



An Analysis of Human Resource Management Practices of Airtel Bangladesh Limited

Date of Submission: 18 th December, 2019.



An Analysis of Human Resource Management Practices of Airtel Bangladesh Limited

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LETTER OF TRANSMITTAL

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Mr. Dr. Sheikh Abdur Rahim
Associate Professor
Department of Business Administration
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Daffodil International University

Subject: Submission of internship report titled “An Analysis of Human Resource Management Practices of Airtel Bangladesh Limited.”

Dear Sir,

This is my delight to put up my thesis file on “An analysis of Human resource management Practices of Airtel Bangladesh limited. It became an awesome possibility for me to gather know-how and revel in respect of the capabilities, tactics, and operational mechanism of a cellular company based on HRM principle even as working in Airtel Bangladesh restricted. I accept as true with that the understanding & enjoy I’ve accumulated for the length of my task duration will immensely assist me in my subsequent professional existence. I’ve focused my nice efforts to attain the targets of the sensible orientation and hope that my endeavor will serve the purpose. However, I can always be satisfied to welcome any similarly explanation that you can require. May also I, consequently, desire and desire which you could be graciously sufficient to just accept my attempt and oblige thereby.

Sincerely Yours,



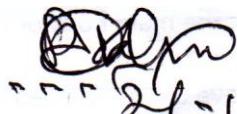
Md. Atikur Rahman
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LETTER OF ACCEPTANCE

III

That is to affirm, Md. Atikur Rahman is a student of MBA (HRM) of the Department of Business Administration ID No. 132-14-1165 has successfully prepared his internship report on "An Analysis of Human Resource Management Practices on Airtel Bangladesh Limited." To the best of my knowledge and as per his declaration, the data and findings presented his internship report seems to be authentic. Thus he is permitted to submit his report for the presentation in the internship defense.

I wish him every success in life



21-12-19

A handwritten signature in black ink, appearing to read "Sheikh Abdur Rahim". Below the signature is a date written in a stylized manner: "21-12-19".

Mr. Dr. Sheikh Abdur Rahim
Associate Professor
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ACKNOWLEDGEMENT

IV

At the very starting, I would really like to specific my inner most gratitude to almighty Allah for giving me the strength & the composure to complete the thesis file. Words really will in no way be sufficient to express how grateful I'm, however by no means the much less I shall strive my degree great to express my gratefulness in the direction of a few people. It became a superb pleasure to prepare thesis file at the various elements of "An analysis Human resource management Practices of Airtel Bangladesh limited". At the start I would love to thank and bring my gratitude to my honorable supervisor Mr. Dr. Sheikh Abdur Rahim, Associate Professor of Daffodil international university, Dhaka for letting me to put together this file and that I'd additionally need to specific my honest appreciation to him for his wholehearted assist and steering The control of Airtel Bangladesh constrained appointed me as an worker to paintings with them. That's why I'm additionally grateful to the control of Airtel Bangladesh constrained. My special thanks to Mr. Khan Mohammed Masudul Alam Senior supervisor & Mr. Glenn Hubert Fraser supervisor HR Operation, & Mr Anthony Sanjib Gomes supervisor administration, & Mr Md. Anisur Rahman Senior Officer at Airtel Bangladesh confined, and the staffs who've given me the practical information approximately the HR operations.

**Dedicated to My Parents & Beloved Daffodil
Family Members**

Executive Summary

VI

Airtel Bangladesh limited is a GSM-based totally cell operator in Bangladesh. Airtel is the 6th cellular cell phone service to go into the Bangladesh market, and initially released business operations underneath the brand call "Warid Telecom" on May additionally 10, 2007. In January 2010, Bharti Airtel restrained, Asia's leading incorporated telecom offerings provider, obtained 70% stake in Warid Telecom, Bangladesh. However formally the sports with the emblem "Airtel" started out on 20th, December, 2011 in Bangladesh. their widespread advances in Bangladesh, Airtel is shifting beforehand at the music to acquire their goals. As a rising organization Airtel is doing extremely nicely. After the release of Airtel in Bangladesh, the competition has grown to be extra give a boost to a number of the telecom operators. Each of them is fighting to enhance up its marketplace proportion by way of providing new merchandising and benefits to the clients. Considering that, all the operators are offering almost identical categories of merchandise it has come to be a massive mission to preserve the prevailing subscribers and acquisition of new clients. Via their substantial advances in Bangladesh, Airtel is shifting in advance at the track to obtain their dreams.

As scholar MBA software, I used to be given the possibility to finish my thesis application in this sort of multinational telecom organization. The record has been organized in align with my process obligations and reviews at Airtel. It values human sources and its HR guidelines are aimed toward concentrated on and keeping satisfactory expertise within the enterprise, because the direct effect of the corporations improvement falls upon the personnel. The company work to amplify and nurture engagement, which calls for a -manner courting amongst business enterprise and worker. The purpose of this study is to discover the techniques and strategies which might be taken via the organization to accumulate worker Engagement and the effectiveness of employee Engagement in ABL. My personal perspectives approximately the HRD, my rate addition to the HRD are also covered inside the document. With my private and expert exposure, I attempted my degree highest to make this report as a tremendous deal comprehensible as feasible and translated the actual international enjoy into this file. The diverse boundaries to manner development and preserving ethical requirements in a corporation surroundings have moreover

been skilled. However on the other hand, how these regulations and practices with approach are stated in this report. Some of the information supplied right here are private to Airtel Bangladesh restricted and cannot be used without in addition authorization.

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Chapter-01

Introduction

1.1 Background of the Observe

Human useful resource control performs very a great deal critical function for each enterprise employer. It allows the corporation to run perfectly & to acquire the organizational dreams. Evidently employees expand themselves each day. They make any paintings broken down & divide it into small & small task, which facilitates to do the work extra efficiently; whilst we hear this phrase of “Human Resource Management” certainly we assume that it's far associated with human sports. Human resource (or employees) control, within the experience of having things achieved via people, is an crucial a part of each supervisor's responsibilities, however many businesses locate it high-quality to set up a expert department to offer an professional carrier devoted to making sure that the human aid feature is performer efficaciously. As part of the undertaking file of grasp of business management path requirement, I used to be assigned for doing my internship record on Airtel Bangladesh limited. at the same time as making this file I've found out many stuff of Human aid management.

1.2 Origin of the Study

This document is ready to make a observe on the “An evaluation Of Human Resource Management Practices of Airtel Bangladesh Confined” as part of the success of internship file, required for the of entirety of the MBA software for the branch of commercial enterprise administration, Daffodil International University (DIU).The record was prepared underneath the supervision of Mr. Dr. Sheikh Abdur Rahim, Associate Professor, school of enterprise & Entrepreneurship, Daffodil International university. Human aid control is a planned technique to handling humans correctly for performance. It aims to set up a greater open, bendy being concerned management so that personnel might be motivated, develop & controlled in a way that they are able to give of their pleasant to guide department missions. Exact HRM practices are instrumental in helping attaining departmental targets & enhance productivity.

1.3 Scope of the Study

The look at can be carried out on “The Practices of Human resource control in Airtel Bangladesh restricted. “The report is descriptive in nature. The study covers handiest numerous useful areas of Human aid department. No try is to perform exact evaluation effectiveness of the department. The findings are strictly based totally on the data furnished by means of respective employees and the data accrued from special source. The concentration is at the presentation of the information as determined.

1.4 Objectives of the Study

Broad Objective:

The massive objective of the take a look at is investigate the Human useful resource control Practices of Airtel Bangladesh Confined.

Specific Objectives:

The unique targets of the take a look at are given under

- i. To research the Human useful aid Practices of Airtel Bangladesh confined
- ii. To increase understanding about the machine approach to Human aid control
- iii. To get an idea approximately the system technique to worker choice
- iv. To investigate the method of matching the employees qualification with position requirement
- v. To pick out the strengths and weaknesses of Human useful resource control Practices of Airtel Bangladesh confined
- vi. To provide some recommendations to conquer the problems of human aid management practices of Airtel Bangladesh limited.

1.5 Methodology of the Study

This record has been organized through amassed facts & statistics from distinctive resources. Throughout I have amassed my data & records from the subsequent resources, which helps me to make the record. The source has been divided by using two elements. Which includes

Primary Sources:

- Oral interview of the responsible employees
- Official records of Airtel Bangladesh Limited
- Observation of various departments of Airtel Bangladesh Limited

Secondary Sources:

- Annual Report of Airtel Bangladesh Limited
- Relevant documents , articles & records of concern HRM department at Airtel Bangladesh Limited
- Relevant Papers & different books, newspaper and internet
- Manual of different departments
- Website of Airtel Bangladesh Limited

1.6 Limitations of the study

Even though I attempted my exceptional to prepare this file based on statistics & entire facts available however I needed to skip though a few boundaries that I believe are evitable. I had to do a number of hard works that allows you to gather all of the facts. Consequently, the perspectives expressed on this record are probably to be limited by limitations. Obstacles include:

Fragmented Statistics:

In amassing many facts, I were given incomplete solution from the deliver. That still hampers my works executed efficaciously and in time. I additionally determined a few deceptive responses. The official had been not able to offer me with records because of their hard routine work and additionally for their confidentiality.

Concise Experience:

I am in gaining knowledge of level and feature little revel in for reporting on one of these large task. I attempted hard and soul to prepare the file professionally. Knowing guidelines and advantages for specific degree and band appears to be very hard even as I used to be studying the troubles within such a quick time period.

Challenges of Current Data:

At the same time as preparing this file I confronted a trouble of missing modern and maximum replace statistics that actually made obstacles for preparing this file.

Up gradation of HR Policies:

regular and non-stop changes in HR regulations is the most intricate trouble for me , in view that being up to date with the most recent decision regarded to be very important as they have been extra private than they used to be . Since compensation & blessings is the most touchy and private problem for any agency, I used to stand a few private nesses issues regarding the data and similarly analysis of those records.

Chapter-02

Company Profile

2.1 An Overview on Airtel Bangladesh Limited

Airtel Bangladesh confined is a GSM-based cell operator in Bangladesh. Airtel is the 6th mobile telephone carrier to enter the Bangladesh market, and at the start released industrial operations under the brand “Warid Telecom” on May additionally 10, 2007. Warid Telecom international LLC, an Abu Dhabi primarily based consortium, bought a majority 70% stake within the enterprise to India’s Bharti Airtel confined for USD\$300 million. Bharti Airtel confined took control manage modern the company and its board, and rebranded the enterprise offerings under its personal Airtel emblem from December 20, 2010. The Bangladesh Telecommunication Regulatory Commission accepted the deal on Jan four, 2010. On December 21, 2011, Airtel Bangladesh released “Airtel Circle latest buddies”, the first ever interactive business in Bangladesh, created and accomplished by way of Digimarka. Bharti Airtel made a clean funding cutting-edge USD\$ 300 million to rapidly extend the operations trendy Warid Telecom and have management and board control modern day the organization. This is the biggest investment in Bangladesh by means of an Indian company. Dhabi organization keeps as a strategic accomplice keeping 30% shareholding and has its nominees on the board present day the employer. the new funding is being applied for enlargement contemporary the network, each for insurance, ability and introduction ultra-modern innovative products and services. Ultra-modern this extra funding, the overall investment in the agency could be inside the location ultra-modern USD\$ 1 billion. That is Bharti Airtel 2d operation outdoor brand new India. The business enterprise released its mobile services in Sri Lanka in January 2009 on a state-of-the-art 3.5G community. On July 19, 2007, the organization crossed the 1 million customers mark within the first 70 days brand new operation. Airtel Bangladesh had 6.345 million subscribers as brand new March 2012.

2.2 History about Bharati Group

Sunil Bharti Mittal based the Bharti group. In 1983, Mittal turn out to be in a settlement with Germany’s Siemens to fabricate push-button phone models for the Indian market. In 1986, Mittal incorporated Bharti Telecom restricted (BTL), and his organization have end up the primary in India to provide push-button phones, organizing the concept of Bharti agency. Through the usage of the early 1990s, Sunil Mittal had also released the countries first fax machines and its first cordless phones in 1992, Mittal obtained a bid to assemble a mobile cellular telephone

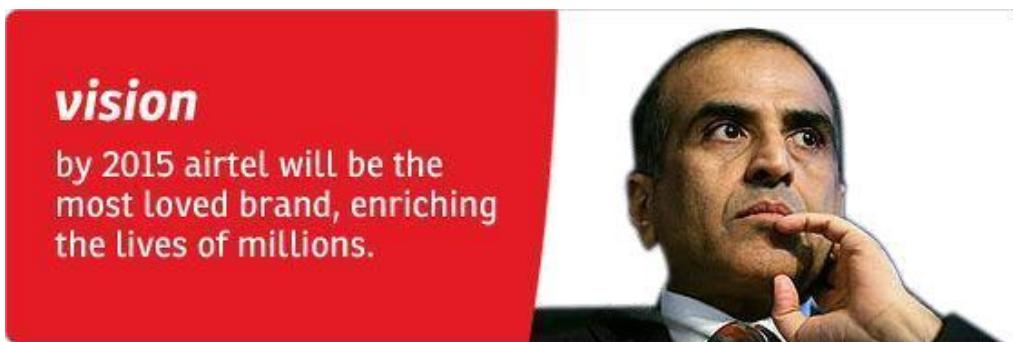
community in Delhi. In 1995, Mittal included the cellular operations as Bharti Tele-Ventures and released service in Delhi. In 1996, cell provider changed into prolonged to Himachal Pradesh. In 1999, Bharti groups acquired control of JT Holdings, and extended cellular operations to Karnataka and Andhra Pradesh. In 2000, Bharti acquired manipulate of sky cell communications in Chennai. In 2001, the enterprise acquired manages of spice cell in Calcutta. Bharti businesses went public in 2002, and the organization changed into listed on Bombay inventory exchange and countrywide inventory alternate of India. In 2003, the cellular cell phone operations had been rebranded underneath the unmarried Airtel logo. In 2004, Bharti acquired control of Hexacom and entered Rajasthan. In 2005, Bharti prolonged its network to Andaman and Nicobar. This expansion allowed it to provide voice services all across India. In 2009, Airtel launched its first global cellular network in Sri Lanka. In recent times, Airtel is the most important cell provider company in India and the fourth largest within the international. Bharti Airtel confined operates in 20 countries at some stage in South Asia, Africa and the Channel Islands. It operates a GSM network in all international locations, providing 2G, 3G and 4G offerings relying upon the arena of a of operation. Airtel is the 1/three largest telecom operator inside the international with over 243.336 million clients at some point of 20 nations as of March 2012. Its miles the largest cell provider company in India, with over 181 million subscribers at the end of March 2012.

2.3.1 Airtel Mission

To fulfill international requirements for telecom offerings that delight clients thorough:

- Empowers employees
- Innovative products and services
- Error-free service delivery
- Cost efficiency

2.3.2 Vision & Tagline



"By 2015 airtel will be the most loved brand, enriching the lives of millions." The tagline that they observe is that-

"Enriching live means putting the customers at the heart of everything we do. We will meet their needs based on our deep understanding of their ambitions, wherever they are. By having this focus we will enrich our own lives and those of our other key stakeholders. Only then we will be thought of as exciting, innovation on their side and truly world Class Company."

2.3.3 Brand Airtel

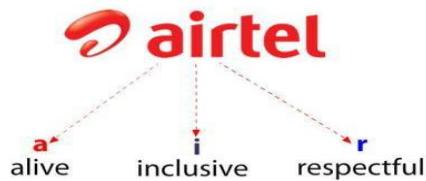
Airtel became born as free, a force unleashed into the market with a relentless and unwavering willpower to be successful. A spirit charged with energy, creativity and group driven "to capture the day" with and ambition to turn out to be the maximum favorite telecom provider company globally, Airtel has turn out to be one of the maximum most suitable brands a few of the younger humans in only one year of operation in Bangladesh.

2.3.4 Airtel logo



The particular image is an interpretation of the, a, in Airtel. The curved shape & the gentle highlights on the pink shade make it warm & inviting, almost as though it had been a residing object. It represents a dynamic force of extraordinary strength that brings us and our clients closer. Our particularly designed logo kind is present day, vibrant & friendly. It alerts our resolve to be handy, even as the usage of all lowercase is our popularity for the need for humanity. Red is a part of our heritage. it is the color of strength & ardor that expresses the dynamism that has made Airtel the success it is nowadays, in India, and now on the worldwide stage.

2.3.4-1 the meaning of logo and making of the name AIRTEL:



Airtel believes in enthusiasm, electricity and cheerfulness and so their logo is known as, ‘The Wave and became created by innovative organization. Furthermore the name Airtel includes alive, inclusive and respectful and of direction it's miles in terms of their provider inside the telecom industry. The brand and the color itself mirror how a good deal the organization is dedicated to serve the customers with their utmost eagerness and exuberance. Considering that red is the color of existence and eagerness the whole strategy of being carrier oriented and lively altogether enables focused on the younger with their most attracting advertising activities and one of this significant logo.

2.4 Core Values

- Empowering human beings- to do their excellent.
- Being flexible- to adapt to the converting environment and evolving customer wishes.
- Making it take place- through striving to change the fame quo, innovate and energize new thoughts with a strong ardor and entrepreneurial spirit.
- Openness and Transparency- with an innate choice to do correct.
- Creating fine impact- with a desire to create a meaningful difference in society.

2.4.1 Corporate Responsibility

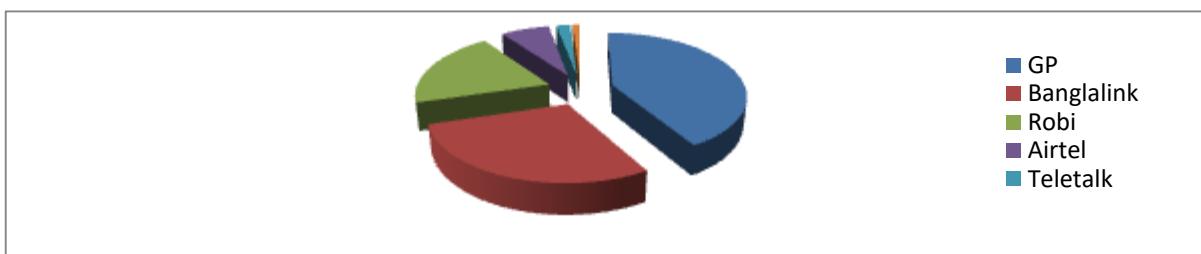
Airtel Bangladesh restrained promotes the personnel to take judgment and devise the industry dating technique between the public and environment. Company social responsibility in Airtel Bangladesh limited covers greater public touch programs. The spirit of Airtel’s determination to CSR is surrounded in the corporation values which curtail its heat seized concept. The ethics are:

- Reply to the want of clients
- Expectancies and good result from employees
- Progress the offerings-resourcefully
- Visible and insightful in dealings with the shareholders

- Morals equality and life form can be right
- Conference and going far away from submissive and lawful necessities
- Esteem greetings given toward shareholders and the general public.
- Developing the ecosystem CSR way of existence and pledge throughout a 3 cut up method:
 - i. engage with shareholders
 - ii. Guarantee the policies and performs to the shareholders three.
 - iii. conducting packages for employees, and for the public

In Airtel Bangladesh restrained each employee is aware to company social duty troubles and therefore strategies are prejudiced

2.4.2 Market shares



As at 31th march 2014, Grameenphone had a market percentage of 43.2%, Banglalink (27.5%), Robi (18.2 %), Airtel (9.1%), Citycell (1.1. %) and Teletalk (1.6%). opposition among operators is severe and tariff stages are a few of the lowest inside the world

2.5 Organogram of the Organization

The compensation packages and other facilities for employees of the organizations depend on which band they are in. The organogram of Airtel Bangladesh consists of three bands. These are:

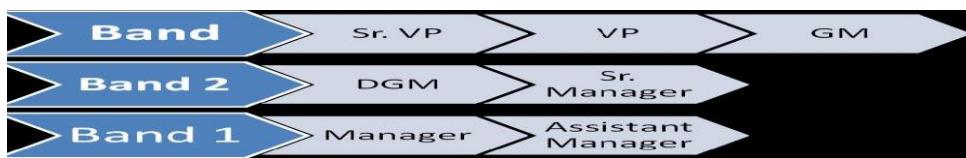
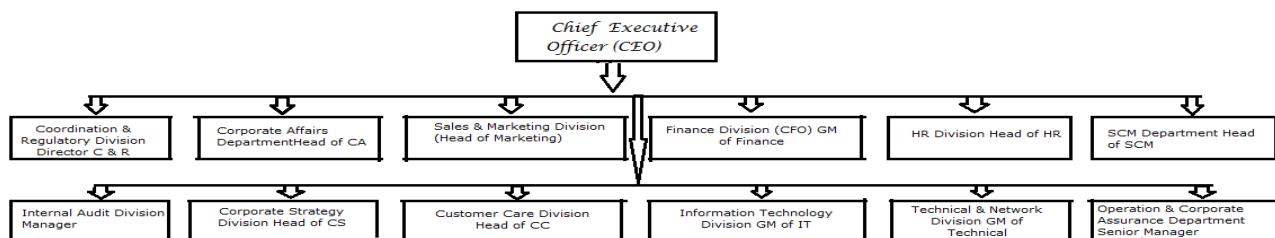


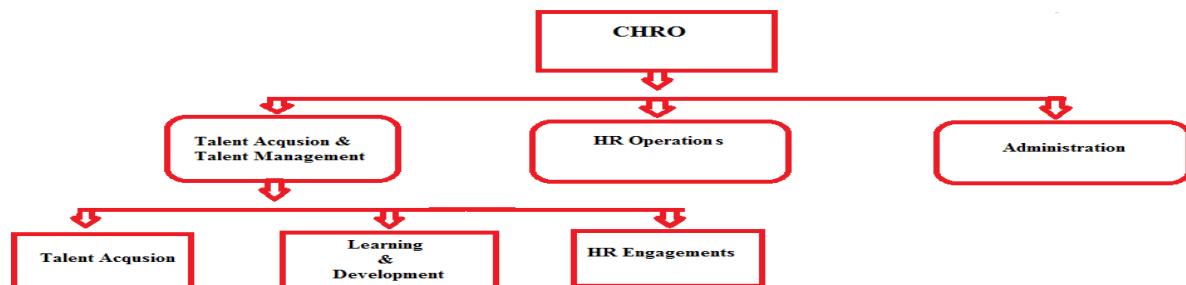
Figure: Organogram of Airtel Bangladesh Ltd.

Without those 3 bands in addition they have two extra bands. These are: Band S, which consists of senior officer and officer. Airtel Bangladesh additionally employees “young leaders” below this band who're clean proficient graduates of different universities.

Organogram of Airtel Bangladesh Limited

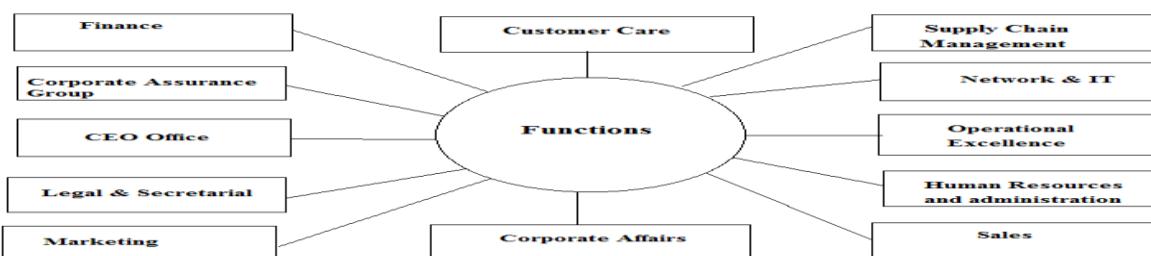


Organizational structure of Human resource branch of Airtel Bangladesh limited is proven under:



2.5.1 Functions

The team of workers in Airtel Bangladesh restrained combines total of thirteen departments with their respective capabilities. Combining all the beneath divisions the control group is build. Thereare



Each function are divided into departments & teams depending on the size and business deliverables.

Number of Employees: Employees at Airtel Bangladesh Limited

Airtel had 1430 employees*

Type of Employee	Number of Employee
Regular Employee	1414
Contractual Employee	04
Part Time Employee	02
Expatriate	12
Support Employee	Depends on demand

*Source: HR database of Airtel, till December 30, 2015

2.6 Product and Services

Extraordinary humans love different things. someone likes to talk for longer time period, some human beings love communicate for seconds, a few clients make call extra often on an afternoon, and some customers speak best on few particular numbers. To cater to all clients, desires, airtel offers each prepaid and postpaid connection to its customers. Both the offerings are very well-known and general basically through the young era. There are different categories within the product line and they offer each postpaid and pre-paid connection plans. furthermore Airtel-postpaid and Airtel pay as you go person revel in numerous value brought services (VAS), which includes SMS, MMS, GPRS, 64K SIM, Dual SIM product, company applications for product advertising visa SMS, M-commerce and a host of other functions. But, worldwide roaming is to be had best to airtel postpaid customers.

2.6.1 Postpaid Details

Airtel postpaid comes with 3 applications that are designed to grant to each the professional and private conversation want. Airtel postpaid plan is very powerful in case of a person's paintings life stability since the categories under this plan are:

- Airtel Exclusive
- Airtel classic
- Airtel advantage

2.6.2 Pre-paid Details

- There are 6(six) exceptional programs available in a single pay as you go connection. Patron can switch among the applications on offer. While a person switches from one

choice to any other, some of the airtel pay as you go packages are:

Foorti	Golpo
Adda	Dolbol
Shobai	Kotha

2.6.3 Value Added Services

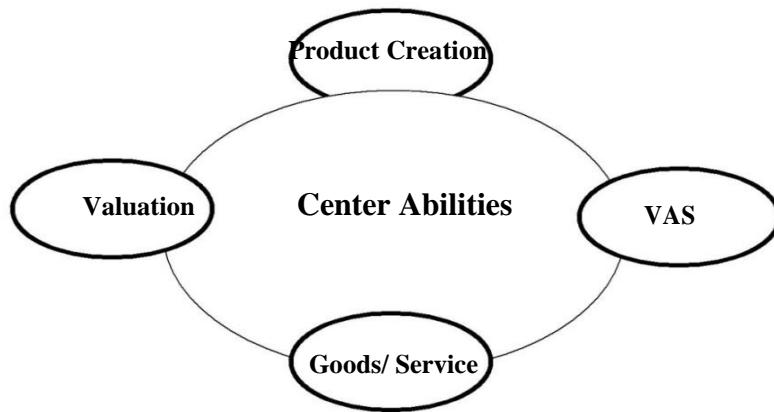
Value-added services (VAS) are popular as a telecommunications enterprise time period for non-core offerings, or in brief, all services past well-known voice call transmissions. But, it is able to be utilized in and provider industry, for offerings to be had at little or no fee, to sell their number one commercial enterprise. In the telecommunication enterprise, on a conceptual degree, fee-added services upload price to the same old service imparting, spurring the subscriber to use their cell phone extra and allowing the operator to pressure up their average revenue per user (ARPU). For cellular phones, at the same time as technologies like SMS, MMS and information access have been traditionally usually taken into consideration value-brought services, however in recent years SMS, MMS and records get admission to have more and more come to be middle offerings, and VAS consequently has starting to exclude the ones service. Like different telecom operator Airtel additionally has introduced a wonderful sort of price introduced offerings to enhance the level of patron delight. As it's imaginative and prescient is to complement the lives of millions with the aid of 2015, Airtel constantly developing specific services so that the clients can attain better experience simply in one connection. The fee delivered offerings of airtel are: Tunes & downloads, amusement, call travel, Finance, Devotional, FM radio offerings, Emergency information, information offerings, classified services, region primarily based services like automobile tracking service, Vessel monitoring provider, Fleet offerings, climate news, Emergency help & rescue provider etc. moreover airtel gives the following international roaming (IR) offerings.

- **Services**

- ✓ **Wireless Services**
- ✓ **DTH**
- ✓ **Broadband**
- ✓ **Passive & Enterprise Services**

2.7 Strategies

Airtel's Strategy is '**Focus on core competencies and outsource the rest**'.



Fee leadership Technique:

Airtel has gained cost leadership by managing its procedures and assets efficiently and effectively.

With the aid of bringing down its operational cost, airtel has supplied its services and products at lower charges.

Differential Approach:

The differential method adopted via the corporations wishes to possess enough ability and talents to differentiate the product from competition based on attributes that allow the purchasers to perceive the product as distinct from that of the competitions.

Advertising and Marketing strategy

Airtel gives both postpaid and pre-paid connection plans. Airtel postpaid, which means chief or royalty. Airtel-Postpaid & prepaid consumer experience diverse value added services (VAS), such as SMS, MMS, GPRS, 64K SIM, twin SIM product, company packages for product marketing thru SMS, and a bunch of different features.

2.8 Industry Analysis

An outline of cellular enterprise and telecommunication enterprise in Bangladesh is in rising level, experiencing strong growth. The cell enterprise grew 50 percent in Bangladesh with cell users increasing from 53.83 million in January 2010 to 80.91 million in September 2011. Presently there are 5 cell operators in Bangladesh. They may be specifically-

1. Grammenphone- Joint venture ownership 62% telenor and 38% Grameen Telecom.
2. Banglalink- Joint venture with orascom telecom co. originated from Egypt.

3. Robi- Joint venture between telecom Malaysia Berhad TM and A.K. Khan & company limited
4. Airtel- concern of Bharti airtel limited.& dhabi group
5. Teletalk- Public limited company but 100% share has been owned by the government of Bangladesh.

The total number of mobile phone subscribers has reached 103.788 million at the end of june 2015.

2.8.1 Performance Analysis of Airtel

The three pinnacle gamers Grameenphone, Banglalink and Robi are dominating the six-operator Bangladesh cellular marketplace with greater than ninety percentage proportion. After bharti's respectable debut in Bangladesh, the 3 operators sharing their infrastructure & attempt decrease their fee to raise their community. airtel is set competing with the giants. After splashing \$300million to buy warid telecom in Bangladesh in early 2010, airtel Bangladesh subscriber base grew through 2.29 million in nearly yr. Airtels subscriber base grew from three.01 million in January 2010 to five.29 million September 2011, registering an increase forty.seventy five percentage airtel. Bangladesh in continuing its expansion plans. currently, airtel bangaldesh brought a hundred and sixty new towns to its community spread, which penetrates to 2100 plus cities. With 2220 BTS web sites currently determined in Bangladesh airtel plans to growth its insurance to obtain seventy two percent of Bangladesh population. Airtel plans to reinforce the presence of its help services. Airtel Bangladesh signed a agreement with DBBL tointroduce monetary offerings to a big segment of populace. airtel subscribers can behavior their financial transactions via way of the usage of their cellular device via an much less steeply-priced technique. This partnership is geared closer to making the concept of inclusive banking a fact for clients in Bangladesh. Over the previous few months, airtel added extra than 1500 new network web site in Bangladesh, setting up extensive scale availability of its excellent in magnificence services in 4350 cities along with 398 thanas & 2,158 unions. Aimed toward improving patron enjoy, airtel has mounted 124 courting centers and six experience centers at some point of Bangladesh. Other than the re-release of brand airtel within the final yr, customers in Bangladesh also noticed a number of exiting launches including Airtel live, WAP portal, blackberry offerings, track catcher, vessel climate indicators and vessel tracking services and so forth.

Chapter-03

Human Resource Management Practices of Airtel Bangladesh Limited

3.1 Definition and Concept of Human Resource Management

Human assets control is set of official sports guided at appeal to, growing, and preserving a powerful body of workers. Human aid control accept area inside a complex and usually-converting environmental connection. Human aid control may be described as “a technique of shopping, developing and keeping ready human resource in the business enterprise so that goal of a business enterprise is executed in an effective and green way”. Human useful resource control is “the regulations and practices concerned in sporting out the “humans” or human resource component of managements function, which consist of recruiting, selecting, training, worthwhile and appraising, now a days, in Bangladesh, each 12 months big amount of money and proficient HRM personnel are being engaged with the aid of company to enhance the productivity of capabilities in their staff throughout the use. Such big expenditures are made with the expectancy of future returns in phrases of advanced services to be rendered by skilled personnel.

In different words, company with the aid of making an investment human assets improvement virtually boom the provider potentials embodied in human sources and those investments accordingly crated economic assets for the organizations. The HRM function and HRD profession have passed through first-rate alternate during the last 20-30 years. a few years in the past, big corporations seemed to the “personnel branch” frequently to manipulate the office work round hiring and paying human beings. greater currently, agencies do not forget the HR branch as gambling a main function in staffing, schooling and assisting to mange human beings in order that human beings and the corporation are performing at maximum capability in a fairly pleasurable way.

3.2 Objectives of Human Resource Management

Targets of Human useful resource control targets are pre-decided desires to which character or group pastime in a business enterprise is directed. Goals of employee’s management are stimulated via organizational targets and person and social dreams. Companies aren't absolutely satisfied with this aim. In addition the goal of maximum of the corporations is increase and/or income. Establishments procure and manipulate numerous assets along with human to reap the desired dreams. As a consequence, human sources are controlled to divert and make use of their resources towards and for the accomplishment of organizational targets. Therefore, basically the goals of HRM are drawn from and to contribute to the accomplishment of the organizational

objectives. The alternative objectives of HRM are to meet the needs, aspirations, values and dignity of person employees and having due issue for the socio- financial troubles of the network and the usage of a. The targets of HRM are as follows:

- To produce and utilize a capable and aroused cluster of staff, to perform the first structure dreams.
- To establish and keep structure form and ideal operational relationships amongst all the members of the enterprise.
- To secure the combination of character of firms within the commercial enterprise by means that of co-ordination of the character and cluster dreams with those of the commercial enterprise.
- To accumulate a good usage of human assets within the fulfillment of structure dreams
- To indentify and fulfill character and establishment needs by supply adequate and just wages, incentives, employee edges and social protection and measures for powerful works, prestige, popularity, safety, popularity
- To preserve excessive staff morale and human members of the family through maintaining and enhancing the various things and facilities.
- To strengthen and appreciate the human belongings perpetually via providing schooling and improvement packages
- To confine mind and build a contribution to the reduction of socio-economic evils beside state, underneath-employments, inequalities within the distribution of earnings and wealth and to reinforce the welfare of the society via providing employment opportunities to women} and drawbacks sections ladies and underprivileged sections of the society
- To produce an opening for expression and voice management.
- To produce centers and things of works and introduction of favorable surroundings for holding stability of employments.

Management has to crate conductive environment and offer essential prerequisites for the Attainment of the personnel control goal after formulating them.

3.3 Human Resource Management Function

The Human resources control (HRM) characteristic consists of a diffusion of sports, and key amongst them is determining what staffing need employer have and whether or not to apply impartial contractors or rent personnel to fill those desires, recruiting and schooling the merit

class personnel, making sure they may be excessive performers, managing normal performance troubles, and making sure your employees and control practices comply with numerous policies. sports additionally encompass handling organizational approach to worker blessings and reimbursement, worker statistics and employees guidelines. Human aid control function consists of a few activities essential for staffing the enterprise and maintaining excessive worker average performance. The features are given below:

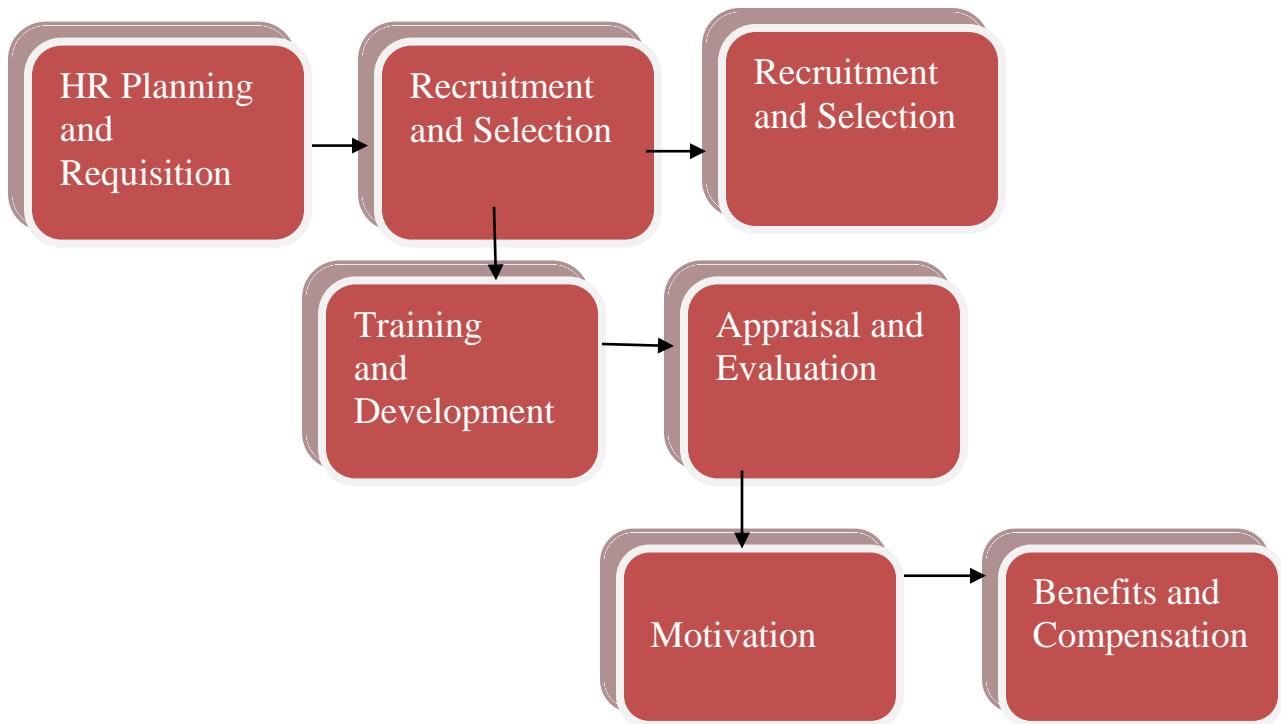


Figure: Human Resource Management Function

3.4 Human Resource Planning

Planning is the middle area of all the capabilities of management. It's far the muse upon which the alternative areas should be built, and wherein it would like to be within the future. From there the proper course of action to reap the corporation's dreams and targets is decided and implemented. Every employer has employment making plans. Making plans for human assets is a tough assignment nowadays, given the increasingly aggressive surroundings, projected exertions shortages, converting demographics and stress from authorities to defend each employees and surroundings. The HRM may have a giant effect on an agency in some of

Methods, depending on what HRM will have a full-size impact on a company in some of approaches, depending on what dreams a business enterprise chooses to cognizance.

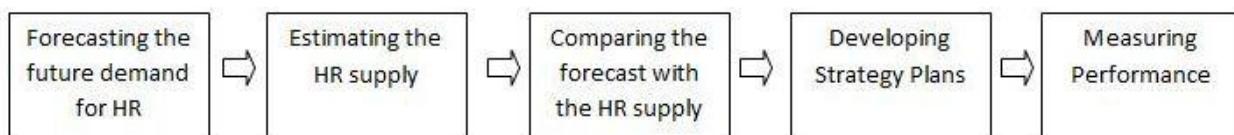
3.4.1 Objectives of Human Resource Planning

Human useful aid making plans has a few goals. For the fulfillments of those targets human assets managements adopt a few activities and application. If a lot of these activities are well accomplished and applications are below take, which can determine the performance of HRM. However the goals of HRM may be referred to inside the following points:

1. To apply Human assets
2. To projection destiny capabilities.
3. To evaluate HR necessities.
4. To offer manage measures
5. To actuate enrollment degree.

3.4.2 The HR Planning Process

The HR planning process is given blow in a diagram:



3.4.3 Human Resource Planning in Airtel Bangladesh Limited

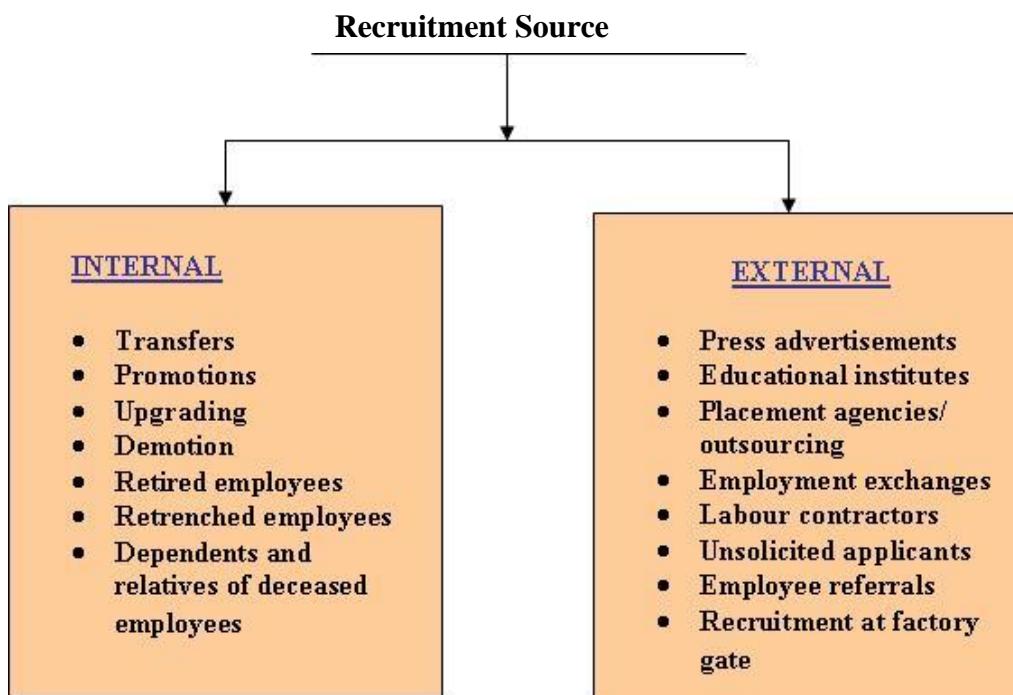
Airtel has its employment making plans. They commonly projected their employees desires primarily based on their task, strategic desires & targets & technological and different changes ensuing in expanded productivity. Despite the fact that there are numerous strategies to anticipate employee's desires, but they apply managerial judgment as it offers the greater real global state of affairs for personnel desires. They think that the judgments technique relies upon the change in productiveness, marketplace situations etc.

3.5 Recruitment:

Recruitment is procedure of locating & captivating qualified or appropriate candidates to fill vacancies. Recruitment is a linking system in the it tries to carry together activity seekers and employees with jobs. It's far a becoming a member of instate it attempts to convey collectively process petitioner and organization that allows you to encouraging the preceding to adopt for a activity to the letter. The goal of enrollment is to broaden a set of doubtlessly certified humans.

To the quit, the enterprise ought to assignment the function in any such manner that activity supplient feedback.

3.5.1 Sources of Recruitment:



3.6 Selection

Selection is a technique hiring appropriate humans for job. Right man for right activity is the principle intention of selection. Hiring excellent human beings is especially difficult in era-based enterprise because they require a completely unique logo of technical and professional human beings. They should be smart and able to continue to exist inside the annoying cultures of today's dynamic companies. similarly, many of those qualified" individuals are in short deliver and are able to pass, anywhere they like once candidates have been recognized, HRM have to cautiously display final applicants to make certain they match properly into the business enterprise's way of life. Organizational lifestyles these days many recognition on an informal, team lively work area one wherein severe strain to finish task quickly and on time is important and 24/7(24 hour a day a week) paintings mentality dominated, selection gear used by HRM need to elect out humans crew gamers and mayn't manage ambiguity and pressure.

3.6.1 Objectives of Selection

The objective of choice decision is to select that person who can most correctly perform the process taken away the join forces of certified applicants. Selection manner is equipment of capabilities and implemented adopted in a given organization to check whether or not the applicants, stipulations are similar with activity specification & necessities or not. The selection method cannot be powerful until

1. A necessity of process to be completed has been sincerely special (process evaluation, and many others.)
2. Employee specs (physical, mental, social behavioral and so on.) were in reality particular.
3. Candidates for screening were attracted. as a result, the improvement of job analysis, human resource making plans and recruitment are essential pre-necessities to the choice procedure. A breakdown in any of these processes could make even the first-class selection system ineffective.

3.6.2 Steps of Selection Process of an Organization

Selection is system of amassing statistics for motive of explaining and identifying that need to be hired particularly jobs.

- i. Screening and short-listing programs
- ii. Written textual content
- iii. Choice interview
- iv. Reference test
- v. Employment selection
- vi. Pre-recruitment clinical check-up
- vii. Provisioning the function
- viii. Verbal offer
- ix. Written letter of offer

3.6.3 Recruitment and Selection Process in Airtel Bangladesh Limited

They are searching out high-caliber human who need power and assets to improve of their career. Although anyone is the form of individual who has continually protruded, they provide an area wherein he/she will preserve to excel. Regardless of what his/her discipline or variety of hobbies, there are vacancies in which his/her capabilities can in all likelihood be carried out and

advanced, recruitment and choice manner commenced with location brisk until the completion of the job holders and issuing of provide letter. Stairs of include:

- Accomplice requisition/function activation
- The emptiness indentified by using the line manager will be established thorough the appropriation shape initiated together with the activity description.
- Human beneficial aid branch evaluated whether or no longer the emptiness have to have been stuffed and what employment nature (contractual, full time or detail time) is probably best proper for filling up the emptiness.
- Any vacancy that needed to be budgeted may want to be authorized through the CEO
- Assets of enrollment: The assets of recruitment were
- Buddies running with Airtel Bangladesh confined or organization corporation
- Expertise acquisition: the reason of understanding acquisition in enrollment and selection process is that the whole recruitment and choice process is accomplished with the aid of expertise acquisition. Airtel shares assist from induction workplaces of various universities sooner worker quotations are extra legitimate and gifted sparkling graduates are hired at once, so extra hiring possibilities are being developed. ABL accepts assist from consultancy companies like: Monowar pals, grown excel, human resource kits, absolute answer, E-area human aid control ect. Those consultancy companies are expertise in collecting and the supply of receiving CV grows to be greater. Internal job Posting (IJP) has been initiated with Airtel, which changed into not present in Warid. As a end final personnel who need to exchange their interest or duties can observe without difficulty.

1. CV bank
2. Stroll in interviews
3. Job commercial
4. Worker referrals
5. Screening:

- Eligible candidates have been first of all brief indexed with the aid of using the road supervisor internal 07 days after collecting CVs.
- Interview assessment form has become used to evaluate the talents, skills and interpersonal developments of the applicants.

- Identity of appropriate applicants for very last interview could be mad primarily based completely upon hints of divisional head/line manger inside 02 days after the interview
- Selection: Panel Comprising of one BEC member, CEO and GM HUMAN aid & A might finalize hiring of brand new supervisor, Deputy GM and Senior supervisor
- Panel comprising of CEO, GM HR& Admin and Divisional Head would possibly interview and pick applicants shortlisted via using HUMAN aid for the positions of supervisor.
- Hiring on any function under supervisor changed into finalized by using GM HUMAN RESOUCE & Admin and the worried Divisional Head
- Reference/ income test:
- Verbal Reference exams are obligatory earlier than the hiring of the fast -indexed candidate • closing profits slips of any potential candidate if presently/ formerly hired are compulsory. • provide letter
- The provide had to be first of all negotiated by way of manner of the respective Human aid supervisor and finalized with the aid of the GM HR& Admin in consultation with functional control wherein required, relying on the seniority of the feature.
- Offer letter after important negotiations by way of the usage of GM HR & A or Head of human useful resource may additionally want to be issued inner 02 days after final selection in an effort to stay legitimate for three jogging days from the date of difficulty
- Medical examination: medical examination for the selected candidate modified into undertaken earlier than becoming a member of the candidate

3.7 Training & Development

Training entails the change of abilities, knowledge, attitude or conduct of employee. Despite the fact that schooling is similar to development within the techniques used to affect getting to know They fluctuate in the time frames. Education is more modern orientated, its cognizance is on people contemporary jobs, and enhancing the ones unique talent and activities to inside the information perform their jobs. To make schooling is achievement; an instructor ought to take care of the subsequent pints:

- Make getting to know meaningful
- Make capabilities transfer clean and
- Motivate the learner



3.7.1 Types of Training

- Technical schooling control
- Education need primarily based Trainings
- Safety training & Occupational health
- Standard education (Management, Bills, Sale etc.)
- Social skill education
- Refresher training
- Workers training education

3.7.2 Methods of Training and Development

Training & development methods for managerial personnel can be divided into two groups as follows:

- I. On the job methods:
 1. Job rotation
 2. Planned progression
 3. Coaching & Counseling
 4. Junior Boards
- II. Off the job methods
 1. Classroom methods
 2. Simulation
 3. Business or management games
 4. Committees and conferences
 5. Readings, Television and video instructions
 6. Seminar and Workshops

The Purpose & Objectives of Training:

- Overall performance and ability inventory are nearly used for identifying the schooling wishes in the businesses
- Summary of competencies and capacities of an accomplice were given within the abilities inventory and a evaluation turned into created of what skills
- Each performance appraisal and competencies inventory have been used to assist perceive education desires
- Return on investment for the organization (RIO)
- Reason of funding on trainings became to beautify the skill stage and productiveness of the employee.
- Schooling bond was signed GM HR & A and the worried trainee..

3.7.3 The Importance of Training & Development in the Workplace

The significance of training & development inside the place of work schooling offers a prime opportunity to expand the information base of all employees, but many employers locate the improvement possibilities expensive. personnel additionally leave out on paintings time on the identical time as attending training classes, which can also moreover put off the of entirety of tasks. in spite of the potential drawbacks, education and development gives each the company as an entire and the man or woman personnel with blessings that make the price and time a worthwhile investment. Right here are such notes of records.

1. Addressing weaknesses.
2. Progressed worker performance & satisfaction
3. Consistency
4. Group spirit
5. Organization subculture & climate
6. Health and safety morale
7. Photograph & profitability

3.7.4 Development

Improvement any try to improve current-day or future control performance by way of the usage of supplying expertise, changing attitudes, or increasing competencies. Any strive closer to growing employees have to being through looking on the businesses dreams. The dreams inform

us in which have been going and offer a framework from which our managerial wishes can be decided

3.7.5 Management Development Programs

On the task techniques: The development of employee's capabilities can take region at the job. It includes:

- Job rotation: it entails transferring a trainee from branch to department to increase their understanding of all components of the business and check their abilities.
- Education method; the trainee works without delay with a senior supervisor or with the person they may be to replace.
- Movement learning: right here the management trainees are allowed to paintings full-time reading and solving issues in other departments.
- Understudy: its miles a development method to prepare a manager for taking up the exchange of his after his recruitment, transfer, advertising or death

Off the activity methods:

- Sensitivity schooling: this is the approach of bringing about a alternate in conduct of the executives via group procedures.
- Simulation workout: In simulation education is given through the creation of a duplicate works situation.
- Control recreation: In control sport every rival organization has to speak about a given concern.
- Role gambling: In role gambling individuals should anticipate specific roles within the simulated state of affairs.
- Workshop: in workshop a group of executives meet as in line with plan and speak a problem of common interest to find answer.

3.7.6 Training & Development in Airtel Bangladesh Limited

One of the using is its highly skilled human assets. Airtel is continuously striving to discover the middle competencies of the employees to stand the demanding situations of the aggressive environment. Continuous gaining knowledge of were enforced as a motivation device to upgrade modern-day stage of understanding and abilities of the personnel. Airtel additionally ensures an surroundings that gives a higher getting to know ground for its employees and believes in upgrading its employees via continuous schooling software. Airtel prolonged and enhance in

residence & outside education applications are being carried out spherical the year. Airtel personnel participated in various schooling applications outside and inside the agency that consists of-

- Personal & communication skill development
- Leadership & managerial development
- Technological training, safety, hygiene & environment matters.
- Industrial automations, validation & maintenance
- Continuous improvement & changing behavior

3.8 Performance Appraisal

Appraising the overall performance of character groups is commonplace exercise of all societies. Appraisal technique is formal or casual and is integral part of everyday activities. Which means: overall performance appraisal is a way of evaluation the conduct of employees inside the works spot, usually which includes each the qualitative & quantitative component of job overall performance. Here the overall performance refers to the diploma of accomplishment of the challenge that makes up a man or woman activity. It suggests how properly a man or woman is satisfying the task needs. Overall performance is usually measured in terms of result and not in efforts. Need of performance appraisal:

- ✓ To produce and preserve quality stage of performance.
- ✓ To make a contribution to the personnel increase & improvement thru coaching and own & control improvement program.
- ✓ To help the advanced to have a proper expertise approximately their subordinate.
- ✓ To grid, task differs with the assist of non-stop ranking.
- ✓ To promote truthful and equal repayment based on performance.
- ✓ To provide statistics for making decision concerning lay off, retrenchment, retirement.
- ✓ To indicate adjustments in personnel behavior.

Manner of overall performance appraisal:

- ✓ Set up performance requirements.
- ✓ Communicate requirements/ expectation to employees.
- ✓ Measure the actual overall performance.
- ✓ Regulate the actual overall performance due to environmental have an impact on.
- ✓ Evaluate adjusts performance with standards and find out deviation if any.

- ✓ Speak actual performance to concerned personnel.
- ✓ Advocate changes in process evaluation and standards if vital.
- ✓ Follow up performance appraisal file.

3.8.1 Methods of Performance Appraisal Systems

- Ranking method
- Critical incident techniques
- Checklists and weighted checklist
- Forced distribution method
- Paired comparison analysis
- Graphic rating scales
- Easy evaluation
- Management by objectives (MBO)
- 360 degree performance appraisal

3.8.2 Performance Appraisal in Airtel Bangladesh Limited

At Airtel appraisals are carried out via the self-appraisal device or picture rating scale technique. Desires are set by means of participative control technique and normal performance is determined quantitatively towards the ones formerly set goals. Supervisors appraise the achievement in their assistants via a five factors graphic rating scale. The overall appraisal manner is completely apparent to all and sundry in the agency. The modern-day performance cycle is April-March, an evaluation is completed in October in human aid function, while in income and advertising and marketing function four critiques are carried out due to the fact their interest is greater vital and they call for greater motivation to stay on the method. Formal assessment of the personnel changed into carried out twice a year. Finished to check overall performance of his/her group participants. Ensure verbal exchange among manager and personnel perceive employee education desires evaluate and reward the overall performance below pay for overall performance concept. all of the features do their overall performance in April on the basis of a few KRAs and supply them to human useful resource on might also. Human useful resource complets them by means of may thirty first and conveys them to all the branch on June 1st KRAs were now not so based throughout Warid time however airtel structured things for higher knowledge and overall performance. Usually the comments are achieved in 2 steps. Those are: 1) 3 months preliminary overall performance

comments. 2) 12 months end overall performance feedback. The KRA of human useful resource are extremely like value minimization of the employer, where as the KRA of income is revenue incomes, and revenue concentrated on.

3.9 Employee Compensation & Benefits

Employee repayment refers to all styles of pay or rewards going to personnel and bobbing up from their employment. It has two primary additives:

1. Direct financial payments: the compensation structure has now not changed from warid time except for there is not anything known as gross income anymore, salary is given in TCTC (overall fee of employer) format, which is the global layout followed inside the international now. There are ways to pay at once:

Times based totally pay: each day, hourly, weekly, biweekly or month-to-month wages and salaries Performance primarily based pay: Ties reimbursement at once to the quantity of product the worker generates

2. Indirect bills: economic blessings like employers -paid insurance and holidays. Elements influencing the layout of reimbursement plan:

- ✓ Felony issues in reimbursement
- ✓ Union impacts on repayment selections.
- ✓ Company policies and aggressive approach
- ✓ Coverage problems affecting the plan of an agency

3.9.1 Benefits and Rewards Package of Airtel

Oblique monetary and non-financial payments personnel get hold of for keeping with their employment of business enterprise. There are numerous forms of blessings:

- ✓ Supplemental pay blessings
- ✓ Coverage advantages (organization life insurance coverage): All friends of the organization were eligible for institution existence insurance policy. following existence coverage insurance was supplied thru this policy: Holidays and holidays depart policy: There have been four kinds of leaves that the associates acquired.

Those are:

- Annual leave: Annual leave had been entitled for 20 working days
- Unwell/Medical leave: For 14 days
- Informal leave: For 10 days

- Maternity leave: Female personnel have been given 16 weeks maternity go away Parental depart and own family depart additionally exists in Airtel.
- ✓ Retirement benefits & employees separation: The gratuity duration of ABL is five year and probation period is three months. Separation all through probation duration: all through the probation length employment had been closed via both side, without or with assigning any motive by offering as a minimum one week observe.
- ✓ Final settlement system: For the duration of the attention period the partner might reform all employer belongings to divisional head. An exist interview would performed through trendy manager HR&A.
- ✓ Gratuity policy: The motive of lump grant amount was to draw & preserve personnel and inspire them to do a lengthy time profession with airtel.
- ✓ Repay/Adjustment of mortgag boost had been made from the monthly earnings of the personnel in 12 identical month-to-month installments. pastimes on such mortgage were charged on the winning FDR date
- ✓ Termination of club of the accept as true with: club of the believe was routinely terminated or expired on the date of retirement of dwelling the corporation by using any member.
- ✓ Worker engagement: It entails laugh activities at workplace on distinct activities like pohela baishakh, mom's day, global mother language day, Valentine's Day, pohela falgun and so on. Besides those there are also engagements sports at work to inspire personnel like whilst anyone does something exact they get "nicely achieved" or "thank you" tag on their cubicle.
- ✓ Cellular Smartphone coverage: to hold accessibility throughout the employer all the buddies of airtel were furnished with postpaid connection. The official connection became issued through divisional head for the collection of numbers allotted to the respective division. Almost located aritel care used to issue the numbers.
- ✓ Roaming facility: each person turned into given separate roaming facility. Centers of ISD and NWD had been given to all associates. Personal assure (PG) by the pals simplest everlasting employees have been served PG connections. Security waiver connections have been given to individual connections.

- ✓ Rate enhances and file: employer at once settled the journey price for local travels. Divisional head might take a look at all price claims/advances. Pick out & Drop facility has supplied for the senior control level.
- ✓ Greater-responsibility Allowance (EDA): EDA is paid to the ones employees who're on critical duties for the duration of public vacations. Public holidays- TK 500. Festival Days- 1st day (Eid and others). Tk. 2000, 2d day (handiest Eid) tk. 1500, third day (most effective Eid) tk. one thousand.

3.10 Health and safety:

Health:

Pre-employment medical check-up: People of airtel prior becoming a member of has to undergo complete scientific take a look scenario that ensures his/her bodily capacity to doing the task successfully. A clinical doctor who makes use of a body capability analysis that evaluates the applicant in opposition to the physical capabilities determined for every position operates the medical check-up. A clinical is accurate for inner applicants if they're utilizing for status that requires one-of-a-kind physical competencies.

Medical facilities: Doctors are organized to visitation every place of wide variety of instances a biweekly to offer vital medical help to the employees. Furthermore, the non-control staffs enjoy medical treatment at hospital at business enterprise association.

Medical insurance coverage: Airtel control staffs facilitates medical insurance for own, wife and children up to 21 years for hospitalization handiest. Delta existence coverage presents the insurance and the organization will repay the premium.

Safeties:

The protection and environment issues of airtel are required due to the subsequent reasons:

- Protection leads progressed productiveness
- Employees satisfaction
- To conform the countrywide regulation and order
- To preserve the paintings environment sound and healthful
- Higher productiveness via personnel pride
- Helps loss prevention

Now days, safety is taken into consideration as the maximum crucial problem for all career & paintings scenario in all of the devolved country of the world. Its miles superb sign signal that

during our us of a sure agency also are emphasized on protection like different superior us of the sector.

3.10.1 Airtel Company Safety Policy:

It has come through the organization to adapt in all country. The neighborhood CEO counters signs and symptoms the coverage for every person country and the replica of the coverage is circulated to all of the levels within the organization. So it's far the responsibility of all emphasize on protection. There is an proverb in ABL, regarding safety. That is "**SAFETY FIRST- QUALITY MUST**". Safety policy of ABL "protection health and environment control" which is agreement with aid of the CEO contains sure messages to them. It complies with the neighborhood safety laws of Bangladesh. One essential trouble of policy is **DUTY OF CARE**. There's some different important point of the policy that we must care and enforce in our each day work. In the end it must be mentioned that ABL, Bangladesh not simplest believes the oath "safety first" but also implements it through their works. Beginning of the orientation application with protection department can be an example of this exercise.

3.11 Employee Motivation:

Motivation:

North most essential and intrinsic elements which rides to reach their dreams is motivation. This includes personal & professional desires and goals. In reality if this not exist then human beings could lead in the root of boring and no high-quality inventions might have occurred. Motivation is an internal stat art, or an internal condition that facilitates one's conduct, giving it course. Motivation has been described preference or want, which directs & behavior is closer to an aim.

Motivator Factors	Hygiene Factors
Success	Pay and blessings
Popularity	Corporation coverage and administration
Work itself	Relationships with co-workers
Duty	Physical surroundings
Promoting	Reputation
Increase	Task protection & Income

3.11.1 Motivating Employees in Airtel Bangladesh Limited:

The gain of hiving administration by way of goal (MBO) device is that each will become automatic encouraged. Anyone is encouraged to accomplish, to carry out. The only tests are to hold the personnel, ethical higher in instances of unsuccessful. In ABL, among one of the responsibilities of control is advocating. A manager helps the human assets to gain the dreams, which in flip hold the recruited people inspired. ABL provides a number of advantages to preserve them encouraged. The blessings supplied by way of the agency are offer underneath:

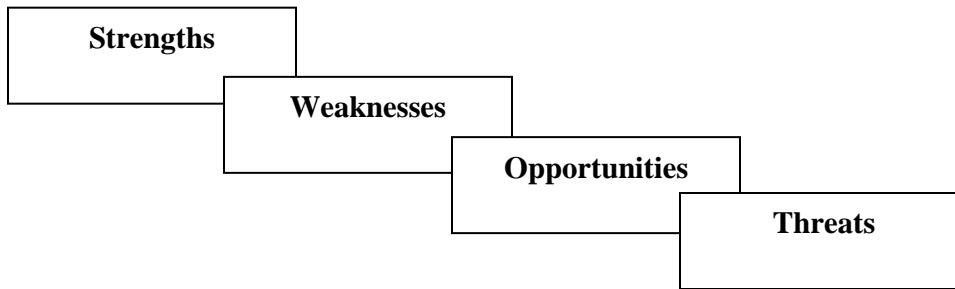
1. Education costs of the children
2. Permanent job facility
3. Leave facilities
4. Yearly Employee Awards
5. Promotion
6. Foreign travel with family offers
7. Share from revenue etc.

Chapter-04

SWOT Analysis

4.1 SWOT Analysis of the Organization

SWOT analysis is helpful to explore the external and internal environment of an organization. Based on the analysis and the learning of the author I have prepared the SWOT analysis that is nothing but identifying which is strengths, weaknesses, opportunities and threats of Airtel Bangladesh Limited.



The SWOT evaluation comprises of the business enterprise's inner strengths and weaknesses and outside opportunities and threats. SWOT analysis offers an organization an perception of what they are able to do inside the destiny and the way they could compete with their current competition. This device could be very critical to become aware of the contemporary function of the organization relative to others, who're gambling inside the identical subject and also the usage of the strategic evaluation of the company.

4.2 SWOT Analysis in Airtel Bangladesh Limited

Strengths <ul style="list-style-type: none"> ➤ Emblem Name & Worldwide Operation ➤ Aggressive Pricing method ➤ Best Client Support ➤ Youth Generations Desire ➤ Covering Entire Bangladesh with Network ➤ Different Innovative Products & Services ➤ Increases Large Number of Subscribers. 	Weaknesses <ul style="list-style-type: none"> ➤ Absence the Strategy in Case of Rural Market ➤ Customer Dissatisfaction ➤ Facing High Expenditure & Manufacturing Cost ➤ Scarcity of Own Towers ➤ Weak Network ➤ Less Network Coverage Till Now in Rural Area
Opportunities <ul style="list-style-type: none"> ➤ Best 3G & 4G Features ➤ Growing Industrial Utilization ➤ Worldwide Roaming Bunch ➤ Outsourcing Technology ➤ Financial Performance Boosting Cost Reduction Efforts ➤ Making Concept inclusive Banking by Launching m-commerce Transactions 	Threats <ul style="list-style-type: none"> ➤ Rival Price ➤ Political Condition ➤ Government Rules ➤ New Entrants ➤ Tough Competition ➤ Awareness

4.2.1 Strengths

As a worldwide emblem Airtel is thought to all people. They're the maximum praiseworthy logo and instant they are imaginative and prescient seems to become better lovable logo.

- Airtel offers forms of merchandise for extraordinary phase with a low fee that is energy for Airtel Bangladesh Ltd.
- Another collaborators in Airtel consist of Sony-Ericsson, Nokia, and Samsung with whose they keep a strategic alliance. This means business has get admission to understanding &

Generation from other elements of the telecommunications international

- The business enterprise has included the whole Bangladesh arena with its community.
- Interior 3 years Airtel Bangladesh has turned out to be the 4th biggest cellular operator. Airtel created 1, 14,000 new subscribers at April 2013. With increasingly subscribers they may be gaining a large extensive style of income
- Airtel Bangladesh have seventy million cellular clients & gives cellular offerings around country with a distribution community of around 58685 stores throughout the country. With superior best product Airtel maintain their promises.

4.2.2 Weaknesses

- Due to specific goal bazaar and no of numerous form of features, Airtel meet to huge costs and production fee.
- Airtel could not particular their very personal tower, that was a specific electricity of another rival agency together with Grameen phone. Towers are vital if one enterprise needs offer extensive network coverage countrywide. Moreover another few different weaknesses of Airtel are
- Airtel nevertheless has no longer different method for village marketplace
- Some clients aren't satisfied with the services of the employer.
- In some cases in rural areas customers does not get network coverage properly rather than city areas.

4.2.3 Opportunities

As developing corporation airtel has numerous opportunities inside the enterprise. These are

- Outsourcing of generation allows Airtel to cognizance assets on developing the commercial enterprise
- Airtel Bangladesh endorsed a settlement with DBBL financial institution to release m-trade offerings to a bigger phase of populace. Airtel clients can behavior their monetary execution by means of way of the use of their mobile device thru a lower priced manner. Those partnerships are geared towards preparing the idea of inclusive banking a truth for clients in Bangladesh.
- The executives monetary overall achieve may acquire a first-rate raise towards that's

fee discount attempts.

- Many people of our country live in abroad. They usually talk to their circle of relatives individuals who stay in village. In this case airtel can enhance their international roaming packages by providing high network coverage & low prices.
- Many company uses corporate SIM for their commercial usage. Airtel can grab this opportunity by providing their lucrative offer & services to these companies to increase their subscribers.

4.2.4 Threats

- Opposition among rival competition & new entrants is emphasizing within the Indian telecom offerings marketplace. Another teleco corporations are growing and offering new features. Airtel is dealing with difficult rivalry from the operant as like Grameen phone, Banglalink and Robi.
- Unstable political turmoil & recession of the economy can fall great impact to their running operation & growth.
- New telecommunication rules & regulation body imposed by government can be a threat for the company.
- Excessive using of mobile phone is harmful for health. As a result awareness among the subscribers all over the world is increasing. So it might be another threat for the telecommunication industry.

Chapter-05

Findings, Recommendations and Conclusions



5.1. Findings of the Study

While operating at Airtel Bangladesh confined I've attained a more recent form of experience. After gathering and analysis records i have were given some problem of the Human resource control Practices of Airtel Bangladesh constrained. These troubles completely from my private standpoint, that's given underneath:

1. As Airtel is an Indian company, they bring Indian trainers to train the employees as a result they try to put a lot of Indian values & cultures at workplace which create a negative aspects among the employees.
2. The bias of getting 3rd team or not permanent staffs might be exact unnatural within corporation since extra pressure among the employees actually disrupts the workflow. As work load is too much high among the employees of Airtel so they cannot give proper time to their family. Moreover working hour seems to be tougher to reach their home from office due to unbearable traffic jam.
3. The CV taking technique has been shortening down which largely executed beneath the supervision of inner personnel. However, it truly may not result in excellent capabilities through aggressive bazaar. The HR branch does now not check out the problem of engrossing more duration inside the system of calling the candidates after their responses much significantly.
4. Airtel depends plenty of Bangladesh jobs.com for purchasing resumes for zonal manager, Client Development supervisor, supervisor Compliance; maximum of time excellent CVs aren't determined here so that Human Resource takes humans from reference which is lengthy ingesting, that's why HR can't look the call for various classes in presenting personnel when they need. Airtel does no longer investigate the authentic academic files of employees.
5. Promotion procedure of ABL is lengthy. Internship facilities for the internee students are not good. Overtime facilities are not available for all. Workers of the organization are satisfied on overtime allowance but officer's level is highly dissatisfied. Sometimes employers use nepotism and favoritism at the time of employment and promotion of the employees.
6. Most of the employees are skilled but sometimes there exist with some unskilled employees which hampers to achieve the target, objective & goal of the company.

7. Compensation facilities of ABL are good but not adequate. Employees are not getting Increment facility regularly. Moreover the employees cannot adjust with the cost of everyday life due to high inflation & low increment rate. As a result it will create problem to retain employees.
 8. The entry degree employees get excessive in Airtel evaluating to different telecom organizations. But they do now not offer no blessings like shipping, meals or domestic workplace like GP or Banglalink.
 9. Evaluating to enterprise growth the earnings of various stages personnel is not logically & particularly excessive that may very pernicious of enterprise boom ultimately.
 10. For evaluating the performance appraisal they mostly follow the rating scale method. Performance appraisal methods are not properly used in some cases.
 11. Job satisfaction is important for an employee. It not only depends on high salary but also depends on various matters like environment, working conditions, status, honor, dignity, evaluation, safety pre-cautions etc which is not satisfactory level in Airtel
- These are the major findings based on the observation and analysis of the particular division and all the recommendations are fully made on the basis of my knowledge about Human Resources Management

5.2. Recommendations

Some essential steps are recommended under on the idea of accrued facts, statement, professional team of workers' opinion and my expertise and judgments. For the in all likelihood solutions of the diagnosed troubles make sure better technique to Airtel Bangladesh restrained in future. After analysis the report the following tips are drown:

1. The instructor need to being taken from our country as the Indian teacher must be paid loads and he can't recognize extensive cultural facts of this country. On the other hand cultural discrimination could be decreased due to taking running shoes from Bangladesh
2. Paintings strain of the employees ought to be decreased by using hiring extra people and distributing work among them. Then again third party settlement needs to be applied for better management of their body of workers. Operating hour need to be changed on account that it's far appears to be greater than eight hours. Furthermore if it is able from 9 am– 6 pm as opposed to 10am- 7 pm. This will be very beneficial because of personnel.
3. They have to pass for greater campus recruitment, commercial enterprise case opposition for purchasing the excellent human beings. The enterprise must promotes internet based resume submission gadget which could be much famous & powerful exercise utilized by the pinnacle commercial enterprise businesses. ABL could take part in the task fairs for their recruitment procedure. The agency may sell it photographs for its ability employer via its success attentiveness inside process gala's. The enterprise can also set up seminars within the top enterprise faculties.
4. To overcome the dependency on Bdjobs.com the organization may want to control the size of candidates' pool by means of the use of clearer and unique statements inside the advertisements in phrases of the minimum academic degree, preferred establishments and different vital standards based totally for which the preliminary sorting of the packages might be carried out. Airtel ought to verify the authentic academic files of the employees to get talented and qualified personnel.
5. The HR department must put together the usual promotion coverage for the employees of the agency. Promotion should not delay and it should be every three years instead of four years. Provide timely promotion means to create motivated and dedicated employees and to increase the performance of the ABL employees as well. Internship facilities have to be extended wisely. Overtime allowances should be increased for officer level. Eliminate nepotism, political influence and favoritism from the workplace.

6. Implementing new techniques, giving normal comments to the employees and also the manager is essential to preserve worker engagement. more schooling may be introduced to improve abilities of the employees. The enterprise ought to observe each on-the-process and rancid-the-process technique training when they are train to their personnel. The evaluation middle method is designed to become aware of the important know-how of the applicants that enable to locate and select the proper person for a managerial position. This technique should be observed in choosing all-stage managers.
7. The HRD manager ought to hooked up the usual pay structure for the personnel of the company a good way to lessen the high turnover of personnel. Aspect by using side the HRD manager ought to compare the exceptional positions of personnel inside the enterprise so as to set up the nicely-conceived for pay-shape.
8. The enterprise output ought to be in an alignment with the revenue structure for smooth operation of the company. Moreover non financing facilities should be enhanced among the employees in entry level positions.
9. For the betterment of the business increase the profits of various stages personnel must have to increase logically & positively so that no one cannot complain and go out from the company to join into another competitor. Employee reward system should be improved so as to ensure sound and prompt reward to the employees.
10. Earlier than appraising the overall performance of personnel inside the organization well, the HRD manager should be established the standard. Here it is noticeable that the HRD manager should appraise the performance of all employees in the organization without showing any discrimination. Take initiative to motivate Airtel employees to work more and to achieve its objectives.
11. Last but not the least Human Resource Management is all about handling people because it is the people who make or break the organization. So, keeping the employees satisfied should be the main objective of the HR department, and to do so, the management needs to invest to ensure smooth operation of workflow
12. Territory managers should receive more centers regarding residence and delivery for the reason that maximum of them are out of their native land and furthermore, proper now the profits crew ought to be the maximum devoted one for the boom of the enterprise. If they may be not furnished with desirable surroundings and centers accomplishing the sales goal can be tough sufficient.

5.3 Conclusions

Telecom enterprise has grown in Bangladesh within the remaining three many years in a large price. World constantly creates activity possibilities for noticeably certified human beings. As one among leading telecom operator Airtel plays a vital position in the enterprise as well as in the country wide financial system. To achieve success, tireless contribution and determination of the businesses human useful aid control may be very plenty wanted. Making sure control or right utilization of assets is prerequisite for reaching the organizational goals due to the fact sources are limited and the right exploitation of the available sources can assist to reap the pinnacle role. To compete in international in addition to in local marketplace in destructive state of affairs the HR managers paintings has grow to be much greater hard in nowadays ever converting commercial enterprise surroundings. Spontaneous participation of human aid may be very vital for growing the overall performance. The proprietor, authority, and stakeholders need to take into account that are neglected of human assets within the paintings region a sustainable improvement isn't feasible. They must no longer refute the substantial contributions of human sources as an alternative they must generate an concept the various human sources that they may be important a part of the business enterprise with the aid of offering affordable wages/income, incentives, reimbursement, schooling and improvement application, in addition to developing morale & retaining awesome courting with them. As Airtel is not centralized enterprise and middle values are loved through every person inside organization, working in dynamic state of affairs is less complicated than it appears. With improvement of telecom infrastructure and rising of fitness attention and also the buying capability of humans that telecommunication enterprise are anticipated for develop in better charge in near future. Healthful increase is in all likelihood are inspired the telecommunication organizations to introduce newer services and more trendy studies competitive & enticing provide & services, whereas at the identical time relating a healthful aggressiveness in appreciate of the foremost essential cellular communications. So, it's miles a exceptional duty for Airtel further as totally different agencies on this trade to consider fantabulous product and high-quality service to require this enterprise nearer to any success. The People's Republic of Bangladesh government should in addition be smart sized and cooperative to assist the companies flourish.

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