

# Internship Report on "Recruitment & Selection" of Square Fashions Limited.




Submitted to

## ISLAMIC UNIVERSITY OF TECHNOLOGY

In partial fulfillment of the requirements for the degree of BBA in  
Business and Technology Management (BTM)

I understand that my final report will become part of my permanent collection of the Islamic University of Technology BBA in Business and Technology Management Program. My signature below authorizes release of my final report to any reader upon request.

Submitted by:

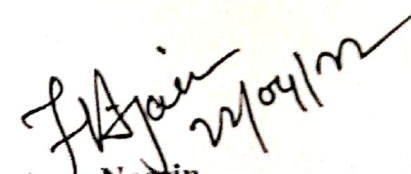


16.5.2022

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## LETTER OF TRANSMITTAL

Date:

Farjana Nasrin

Lecturer

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Subject: Submission of Internship Report.

Dear Madam,

I hereby submit the Internship report on Square Fashions Limited which is a part of the internship program. It was a great achievement on my part to work under your direct guidance. While preparing this report, I have tried my best to portrait the condition of the company and reflect on my personal experience at the organization. The opportunity to work at Square Fashions has opened the door of the huge possibility of learning about corporate field operations and growing personally. It was a great experience working there and preparing this report under your supervision. If required, I will be available for any further clarification.

I will be highly obliged if you kindly accept this report and provide me with any kind of expert judgment or feedback you may have. It would be a huge success for me if you find this report informative or useful in any way.

Sincerely Yours

.....

Ramisa Mahmud Priota

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ID: 170061081

Islamic University of Technology

## **DECLARATION**

I, Ramisa Mahmud Priota, a student of the Department of Business and Technology Management of the Islamic University of Technology hereby declare that I have prepared this report on Square Fashions LTD. by myself with the guidance provided by my supervisor Lecturer, Farjana Nasrin, Business and Technology Management Madam. I have not breached any copyright purposefully. The work is authentic to the best of my knowledge. I further declare that the report was not submitted to any other party or institution for any degree of a certificate.

.....

Ramisa Mahmud Priota

Business and Technology Management

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## Acknowledgement

While the effort put into this report does not compare to the massive challenges that we face in our professional life, I am glad to state that I worked extremely hard to ensure that this report accurately reflects my time as an intern at Market Access. First and foremost, I want to express my gratitude to the Almighty for allowing me to successfully finish my internship program.

Secondly, I'd want to express my gratitude to everyone who stood by my side and assisted me in preparing this report. I'd want to thank my internship instructors for their wonderful advice, without which I would not have been able to complete my report.

My internship supervisors, Major Muhammad Shahidul Islam (Retd), DGM, HR & Admin, Head Office, Square Textiles Division, and Mr. Shamsul Haque, Sr. Manager, HR, Head Office, deserve my sincere gratitude and respect for their excellent guidance. This report would not have been feasible to produce without their invaluable oversight and guidance.

Then, I'd want to express my deepest thanks to the Square Textiles Division, Head Office, for enabling me to finish my internship program at their office, allowing me to acquire information, and assisting me in every way possible in preparing for my internship report. My sincere gratitude to Mousumy Akter, HR Executive, for her patience and support throughout this program. Md. Sahariar Alam, Sr. Executive-I, was a wonderful instructor for me. I would not have been able to learn about Recruitment and Selection and present material in my report without his help and coaching. He also advised me to work on improving my professional skills. I am also thankful to Jakia Tabassum Tarana, Executive, Farnaj Anannaya, Executive, Quazi Lamia Hashmi, Executive, Hossne Ara Begum, Executive, Md. Shahid Hossain, Tanvir Ahmed, Executive, Zannatul Ferdous, Senior Executive for their support throughout the internship. I am forever grateful to Alamgir Hossain, Assistant Officer and Mokammel Haque, Assistant Officer for always replying to my queries and explaining me about all the processes. They made me feel welcomed in the office. All of the office employees showed friendly and helpful attitude towards me and made my experience more pleasing.

Finally my heartfelt gratitude to my Academic Supervisor Farjana Nasrin , Lecturer ,Business & Technology Management Islamic University of Technology and all the faculties of Business & Technology Management department for organizing such an enriched internship program which will help us professionally in future. This internship program is really essential for students for improving their skills and discover their forte.



## Executive Summary

This report is based on the overall experience and information gained via the internship program at Square Fashions Limited's Square Textiles Division. The paper opens with an overview of Square Group, their businesses, and their functions. It then carries on to an industry study of a certain industry in which the firm works, as well as other jobs that I have completed and the amount of knowledge I have gained from my allocated department ( HR & Admin). As an HR intern, I gained expertise from this organization, which is detailed in the report. In this study, I look at how the human resources department handles the recruiting and selection process.

In the recruitment process, I detail how Square Textiles Division gathers their CVs, the CV shortlisting process, and the entire selection process. All of these jobs and activities demonstrate how I enhanced my professional abilities and gained new knowledge. I was allocated to the head office's HR department, but I was given the opportunity to visit a plant, which allowed me to gain practical experience in the RMG industry. The company SWOT analysis and competitive position, various factors are also included in the industry analysis.

In the later part of this report, I analyzed my duties during the internship including company level analysis, market level analysis and professional level analysis. This report also reflects my learnings, observations, recommendations and experience that I gained throughout three months.

The first chapter includes introduction- objective of the study and background information of the work. In the second chapter I described about overview of SQUARE Group which has sections named History of Square Textiles Division, Basic Information about all the companies, Organizational Chart, SWOT Analysis of Square Fashions Limited. The third chapter is named Industry Analysis of Square Textiles Division: Industry Size & Growth which has subsections called Maturity of the Industry, External Economic Factors and their effect on industry, Seasonality, Technological Factors, Regulatory, Political and Legal Concerns ,Competitive Environment and Changes in the competitive environment. Similarly I have added another chapter which focuses on my duties and the main topic named Description of Main Duties. It has sections including Employee Requisition, Job Posting & CV Sorting, Making Personal File, Working Conditions and Functions, Experience, Working tools. The fifth chapter is consisted of the analysis which has company level, market level and professional level analysis. Finally the report is done with the conclusion and references.

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## **Chapter 1: Introduction**

### **Objective of the study:**

The work is organized as a central topic based thesis that reflects on my three-month internship at Square Fashions Ltd.'s Square Textiles Division's head office. It outlines my weekly obligations and tasks. My responsibilities mostly involved recruitment and selection, as well as minor tasks such as preparing personal files, attendance reports, and training summaries. I provide my personal input and offer adjustments based on the given task report in order to better the HR-related duties at the head office.

This is a report that shows how far a task has progressed. It focuses completely on the activities of my internship and how they enhance my career. I'll analyze relevant points and make recommendations based on the task report. The purpose of this report is to document the justifications of the internship's benefits as well as an overview of the related industry. During my internship, I must monitor and examine every activity in order to suggest improvements. It also helps me to focus on completing internship duties at work while simultaneously refining my interpersonal and professional skills.

This paper includes five main sections as followed:

- **Company/Institution Overview:** This chapter includes brief history of the company, various departments, company analysis, organogram etc.
- **Industry Analysis:** In this chapter reader can find about industry size, maturity of the industry, economic & technological factors etc.
- **Description of main duties/ Breakdown of activities:** This is where I describe elaborately about my main duties, work culture of the office, experiences, challenges etc.
- **Analysis of duties:** In this chapter I prepare the company level analysis, market level analysis and professional level analysis.
- **Conclusions & Recommendations:** This is to summarize the whole analysis and future recommendations for positive change.



**Scope of the work:**

There can be many observations derived from this study about how to improve this organization's recruitment and selection process, as well as how it can be more digitalized.

**Background information of the work:**

There are six companies operating under Square Textiles Division. The management level recruitment & selection of the factories, management and non-management recruitment of the head office are all organized and conducted in the head office by the HR department. Apart from this the HR also manages the attendance, leave management and payroll.

**Department:**

My assignment is under the HR & Admin department of this organization. Throughout I will assist in their day to day responsibilities. There are 33 officials working in this department including the following table:

Designation	Number of personnel
DGM	1
Sr. Manager	1
Manager	1
Sr. Executive-I	1
Sr. Executive-II	2
Executive-I	1
Executive-II	5
Office Assistant	3

## **Chapter 2: Overview of SQUARE Group**



**SQUARE Group**  
**Mr. Samson H. Chowdhury**  
**(1925-2012)**  
**Founder Chairman**

**“We Named it SQUARE because it was Started by Four Friends and Also because it Signifies Accuracy and Perfection Meaning Quality  
– Samson H. Chowdhury”**

Samson H Chowdhury was a notable Bangladeshi businessman. Samson H Chowdhury developed a corporate empire from a little village pharmacy in Pabna in 1952 through innovation, leadership, and tenacity. In 1958, he formed a pharmaceutical company with three of his friends called **SQUARE**. He developed **SQUARE Group**, one of the country's largest and most diverse businesses, over the course of five decades, employing about 60,000 people and generating an annual turnover of more than US\$ 800 million as of 2021.

#### **Group Board of Directors:**

Mr. Samuel S Chowdhury: Chairman

Mrs. Ratna Patra: Vice Chairperson

Mr. Tapan Chowdhury: Managing Director ,Former Advisor, Caretaker Government of Bangladesh (2008)

Mr. Anjan Chowdhury: Managing Director

#### **History of SQUARE GROUP:**

Following the independence war in 1974, SQUARE inked a contract with Johnson & Johnson, a multinational corporation. Multinational corporations enjoyed a monopoly on the country's pharmaceutical market at the time. SQUARE began manufacturing pharmaceuticals in the country after obtaining a contract with Johnson. SQUARE was able to establish a strong foothold in the pharmaceutical industry as a result of this. Domestic enterprises' contracts and certificates

with foreign corporations were invalidated in 1982, during the Ershad administration, and an official list of vital pharmaceuticals was created. SQUARE's technological capacity had grown significantly while producing medications for Johnson by that time. SQUARE began producing antibiotics in 1983-84 using this capability. The corporation didn't have to look back after that.

## **Companies of SQUARE GROUP**

SQUARE has been gaining competitive advantages by creating value through sustainable business methods and contributing to the well-being of society and the environment since its start. Each SQUARE organization fosters innovation as a means of sustaining development and evolving value propositions in order to meet customers' ever-changing needs and to provide high value to all stakeholders. The values of producing shared value, doing well for society, customer-centricity, and diversity are the foundations of SQUARE's legacy.

Square had spread its wings in six different sectors of business including SQUARE Pharmaceuticals & Healthcare, Fast Moving Consumer Goods, Information & Communication Technology, Media & Aviation, Securities Solution, Textiles & RMG.

### **Square Pharmaceuticals LTD Bangladesh:**

It's the primary concern of SQUARE Group. Among all the other national and global companies, it is considered the largest pharmaceutical business in Bangladesh since 1985. It became a public limited company in 1991 and started trading on stock exchanges in 1995.

In July 2019, it had a turnover of BDT 52.93 billion (US\$ 609.18 million) with a market share of 16.95 percent and 10.85 growth rate from July 2019 to June 2020. ("Founder Chairman's Profile | Square Pharmaceuticals Ltd.", 2022)

### **SQUARE HOSPITALS LTD:**

It is a 300-bed tertiary care hospital. It has a lot of affiliate partners including Methodist Healthcare in Memphis, Tennessee, Christian Medical College in Vellore, India, and Care IVF (In-vitro Fertility Centre) Centre in Singapore.

It is situated in Panthapath, Dhaka and it aspires to service a larger area of the city. It is made up of two buildings that are joined by a bridge. Both structures are built in line with United States Fire and Building Codes.

This hospital's outpatient area, which has 60 examination rooms, can treat up to 1200 patients each day. Outpatient clinics, emergency departments, and hospitalizations are all rigorously monitored to ensure that patients receive the best possible care. ("Founder Chairman's Profile | Square Pharmaceuticals Ltd.", 2022)

### **Square Agro Development and Processing Ltd:**

SQUARE has established a plant-based tissue culture laboratory to aid the country's agricultural/agro-processing industry's growth, and it is dedicated to supply high quality planting ingredients and good amount of yearly production using AgriBioTech.

AgriBiotech's main efforts in this agrobased country are to deliver without disease, stress, seeds which are high yielding and seedlings to farmers and nurserymen, such as potato, ginger, banana, turmeric, certain flowers of orchid variations, to solve quality seed difficulties. In Uttara, a convenient location, a well-equipped tissue culture facility of roughly 4000 square feet with exact design and planning allows for the production of 10,00000 seedlings per year. ("About Square Group", 2022)

### **Square Toiletries Ltd.**

SQUARE Toiletries Ltd. (STL) is a unique company that caters to people's personal care and hygiene needs. We make people feel and look their best so they may get the most out of life by offering 16 brands and over 50 international standard products. Bangladeshi consumers are now served by STL, which is ISO 9001:2008 certified.

This company is always introducing new goods to cope up with the changing tastes, expectations, and lifestyles of its clients. Products are shipped to over 15 different countries across the world.

Their most popular brands are: Meril, Senora and Kool.



## **SQUARE Food & Beverage Ltd. :**

In 2000, Square food & beverage was established as subsidiary of the Square Group which is one of the largest business conglomerate.

As it has high-quality products and gives outstanding customer service, it could mark it's strong position in the industry. 2005 was the year when this company was renowned the worldwide quality standard ISO 9001 in the quality management sector. The company could secure this leading position because of strong involvement to quality, using high standard technology, giving emphasis to consistency in improvement, launching new products to the changing markets, having better human resource development.

Certificate received in 2010: ISO 22000.

After more than a decade, it was renamed Square Food & Beverage Ltd on September 1, 2014.

Square Food & Beverage Ltd.'s most well-known brands are Chopstick, Ruchi, Chashi, and Radhuni. Radhuni is the company's main brand. Soon after its release, Radhuni was able to hold the attention of housewives looking for convenience and time savings in the kitchen. Basic spices, ready mixes, cereals, and pulse-based recipes, as well as edible oil, are all available at Radhuni. ("Square Food & Beverage Limited (SFBL) - Radhuni, Ruchi, Chashi brands in Bangladesh", 2022)

## **SQUARE Informatix Ltd. :**

In the year 2000, the firm was created with the purpose of delivering a full ICT solution. From analysis through system and solution design to execution, it provides entire client solutions.

Software options include Data Communication Service, Satellite HUB Service (similar to Teleport), Internet Service Provider (ISP), Data Center and DRS Service, ICT Managed Service, and Hardware Trading. ("Square InformatiX Ltd. | A Complete ICT Solution Provider, Bangladesh", 2022)

### **Business Solutions**

- Human Capital Management System (HCMS)
- Electronic Document Management System

- Sales and Distribution Management System
- Warehouse/Inventory Management Solution
- Billing and Bill Tracking Software

### **Masranga Communication Ltd. :**

On July 30, 2011, a digital television channel was established. Maasranga is Bangladesh's sole production house, with 13 segments of eight drama series broadcast at the same time every week on six separate networks.

They created Maasranga Television, Bangladesh's first HD technology-based television station, in partnership with the production firm. This channel is devoid of bias and only dedicated to Benglai culture and ceremonies. Programs are available throughout Asia, Australia, Africa, Europe, and the United States.\

### **Mediacom Ltd.:**

Type: Advertising Firm, Founding Year: 1997

Areas of expertise:

- ☐ • Brand Consultancy
  - Marketing Communication
  - Social Communication
  - Media Planning, placement, monitoring
  - Public Relations
  - Audiovisual and Print Productions
  - Event Management

### **Sabazpur Tea Company Ltd:**

The second organic garden in Bangladesh, employing solely organic methods. The German-based company 'LACON' is now inspecting it for organic certification.

The entire area is 1167.35 hectors.

The products include tea, rubber, agor, a fruit orchard, and a lake. Among the facilities accessible are brick dwellings, solar power, sanitation, inexpensive pharmaceuticals, education, and entertainment.

'Orvana' is a tea company that produces black and green teas.

### **Aegis Services Ltd:**

SQUARE Group's proud concern, committed to offering clients with high-quality security solutions.

The adventure began on March 1, 1999. Since our inception, we have continued to invest in and enhance our infrastructure in order to deliver high-quality services to our clients.

The following departments make up AEGIS at this time:

Force Aegis (ASF)

Services for Security Gear

Services for Corporate Cleaning

### **Square Air Limited:**

Square Air Ltd., a Square Group company, has been providing helicopter services since 2010. The air ambulance/Emergency Medical Services (EMS) service at Square Hospital was created to simplify the transportation of senior executives as well as to function as an air ambulance/EMS service. Two brand-new helicopters have been dispatched (Bell 429, Bell 407). One additional helicopter has been added to the list.

Ex-air force pilots, engineers, and ground workers are highly trained and experienced, and are committed to assuring their passengers' safety and comfort. Provides VIP/CIP/Corporate Head transportation, medical evacuation, aerial shooting, and other services.

## **2.1: History of Square Textiles Division:**

In 1997, SQUARE entered the textile business with cotton yarn manufacturing capabilities. By integrating contemporary technology with skilled labor in SQUARE's unique stimulating atmosphere, this new SQUARE business quickly rose to the top of the local textile market. It presently possesses one of the world's most sophisticated vertically integrated systems.

SQUARE began its textile business in 1997 with a spinning plant in Sardagonj, Gazipur, called SQUARE Textiles Limited (STxL). SQUARE Textiles Ltd. established its second unit in 1998. After that, in 2001, SQUARE Fashions Ltd. and SQUARE Knit Fabrics Ltd. were established in Bhaluka, Mymensingh, SQUARE Yarns Ltd in 2005, RASTAS Apparel Ltd in 2006. In

Boardbazar, SQUARE Spinning Limited merged with STxL in 2008, and SQUARE Texcom, Markup Cot Spin Ltd., and Fashion Unit 2 in Vogra Gazipur opened in 2010.

SQUARE Denims Ltd was founded in 2012. (SDL-FU). SQUARE Apparels Ltd began their adventure in 2013. Following this, SFL and SKF (knit fabric) united and became SFL. SQUARE Fashion Yarns Ltd was rebranded from Markup Cot. Spin Ltd. (yarns. SDL (denims-Fabrics unit) started trial production in 2015. By broadening Square Textiles Division's wings, new companies were introduced with each passing year. SApL (Fabric Unit) began full-fledged operations in 2016. SQUARE Denims Ltd (SDL-GU) got operating in 2017, and SQUARE Textile Ltd. (unit-4) became active in 2018.

### Company Profile:

<b>Name of the company:</b>	<b>SQUARE Fashions Limited.</b>
<b>Status:</b>	Private Ltd. Company
<b>Company Type:</b>	Manufacturing & Marketing of yarn ( 100% export oriented RMG industry).
<b>Year of establishment:</b>	1997
<b>Location:</b>	<b>Mymensingh</b>
<b>Address:</b>	<p>Factory : Square Fashions Ltd. (knit)</p> <ul style="list-style-type: none"> <li>• Fabric Unit-01,02 (Zamirdia, Bhaluka, Mymensingh).</li> <li>• Garments Unit-01 (Zamirdia, Bhaluka, Mymensingh).</li> <li>• Garments Unit-02 ( Vogra,Chowrasta,Gazipur).</li> </ul> <p>Head Office: Mascot Plaza (11<sup>th</sup>-12<sup>th</sup>) floor, plot-107/A, Sector-7, Uttara, Dhaka, Bangladesh</p>
<b>Contact:</b>	Tel:(880-2)8963795,8963547(880-2)8951101-7,8963227

	<p>Fax: (880-2) 8952652, 8931932</p> <p>Mail: <a href="mailto:infor@squaregroup.com">infor@squaregroup.com</a>.</p>
<b>Product Range</b>	<p>Single jersey</p> <p>Rib</p> <p>Interlock</p> <p>Pique</p>
	<p>Fleece</p> <p>Jacquard or design fabric</p> <p>Tee shirt</p> <p>Polo</p> <p>Jacket</p> <p>Trouser</p> <p>Cap</p>
<b>Production Capacity</b>	
<b>a) Knitting section</b>	20 Tons per day(Body Fabric)-24,000 pcs (Collar&cuff).
<b>21 Dyeing Section</b>	32 Tons per day
<b>22 Garments Section</b>	17 million pieces per year
<b>Total Manpower</b>	17,648 (SFL FU & GU)
<b>Knitting Section</b>	250
<b>Dyeing Section</b>	550

Figure-1: Company Profile



## **2.2: Basic Information about all the companies:**

There are six companies under Square Textiles Division including Square Textiles Limited, Square Fashion Yarns Ltd, Square Texcom Ltd, Square Fashions Ltd(FU), Square Fashions Ltd(GU), Square Apparels Ltd(FU,GU), Square Denims Ltd(FU,GU).

### **Square Textiles Limited**

**Manpower:** 4018

**Production:** 131 Ton/Day

**Yarn Manufacturing unit-**01,02,03,05,Habiganj .

**Location:** Sardaganj,Kashimpur.

Gazipur and Olipur.

Habigonj.

### **Square Fashion Yarns Ltd.**

**Manpower:** 1046

**Production:** 30 ton/day

**Location:** Vangnahati,Sreepur,Gazipur

### **Square Texcom Limited (STcL)**

**Manpower:** 560

**Production:** 17 ton/Day

**Location:** Kathali, Bhaluka, Mymensingh

**Product Range:** Cotton-organic, BCI,Cmia,Supima,Re-cycle,rayon-viscose,modal,lyocel, bamboo;100% polyester and blend,linen blend,grey mélange, fancy yarn-wool blend, neppy, galaxy, inject, siro, lurex, linen look, core & due-core, OE & Vortex.

**Square Fashions Ltd (FU)**

2 unit (knit based)

**Manpower:** 3030

**Production:** 40 ton/day

**Location:** Jamirdia,Bhaluka,Mymensingh.

**Square Fashions Ltd (GU)**

2 units (knit based)

**Manpower:** 14,618

**Production:** 130,000 pcs/Day**Location:** Bhaluka,Mymensingh and Vogra,Gazipur.

**Square Apparels Ltd. (FU)-Woven**

**Manpower:** 1664

**Production:** 100,000 yards/Day

**Location:** Jamirdia,Bhaluka,Mymensingh.

**Product Range:** Neppy,Siro,Tensile,Cotton Spandex,slub,linen,inject,CVC,PC,100% cotton,Viscose,grindle,mélange,

**Square Apparels Ltd. (GU)-woven**

**Manpower:** 1165

**Production:** 36,000 pcs/Day

**Location:** Mamarishpur ,Bhaluka, Mymensingh.

**Product Range:** Shirt & Ladies blouse.

### **Square Denims Ltd. (FU)**

**Manpower:** 1571

**Production:** 85400 yards/Day

**Location:** Olipur, Habigonj.

**Product Range:** All type of denim fabric

### **Square Denims Ltd. (GU)**

**Manpower:** 1165

**Production:** 10,000 pcs/Day

**Location:** Mamarishpur, Bhaluka, Mymensingh.

**Product Range:** Trousers, Shorts, Jackets etc.

#### **Major Buyers:**

PUMA, SPRIT, Engelbert-Strauss, G-Star, S- Oliver, BOSS-HUGO, BOSS-TIMBERLAND, Marks & Spencer, P & G, CASACMODA, DKNY, GERRY WEBER, H&M, Pierre Cardin, Mexx, POLICE and KITARO.

Hugo Boss, Puma, M&S, G Star, Espirit, S Oliver, E Strauss, Tommy Hilfiger, Timberland, New Era, P&C (GMS)

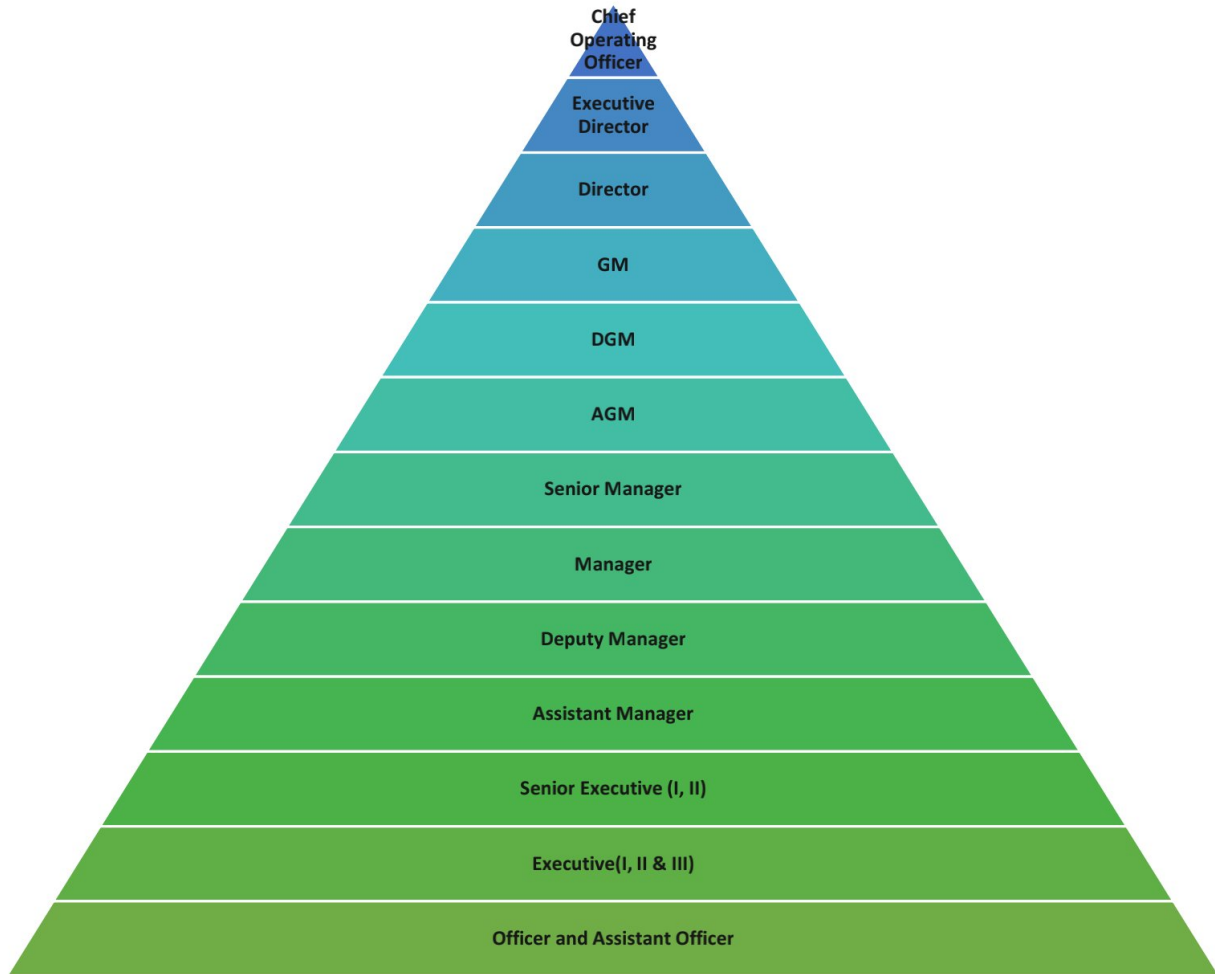
## **2.3: Organizational Chart**

These are all the departments and number of employees under the head office.

1. HR & Administration (33)
2. Information Technology (3)
3. Commercial (87)

4. Commercial (spinning unit)- (28)
5. Marketing (denim)-(21)
6. Marketing (yarn)-(17)
7. Local Procurement (33)
8. Accessories Procurement (23)
9. Yarn and Fabric Procurement (9)
10. Marketing & Merchandising (64)
11. Accounts & Finance (Head Office)-(34)
12. Accounts & Finance ( CHQ=Corporate Head Quarters)-(40)
13. Corporate Relations (1)
14. Company Affairs (Share-CHQ)-(1)
15. Research & Development (2)
16. Industrial Environment Management (1)
17. Enterprise Resource Planning (ERP)-(12)
18. Driver (55)
19. Peon (17)
20. House Keeper (10)
21. Cook (5)
22. Caretaker (1)

## Organogram:



Any employee start their job as Executive I after graduation. After that they climb the ladder like given here. It needs improvement and experience for them to promote to the next position. These hierarchy will be followed until any changes may happen in future. CEO holds the most important position in case of decision making.

As on 23-December-2021

Company Name	Management						Non Management					Grand Total STD.	
	HO			Factory			Mgt. Total	HO	FCT	NMgt. Total	HO Total		Factory Total
	Manager	Exe.&Off.	Total	Manager	Exe.&Off.	Total							
STxL (Unit-1)	23	53	76	10	56	66	142	24	904	928	100	970	1,070
STxL (Unit-2)	-	-	-	3	54	57	57	-	858	858	-	915	915
STxL (Unit-3)	-	-	-	3	38	41	41	-	384	384	-	425	425
STxL (Unit-5)	-	-	-	4	59	63	63	-	1,024	1,024	-	1,087	1,087
STxL (Habiganj Unit)	-	-	-	4	47	51	51	-	470	470	-	521	521
<b>STxL Total</b>	<b>23</b>	<b>53</b>	<b>76</b>	<b>24</b>	<b>254</b>	<b>278</b>	<b>354</b>	<b>24</b>	<b>3640</b>	<b>3664</b>	<b>100</b>	<b>3918</b>	<b>4018</b>
SFYL	0	14	14	5	77	82	96	3	947	950	17	1,029	1,046
STcl	-	4	4	2	37	39	43	2	515	517	6	554	560
<b>Total Spinning</b>	<b>23</b>	<b>71</b>	<b>94</b>	<b>31</b>	<b>368</b>	<b>399</b>	<b>493</b>	<b>29</b>	<b>5,102</b>	<b>5,131</b>	<b>123</b>	<b>5,501</b>	<b>5,624</b>
SFL (Fab)	4	12	16	37	227	264	280	1	2,749	2,750	17	3,013	3,030
SFL (GU-1)	44	121	165	31	299	330	495	62	9,715	9,777	227	10,045	10,272
SFL (GU-2)	-	-	-	16	115	131	131	-	4,215	4,215	-	4,346	4,346
<b>Sub Total SFL GU 1 &amp; 2</b>	<b>44</b>	<b>121</b>	<b>165</b>	<b>47</b>	<b>414</b>	<b>461</b>	<b>626</b>	<b>62</b>	<b>13,930</b>	<b>13,992</b>	<b>227</b>	<b>14,391</b>	<b>14,618</b>
<b>Sub Total Knit</b>	<b>48</b>	<b>133</b>	<b>181</b>	<b>84</b>	<b>641</b>	<b>725</b>	<b>906</b>	<b>63</b>	<b>16,679</b>	<b>16,742</b>	<b>244</b>	<b>17,404</b>	<b>17,648</b>
SDL - FU (Habiganj)	10	54	64	17	138	155	219	33	1,319	1,352	97	1,474	1,571
SDL - GU (Valuka)	-	6	6	19	71	90	96	1	3,043	3,044	7	3,133	3,140
<b>Total Denim</b>	<b>10</b>	<b>60</b>	<b>70</b>	<b>36</b>	<b>209</b>	<b>245</b>	<b>315</b>	<b>34</b>	<b>4,362</b>	<b>4,396</b>	<b>104</b>	<b>4,607</b>	<b>4,711</b>
SAPL (FU)	4	24	28	27	132	159	187	9	1,468	1,477	37	1,627	1,664
SAPL (GU)	1	7	8	12	41	53	61	1	1,103	1,104	9	1,156	1,165
<b>Total Apparel</b>	<b>5</b>	<b>31</b>	<b>36</b>	<b>39</b>	<b>173</b>	<b>212</b>	<b>248</b>	<b>10</b>	<b>2,571</b>	<b>2,581</b>	<b>46</b>	<b>2,783</b>	<b>2,829</b>
<b>Grand Total</b>	<b>86</b>	<b>295</b>	<b>381</b>	<b>190</b>	<b>1,391</b>	<b>1,581</b>	<b>1,962</b>	<b>136</b>	<b>28,714</b>	<b>28,850</b>	<b>517</b>	<b>30,295</b>	<b>30,812</b>

Total Manager	276
Total Officer & Executive	1,886
<b>Management Total</b>	<b>1,962</b>
Total Non Management	28,850

Head Office	517
Factory	30,295
<b>TOTAL</b>	<b>30812</b>



### **About Square Fashions Limited:**

A one-stop shop for the worldwide knitwear industry. Square Fashions Ltd. began operations in 2001 with cutting-edge machinery and technology, establishing itself as a one-stop shop for the worldwide knit garment industry. Currently, company exports 90% of its feature items to Europe and the balance to the United States, Australia, and other regions.

The current manufacturing capacity of the Garment Units is 130,000 pieces per day, and the Fabric Unit's total production capacity is 40 tons per day. It comprises of an internationally qualified laboratory, a highly inventive design studio (fashions and graphics), and 3D sampling and development technology that helps to enrich product diversity in different segments while ensuring optimal consumer pleasure. SQUARE Fashions Ltd. is committed to environmental efforts and strives to provide the best possible service.

Through the constant growth of the professional management system, SQUARE Fashions has attained the highest level of competences. In all parts of its company activities, it provides total openness.

### **Certifications:**

SQUARE Fashions Ltd. is a firm believer in sustainable projects and places a great value on environmental preservation and ecological balance. It has biological treatment plants to provide a pollution-free environment. Better Work, SAC/Higg Index, and the PACT (Partnership of Cleaner Textiles) initiative are all manufacturing members of SQUARE Fashions. Certifications include the Global Recycle Standard (GRS), GOTS, Certification for Global Organic Textile Standard, Cotton Made in Africa (CMIA), Cotton USA, and Supima Certificate.



## Membership:



Bangladesh Garments Manufacturers & Exporters Association



Bangladesh Knitwear Manufacturers & Exporters Association



Bangladesh Textile Mills Association



Metropolitan Chamber of Commerce and Industry, Dhaka.

These are all the major associations related to RMG sector and Square Fashions holds membership of all of those.

## Vision:

Our understanding of business is that it is a means for the betterment of investors, employees, stakeholders and society members by creating new wealth in the form of goods and services that meet their needs without disrupting or damaging the mother earth's socio-ecological balance or the human civilization process that leads to peaceful coexistence of all living beings. This company aspires to follow 3R(reuse, reduce, recycle) and sustainable business. They are also determined to increase and expand this export based business in more countries of the world.

They are always on the same platform with customer demand, even in the future, catering their product and service to the highest degree of pleasure. At the same time, all of their efforts are focused on making the globe a better place to live for future generations. ("Square Fashions : Home", 2022)

## Objectives of Square Textiles Division:

1. To work hard and to maximize profit via transparent company operations within the legal and social framework, with fairness for everyone regardless of gender inequality, status, religion, or area.
2. To generate more employment with the smallest possible investment.

3. To position ourselves as a one-stop shop for the RMG industry.
4. Ensure total conformity with all international quality standards.
5. To offer employees with working circumstances and standards that are appropriate on a global scale.
6. Promote the growth and optimum use of human talent, as well as equitable employment opportunities.
7. Obtaining the most modern and sophisticated technology for the production of the desired product.
8. To close the wage gap between the top and bottom tiers of employees.
9. To encourage everyone to participate in corporate social responsibility (CSR).

#### **2.4: SWOT Analysis of SQUARE Fashions Limited:**

##### **Strength:**

1. SQUARE Group's sister company with excellent technical assistance.
2. A significant amount of money has been invested in the machine and the plant.
3. The factory is well-equipped with high quality machineries.
4. Core end customers profit margin is high (major buyers).
5. Customer retention rate is high.
6. HR and management are well-organized.
7. For production and quality control, high-tech machinery is employed, high capacity production.

##### **Weakness:**

1. The number of rivals in the same field is growing.
2. High pricing of products.

3. Not exporting in south-east countries.
4. The cost of high-quality raw cotton is too costly.

**Opportunity:**

1. There is a lot of room for export: new untapped market.
2. Increasing the number of European nations where the company does business.
3. Expanding the number of firms.

**Threat:**

1. Our country's economic and political status is unstable.
2. Epidemic of the COVID virus.
3. Increased competition from international opponents such as Sri Lanka, China, Pakistan, and India.
4. Competitors in the area, such as the Noman Group and Pritha Fashions Ltd.

## **Chapter 3: Industry Analysis: Industry size and growth trends**



Bangladesh's Ready-made Garment (RMG) sector, which began four decades ago, is now the country's economic engine. This industry accounts for over 80% of Bangladesh's total export revenues. Bangladesh gained 31.45 billion dollars from RMG exports in fiscal year 2020-21.

This industry not only contributes to foreign money generation, but it also employs millions of people in the country. In 2015, Bangladesh had over 4 million RMG workers; by 2020, that number will have risen to over 4.2 million. Male employees account for almost 1.8 million, while female workers account for 2.5 million.

The Bangladesh Garment Makers and Exporters Association (BGMEA) was founded in 1983 to promote and protect the interests of Bangladesh's RMG manufacturers and exporters. It is Bangladesh's most important trade association.

(Figure-2: RMG sector workers analysis. Source-BGMEA)



Aside from that, the organization is working with local and worldwide companies, development partners, and stakeholders to collaborate. BGMEA began with only 12 members and now has over 4000 enterprises registered under them. It also contributes significantly to the country's industrial progress by advocating for government policies, providing services to members, empowering garment workers, and ensuring social compliance in factories.

Knitwear and sweaters are produced by 40% of the manufacturers classified under the BGMEA, whereas woven clothes are produced by 60%. Only woven clothes and 95% of sweaters are exported by the member factories. Furthermore, these firms export almost half of the country's light knitwear. (Ahamed, 2013)

Main strong points of Square Fashions Ltd are exact proportion, justice in craftsmanship and behavior, regularity, and rule. The ultimate success of the garment sector is totally dependent on its productivity. As a result, at our production, productivity assessment has been given top emphasis. To quantify productivity, Square Fashions often uses time-based optimization. It's the output-to-input ratio. The finished clothes are the output, while the inputs are man-hours, machine hours, fabric meters utilized, power consumed, and so on. Productivity and efficiency go hand in hand. When productivity rises, efficiency rises with it. A garment factory's most valuable asset is its workforce.

As a result, Square Fashion places a high priority on the development of its employees' talents. As with skilled personnel, maximum output may be achieved in the shortest amount of time by using the smallest feasible workforce. The sewing sector of a garment manufacturing is crucial to its efficiency. The fundamental difficulty in this area is 'unproductive time,' also known as 'idle time,' which leads to a loss of production. Square Fashion offers skill development programs all year round in order to eliminate 'idle time' and boost worker productivity. The plant is centrally air conditioned, ensuring a pleasant working environment. It is the only plant that distributes profit shares to employees on a yearly basis. Here you can find excellent residential and dorm amenities.

For all of these reasons, Prime Minister Sheikh Hasina awarded it the 'Best Labor Friendly Award' in 2009.

### **3.1: Maturity of the Industry :**

The readymade garment industry arose as a result of the construction of thousands of factories. The distribution of factories by employment size is shown in the table below.

At the time of these postings, there were 5,000 factories, and the number will be around the same currently. [BGMEA, BKMEA-member lists with stated workers] The median factory employed 400 people. Only 550 factories employed more than 1,000 people, with 176 employing more than 2,000.

The garment business began with tiny factories since it was simple to set up a factory — one could rent space, buy 50-100 sewing machines, wire the building for power, hire and train people, acquire a contract for a modest order of basic clothes, and begin to work! By doing, we learnt about sourcing, pricing, and quality control. Because the revenues were significant, small businesses were able to establish themselves. There was no entrance prohibition. Back-to-back Letters of Credit were permitted by the Bangladesh Bank, and bonded warehouses were permitted by customs, lowering the up-front cost of inputs to zero. Aside from that, the administration was unconcerned.

Successful businesses made a lot of money and put it back into expanding their sewing lines. Even as the factory grew in size, knowledge was gathered through experience, and productivity (output/worker) rose. Neither the United States nor the European Union set limits at first, allowing Bangladesh to export whatever it wanted. The US government eventually set quotas, although they were liberal since the US Trade Representative (USTR) intended to help Bangladesh expand its RMG industry. Many nations have been subjected to EU quotas, but Bangladesh has never been one of them. (Saha & Mondal, 2015)

### **3.2: External Economic Factors and Their Effect on the Industry:**

Companies care about economic issues because they affect the development of products and services that people want and are ready to pay for, as well as because the economy is a helpful measure of a country's health. SQUARE Fashions considers a number of economic factors, including political unrest, instability, hartals, and strikes, as well as the global economic recession, alternative markets in Myanmar, Vietnam, Laos, Latin America, and the Caribbean, a highly competitive market, and the import of faulty, low quality machines. Square Fashions must take necessary steps based on the consequences of these aspects in order to make the greatest use of the factors. For this, the industry may incur less profits than usual. As an export oriented business if there is any delay or issues in the port area , it can harm the deals with foreign companies.If the freight cost increases the shipping cost also increases. Therefore the whole company has to bear extra costs. Some buyers may get slipped because of the higher price. High demand, increasing price of diesel oil, world economy all indirectly have impacts on this industry.Square Fashions may use these strategies to their benefit, such as building a global alternative market sector to compete with China, being devoted to increasing export trade as an



LDC, and so on. Promoting skilled labor, introducing skilled technology, expanding into new markets (EU, Africa, Latin America), and making use of vastly underutilized human resources.

### 3.3: Seasonality:

Bangladesh's readymade garment (RMG) exports to the United States increased by 15.38 percent from January to May 2021, representing a double-digit increase in both value and volume over the same period the previous year. There is a graph of yarn consumption trend given below of Square Fashions Limited along with with Square Denims Ltd. and Square Apparels Ltd.-

The finance department informed about this graph of yarn consumption trend which shows how the three companies named SFL, SDL and SApL performed from December 2020 to December 2021. The line seems steady throughout the whole time.



(Figure-3: Seasonality of yarn consumption, Source-finance department)

Bangladesh earned \$2.24 billion in the same time of 2020, according to estimates from the Office of Textiles and Apparel (OTEXA), a division of the US Department of Commerce. While the country exported 1.02 billion square meters of garments in the first five months of the 2021 calendar year, up frRMG exports to the United States were \$5.22 billion in 2020, according to OTEXA statistics, down from \$5.92 billion in 2019.

### 3.4: Technological Factors:

Even if the textile industry mainly focuses on final product, this company has started to take initiative in adding more advanced technological upgradation and usage. Square Fashions always believes in maximum efficiency which is done by brand new technologies. The Technical service

development team researches about these machineries and use those in the factory. It results in higher earnings and also saves time.

Not just in sourcing, but across the business process, technology adaption and digitisation will assist the sector in capacity growth, product diversification, enhancing predictability, efficiency, decision making, accuracy, and cost optimization.

Square Fashions Ltd. is devoted to ensuring all operations in every phase of production and quality assurance through a documented quality management system (QMS) that follows ISO 9001 requirements. Auto-dispensing unit (LAWER) used for bulk dyeing production, Monitoring all the process, automation technology, fabric developing in lab, taking order sample digitally are some of the innovation in terms of technological advancement.

To maintain compliance with quality policy and continuous improvement of the Quality Management System, Square Fashions Ltd. conducts relevant reviews, evaluations, and performance assessment of its operations. Co-generation of machineries is used here to reduce cost. Such as- they run chiller by extracting hot water temperature from gas generator and run exhaust gas boiler by extracting heat from flue gas of gas generator.

Square Fashions has a highly skilled technical and product development team on staff that is always evaluating the current trends in the garment market. The printing department is a one-of-a-kind combination of vision and expertise. They've been collaborating with consumers on a regular basis to convert their ideas and inspirations into creative and high-quality products. MHM printing machines, which are the most advanced in the world of screen printing, have been used by SQUARE Fashions. A traveling carriage drying system with an electric infrared heater is included with the glass-top printing table. The typical printing capacity of different garments is roughly 80 thousand units.

### **3.5: Regulatory, Political and Legal Concerns:**

Square Fashions strictly follows the Bangladesh Labour Law 2006, Bangladesh Labour Rules 2015 and social compliance in workplace. To maintain all the operations with discipline it is really necessary that the political situation of our country stays stable too.



In Bangladesh's RMG industry, political and legal factors are flexible. For any industry, government policies toward business are critical. For investors, tax-free export is a terrific opportunity. Bangladesh's business regulations are extremely liberal in terms of labor and the environment. It allows Bangladesh to produce things at a reduced cost. In industrialized nations, on the other hand, unemployment is quite low, and as a result, they choose to import rather than produce due to high labor costs. As a result, Bangladesh has a huge possibility to grow in the textile sector.

BGMEA(Bangladesh Garment Manufacturers and Exporters Association) and BTMEA(Bangladesh Textile Mills Association) supervise all the garments industries in our country and impose different kinds of policies and laws. The operation, compliances, work environment of SQUARE Fashions also follow all these protocols. Any new law, political disputes highly effects the whole industry.

### **3.6: Competitive Environment and Changes in the Competitive Environment:**

Only a few years ago, Bangladesh's textile industry was left behind, but things have changed now. In the recent years this sector got a large amount of investment. The government is also promoting and giving importance to this industry. To help this industry flourish, the government is enacting favorable policies and reducing restrictions.

Local competitors:

- **Express World Services (Ews)**
- **Raozan Sweater Ltd.**
- **Wink Co., Ltd.**
- **Rebecca Fashions Ltd.**
- **Rahnuma Fashion Wears Ltd.**

Prince, Malek, Envoy, and several overseas brands are some of Square Fashions' competitors. The competition has a number of strong product lines with unique and inventive designs that are of great quality.

Because of the COVID-19 situation a large number of buyers switched their orders from China to Bangladesh. As a result it created a positive impact on our RMG sector.



(Table-4: Sales, Source-finance department)

This graph indicates how sales targets were met from January 2021 to December 2021. Here target quantity, target value, actual quantity and actual value are shown. Most the times the company

could meet the targets nearly. It didn't go far from the target line

NRG, Mosharof, Badshah and AAA are some of the local competitors of SQUARE Fashions in terms of producing knit and woven fabric, garments. Indonesia, Vietnam and India are also giving tough competition to our company.

The biggest competitive advantage that SQUARE Fashions has is that they produce quality products and have trustworthy buyers. There are times when the demand is so high that some of the orders can't be taken. Square Fashions never compromises with quality and this is why they will have long term customers. Another point is that the major buyers of this company are high-end brands like HUGO BOSS. For this reason, profit percentage is always steady.

Square Fashions has a secured position in market despite of all the competitors which is predicted to grow more.

## **Chapter 4: Description of Main Duties:**

### **About my department (HR):**

Square Textiles Division's human resource department is in charge of many elements of employment, including labor legislation and employment standards compliance, interviewing, administration of employee benefits, arranging personnel files with relevant documentation, and so on. The Human Resources department is split into two sections. The HR department for the main office is located at Mascot Plaza, 10-12th floor, Uttara, Dhaka, and each factory has its own HR department. I've been assigned to the corporate headquarters. HRBP (human resource business partner) is present, as well as three additional executives and office helpers. Each HRBP is in charge of a different firm, and one is in charge of the headquarters.

These are the things this department covers and the personnel in charge of that:

1. Manpower setup/budgeting, job analysis/job specification and job description , cost of the company- HR Manager
2. Labour law & rules-HR Manager/ HRBP
3. Recruitment & selection- HRBP
4. Personal File Management-Senior Executive
5. Job Confirmation and Extension-Executive
6. Attendance & Leave-Executive
7. Payroll-Executive
8. 8.Beneficiary Management-Executive
9. Labour Law & Social Compliance- HRBP
10. Training- Executive
11. Orientation-Executive
12. Internship-Executive.

### **Recurring-Tasks:**

I have mostly worked with the HRBPs for the recruitment & selection process. Apart from that I learned other sides of HR department too. The recruitment & selection process is one of the recurring tasks of HR. However for different positions HR manager needs to negotiate differently with the selected candidates.

### **Recruitment:**

It is the procedure for finding individuals to fill a vacant job inside a corporation. The employee requisition form is the first step in the recruitment process at Square Textiles Division. All of the specifics of the open position are listed on that form. The requisition form determines how jobs are posted and how CVs are sorted. While looking for CVs, keep in mind that some originate from internal workers and some come from bdjobs.com. If we come across any good CVs, we save them for future vacancies.

#### **4.1: Employee Requisition:**

##### **Hiring Requisition collected from department:**

The department specifies job specs and responsibilities in the request form. HRBPs assemble this data from many departments and keep it up to date as needed. They also keep track of current personnel, which is known as existing manpower payroll, and decide on an employee limit to ensure that the department runs smoothly and efficiently, which is known as approved setup. In this requisition of personnel there are 3 parts given below:

##### Part-01 (Information about the candidate)

1. Requisition raised by
2. Designation
3. Section(if any)
4. Department
5. Work Station
6. Signature

##### Part-02 (Information about the position)

1. Name of the position
2. No of positions (M/F)
3. Jurisdiction for the requirements ( someone retired or resigned)
4. Job Description ( attached with the form)
5. Required Educational Qualification
6. Required Experience
7. Required Special Education
8. Required Training



9. Skills ( if required)

10. Age

11. Any other options

Part-03 (signatures of higher personnels)

1. Recommendation of Concerned Section Head Sign
2. Recommendation of Department Head Sign
3. HR, Head Office/ Factory Office Sign
4. Head of HR & Admin. Head Office Sign
5. Chief Operating Officer Sign

Hiring requisition comes from different departments of whole Square Textiles Division. This is the chart of hiring requisition from the December and January month. All of these positions are vacant and need new hiring.

Company	Department	Designation	Work Station	No of Position
SDL	Accounts & Finance	Executive	HO	1
SFL	“	AGM	HO	1
SAPL	HR & Admin	Deputy Manager	HO	1
SFL	“	Executive	HO	1
STxL	Commercial (spinning)	Sr. Manager	Ho	1
STxL	Commercial	DM	HO	1
STcL	Commercial	Sr. Manager	HO	1
SAPL (FU)	HR & Admin	Deputy Manager	HO	1
STxL	Commercial	Sr. Manager	HO	1
SFL (GU)	Commercial	Manager	HO	1
STxL (Yarn manufacturing)	Accounts & Finance	AGM	HO	1
SAPL	Commercial	AGM	HO	1
SFL	Commercial	AGM	HO	1

SDL	Local Procurement	Sr. Executive	HO	1
SFL (GU)	A & F	Manager	CHQ	1

(Table-5: Survey from HR Dept)

**HR Inspection:**

HR department managers verifies the justification of the Requisition. The HR department goes around to different departments to see whether extra staff is required. If they believe more manpower is required after inspecting and watching the situation, they approach higher officials for approval to employ. They will continue with the recruitment process when the permit has been approved.

**4.2: Job Posting & CV Sorting:**

Firstly they need to declare that there is a vacant position for the post. For this there are different medias like newspaper, linkedIn, bdjobs.com. Most of the time they prefer bdjobs.com as it has more vast CV banks and the website is well organized for filtering requirements. HR departments can also locate their CV in two methods. They begin by going through their internal CV bank for the holiday and sorting the CVs by department. Meanwhile, every HRBP advises me of the types of CVs they are seeking for. I make a mental note of these needs.

Following the job advertisement, the next stage is to sort CVs. HR sorts CVs in bd jobs or LinkedIn first in this approach. Work experiences, educational backgrounds, CGPA, areas of specialization, training histories, and other criteria all play a role in CV selection. Following this first screening, we forward these CVs to the department with the open post. Following that, the department in charge of the open post sorts the CV before sending it to higher-level management for approval and signature. The Square Textiles Division's HR department completes the recruitment procedure in this manner.

My major finding from this part is The CV sorting is done very carefully through three steps which makes it more efficient and easier to find right candidates. At first it is sorted by the HRBP, then HR Manager and finally General Manager. Sometimes it is also sorted by the certain department head. While doing CV sorting for the Executive position in commercial, I found this information below from 52 CVs which was sorted in the first stage:

Age Range	Number of Candidates	Expected Salary	Number of Candidates	Experience	Number of Candidates
20-25	8	20,000-25,000	20	Less than 1 year	10
26-30	38	26,000-30,000	15	1-2 years	25
31-35	5	31,000-35,000	6	3-4 years	12
36-40	1	36,000-40,000	4	4-above	5
		41,000-45,000	6		
		46,000-50,000	1		

(Table-6: Survey of recruitment)

### **Selection:**

The selection process begins in Head Office when the recruitment process is completed. It is the process of identifying and hiring the most qualified candidate for a vacant position. There are three phases to this procedure: A written test, an interview, and the creation of a personal file for each employee are all part of the process.

### **Written Test:**

Before the written examination, I need to phone the applicants to confirm their interest in the position and provide them with information about the exam, such as the exam date, time, place, mark distribution, and duration. Typically, the question pattern is 40 points in math, English, and IQ questions, and 60 points in subject-related questions, with an exam duration of 1:30 hours. I have to coordinate the applicants for the written text test and offer them all of the instructions. I walk them through the entire procedure. It is usually held at a conference room or a different branch in Sector #3.

I was given the task of preparing sample questions for the exam's general section. I prepared math, English, and IQ problems for the question bank which is selected by the HRBP to finalize.

After exam, the subject related questions are checked by the specific department and general part is checked by us. I often checked the exam papers and prepare the mark sheet. From this part, some candidates with good marks are approved for interview. I let them know about who is selected and is asked to wait for the interview.

## **Job Interview:**

After checking all the exam scripts, the interview process begins. If there isn't enough time in the day, candidates are requested to come back the next day for an interview. I tell them of the date, place, and crucial papers they must bring. Normally, we request that you bring your CV, certifications, and NID.

We send them a management application form by mail or in person before the interview. They are required to complete the form. Personal details, family information, current and permanent addresses, academic information, passport, birth certificate, NID information, and a passport-size photo are all required on this form.

Booking a conference room for the interview is the first step in the interview preparation process. The head office has three meeting rooms, which we must reserve through the administrative department. We prepare a few documents to hand along to the interviewer, which is really important. Candidate summaries, CVs, written test papers, and candidate assessment papers are all included.

I created a CV summary that includes information such as name, current address, year of birth, home district, academic information including passing year, result, university name and degree, phone number, total experience, firms that applicant worked for, and exam grades. In addition to the applicant summary, the following information is provided: department, designation, interview date, time, and workstation. And in the evaluation form there are these criterias to give the ratings for : education, experience, circumstance, impact, knowledge advancement, communication, maturity-attitude, ambition-motivation, judgement.

In the bottom of this form there are present and expected salary, notice period and an option of recommended and not recommended, interviewers name and sign with the given designation. The applicant's name, department place and date and time are given at the top of candidate evaluation form. The ratings of this form are 5 (outstanding), 4 (Above average), 3 (Average), 2(Below average), 1 (poor).

### **4.3: Making Personal File:**

The last step of selection process is making personal file of all papers of the newly joined employee in a file. Employee background checks, medical checks, and verification of all



academic documents take place at this phase. HRBPs provide employment letters and job offer letters to employees. I organized all of the documents in this file according to the recruiting and selection process order given below:

1. Requisition Form (vacant department provides this with job details)
2. CV
3. Test Paper
4. Candidate Evaluation Form (Evaluation from the interview)
5. Management Application Form ( newly joined employee needs to bring this before the interview and company provides this form)
6. Job Offer Letter (this is an offer from the company as per the following terms and conditions such as position, workstation, employment status, salary, pick and drop service, bonus, profit share, provident fund, gratuity, group life insurance, working hour, weekly leave, festival holiday, leave(annual, casual, medical), leave fare assistance (LFA), termination of service), conflict of interest and other conditions)
7. Letter of employment ( this is for asking them to bring joining letter and documents like academic, medical, NID etc)
8. Proposal for employment ( in this section name, address, personal details, total experience, previous company history ( company name, position, duration), proposed position and salary, company, department, proposed joining date, probation period, workstation are given with signatures of higher management)
9. Employee documents ( Documents like NID, university result, HSC certificate, SSC certificate, medical certificate are attached here)
10. Letter of Joining ( the employee needs to bring this document on the joining date which includes joining date, company, work station and designation along with his/her signature)

**Joining Circular:**

This joining circular is sent via email by the HR executive. After a new employee is chosen, an email is sent to all top management at the head office, factory, and CHQ to inform them of the new hire. Picture, title, business name, work station, joining date, total experience, prior company with title and duration, and academic information are all given in this section.

Here is a simple steps of Recruitment & Selection:

1. Employee Requisition.
2. HR analysis
3. Job Posting & CV sorting
4. Selection
5. Written Test Examination
6. Job Interview
7. Making employee personal file
8. Joining Circular

#### **4.4: Working Conditions and functions:**

This head office follows certain rules of common etiquette and conduct. All the management and non-management employees here abide by these rules. Desk structure are really comfortable to work and help to concentrate well. Office assistants, peon, executives all of the people working here are quite friendly and welcoming. After joining this office, none made me feel intimidated and encouraged me to learn more. The supervisors are also co-operative and well-behaved. I have never seen anyone misbehaving/shouting at other for doing any mistake. If anyone makes any mistake, he/she is guided properly to not repeat the mistake again.

This office follows these below etiquettes:

- Well dress-up (Formal)
- No Smoking in the office premises
- Speak gently not loudly
- Approach politely to the peers, subordinates & supervisors

These are the guiding principles:

- Avoiding junk food inside office premises
- Restraining from borrowing & lending money among colleagues.
- Going outside of office with permission/informing supervisor



- No gathering inside office without any valid reason.

There are certain actions which are considered as misconduct and authority takes measures for this. This is how this workplace creates harmony and maintains a sound working environment. The actions which are prohibited:

1. Willingly Insubordination or disobeying reasonable orders of a superior (alone or with group of employees)
2. Theft, Fraud and Dishonesty in connection with the employer's business or property
3. Taking or giving bribe in connection with his or any other worker's employment under the employer
4. Habitual Absence without leave
5. Habitual late Attendance
6. Riotous or Disorderly behavior in the establishment, or any act subversive of discipline
7. Habitual Negligence work
8. Habitual breach of any rule of employment, including conduct or discipline, approved by the chief Inspector
9. Falsifying, tempering with, damaging or causing loss of employers official records

**Difficulties and Challenges ( Familiarization with new work, Communication, Cultural Problems):**

After my orientation on the first day, I was asked to approach all the executives for tasks. It was a difficult time for me to approach them amidst all of their work related pressure. I was a little bit hesitant to constantly ask them to assign me tasks. However after few days, I was able to open up and gained their trust by showing my ability. Slowly I started doing all my tasks regularly.

I followed the dress code and other manners properly. Therefore I didn't face any difficulties regarding this. None in the office is culturally biased. Once I got to know them , they helped me throughout my whole learning process.

This workplace offers free lunch and tea for the interns.

### **Assigned internship Tasks:**

I was mainly assigned to Mr. Shamsul Haque (Sr. Manager, Human Resources, Head Office) with Mr. Md. Sahariar Alam, Sr. Executive for the recruitment and selection process. Along with this I have also performed some of other tasks mentioned below:

1. Verifying authenticity of candidates certificates (SSC & HSC)
2. Preparing training summary of a whole year.
3. Updating late attendance in the software HCMS ( human capital management system)
4. Giving monthly salary to the employees under different companies.
5. CV sorting.
6. Making CV summary for interview.
7. Coordinating in the interview board and written exam.
8. Informing the candidates about the recruitment process.
9. Preparing joining circular of the newly joined employee.
10. Making questions for general part ( Maths, English, IQ) of the written exam.
11. Checking exam papers of the candidates.
12. Final Settlement of a resigned employee.

### **4.5: Experiences:**

The office hour of the head office is from 8:30 am to 4:45 pm. Here every employee is divided into two teams which are called Team A and Team B. Each team gets weekly off day on alternative Saturdays. I attended my office everyday on time and asked for my seniors to assign me a task. They assigned me tasks daily and I performed them within a time constraint. All of the employees here are eager to teach me whenever I ask questions. If there is any urgency they give me another schedule knock them.

My whole experience there was really informative and effective. This experience surely made positive changes in me both personally and professionally. I blended myself with the corporate culture really well which will be an advantage for me in the future. I learned to be

more punctual, patient and well-disciplined while working 3 months here. They treated me as one of their employees and didn't make me feel left out. I learned to approach employees from different department for official purpose. For official purpose I had to go the both 10<sup>th</sup> and 12<sup>th</sup> floor and interact with other department employees.

## Factory Visit:

### SQUARE Fashions Limited:

Background: It started its project in 2001 & production in 2002 with a perfect combination of modern technology and skilled professionals which largely helped it to achieve the position to cater for world's top class customers within a short amount of time. It has two fabric units and one garment unit.

Rules & Regulation: This factory follows all the basic code of conducts including complying with govt. legal requirements, local environmental regulations, following Bangladesh Labor Law 2006, providing healthy working environment, timely payment of wages, OT, bonuses and freedom of association for workers.

Manpower: 1200 staffs and workers.

Unit	Management Staff		Non-management staff and worker	Total
	AM to Director	Asst. Officer to Sr. Executive		
FU-01	27	168	1815	2010
FU-02	10	61	722	793
GU-01	33	307	8203	8540
Total	70	536	10740	11346

(Table-7: Factory manpower, Sourcr-SFL factory on the day of the visit: 4.01.2022)

Male: Female ratio-75:25

Number of departments:

1. Production: Section: Sewing, Cutting, Finishing, Printing, Embroidery, Technical & Product Development, Washing.
2. IE & Work Study.
3. Planning.
4. Quality Assurance.
5. R&D and Design Studio.

#### **HR Policies:**

1. Late coming: 1 minute late is means late, 3 days in a month is one day absent, entry after 11:00 am is considered late.
2. Early out: 3 days early out in a month is one day absent.
3. Work out: If employees come to office late for official reason.
4. Daily Movement: If employee goes outside for official purpose.
5. Leave: Casual leav- 10 days, Sick Leave- 14 days, Earned Leave- 14 days(management), 18 days(non-management)
6. Probation period: 6 months(management), 3 months(non-management)
7. Confirmation: with/without salary increment and with promotion (only when outstanding performance.)\

#### **Garments**

Major Buyers:

Espirit, H&M, Pierre cardin, Bench, Puma, Hugo Boss, Mustang, Kitaro, Target, Marks& Spencer etc.

Environmental friendly projects:

1. Waste management: Producing organic fertilizer, liquid waste treating in Effluent Treatment Plan, water recycling plant, rain water harvesting plant, re use machine cooling water & steam condensate.

Achievements:

1. Received Best Labor Friendly Organization by BKMEA, May 2009.
2. Earned National Award for “National Environment Certificate) ,2009.

3. Owned National Export Trophy(Gold) 2015-2016.

### **HR side of the factory:**

To hire factory workers and employees first we issue a hiring requisition. After this a circular is distributed (banner, leaflet), short exam is held, medical certificates are collected along with birth certificate, NID, school certificate. An orientation is organized for them to give them an overview of their duties, compliance, risk management. The recruitment normally is held on Monday and Wednesday. The workers get job confirmation after 3 months. Salary is also confirmed after negotiation. They get salary increment every year. Factory workers get night allowance for overtime shifts. We try to ensure the workers are in good shape and so other different facilities are also given to them.

These are all the welfare facilities that the workers are given:

- Contributory Provident Fund
- Gratuity
- Life Insurance
- Profit Share

### **Work interactions:**

As a HR intern I had to be approachable to the candidates. Sometimes some candidates don't follow instructions properly even after getting a brief, in those situation I had to break down the whole process to each one of them again. I also had to act a little strict while taking exam as some of them try to cheat. I had to interact with everyone of the department from time to time. For conducting the interview, the interview board is given refreshments. For this I had to inform the peons from admin department to arrange the refreshments for them. For making CV summary I had to constantly communicate with executives

Communication mode: I had to be very professional while interacting with candidates, executives, office assistants.



**Frequency:**

The recruitment happens almost 3/4 days a week. Therefore I was quite busy with the recruitment process. In the end the pressure was not that much as there was more promotion related works than recruitment.

**4.6: Working tools:**

Microsoft word and Microsoft excel are mostly used ones. I have to prepare all the documents necessary for hiring a personnel through Microsoft word. To keep the manpower list information, CV summary, promotion summary etc Microsoft excel is a must tool. Apart from these two, I also used HCMS where attendance, leave, payroll etc reports are made. This includes Attendance system, leave management system, security administration. Under AT there are transaction data, attendance process, setup data, tour, outoffice duty, device data sync. Under Leave management system there are Leave application central, application adjustment, leave allocation, employee alternate holiday, leave category entitle, yearly leave process, leave approvals, leave application, leave recommendation, leave recommendation and approval.

## Chapter 5: Company Level Analysis

From my BBA program courses like Human Resource Management, Business Communication, Management Information System, Principles of Management, Organizational Behavior, Technology Management had most similarities with my internship duties. I got to see the application of these courses here in the organization. For communicating professionally I followed the basic manners of business communication from my course. I got to see the practical practice of HR here. The technology related courses helped me use the Optic HRM and HCMS more efficiently. Organizational Behavior was useful for understanding othe hierarchy of the organization and understand why employees act certain ways in various situations. For an example, if any problem arises according to organizational ethics there are certain things an employee should do and shouldn't do.

### **Efficiency:**

During this internship, I have observed one process which I think to be exceptionally efficient and it is the appraisal process of employee which requires the Annual Performance Appraisal Form. This report evaluates the employee based on a lot of criterias which is later used for salary increment or promotion.

This process is particularly efficient for selecting competent employees and process their appraisal. This one is for the the employees who are in probation period. There is another report made yearly which is for the permanent employees. It allows for more comprehensive assessment of the key employees. The performance rating standards for this is divided into two sections including **professional competency** (Weightage to this section would be 40 points, Each performance rating standards has 5 points, justification is mandatory who obtained 1-2 & 5 points of each PRS). The PRS are written below:

1. Strategic Planning Ability.
2. Quality of Work.
3. Professional Communication.
4. Initiative & Drive.
5. Decision Making Ability.
6. Resource Management.
7. Business Orientation.
8. Training & Development Activities.

Then there's the segment on individual qualities ( Weightage to this section would be 60 points, Each performance rating standards (PRS) has 5 points, justification is mandatory who obtained 1-2 & 5 points of each PRS). The criterias are:

1. Ability to motivate and develop team members.
2. Behavioral Attitude.
3. Sense of Responsibility.
4. Effective Succession Planning.
5. Leadership Qualities.
6. Moral & Ethics.
7. Dynamic Quality.
8. Analytical & Judgmental ability.
9. Capacity to work in a team.
10. Commitment to excellence.
11. Knowledge sharing attitude.
12. Effective Liaison within & outside team.

This has been demonstrated to be incredibly successful for the organization because it is done so critically. After the supervisors fill up this form there is another section called **Overall Evaluation** which includes Obtained evaluation point and obtained rating. HRD deducts points for discipline. This comes with one warning letter, more than one warning letter and other punishment disposal. The obtained rating starts from 00-40 (poor), 91-100(Outstanding), 81-90 (Excellent), 71-80(Very Good), 61-70(Good), 51-60(Fair), 41-50(Needs Improvement). Then there's also this section for Appraise. The development review includes major strength, weakness area and training & developmental proposal. It also has Recommendation for confirmation, promotion, increment, transfer etc. Finally it is appraised by section head, department head and head of operations.

From the Recruitment & Selection process the CV sorting of candidates by three steps is also very efficient to only select the ones really required for the Job post. The CV is firstly sorted by HRBP then HR manager and finally HR head. This makes a thorough inspection of the candidates who will sit for exam.

**Inefficiency:**

The attendance report making is not really efficient at this moment because of not centralizing the 6 companies into a single database. To make the the attendance report of the employee they need to enter from six different applications which is quite a hassle and time consuming. As there is two softwares called Optic HRM and HCMS , it sometimes becomes confusing which software to use for which employee because not all the data are entered in both software. Therefore if all of the data are centralized in a single database , it will be more efficient and save a lot of time. Optic HRM was first launched with both alphabetical and numerical ID. However for upgradation HCMS was introduced using only numerical salary code (ID) which was easier.

Another inefficiency is that the HR department doesn't use any online assessment test for candidates. Online assessment using Pymetrics ( Behavioral assessment test based software) has been proven to be very efficient in evaluating the candidate's behavioral traits. This department is not completely digitalized in this sector of recruitment & selection.

**5.1 :Market Level Analysis:****Company's competitive position in the market:**

Assessment of company's competitive position in the market:

**Capacity:**

In Knit industry production capacity is a key factor to assess company's competitive position in market.

On regular basis due to western market demand orders are placed at a time in huge volume considering planned production capacity. Also as knit market profit margin is very sharp so capacity plays the largest roll in this market.

Considering top knit groups in the world SFL is one of the most profound company which have capacity of production and space to utilize for production.

**Cost:**



Worldwide there is a good number of knit manufacturing units. Considering wages, and less variety in products knit garment production cost is very limited and varies less.

But SFL has successfully selected its target market and Brands with variety in products those are in high in revenue generation with continuous order placement.

Moreover because of competitive labor cost for facility placement at right area and also for sustainable product manufacturing SFL is at the top of Brand's choice for order placement.

### **Core Buyers:**

Lee, M&S, HUGO BOSS, Puma, G Star, s. Oliver, Tommy Hilfiger, Bench, Kitaro, Wrangler, Timberland, Target, H&M etc . These are one of the top clothing brands of the world. Square Fashions receives regular orders from them. Approximately 60% of the profit comes from these major buyers and Square Fashions has maintained consistent relationship with these buyers. There are days when because of high demand, not all the orders can be received. This is one of the main competitive advantage of this company.

### **Machineries:**

All of the machineries used in different processes are of high quality and the factory follows compliance perfectly which make ensures the quality of the products. The TSD (technical service development) department does a lot of research in different categories before buying these machineries.

### **Product Quality:**

As because state of art machineries this company has top quality finished product outputs.

Due to using high quality machineries and frequent quality checks, the end products are always of high value and has longevity. These garments and fabrics are supplied to the top brands and so they are produced precisely with certain requirements of the buyers. Mercerized cotton is the most costly fabric. Few buyers demand for this and it is sold at high price.

## **5.2 :Professional Level Analysis:**

### **Impact on future career plans:**

1. This internship helped me gain a new experience. I learned to adopt myself with the corporate culture. During my internship, I had the opportunity to acquire good guidance and enhance my abilities; my supervisor monitored my performance and advised me on how to improve.
2. I saw a lot of CVs while working at the office for three months, which helped me identify the flaws in my own. The more CVs I looked at, the more ideas I had for how to make my CV more reasonable.
3. One of the most important skills I learnt was networking. I had to meet and communicate with other departments for various work purposes. I learned a lot about the job market from them.
4. I gained self-assurance and independence, which I can project in both my academic and professional lives. In person, I had the opportunity to display my personality while asking direction and feedback, as well as to demonstrate respect and consideration. This internship led me to a circumstance where my relationship with the experts working here grew naturally.
5. When I look for a full-time career, the supervisors and mentors I met during my internship will be a helpful resource. Since those executives knew me personally and saw how committed I was to my assignment, references created from my internship can be useful in my job hunts. They can talk about things like my developing competencies and how my degree prepared me for work.
6. I have got a firsthand knowledge of workplace culture. I learnt about team building, getting to know other people's thoughts and perspectives, how a professional works in his area, coordinating with the team and keeping communication with other departments to ensure a smooth flow of work, and so on. I was impacted by a positive work environment.
7. Time management skill is a must for any professionals in job life. In the time of emergency I had to complete a task within limited time. This helped me become more efficient in my day to day life as well.
8. Because of a fixed working hour, I started to follow a certain routine. As a result, I became more punctual and disciplined.
9. All of these social and professional skills will help me prepare myself for a job in future.

### **Correlation with University knowledge:**

We learned about 7 HR basics in our Human Resource Management course. While pursuing my internship, I got practical experience of some of them. Practical skills literally needs practice.

This internship taught me some of the things which I couldn't experience through bookish knowledge. These 7 basics are:

- I. Recruitment & Selection
- II. Performance Management
- III. Learning & Development
- IV. Human Resources Information Systems

Square Fashions is considered to be the best in compliance which makes it the best practice for HR policies. To maintain a high-performance work system, increasing productivity and performance is a must. As per my university learning, it can be done by following things:

- Recruiting, screening and hiring more effectively
- Providing more and better training
- Paying overtime wages
- Providing a safer work environment

From my experience, I have assisted recruitment 4 days a week which indicates the efficiency of HR department.

**Main Challenges/difficulties:**

1. The main challenge I faced was to find tasks to do. For interns there are no specific duties/responsibilities. Therefore it was quite difficult for me to get acquainted with what kind of works I should get involved with.
2. There were times when all of the executives were busy and I had none to ask for what to do. In those days I tried to observe what others were doing and took notes from it.
3. When there was rush of workload, I took tasks from multiple executives and doing both of these tasks were a bit challenging. However with time I got used to it.
4. I felt quite awkward at first asking questions. Thoughts like whether I was disturbing them came across my mind. Therefore I was always cautious about when to ask questions and when to not ask questions. It took me a while to get comfortable with asking questions to the executives.
5. I was never assigned to any trivial work as I was an intern. While I anticipated to play a key role in the organization, I was frequently offered just assistance positions by your superiors and mentors.

6. The remuneration for attending this internship was not up to the mark comparing to my other fellow batch mates working as intern in other organizations.

## **Chapter 6: Conclusions & Recommendations**



**Conclusion:**

Square Textiles Division has been successful in making contribution to the economy of Bangladesh through RMG and textile sector for 24 years. The HR department that handles the six SBU and massive workforce of the division has always maintained and carried the company's success. This department helps keep the compliance and office environment employee-friendly. Thus the manpower is increasing every year. In this report all the important steps of recruitment & selection have been highlighted and observations have been included. The market level analysis shows how enriched Square Fashions Ltd. is in terms of quality and business. Square Textiles Division has more scope for expansion in future considering its profit percentage. Therefore their HR processes must be more digitalized and updated.

**Recommendations:**

The behavioral assessment of a candidate is done face to face which can be turned into an online assessment which will save a lot of time and make the recruitment process easier. A software called Pymetrics which has all different kinds of games to assess a person's behavioral attributes. Square Textiles Division can adopt this software for the recruitment & selection to make the process more efficient.

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