resource Management mention to the arranged to controlling activities such as recruiting, compensating, training, and effectively utilizing a company's workforce. This process play an important part of fostering also maintaining healthy employee relations and industrial harmony.

❖ HRM is based on four core principles:

1. Worker are the most evaluative asset of an organization.
2. There should be arrangement linking employee behaviour and the company's aim and mission.
3. The company's customs and core values much effect general performance.
4. Employees must effort combining and feel a perception of belonging inside the company.

3.2 Purpose of HRM

Depend on the definition over, HRM contains elemental managerial liabilities such as planning, organizing, leading, and controlling. The key purpose of HRM involve staffing, employee teaching and development, inspiration, and keeping.

The diagram below decorate these element. In many organizations, specifically smaller ones need a dedicated HR division, line managers are responsible for perform these HRM functions.

Based on the definition above, HRM surround basic managerial liabilities such as planning, staffing, conducting, and controlling. The key functions of HRM include staffing, employee training and development, motivation, and retention.



The diagram below illustrates these components. In many organizations, particularly smaller ones lacking a dedicated HR department, line managers are responsible for executing these HRM functions.

3.3 Recruitment Factors

Recruitment require creating a puddle of possible employees attentive in working for an organization, from which the most worthy individuals can be selected. It is a planned process plan to draw individuals with the essential skills, modifications, and personal characteristics to meet organizational needs. After simply filling opening, recruitment seriously impacts the company's long-term widening and bearable.

❖ Internal Factors

Internal factors are component within the company's control that straightly effect the recruitment procedure. These include:

Organizational Size: The plate of the company plays a vital role in recruitment. Wide organizations generally needed more personnel, controlling to a broader and more arranged recruitment aim.

Hiring Policy: The company's speak to recruitment—whether through inner promotions or external hiring—results the overall procedure. Recruitment plans set the direction and create a framework for execute recruitment strategies effectively.

Company Fame: An organization with a positive esteem in the market is more likely to draw highly skilled applicant. keep strong general relations, offering important services, and promote a effective brand image donate to attracting top technique.

Job Image: Just as an company's image affair, so does the interest of a individual role. Element such as career extension chance, competitive salaries, a well work environment, and recognition all increase the job's liveliness and help pull out in certified applicants.

❖ **External Factors**

External factors are effecxt beyond the company's control that can effect the recruitment procedure. These factors include:

Demographic Movement: This contain to the usual of the available employees, such as age, gender, education, job, religion, and socioeconomic backdrop. These components help control the type of employees available for recruitment.

Labor Market State: The labour market reflects the stability between supply and demand of employees. If there is a poverty of flairs in a particular field, engagement becomes more difficult. Oppositely, if the give exceeds order, it becomes to discover worthy employees.

Employment Laws: Government regulations regarding employment conditions—such as wages, safety standards, working hours, and employee welfare—greatly influence recruitment strategies. These laws are subject to change based on political or social developments.

Industry Competition: When multiple companies in the same industry compete for top talent, it becomes essential for organizations to evaluate their competitors to offer competitive compensation packages to attract the best candidates.

Unemployment Rate: A high unemployment rate typically increases the number of available candidates, simplifying the recruitment process. In contrast, when unemployment is low and qualified candidates are scarce, hiring becomes more challenging.

3.4 Employment procedure

It is obvious that employment is a tough procedure the phrase "recruitment" is determined.

Regulate the employment impartial is the beginning step which sets a base on the employment

policy. These are the regulation of primary employment impartial :

❖ **Questions should be direct to regulate the growth policy:**

- Who should be seek out?
- Where should we recruit?
- When should I recruit?
- What origins should be used for enlist?
- What should be the communication that is transport?
- Who should hold the hiring action?

Financial reduction must be taken into account at this point. The employment policy begin with arrangement that assess the job advertising, counting job standards, their qualifications, tutoring of other activities.

● **Recognition of Vacancy:** The division of HR receives appeal for employment.

- Number of locations to be filled
- Number of locality
- Responsibility and duties that must be finished
- Needed education and circumstances

Regulate the positioning is important, part-time or full-time work is needed. When a post to find on tasks based. Before employment set about these factors be assess. The generates for the team and the organization engage with the result of organizing actual recognition.

❖ **Job Analysis:** Job analysis identifying and determining the responsibilities, tasks, abilities, work place environment and duties of a specific job. These components contain what is needed for a job and what an employee should do to be productive on working hour. Understanding which are crucial and how to complete them is made easier with the aid of job analysis. Its goal is to establish

and work-based procedure like tutoring, rewarding and rating production.

❖ **listed below are critical for job analysis:**

- Data collecting also putting down
- Trustworthiness
- Consistent leadership
- Discover the expertise and knowledge required for the employee

❖ **Job Description:** Job investigation involves the finishing procedure that statement that is a notable. The employment procedure to be successful, the account is critical. It creates particulars on duties, job regulations, job positions, and this information provides workers and company as vision of what an employee must obtain to fulfil the assessments of his appeal.

The following stage need to be completed :

- Categorization & classify of position
- Locate & managing firm assets
- Encouragement and turn over
- Giving career aim details
- Future progress in work norms

❖ **Job Specification:** The importance of candidates that the HR team will elevated. The first stage is make a list of whole situation and places in the company period conducting a job statement.

❖ **The circle details specified on the situation in an organization:**

- Corporal features
- Corporeal attribute
- Mental essential
- Behavioral demand
- Emotional need

- ❖ **Job Evaluation:** The procedures where the value of a job is performed regarding another situation in the company. The principle aim is identified that job order elevated remuneration. The process used to assess a job are countless & involve job grading structure, categorization, element classify etc. The job evaluation gives as the base for wage and earning conference and working policy. A corporation can start specific employment performances hiring agent using resources for hiring applicant make contact once the accomplishment policy is complete. The proper merger of assessment activities is needed for regarding the calculated effectual use of results that involve hire and post-hire outcomes. An employer consisting better conductor the association between recruiting and elements.

3.5 Sources of Employment

Recruitment sources refer to the various methods used to advertise job vacancies. Selecting the most effective channels for reaching potential candidates is essential to attract the right talent. It's not sufficient to simply identify the skills and qualifications needed for a role; understanding the available recruitment sources and determining which ones yield the most qualified applicants is equally important.

Recruitment sources are generally categorized into three types:

- Internal recruitment sources
- External recruitment sources
- Direct applications or walk-ins



However, according to researchers such as Sharma, Rashmi, and Rao, these can be broadly divided into two main categories: internal and external sources. Additionally, scholars like Rao and Arthur have further broken these down into traditional and modern methods within each category. The various recruitment sources under each classification are illustrated in the figure above. One of the most crucial decisions an employees faces is choosing between internal and external recruitment, as both options come with their own set of advantages and disadvantages.

❖ Internal Recruitment Sources

A company can often find suitable candidates within its existing structure. Internal recruitment sources include current employees, former staff, employee referrals, and individuals who previously applied. When a vacancy arises, a company may choose to promote, transfer, reassign, or, in some cases, demote someone already employed. This approach focuses on identifying talent from within the organization's workforce (Sarma, 2008).

Job openings can be communicated to employees through internal job postings, emails, or direct announcements. One of the oldest and most cost-effective methods is employee referrals, which can help reduce recruitment expenses by as much as 70%. Since current employees are well-acquainted with their colleagues' qualifications, behaviour, and experience—as well as the requirements of the job—they are often in a good position to suggest capable candidates. Individuals referred by employees typically have a strong understanding of the company's culture and values, making them more likely to adapt quickly and contribute positively.

Benefits of Internal Recruitment:

- It boosts employee morale by offering career growth and recognizing internal talent.
- It allows better utilization of existing staff skills by placing them in roles that match their abilities.
- Internal candidates are generally more reliable, having already undergone evaluation.
- Employees promoted or transferred internally are more likely to remain loyal to the organization.
- The process is typically faster, more affordable, and requires less training than external hiring.

Despite these advantages, internal recruitment does have limitations. In smaller organizations, a key challenge is the limited pool of potential candidates. This limitation often hinders the introduction of fresh perspectives and new talent into the organization. Moreover, internal recruitment can sometimes be influenced by managerial bias, resulting in the selection of a less suitable candidate, which may lead to decreased productivity.

❖ External Recruitment Sources

External recruitment attracting workers from outside the organization, thereby offering access to a broader talent pool. Although external recruitment typically provides more options compared to internal sources, it often requires more time and investment. However, with effective planning and execution, these challenges can be managed successfully.

Below are some common external recruitment methods, along with their characteristics, benefits, and limitations:

❖ Advertising:

Advertising remains one of the most traditional and widely used methods of recruitment. Successful advertising requires both sufficient budget and creative strategy. Employers can utilize a variety of media channels—such as newspapers, radio, TV, magazines, phone services, and online platforms—to publicize job openings. Selecting the right medium helps target the appropriate audience and can lead to a strong response from qualified candidates.

To maximize the impact of job advertisements, careful consideration must be given to timing, content, and placement. Clearly identifying the target audience and defining the desired qualifications are essential. Effective advertising strategies should:

- Capture the attention of job seekers
- Sustain their interest
- Persuade them to read the entire ad and take action
- Important factors to consider include the advertisement's layout, headline, visuals, logo positioning, the volume of information, and the language used.

❖ **Campus Recruitment:**

Hiring fresh graduates from colleges and universities is another effective external recruitment method. Educational institutions often serve as sources of young, talented individuals across various academic disciplines. According to Rao and others (2009), some organizations develop long-term partnerships with educational institutions, particularly in fields requiring specialized knowledge or technical expertise.

However, one limitation of campus recruitment is its seasonal nature—students are typically available only once a year—and many candidates may share similar academic qualifications and experience. Nonetheless, a significant advantage of campus hiring is the opportunity to mold fresh talent according to the company's specific needs and culture.

❖ **Recruiting Firms:**

Employment organizations are often used for filling foundational, semi skilful, and administrative roles. In contrast administrative search compacted focus on higher-level salaried positions and generally manage the whole accomplishment process. While outsourcing recruitment to such agencies can be costly and is influenced by the hiring organization's preferences, these firms offer access to a wider talent pool and can expedite the hiring process. Selecting the right recruitment agency is vital, which requires thorough research and evaluation. Establishing long-term partnerships with trusted firms can benefit the organization, with different agencies potentially being used for various job levels and departments.

❖ **Job Portals and Company Websites:**

With the growing number of internet users, more organizations and job seekers are turning to online platforms for recruitment. Job portals have proven to be effective tools for large-scale hiring and can attract a high volume of applicants. However, choosing the right platform is essential to reach the most suitable candidates. Recruiters should consider the following when selecting a job portal:

- The relevance and size of the portal's user base
- Cost-efficiency
- Number of successful hires generated by the platform

In addition, many companies are now developing dedicated career sections on their websites. These allow them to receive applications directly and help candidates gain insight into the organization's culture and values, fostering a stronger employer-employee connection.

❖ **Job Fairs and Exhibitions:**

Recruitment exhibitions or job fairs provide an opportunity for employers to engage directly with potential candidates, often within a short time frame. These events typically target specific groups, such as students, recent graduates, and underrepresented communities. Job fairs are also valuable for networking, fostering collaboration between organizations, and sharing industry knowledge, as they usually take place in large venues that attract diverse participants.

❖ **Other Sources:**

In today's era of globalization and digital integration, additional recruitment methods have emerged. Scholars have identified a range of alternative hiring channels beyond the ones mentioned above. These include online job boards, government employment agencies, labour unions, and professional associations. Each of these sources can offer unique advantages depending on the role and industry.

Professional Groups, Response Cards, and Databases:

Additional recruitment avenues include professional associations, candidate response cards and talent databases.

To summarize the analysis on recruitment origin, it is obvious that a variation of channels are accessible to help company attract high-quality employees. The impact of the recruitment process largely base on selecting the most suitable source for the job. Before initiating a recruitment campaign, four major components should be considered: the common budget, the importance of filling the position, the necessity to achieve a broad pool of candidates, and the seniority level of the vacancy. A well-arrange recruitment policy is needed for aiming successful production.

3.6 Techniques and Methods of Recruitment

Once all material recruitment components are assessed and possible employees are identified..The manager also diligently engage both internal and external candidates to fill job offers. A wide source of recruitment policies can be used to reach talented employees. These factors are designed to share concept about open positions and encourage individuals to apply.

Recruitment methodology are generally parted into two categories: traditional and modern. Traditional methods include advertising, transfers, and job performance. On the other hand, modern methods may include providing employee stock options, well benefits, and searching programs to attract potential candidates. These approaches define as communication tools between organizations and job seekers.

Recruitment techniques can remoter be grouped into three types: direct, indirect, and third-party methods.

❖ Direct Methods:

Organizations may directly capture with future applicant by visiting colleges, universities, and training centers. Generally, employers cooperate with institutional placement offices or faculty members to recognize students with superb academic records. This approach is cost-effective and conduct interest from a large number of applicant in a short session. Other straight methods involve participating in job festivals, hosting programme in rural areas, or setting up wader in public spaces such as shopping malls to engage-with unemployed individuals.

❖ Indirect Methods:

Indirect recruitment strategies conduct placing job promotions in newspapers, magazines, trade journals, television, radio, and bulletin boards. These promotions should be clear, concise, and appealing in order to draw attention and create interest from potential employees. A well-crafted ad not only communicates job opportunities effectively but also enhances the employer's brand image.

❖ Third Party Methods:

This speak to utilize the participant classifications, public and private application business,worker handover and numerous data banks. The strategy also conduct to identify applicant for difficult-to-complete career or participant in a specific production.

Chapter 4:

HR Department of PRAN-RFL Group

Chapter 4: Human Resource Department of PRAN-RFL Group

4.1 The HR Department

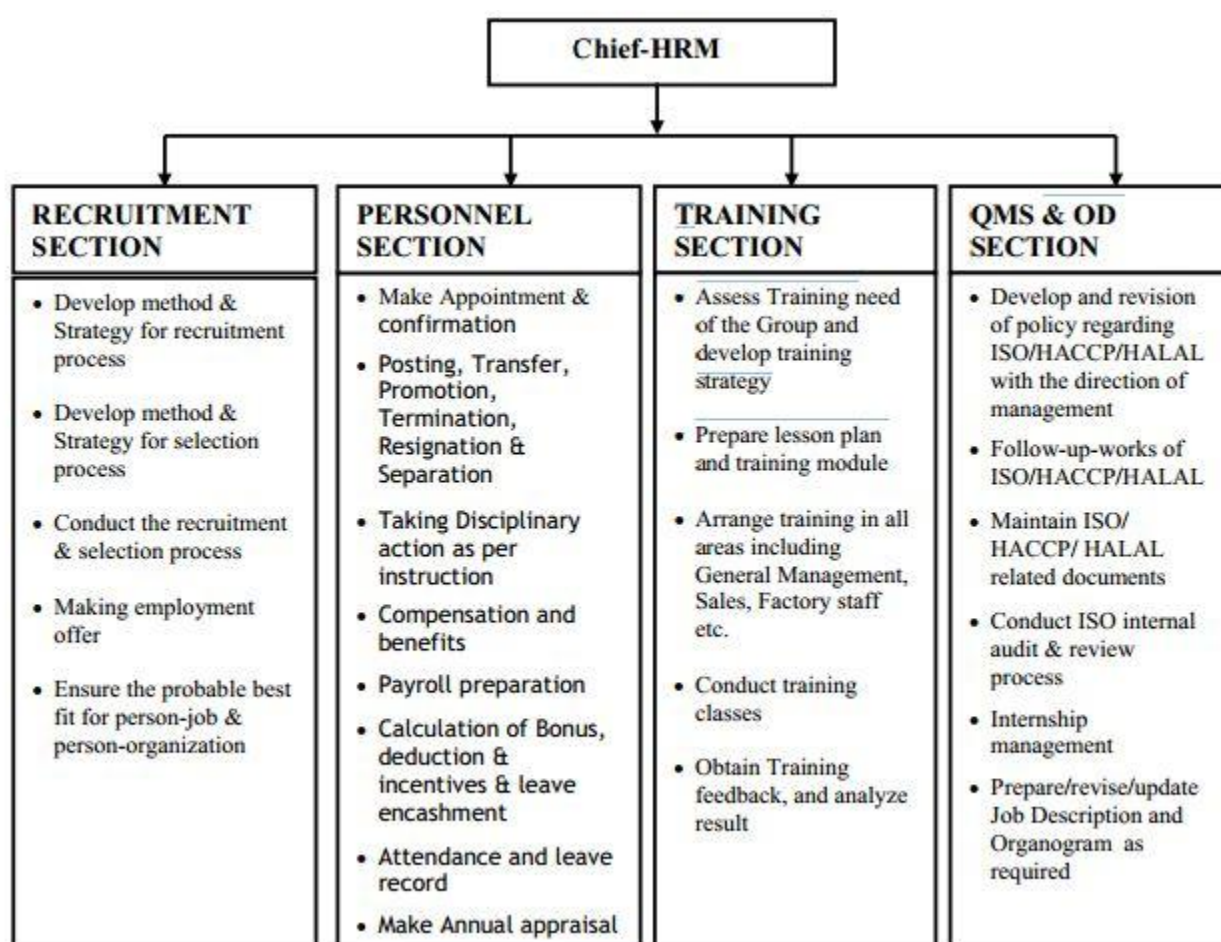
The favourable outcome of any organization depends largely on its resources, especially its people. Regardless of how much a company invests in physical assets, without the right talent and skills in its workforce, it cannot achieve its goals. Therefore, human resource development requires as much, if not more, strategic investment than other areas of the business.

PRAN-RFL Group think about its worker to be its most valuable strength . The organization operates with a dedicated and structured Human Resource Department that plays a key role in achieving business success. The department fosters innovation and creativity among employees, ensuring that their contributions lead to the best possible outcomes.

4.2 Purpose of the Human Resource Department

- ❖ The primary goals of the HR Department at PRAN-RFL Group include:
 - Recruiting, placing, and developing employees
 - Ensuring obedience with HR strategy and procedures
 - Revising and improving the company shape
 - Career designnd renovate job descriptions
 - Manage annual performance appraisal
 - Induction, presence, and leave operation
 - Keep up-to-date employee data and personal documents
 - Providing general services
 - Ensuring workplace welfare and security
 - Employee security programs
 - These objectives collectively aim to increase employee performance and bear the organization's overall growth.

4.3 HRM Department in PRAN-RFL Group



Chapter 5:

Recruitment and Selection Process at PRAN-RFL Group

Chapter 5: Recruitment and Selection Process at PRAN-RFL Group

PRAN-RFL is perform to inspiring individuals who are eager to grow professionally and take ownership of their career aims. The company create an environment that promote continuous improvement for those with a proven path record of excellence. With a back staff representing multiple backgrounds and cultures, PRAN-RFL employees thousands of people over different roles and industries.

❖ Key features of their selection process include:

- The at most element used for selection is excellence.
- Viewpoint is considered just as important as paid skills.
- Interview board generally consist of both the practical head and the HR head.
- Recruitment origin involve worker attribution, adviser, internal job postings, premises recruitment and online platforms.
- Written evaluation are compulsory for all job positions.
- Background confirmation is a critical part of the hiring procedure.
- Candidates must meet particular physical fitness quality for all roles.
- PRAN-RFL is an identical chance manager and does not distinguish based on contest, nationality, faith, gender or group.

5.1 Employment Process

The recruitment process is managed by the Human Resources Department which is accountable for sourcing and attracting qualified candidates. The process begins with a plain understanding of the job role and the requirements associated with it.

❖ The following are the key steps followed by PRAN-RFL's recruitment team:

- Need evaluation
- Clarifying the job description
- Exploring appropriate recruitment channels
- Promotion
- Application screening and short-listing
- Written examination

- Selecting profession
- An offer sign
- Introduction with adaptation

5.2 Origin of Recruitment

Turn on implementation classification to open situation. So this company's recruitment operation also cut up into four categories dependent on the job category.

❖ These are below:

- Inception guidance.
- Administrative learner.
- Mid-level guidance.
- Classify workforce.

❖ PRAN-RFL follows two sources of recruitment-

- Internal Source.
- External Source.

Internal Source:

When a qualified individual is already part of the organization, they may be reassigned or promoted to fill a vacant position, utilizing the existing workforce. If no suitable candidate is available internally, the organization proceeds to explore external hiring options.

Job Posting Programs:

Internal job posting systems are used by the Human Resources Department to inform current employees about available job opportunities within the organization. These programs provide details about the job vacancy, including required qualifications, and invite eligible employees to apply. Such announcements are typically shared through internal communication channels, such as company newsletters or bulletin boards. The qualifications and other necessary information are usually derived from job analysis data. The primary objective of job postings is to encourage current employees to seek advancement or transfers, allowing the HR team to fill roles internally while also supporting employees' career development goals.

Write-ins and Walk-ins:

Job seekers who submit written inquiries without responding to a specific job advertisement are known as "write-ins," while those who physically visit the HR department to express interest in employment are referred to as "walk-ins." Both groups are generally required to finish a request form to assess their qualifications,

interests, and suitability for potential roles. Applications that remain relevant after six months are kept in a vital database until an appropriate vacancy becomes available.

Consulting the CV Database:

The organization reviews its internal database of unsolicited applications when a vacancy arises. If an applicant's qualifications align with the job requirements, they are contacted for an interview. If no suitable matches are found, the recruitment team proceeds with the next steps.

5.3 Selection Procedure

The selection process involves collecting and evaluating candidate information to identify the most suitable individuals for various positions within the organization.

Application Screening and Shortlisting

Applications received in response to advertisements are carefully reviewed. This includes evaluating both cover letters and the attached resumes. Key elements in the cover letter—such as how well it is tailored to the job posting, the quality of language, and presentation—are assessed. Each selection criterion, as outlined in the job specification, is weighted according to its importance.

For example, candidates from renowned local institutions like BUET or IBA are given preference, and qualifications from prestigious International Universities are also highly regarded. Factors such as CGPA, relevant experience, educational qualifications, and computer literacy are all taken into account. HR professionals also consult with line managers to ensure no essential qualifications listed in CVs are overlooked. After evaluation, the most suitable candidates are shortlisted and invited to take part in a written examination.

Written Examination

Written tests are a standard part of PRAN-RFL's selection process and are administered when necessary. In the past, candidates for administrative positions were interviewed straight without any previous written evaluation. However, from the introduction of the Management Trainee Program, the written test has become a dependable and effective implement for recognizing top talent. These evaluations typically evaluate candidates' behavioral ability and specific job-related expertise.

Selection Interview

The interview procedure at PRAN-RFL is generally consisting of three phases. The first round is a preliminary screening, often referred to as the "dismiss stage," where unsuitable candidates are filtered out. A smaller group of selected candidates is then

invited to participate in the second round. Finally, selected candidates proceed to the final interview. If a candidate is currently employed elsewhere, PRAN-RFL demonstrates flexibility by arranging the interview at a convenient time—often during weekends or public holidays—to accommodate their availability.

5.4 Reference Checks

Conducting reference checks allows the organization to gain deeper insight into a candidate's character, performance, and overall suitability for the role. It helps validate the information shared during the interview and in the resume. For internal candidates, feedback can be gathered from the individual's supervisor or colleagues. In many cases, a supervisor's long-term observation may offer more accurate insight than a brief interview session.

When conducting reference checks, it is crucial to contact the workers conduct supervisors. If contacting the current employer is necessary, the candidate's consent must be obtained beforehand, as it may cause discomfort or concern. In such cases, the candidate may opt to provide a reference from a coworker instead. It is essential that referees have relevant professional experience—except in cases where the candidate is a recent graduate or has no prior work history.

Ideally, a minimum of two reference checks should be conducted. PRAN-RFL follows a reference-checking guide that includes structured questions related to the candidate's qualifications, skills, and job-related experience. HR personnel or line managers typically carry out these checks. During the process, interviewers may review any documents or examples of the candidate's past work and ask the referees to confirm the accuracy of those claims to ensure consistency between the candidate's and referee's accounts.

5.5 Employment Decision & Job Offer

If the candidate agrees to the terms and conditions discussed during the final interview and expresses no objections to the job role or the organization, they are provided with an application form. This form, commonly known as an "application blank," collects all the essential employee information required by the organization. In addition to submitting their CV, the candidate is also required to complete this standardized form.

Job Offer

After all stages of the selection process are successfully completed, the candidate is officially offered the position. The offer includes details such as job responsibilities, salary structure, and benefits provided by the organization. At this stage, the candidate retains the right to accept or decline the offer. The HR department remains available

to discuss any concerns the candidate may have regarding compensation, benefits, or other employment-related matters.

Verbal Job Offer:

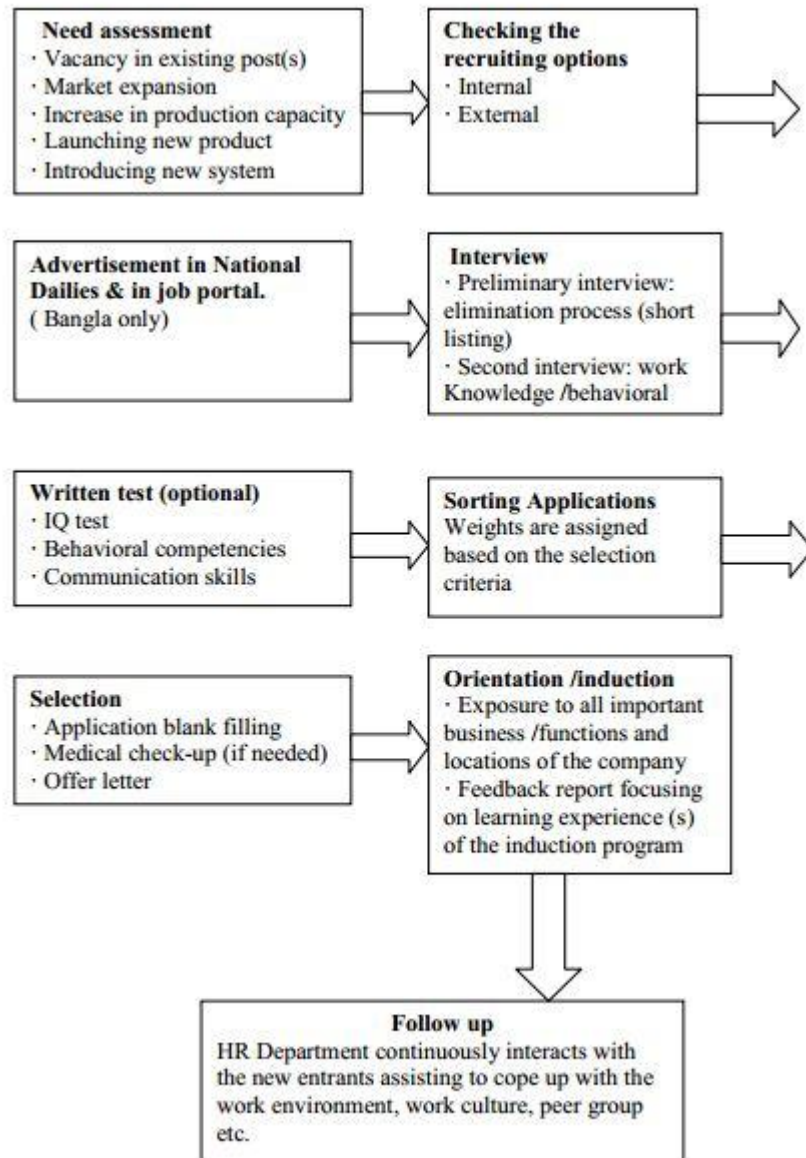
Once reference checks are completed and the final decision is made, a verbal offer is extended to the selected candidate. During this conversation, the following points are typically discussed:

- Informing the candidate that they are being offered the position
- Congratulating them on their selection
- Explaining the compensation package, including benefits and superannuation
- Asking for their initial reaction or satisfaction with the offer
- If the candidate accepts verbally, collecting further information
- Notifying that a formal written offer letter and welcome packages will follow
- Write down offer letter:

Backing the hectoring acceptance, a legal offer letter is produce and sent to the applicants within two to three working days. This letter confirms the terms of employment and includes the agreed-upon compensation, job role, and other relevant details. Along with the offer letter, the candidate also receives an on boarding or welcome package. Additionally, a notice of appointment is published online or displayed on the company's notice board at least one week before the new hire officially joins.

5.6 The Employment and Selection Process of PRAN-RFL Group

4.4 THE RECRUITMENT AND SELECTION PROCESS OF PRAN-RFL:



Picture: Recruitment and Selection process at a glance

Chapter 6: Restrictions, Recommendations & Conclusion

Chapter 6: Limitations, Recommendations and Conclusion

6.1 Restrictions of the Recruitment and Selection Process at PRAN-RFL Group

During my internship at PRAN-RFL Group, I observed several limitations in their recruitment and selection procedures. These are outlined below:

- Job advertisements often lack detailed and comprehensive information.
- Due to the absence of a dedicated career portal, staying updated on job openings is challenging.
- Employees struggle to assess their own performance as regular performance reviews are not conducted.
- Often they faces some barriers to interview large pool of employees.

6.2 Key Issues in the Recruitment Process of PRAN-RFL Group

Despite having a structured recruitment and selection system, PRAN-RFL Group faces several challenges in ensuring an efficient hiring process. The major issues are outlined below:

1. High Volume of Applications

Due to the organization's popularity and market presence, a large number of candidates apply for each vacancy. Screening such a high volume of resumes becomes time-consuming and often leads to delays in the selection process.

2. Lack of Technological Integration

The recruitment process still relies heavily on manual operations. The absence of a fully automated recruitment system limits efficiency, causing delays in shortlisting and communicating with candidates.

3. Limited Employer Branding

Although PRAN-RFL is a well-known company, its employer branding efforts are not strong enough to attract top-tier talent from competitive markets or reputed institutions.

4. Skill Mismatch

There is often a gap between the qualifications of applicants and the specific requirements of job roles. This leads to duplicate revolution of hiring or compromises in candidate grade.

5. Retention of Recruited Employees

In some cases, employees depart from the organization shortly after joining, specify issues in candidate-job fit or in the alighting and employee engagement process.

6. Insufficient Use of Modern Recruitment Tools

The company has still to fully acquire modern engagement tools such as AI-based screening, video interviews, or applicant following systems (AFS), which could improve both the speed and quality of hiring decisions.

7. Insufficient Training for Recruitment Staff

Some HR personnel connected with in hiring may lack updated training or submission to current recruitment instruct, reducing their ability to make strategic hiring decisions.

6.3 Challenges Faced by the Organization

❖ Challenges Faced by PRAN-RFL Group

1. High Employee Turnover

One of the crucial provocations met by PRAN-RFL Group is the high turnover rate among employees. Many expert workers leave the organization for better opportunities, which generate a gap in experience and result productivity.

2. Skill Gap in Recruitment

Sometimes it becomes hard to find candidates who constitute the actual skills and qualifications needed for certain roles. This mismatch between job requirements and candidate profiles delays the recruitment process.

3. Lengthy Recruitment Process

The recruitment and selection process frequently takes more time than expected. This delay can loss of possible candidates who maybe accept the offers letters from other companies.

4. Lack of Technological Combination

Although the company has started implementing digital tools in HR practices, the recruitment procedure is still not fully automatic. This affects the efficiency and speed of candidate screening and communication.

5. Internal Communication Barriers

Miscommunication between departments or within the HR team occasionally leads to confusion in job postings, interview schedules, or selection process.

6. Adapting to Market Competition

With the stand up of new competitors and evolving industry quality, it becomes challenging for PRAN-RFL to keep its position by attracting and retaining top talent in a competitive market.

7. Limited Employer Branding

Many potential candidates are not fully conscious of the opportunities and benefits provided by the organization. This weak employer branding decrease the attractiveness of PRAN-RFL to top-tier job seekers.

8. Retention of Talented Employees

Even after recruiting the right talent, hold on them for the long term is a difficult task. Factors such as job dissatisfaction, lack of career growth, or better salary offers from challengers contribute to this issue.

6.4: Recommendations

To improve the effectiveness of PRAN-RFL Group's accomplishment and preferences action. The following suggestions are proposed:

The company should provide clearer and more information about job advertisements, specifying like better educational institutions, minimum academic qualifications, and other relevant basis. This will help attract a more important and qualified pool of candidates.

Implementing group interviews could streamline the selection procedure when handling a large number of employees, developing efficiency and enhancing employees experience.

PRAN-RFL can benefit from developing a conducted careers website to make job opportunities more available and keep candidates informed.

Adopting strategic Human Resource Management (HRM) practices would allow employees to stay informed about their performance, encouraging continuous improvement and engagement.

6.5 Conclusion

PRAN-RFL Group has come out as one of the principle produce organizations in Bangladesh. Thanks to its systematic management, skilled workforce, and quality products. The organization pursue to grow by keep going discipline and professionalism across its operations. This report given insights into the accomplishment and selection procedure of PRAN-RFL Group and evaluate its overall effectiveness. Consisting this internship has been a valuable experience that enhanced my practical understanding of HR functions. While minor errors may exist, I have attempt to present accurate and meaningful findings that may serve as a useful reference in the future.

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