



# **INTERNSHIP REPORT**

**‘SWOT Analysis of the Department SCPD (Social Compliance and Producer Development) of Aarong’**

Administrator

# **SWOT Analysis of the Department SCPD (Social Compliance and Producer Development) of Aarong**



## **Prepared For**

Dr. Khandoker Mahmudur Rahman  
Associate Professor  
School of Business & Economics  
United International University (UIU)

## **Prepared By**

Syeda Tasnima Haider  
ID - 111171079  
School of Business & Economics  
United International University

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## Letter of Transmittal

23 May 2021

Dr. Khandoker Mahmudur Rahman

Associate Professor

School of Business and Economics

United International University

Subject: **Submission of the Internship Report**

Dear Sir,

It gives me great pleasure to submit my final report which was prepared as a prerequisite for the completion of United International University's BBA Program. This report contains all of the detailed details about my realistic experiences acquired during my internship.

This report is mainly focused on the SWOT Analysis of the SCPD Department of Aarong. During preparing the report, I gained a higher range of knowledge despite of having some limitations. Writing this report has been an exciting and great pleasure and an extremely interesting and rewarding experience. It has enabled me to get an insight of that department.

I tried to follow each and every guideline you suggested when working on the report. Working in this has been a very eye-opening experience, and I have thoroughly enjoyed my internship at Aarong.

I owe you a huge debt of gratitude for all of your help with my report. As a result, I'm hoping you'll be kind enough to consider my report and comply as a result.

Sincerely,

Syeda Tasnima Haider.

11171079.

## **ACKNOWLEDGEMENT**

I would like to thank the internship Supervisor, Dr. Khandoker Mahmudur Rahman Sir, who has helped me in every step of my internship. He's given me specific instructions on how to make this Report as perfect as possible. His encouragement helped me fully to complete this report. He was effective in convincing me of the value of this report in my future endeavors, which inspired me to work harder.

I am also thankful and acknowledged to SCPD Manager (Mussabir Rahim), my Supervisor ( Ali Reza ), and all the members of the department to help me to complete my journey of 3 months which was very meaningful and educational . I worked with them, trying to understand their perspectives and emotions, and based on what I learned, I wrote a report from my own perspective. Finally, I would like to express my gratitude to those who have read this report and will learn from it in the future.

I'd also like to express my gratitude to BRAC - AARONG for assisting me by providing me with the opportunity to work with them.

## **DECLARATION**

I, Syeda Tasnima Haider of United International University's School of Business and Economics (Marketing), Bangladesh, declare that the internship report on "SWOT analysis of SCDP of Aarong " is an original work that has not been submitted for any degree, diploma, title, or recognition.

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Syeda Tasnima Haider

School of Business and Economics

ID: 111171079

United International University

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## **Executive Summary**

Aarong extended its support to rural artisans by investing in their handicrafts for many years into its operations as one of Bangladesh's largest fashion retail chains under the umbrella of one of the world's largest NGOs. Thousands of artisans from communities outside of BRAC's scope benefited from the process, which saw the rise of independent producers and provided income-generating opportunities for them. SCPD is a department that assists in the recruitment of new manufacturers and artisans and serves them. By exporting to 15 different countries with the aid of SCPD, Merchandising, and QC, Aarong reflects Bangladeshi tradition and culture while also contributing to the country's GDP. In this report I many talked about the SCPD department Strength, weakness, opportunities and threats. This report aims to see how the department is making the company more different than others companies how every day they are working with the suppliers and artisans to help them work better and effectively, how the department handles their weaknesses and threats and takes care of it so it doesn't jeopardize its prospects, and how they take care of their weaknesses and make more opportunities each day to get more customers.

## **1.1 Topic of this report**

For the report, a subject must be chosen. A clearly described subject reveals what will be addressed in the paper. The subject has been assigned as "SWOT analysis of Aarong 's SCPD department."

## **1.2 Origin of the report**

Academic education alone is no longer sufficient in today's world to allow students to compete with confidence and achieve their goals without prior experience in the real world. The study that has provided the ability to learn about a certain company's strength and how they are sustaining it. how they take advantage of opportunities, deal with risks and weaknesses, and improvise.

## **1.3 Background of the Report**

The internship program, which is a required component of the BBA program in order to complete the degree, is extremely important because it allows students to become acquainted with real-world business situations. The student collaborates closely with members of an organization and learns about its roles. This curriculum allows students to improve their analytical skills as well as their academic attitude. I was put as an intern for 3 months at the "Arrong's head quarter, SCPD Department" which is located at Tejgaon to complete this internship program. This report will be based on the SCPD department's SWOT Analysis.

## **1.4 Objective of the Report**

The internship program is a fair and practical way to gain a better understanding of the situation. It is a career development activity that aids in the development of a student's career. The following are some of the benefits of the internship program for me:

## **1.5 General objective**

The overall goal of this research is to finish the report. It is important that we have our own goals for completing the report in order to have a consistent guideline in the report.

- To know about the strength of the department and how they are mainlining it and improvising it and keep it constant
- To know how they deal with any problem they face and handle them without taking a long time
- To know in adept details about the department and they work as to be better a better department for the company

## **1.6 Broad Objective**

To find out the company's Strength, weakness, threat and opportunities and how they are handling it.

## **1.7 Scope of the Report**

This report was compiled after thorough consultation with SCPD department employees as well as the honorable supervisor. While writing this paper, I had the unique opportunity to gain a comprehensive understanding of the department's strengths, weaknesses, threats, and opportunities.

## **1.8 Methodology of the Report**

All must adhere to such rules and regulations in order to research efficiently and accurately.

The report's contributions came from two different places:

### **1.8.1 Primary Sources**

- Taking with the employees the SCPD department.
- Working alongside with the employees and seeing they how they handle each and every situation.
- A face-to-face meeting with my Supervisor.
- A face-to-face meeting with the producers.

- Direct observation to know in depth of the department.

### **1.8.2 Secondary Sources**

- Reports provided by the company.
- Website.

### **1.9 Limitations**

Certain limitations were encountered when preparing this report:

- Facts could not be verified because there were insufficient sources.
- The research presented here can differ from expert opinions in this area.
- The organization may find certain aspects of the report to be confidential.

## 2 Organization Profile



BRAC was established by Sir Fazle Hasan as a small-scale relief and rehabilitation project at Shallah Upazillah in the district of Sunamganj to assist returning war refugees after the Bangladesh Liberation War of 1971. It was later renamed Building Resources Across Communities (2000). The world's largest non-governmental organization, BRAC was established in 1972. Then, in 1976, BRAC, dedicated to alleviating poverty and empowering the poor, launched a small initiative to encourage sericulture among Manikganj's women.

Aarong was established in 1978 in response to a need to assist Manikganj's poor silk farmers. Their inspiring mission is to improve the lives of disadvantaged artisans and rural women by enlivening and promoting their arts and crafts. Their initial target market consisted of a few Dhaka merchants. Even the word "Aarong" means "a village fair or market" in Bengali. Aarong reflects the global village. Aarong's products are infused with the essence of Bangladeshi culture and beauty in every item. As a result, the company is known as "Aarong."

Aarong was established to assist Bangladesh's oppressed citizens. The explanation for this is that the majority of Bangladeshis live in rural areas. They are the most vulnerable and oppressed people, and Aarong has created a safe haven for them. The three major barriers to gainful jobs in rural areas, according to this group, are a lack of working capital, marketing resources, and opportunities for skill growth. As a social enterprise, it offers services to low-income and vulnerable people in rural areas in order to address the three major challenges. Aarong is also a leader in promoting Bangladesh's fashion industry, preserving and promoting Bangladeshi products and designs that contain the essence of Bangladeshi culture and beauty in every piece. Their initial target customers were a few Dhaka merchants. Aarong quickly grew and expanded throughout the world, from a single store to one of Bangladesh's largest retail chains. Rural people are the most vulnerable and oppressed people, and Aarong has built a foundation for them in collaboration with the Ayesha Abed Foundation.

The Ayesha Abed Foundation (AAF) was established in 1982 to honor the late Mrs. Ayesha Abed, Sir Fazle Hasan Abed's wife and coworker.

**The foundation has 12 main production centers:**

- Manikgonj,
- Gorpara,
- Jessore,
- Jhenaidah,
- Pabna,
- Kushtia,
- Nilphamari,
- Baniachong,
- Rajbari,
- Kurigram,
- Sherpur,
- Jamalpur,

Aarong over 658 sub-centers, and serves as Aarong 's production hub. Each Main Production Centre has 15-90 Sub-Centers, each with 10-80 female artisans, and each with 1 in charge. Aarong helps over 2000 villagers by using their creative talents and assisting them in earning a living.

Aarong now employs 65,000 artisans, including weavers, potters, brass workers, jewelers, jute workers, basket weavers, wood carvers, leather workers, and other craftspeople. 85% of these artisans are women from rural areas, indicating that women are being empowered.

Aarong now has over 100 product lines.

Aarong offers the local and international public the opportunity to own a handcrafted Bangladeshi product.

**Aarong currently has 12 domestic locations in:**

- Uttara

- Dhanmondi
- Gulshan
- Moghbazar
- Wari
- Mirpur
- Sholashahar, Chittagong
- Haliashahar, Chittagong
- in Sylhet
- Moulvibazar
- Khulna
- Comilla

Aarong also has as one franchise location in London.

**This company has been exporting its goods to:**

- Italy,
- the United Kingdom,
- Spain, Canada, Japan,
- and other countries since 1984.
- Middle and upper socioeconomic groups, expatriates, international visitors (tourists and business travelers), and Bangladeshis living abroad are among Aarong 's target customers.

Tamara Hasan Abed is BRAC Enterprises' senior director and oversees the organization's 16 social enterprises.

The picture of a peacock serves as Aarong 's logo. It has a stunning appearance due to the glowing, luminous, and varied color patterns in its tail. Aarong goods are as eye-catching and distinctive as a peacock, as shown by this logo. It also wants to use the symbol to highlight its sustainable, eco-friendly goods. The Aarong s logo is made up of two shades. One is orange and the other is purple. Professionalism is represented by black, while energy is represented by orange.

**Mission:** In situations of poverty, illiteracy, illness, and social inequality, to motivate citizens and societies. Their interventions are aimed at bringing about large-scale, substantive improvements through economic and social services that help men and women reach their full potential.

**Vision:** A society free of all forms of exploitation and oppression, in which everyone can reach their full potential.

### **3 Aarong product:**

#### **3.1 Dresses for men:**

- Panjabi
- Sleep wear
- Lungi
- Short kurtas
- Shit
- Shawls

#### **3.2 Dresses for women:**

- Three pieces
- Night wear.
- Kamiz
- Shawls
- Dopatta
- Tops
- Pants
- Shalwar
- Sharee

#### **3.3 Product for kids**

- Books
- Shoes
- Toys

- Clothes

### **3.4 Home Textile Products**

- Bed
- Fabrics
- Rugs
- Table
- Kitchen
- Living
- Table

### **3.5 Home Accessories**

- Kitchen
- Living
- Lamps
- Bed
- Table

### **3.6 Jewelry Products**

- Gold
- Silver
- Pearl
- Other
- Leather Products

### **3.7 Shoes**

- Bags/wallets
- Belts
- Boxes
- Photo Frames
- Office
- Terracotta Products

### 3.8 **Decorative**

- Dining
- Lamps
- Plant Accessories
- Bamboo/Leaf Products

- Living
- Dining

### 3.9 **Metal Products**

- Decorative
- Living
- Lamps
- Candles
- Pillar
- Floating
- Decorative
- Seasonal

### 3.10 **Jute Products**

- Decorative
- Personal Accessories
- Wood Products

### 3.11 **Decorative**

- Living
- Table
- Glass Products

### 3.12 **Table**

- Nakshi Kantha Products
- Decorative

- Fashion
- Table

### 3.13 Personal Accessories

- Decorative
- Fashion
- Bed

### 3.14 Food Products

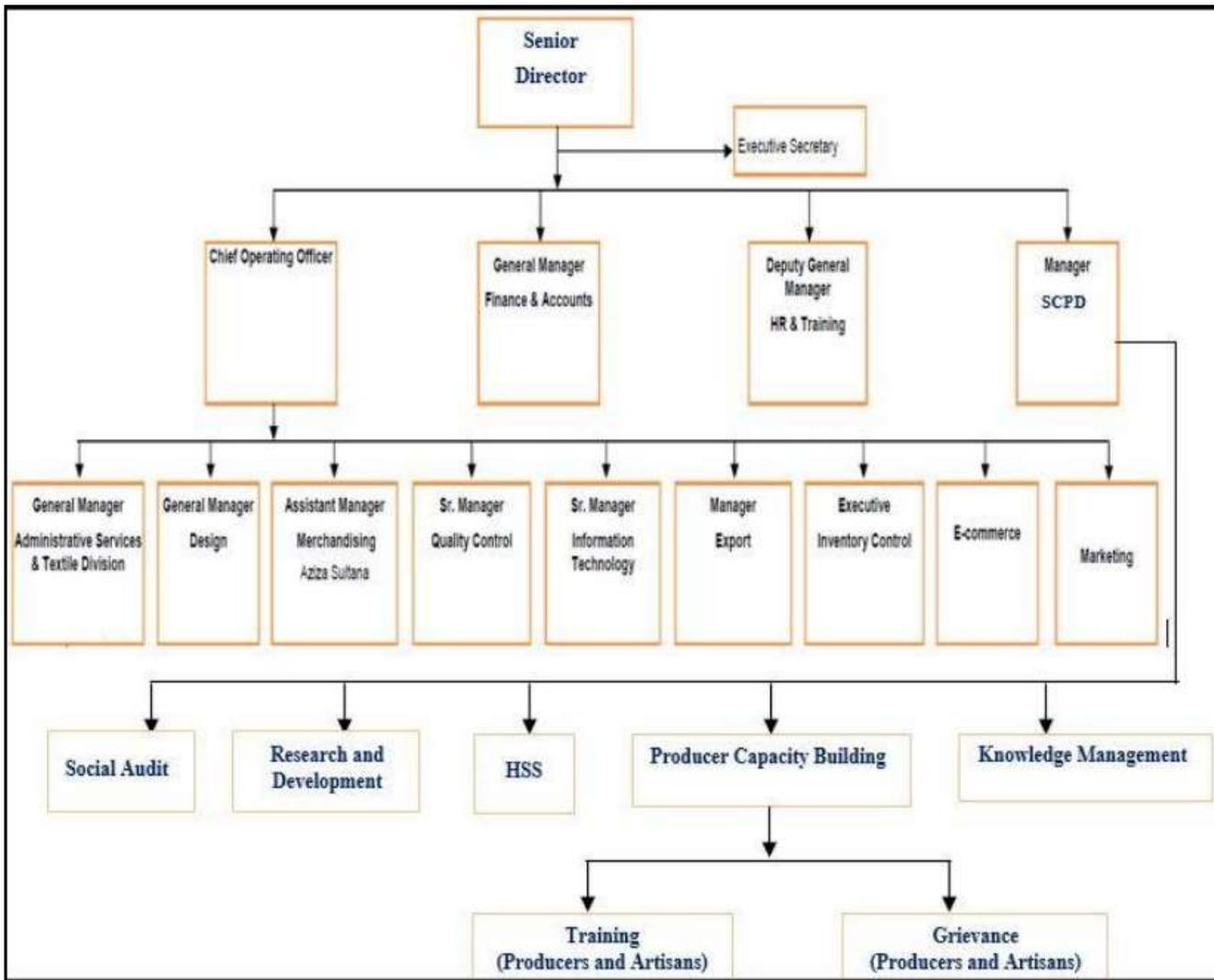
- Cheese
- Butter
- Flavored Drinks
- Yogurt Drinks
- Yogurt
- Milk Powder
- Liquid Milk
- Ghee

### 3.15 Herbal Products

- Aarong Herbal Earth Face pack
- Aarong Herbal Earth Orange Peel Face pack
- Aarong Herbal Earth Face Scrub
- Aarong Herbal Earth Multani Face pack
- Aarong Herbal Earth Uptan Face pack

## 4 SCPD

## 4.1 Organogram of Aarong - SCPD



## 4.2 SCPD Department:

Social compliance and producer development (SCPD) department head is the manager. SCPD is divided into 3 parts or divisions in general. There is an Social Audit team consist of 1 senior officer and two officers, Producer Communication & Capacity Building (PCCB) consist of 1 senior officer and 2 officer and, an lastly HSS consist of 1 senior officer and 2 officers. This

department works with the producers directly of Aarong take care of their problems, give solution to it, and also work with artisans when they have money issues.

The SCPD department is in charge of recruiting of producers. To hire a producer, there are a total of thirteen measures that must be followed For producer recruitment, a circular is released. There are two kinds of producers: single preparatory and formed association. Along with the form, documents like a license, a TIN number, a credit or loan that proves the organization's legitimacy are submitted.

If the form is chosen, the SCPD conducts an interview and the file is sent to Design, Warehouse, Merchandise, and Textile. Following the initial pick, the prospective producer is given 5 to 6 days to visit the factory and submit a report for approval by the department heads. After the approval is finalized, a sample is taken for approval and clearance, as well as a costing requisition. SCPD then gives final approval and signs a contract with the supplier, and details about the producer is entered into the ERP Software and Master Sheet, culminating in the creation of a separate company for the producer.

#### ***4.2.1.1 Social Audit team:***

Aarong 's social audit team evaluates production sites on a monthly basis, including both producer's factories and Aarong 's production centers. There are seven requirements:

- Working Environment,
- Environmental Management,
- Structural Facilities,
- Product and Personnel Security,
- Fire Safety and System, Ensuring No Child and Forced Labor
- Employee Management

These must be reviewed on a regular basis in order to uphold the Fair Trade and WHO policies. The audit team needs to visit the factories of the producers at specific interval of time and after visting and doing the audit the make a report on basis of that the audit and give a certain percentage and on the basis of the percentage they let the producers know how can they improve

and at which part they need to improve to get better percentage otherwise they won't be able to work with Aarong. After getting the result of the report the producers fix the problems and give evidence by providing videos or pictures of the factories

After the audit, all of the data is entered into a program called "Sourcetrace.". where it is show how many times the audit has been done and how many percentage they have gotten in each audit.

#### ***4.2.1.2 Producer compliance and capacity building (PCCB) :***

Producers present a variety of social and production-related issues. The issue is discussed with a SCPD Grievance Officer. If the issue is social, SCPD will resolve it; however, if the issue is production-related, SCPD will bring it up in a weekly meeting and attempt to resolve it with the appropriate authority (AAF). They also take care of the trade license issues and recruit new producers .. the PCCB team specifically keeps track of all current, new, and old producers' information, as well as all legal documents and photocopies as proof documents. Separate files, both hard copies and soft copies, are also developed. ERP software is used to connect with the various agencies and to keep track of the complaints. In ERP individual producer's personal information is given along with their factory address and their subcontractor if they have any and also representatives information is provided there.

#### ***4.2.1.3 Health Security Scheme (HSS):***

Aarong 's "Health Security Scheme" is a project to provide financial assistance to Ayesha Abed Foundation registered artisans who become ill and are admitted to hospital. Currently, 65,000 artisans work for the Ayesha Abed Foundation, mostly in Bangladesh's rural areas. An artisan will receive 1000 taka to 10,000 taka under the health protection scheme. 1 Senior office and 2 officers are always there for contact with the artisans and are in charge of allocating funds to qualified artisans. A record of the artisans and how many times they used the health benefits is kept using software. The HSS team have a hot line service where artisans can call and tell the officers about the problems and give information about theirs problems and the HSS team handles it .

## 5 SWOT analysis of SCPD:



### 5.1 Strength of the SCPD team:

SCPD department Specifically worked works with the producer and the artisans. This department is quite unique in its own way than any other retail chain companies. This department thoroughly works with the producers and helps them to in any way possible to make product in a perfect way in this way the customers of Aarong will be satisfied. Good relation with the Producers is the top most important as if the product good quality product the customers will be ultimately happy. The department is very much on alert to give the best services to the producers all time, SCPD use advance technology to provide services which , because of the use of technology it becomes much convenient and easier for them to keep a good relationship with the producers and keep tabs on them .

The whole department have a committed workforce environment to give the best services out there and they work together all the three teams to give the best service possible to them so that the producers and artisans can work with satisfaction and make good quality products in return

I would say it is one of the greatest strengths of Aarong , they maintain their relationship with their producers any tries to keep up the relationship very well. They try their best to walk the extra mile to keep good relationship with the producers. The key goal of department, from a consumer perspective, is to ensure that customers can shop at Aarong with a clear conscience. The department's job is to make sure that manufacturing centers are run in a way that is appropriate to society and that there is no abuse going on. Producers standardize and enforce the working atmosphere, terms and conditions, wage levels, worker benefits, health and safety

services, working hours, and worker growth. The organization's relationship with its producers is important, it provides a forum for producers to share their opinions and grievances on how to strengthen the working relationship between Aarong and its producers. Producers directly file complaints and grievances with this agency, which are then forwarded to the appropriate Aarong departments for resolution. Similarly, a complaint or investigation about a Producer is investigated by the SCPD department, which conducts fact-finding and then reaches a settlement with the parties involved, in this way the if there is a problem for producers it can directly and easy be solves without it getting out of hand .As the department works with the producers who makes all handmade and traditional product it make them different than any other producers

Another great strength of this department is the HSS team. The work amazingly each day to help out the artisans. All day the HSS team try their best to fix every artisans problem.

HSS have hotline numbers given to artisans in rural areas. These two hotline numbers are given to them for health-related concerns. As a result, if artisans have a problem, they call these numbers and report it. However, they must be admitted to the hospital for this; otherwise, they would be unable to receive assistance. A field officer from the Ayesha Abed Foundation will go to them to see whether they are telling the truth or not. After reviewing it, the field officer will complete a form and submit it to the Dhaka office for approval. Following these steps, a set amount will be sent to the artisans via Bkash to their specified Bkash number. These are the guidelines for obtaining assistance from the HSS unit. The artisans receive BDT1000tk at the lowest level and BDT10000tk at the highest level. However, under exceptional circumstances, artisans can be paid a different sum. The artisans also get training in Gender, Justice and Diversity, Torture and Sextual harassment, Health Security Scheme From BRAC. BRAC also have Adolescent Development program where they teach kids basic livelihood.

The audit team is specially there for the producers to be better at what there are doing at a safe working place. whenever the audit score report is not up to the mark the audit team make up time to talk to the producers individually and make them understand to be better and what to do to improve and which part is to be improved several times. Even if the producers got unique problem, they have the access to talk to the Manager of the department.

The three teams of the SCPD department works in their own unique way to make the customers happy and fulfill the demand of the customers because if the producers and artisans work properly ultimately the customers will be happy.

The SCPD department also have made an app to keep updated about everything for the producers . and also have forum where they give training to the producers who to keep their work place safe.

## **5.2 Weakness of the SCPD department:**

As the department is working with so many producers sometimes because of the space limit in the office it gets difficult to give service to all producers at once. As much as they have producers compare to that the employees are little bit short in number, So it sometimes becomes a hassle to handle and keep updated with so many producers and also becomes hassle to do audit of all producer because of time limitation. The software they use to keep the information of the artisans and the producers and audit it could be more improved so it would be easier for them to work and will be able to work. As a lot of artisans works under them the number of employees who takes call at hot lime is short in number. Because of the department limitation sometimes it's not possible to hire more people in this department.

Sometime producers and artisans cannot give the products intime which becomes a huge problem for the company as a result the company cannot fulfill their target to sell product ultimately loses money so the department should into that. Also, sometimes the producers' artisans don't know how to do the packaging and chemicals properly which ultimately leads to less production of the product as the products gets destroyed.

## **5.3 Opportunities of the SCPD department:**

This department is working closing with the suppliers to closely monitoring their work. If they appoint few more employees in the department, it will be easier for the department to work more easily and give service to the producer more than before. They could update their software's which they use in this way they could more easily handle the suppliers and keep tabs on them. They could give more opportunities to suppliers to work with them in this way the company will earn more money. they could have their suppliers. As Aarong main motive is to help rural area

woman they could get in contact with more woman who are qualified to work with them but because of not having the opportunity are being unable to work with them. They could invest more on those women to teach them how to make hand made things and then let them work with them in this way the company will earn money and the poor people will work with them and make their lively hood .

#### **5.4 Threat of the SCPD department:**

Right now, Aarong has no major competitors. But they have some small competition from Banani 11 such as Kay Kraft, Anjans, Deshal, Jattrra, Khubsurti, Rina Latif, OZ and Rang which take up 32 percent of their customers and slowly rise. So keep their customers interested they need to keep their suppliers and artisans happy and satisfied and if they are satisfied they will give good quality hand crated product. As the Aarong is all about tradition the they should give suppliers more encouragement to make more trendy fashionable cloths with less cost because the we all know Aarong cloths can be over price. Customers take the view that when one's price rises within alternatives.SO customers then buy another alternative with less price. Products of Aarong often get altered because of the highly competitive price of products. But Aarong's commodity, which has tradition and creativity, attracts customers much to its quality and indigeneity. Customers often want to buy the Aarong product to use their dresses for the country's identity. Aarong therefore has a modest competition danger of replacements. So, its high time the company should make some arrangement with the suppliers and artisans to cut down some cost so they can provide product to the customers at a low price. They should also make huge changes in the quality of their product to gain more customers, recently they have introduced the Aarong earth beauty products among them the “Aarong Earth Aloe Vera Face Mask” have raised quite a question because of quality of the product, manly loyal regular customers complained that the product quality is bad. So, the Department should look into it more and talk to the suppliers to fix it otherwise they will lose their loyal customers to some other company.

Factors like: growth rate, interest rate, exchange rates, inflation rate, disposable income and supply of demand within its limits are taken into account by economic factors. Aarong also follows these economic paths as a social enterprise and an artisan producing business. Aarong imposes the price of their products on Vat, a tax that comes from consumers, because of its

inflation rate. Aarong provides the producers with a loan facility at the interest rate, to deliver the product on schedule. Aarong is also able to expand its business with the participation of a large number of citizens with the growth rate of the economy. Aarong should need to think over the price range of the product and talk to the suppliers to make it at less costly so that the customers pay less tax otherwise they will soon move to other substitute products.

## **6 Ending remark**

### **6.1 Recommendation:**

- ✓ Aarong is a lifestyle. Aarong represent our country in the most unique way possible and it only happened because of having Such amazing suppliers and artisans. So if they could fix the problem they have with their quality of the products and do cost reduction and make the price fair they will attract more customers.
- ✓ The department should look into more how to encourage more to suppliers and recruit more affordable suppliers who are more than ready to make product at a less price will be great.
- ✓ And hire few more Employees to work with the HSS and Audit team. And update their Software so that they could be more friendly to use.
- ✓ They should introduce more training and encourage the suppliers and artisans both to come and join
- ✓ SCPD should invite some experts and organize a few seminars a year, with a training department. These workshops will teach artisans how to wash and iron clothes properly in order not to harm it, to introduce new and better chemicals and also to teach them how to do packaging for sensitive or breakable items for manufacturing.
- ✓ The artisans and producers need training in time management to split their time and to know who is good and who is good at what sort of work and to divide the work accordingly.

## 6.2 Conclusion:

I say frankly that my time with BRAC Aarong has been one of the most successful experiences of to the organization by assisting and working on projects. They did involve me to some of their projects which I felt happy to help. From them I learned so many things.

Over all the department is very much energetic to get their work done, if they could fix the minor issues, they will be more benefitted in the future gain more customers. If the department thinks about increasing costs and marking values, including the provision of a handicraft incentive, the provision of workshops on various forms of handicrafts, cut-outs and packaging methods, introduce the artisans' eco-friendly waterproof containers and even mobile battery-powered lighting, it should be encouraged for the producers and artisans to work even more efficiently. This will help Aarong achieve a higher number of export quality products. Training would enhance the efficiency of manufactures and artisan's output. They will be encouraged to develop their skills.

my life. Not only have I gained practical knowledge, I have also met lots of great people. All my life I use the product of aarong then to see at Manikgonj how they make cloths was one of many great experiences I had while doing this internship. The atmosphere at the Dhaka bureau was always pleasant, so I felt at home. Furthermore, I thought I could contribute during the internship

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