

Internship Report
on
The Recruitment and Selection Process of SGS
Bangladesh Limited

MD. FARHAN TAJWOR

This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Internship Report on The Recruitment and Selection Process of SGS Bangladesh Limited

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Registration Trimester: Spring 2025



School of Business and Economics
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Date of submission: August 4, 2025

Letter of Transmittal

04.08.2025

Shayla Khanam

Assistant Professor

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Dhaka- 1212

Subject: Submission of internship report on “The Recruitment and Selection Process of SGS Bangladesh Limited”.

This is to submit my internship report on the title “The Recruitment and Selection Process of SGS Bangladesh Limited” as a requirement for the successful completion of my internship program. This report examines SGS Bangladesh Limited's recruitment and selection processes and their relation to the company's performance.

The information and conclusions in this report are the result of my internship knowledge and observations throughout the internship. The analysis and recommendations could be valuable to the organization in terms of human resource strategies.

Thanks also to you and everyone in the HR team at SGS Bangladesh Limited for the guidance and support. If you have any questions or need anything clarified in this report, please feel free to reach out to me.

I appreciate your time and consideration.

Yours sincerely,

Md. Farhan Tajwor

ID: 111 193 122

Certification of Similarity Index

111193122 Md. Farhan Tajwor

Internship Report of Farhan 1

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Declaration of the Student

My name is Md. Farhan Tajwor, and I am from United International University. My department is Bachelor of Business Administration (BBA) and Major in Human Resource Management. I do hereby declare that,

- The internship report on the 'The Impact of Effective Recruitment and Selection Process of SGS Bangladesh Limited' is a reflection of my own work.
- My internship report is a creative work that I drafted from my on-the-job experience & comprehensiveness.
- This research was provided by Assistant Professor of Business and Economics, Shayla Khanam, United International University.
- This report was created for educational purposes to complete the "Bachelor of Business Administration (BBA) degree requirements."

Md. Farhan Tajwor

ID: 111 193 122

Program: BBA (Major in HRM)

School of Business and Economics

United International University

Corporate Evidence



10 April 2025

Nahid Hassan Khan
Director
Directorate of Career Counseling & Student Affairs
United International University

Subject: Acceptance of Internship Program

Dear Mr. Nahid Hassan Khan,

This refers to your letter dated 06 April 2025 regarding the internship for **Mr. Md. Farhan Tajwor**.

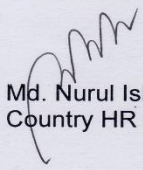
We are pleased to inform you that we have accepted your request to take **Mr. Md. Farhan Tajwor** as an **Intern** under the HR department of **SGS Bangladesh Ltd.** effective from 09 April 2025 for a period of three months, ending on 09 July 2025.

During his internship, he would be supervised by **Mr. Hridoy Chowdhury**, Assistant Manager, HR Department. "Internship Project Report" must be pre-approved by his supervisor before submitting to University.

We would appreciate if you could inform the intern to bring a written document containing his/her three (3) main objectives/goals for the internship on the day of his joining. This will enable us to ensure that his learning goals are properly documented and will serve as a guiding framework for his experience throughout the program.

We believe that the University should not utilize or divulge to any person or persons any secret or confidential knowledge or information which may have acquired as a result of the internship by the company or by any of its subsidiary or associated companies except with the written consent of the Company.

Thanks and regards,


Md. Nurul Islam
Country HR Manager

SGS Bangladesh Limited,

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Member of the SGS Group (SGS SA)

Acknowledgement

Thank the Almighty for giving me strength, good health, and determination to complete this internship and report.

My sincere gratitude goes to SGS Bangladesh Limited for giving me a chance to intern at their organization. This has been an incredible learning experience both academically and in the professional workplace and field. Most of all, I wish to thank the HR department for their patience and willingness to share some of their data with me to facilitate the completion of this report.

Heartfelt thanks must go to my academic supervisor, Shayla Khanam Madam, whose guidance, support, and feedback have been invaluable throughout this internship. Her guidance and feedback were critical to developing this report and how to approach it as an academic effort.

Mr. Hridoy Chowdhury, Sir, Thank you for your guidance and support during my on-site internship. They were patient and more than happy to share their undeniable expertise with me, educating me on the practical aspects of HR Considerations that I might encounter in the recruitment and selection process. I will take the lessons from their experience and leadership into the professional workforce. I would also like to thank the employees of SGS Bangladesh Limited, especially during the interviews in the HR and other departments who assisted this research endeavor by giving time and sharing information and opinions. Their expertise and collaboration were instrumental in bringing this study to fruition.

I trust that this report will be a useful document that contributes to understanding the application of effective recruitment and selection processes and the influence they have on organizational improvement. All errors are my own, but I welcome constructive criticism, suggestions, and updated methodologies.

Executive Summary

This report presents the selection and recruitment function of SGS Bangladesh Limited, drawing on learning from a three-month internship in the Human Resource Division. In light of the larger Testing, Inspection, and Certification (TIC) industry, the report focuses on how SGS, as a component of a globally-recognized brand, conducts talent acquisition in order to sustain its service quality, market domination, and operational credibility.

I have learned about the HR process by assisting with candidate contact, onboarding, data maintenance/organization, training, and event planning. As a result, I learned things like running structured interviews, evaluating for fit, staying within the law with labor law postings, and ensuring the confidentiality of interview data. These jobs laid the foundation for what kind of HR professional I am today and what I could be for the rest of my career.

My internship report's results emphasize the strategic value of good selection for employees, performance, and retention, and for the business in terms of survival. I suggest a number of tactics to improve recruitment, such as Stabilizing technical screening processes, best utilizing the power of the ATS, and forming relationships with universities. These initiatives focus on ways of increasing the effectiveness of recruitment, bettering the quality of hiring decisions, and driving long term organizational effectiveness.

In short, recruitment and selection in SGS Bangladesh is not just an HR activity but an important business enabler. Strategic investment in these areas will support long-term business growth, the retention of our reputation for service excellence, whilst ensuring we remain an employer of choice in their competitive TIC market in Bangladesh.

Table of contents

Letter of Transmittal	ii
Certification of Similarity Index.....	iii
Declaration of the Student	iv
Corporate Evidence	v
Acknowledgement	vi
Executive Summary.....	vii
Table of contents	viii
List of Tables	1
List of Acronyms & Abbreviations.....	2
CHAPTER 1: INTRODUCTION	3
1.1 Background of the Report.....	3
1.2 Objectives of the Report	5
1.3 Rationale of the Report.....	6
1.4 Scope and limitations of the report.....	7
1.5 Definition of Key Terms.....	8
CHAPTER 2: COMPANY AND INDUSTRY PROFILE.....	10
2.1 Company Analysis	10
2.2 Industry Analysis	20
CHAPTER 3: INTERNSHIP EXPERIENCE	25
3.1 Position, Duties, and Responsibilities	25
3.2 Training & Development	30
3.3 Contribution to Body / Operations	31
3.4 Evaluation	32
3.5 Skills Applied	34
CHAPTER IV: CONCLUSIONS AND KEY FACTS.....	37
4.2 Key Understandings	39
4.3 Conclusion.....	41
References	44
Appendix	45

List of Tables

- **Table 1.1** – Overview of SGS Bangladesh Limited HR Policies
- **Table 2.1** – Key Industry Trends in the TIC Sector
- **Table 2.2** – SWOT Analysis of SGS Bangladesh Limited
- **Table 2.2** – Industry SWOT Analysis
- **Table 3.1** – Breakdown of HR Internship Responsibilities

List of Acronyms & Abbreviations

- **SGS** – Société Générale de Surveillance
- **TIC** – Testing, Inspection, and Certification
- **ATS** – Applicant Tracking System
- **HR** – Human Resources
- **RMG** – Ready-Made Garment
- **ESG** – Environmental, Social, and Governance
- **ISO** – International Organization for Standardization
- **MSA** – Management Systems Assessment

CHAPTER 1: INTRODUCTION

This chapter presents the structure on which the internship report is based, and leads to the conclusions of the report. It sets the stage or provides the necessary foundation for the investigation, articulates exactly what has been or will be done, what the reason for the significance is, what the parameters, limitations, or delimitations are, if there are any, and, finally, it explains the terminology correctly throughout the document.

1.1 Background of the Report

In the globalized environment of today's world, human resource management – especially the process of talent acquisition – plays a critical role in an organization's continuing success and competitive edge. That is even more so in some fields where human expertise or integrity is the product. The Testing, Inspection and Certification (TIC) sector, for instance, is a case in point here, as quality and trust in services are directly dependent on the quality of the human competencies and the behavior of TIC staff. Industry players, such as SGS, are massively involved in providing product safety, quality, logistics, and services certification and as well as being responsible for monitoring and controlling product's compliance with international standards, across various sectors – consumer, industrial, and environmental.

SGS SA, the world's leading company in TIC services, is a network of 2,650 offices and laboratories around the world. Its presence in Bangladesh, through SGS Bangladesh Limited, is especially relevant, given the emergence of export-oriented industries in Bangladesh like RMG, which are heavily reliant on third party quality assurance and compliance services to comply with international requirements. Being a service based company in a niche market, recruitment of high skilled employees helps the company to be a market leader in Bangladesh, and selection and retention of high quality workforce have direct influence on the quality of service, trust of the clients and market leadership in the context of Bangladesh.

This report is based on a three-month internship program at SGS Bangladesh Limited from April 09th, 2025, to July 09th, 2025, in the Human Resources Department. During this period, an involvement in the company's actual HR activities was accumulated, but a particular emphasis was placed on the details of the company's recruitment and selection. Given that effective talent acquisition is a key to the health of our organizations, especially in the competitive and specialized TIC environment, this white paper seeks to document these processes in a structured manner. It is intended to explore the current status of such a state, know its implications over various organizational outcomes, and also, suggest its implementable recommendations for further improvement and ultimately, contribute to SGS Bangladesh Limited's strategic objectives regarding human capital management.

The summary **table 1.1** below gives an insight into some of the HR policies at SGS Bangladesh Limited, which merely gives a glimpse of how the company manages its talent.

Table 1.1 – Overview of SGS Bangladesh Limited HR Policies

Policy Area	Details
Recruitment	Open roles are published across channels - online, agencies, and internal.
Selection	The potential candidates will be shortlisted on the basis of Qualifications and Experience and called for structured interviews and technical test.
Onboarding	New recruits are initiated into the SGS culture, policies and safety regulations, and they receive initial training.
Employee Engagement	Workshops and team experiences to keep your staff/students motivated and productive.

Performance Management	Ongoing evaluations of staff performance via appraisals, feedback sessions, and skill-enhancing programs.
Compensation & Benefits	Attractive Remuneration Packages and Benefits, including insurance, bonuses, and leave pay.

1.2 Objectives of the Report

The key purpose of this report is to critically analyze the HR Recruitment and Selection Process of SGS Bangladesh Limited and to find out how it is related to the company's performance. Specific objectives include:

- I. I have observed the existing recruitment process of SGS Bangladesh Limited from the aspects of sourcing channels, selection tools, and initial candidate attraction approach.
I have explored how the current recruitment and selection processes meet or fail to meet operational and strategic needs.
- II. During my internship at SGS Bangladesh Limited, I realized that the organization's performance is closely related to effective recruitment and selection practices. When the right people were in place, there was a dramatic uplift in the quality of employees, performance improved across the board, and staff turnover decreased nicely.
- III. To offer clear and meaningful recommendations for the improvement of the productivity, effectiveness, and strategic fit of the recruitment and selection procedures of SGS Bangladesh Limited, taking into account best practices worldwide and local market requirements.

1.3 Rationale of the Report

There are multiple reasons for this internship report, some driven by academic constraints, others by the importance of its topic:

- **Academic Compliance:** This document is a mandatory part of the internship program attached to the Bachelor of Business Administration, in Human Resource Management at United International University. It offers a guided application of the theoretical concepts learnt in classes, especially those in the HR management area, to a real professional space.
- **Company Context:** For SGS Bangladesh Limited, this report provides a new, external view of its strategic talent acquisition. Implications and recommendations can provide useful information for the Human Resources Department in order to focus on existing procedures that require improvement, resolve detected difficulties, and integrate the recruitment and selection process with the business strategy and the business demands. In the light of such competition in the talent market as well as the specialty nature of the TIC industry in Bangladesh, such efficient process optimization is critical for continued expansion.
- **Industry Insight:** This report adds to the knowledge of HR practices and challenges in the specialized Testing, Inspection and Certification (TIC) industry, especially in a developing country as Bangladesh. It goes to show how external forces shape internal HR strategies, like industry trends and labor market forces.
- **Personal and Professional Development:** This report brings together the learning experience, analysis skills, and professional communication ability of the intern during the internship.

1.4 Scope and limitations of the report

1.4.1 Scope of the Report:

The recruitment and selection process of SGS Bangladesh Limited is mainly discussed in this report. This includes everything from vacancy identification and candidate sourcing through final decision making and initial onboarding hand-off. Rather, it focuses on the techniques, tools, and tactics used by the HR department in coordination with certain business units across SGS Bangladesh. Although the report does cover the larger HR ecosystem, its more extensive focus is limited to the talent acquisition one. The industry analysis is focused on the TIC (Testing, Inspection, and Certification) industry across the world in a close-up perspective of the Bangladeshi market.

1.4.2 Limitations of the Report:

Despite attempts to offer a full analysis, this report has some limitations:

- **Limited Access to Sensitive Data:** As an intern, I had no access to sensitive or proprietary financial information, detailed salary information, or employee performance data over the long term. This limitation made it difficult to conduct a full quantitative analysis.
- **Limitation of Time:** Due to the time span of the internship (about 3 months), data collection and observation were superficial and lacked the depth of penetrating the data. A lengthier period might enable longitudinal or more comparative studies across multiple hiring cycles.
- **Focus HR Department:** Though at a remove through dialogue with recruiting managers, the key observational data were drawn from the HR Department. This explains why the HR perspective is more noted in the report than views from across a balanced representation of other operational functions.
- **Reliance on Observed Practices and Available Information:** The analysis is drawn from practices observed, available internal documentation, and discussions with HR staff. They do not cover all historical anomalies or unofficial customs that may exist.

Although the recommendations are specifically aimed at SGS Bangladesh Limited, their immediate applicability to other TIC companies or contexts may need to be treated with caution, given differences in organizational architecture, culture, and market conditions.

1.5 Definition of Key Terms

The following essential terms are defined for the sake of clarity and organization throughout this report:

Human Resources (HR): The part of an organization that deals with employee lifecycle tasks (recruitment, hiring, onboarding, training, compensation, performance management, employee relations) and policy setting.

Talent acquisition: Attracting, finding, and bringing on board skilled human labor for organizational needs and to meet any labor requirement. This process involves sourcing, attracting, screening, and hiring individuals.

Recruitment: Recruitment is the practice that involves attracting, screening, and selecting qualified candidates for a job opening. It's the beginning of the talent pipelining cycle.

Selection: Selecting the best candidates from the larger group recruited by the organization through a variety of tools and methods to find out which prospective candidates match up best with job requirements and the culture of the organization.

Testing, Inspection and Certification (TIC) Sector: A specialized services sector that offers impartial independent third-party services to determine the quality, safety, and performance of materials, products or systems that are intended for compliance against national and international standards.

SGS SA: Société Générale de Surveillance SA, (French for General Society of Surveillance) is a multinational company headquartered in Geneva, Switzerland which provides inspection, verification, testing and certification services.

SGS Bangladesh Limited: SGS SA subsidiary in Bangladesh delivering TIC services in a wide range of sectors across the nation.

Applicant Tracking System (ATS): Employers' software that enables the management of recruitment, usually as part of a hiring platform; commonly includes job posting, resume screening, and candidate engagement functionality.

Time-to-Hire: A job recruiting KPI that calculates how many days it takes from the time a job requisition is created to the final acceptance of the offer or start date.

Quality of Hire: A recruiting metric measuring the value your new hire is bringing to your organization. You can quantify it through job performance review scores, employees staying on longer and hiring manager satisfaction.

Employer Brand: The image of an organization as an employer, affecting its appeal to prospective and existing employees.

Onboarding: The process through which new organizational members learn knowledge, skills, and behaviors to become effective organizational members.

CHAPTER 2: COMPANY AND INDUSTRY PROFILE

This chapter is an in-depth explanation of SGS and the overall Testing, Inspection, and Certification (TIC) market. It is intended to situate the company's global and Bangladesh operations within its industry environment, to provide a framework for understanding the distinctive challenges and opportunities that affect HRM practices, specifically in recruiting and selecting candidates.

2.1 Company Analysis

2.1.1 Overview and History

SGS (Société Générale de Surveillance SA) is a Swiss-based multinational company headquartered in Geneva, Switzerland. SGS was founded in 1878 in Rouen, France, and originally a grain inspection house; its inspection activities have been the company's original source of growth. SGS later became a global benchmark for quality and integrity with more than 80,000 employees and a network of over 1,650 offices and laboratories. The company name was changed to Compagnie Générale de Surveillance (CGS) in 1919. In early 1915, the company moved its headquarters to Geneva, which is still a hub for SGS's activities. SGS transferred its entire Identity Management business, including PSSI to the French multinational company Sagem in 1997. SGS has been listed on the Swiss stock exchange since 1981.

Today SGS operates a worldwide business serving over 600,000 customers, and employing more than 95,000 dedicated employees (end 2023/beginning 2024 data). It is the world's best-accepted quality mark, supporting the promise of the brand: "Where you need to be sure".

SGS Bangladesh Limited is a company registered under the Companies Act of Bangladesh 1913. SGS has a long-standing history in Bangladesh, going all the way to the 1974, demonstrating its deep-rooted presence and dedication to its clients in the country. Key offices and laboratories in Dhaka, Chittagong, and Khulna. SGS Bangladesh is instrumental in serving several local industries, notably export-oriented ones like

Ready-Made Garment (RMG), food and agriculture, supporting compliance with international quality, safety, and sustainability requirements.

2.1.2 Trends and Growth

Internationally, SGS SA had seen steady growth, albeit with some fluctuation triggered by the world economy and areas of specialization. SGS 2024 Full Year Results – Record Performance. The SGS Group is pleased to publish its 2024 Full Year Results, with CHF 6,794 million in sales, demonstrating an increase of 2.6% over the prior year. This included robust organic growth of 7.5% in all segments (despite negative FX effects). The Strategy The policies of DIGI COMMUNICATIONS N.V. available here are aimed at further development, targeting high-potential areas, inclusion of innovation, and strategic M&As. Sustainability services (targeting CHF 600 million of additional sales by 2027) and digital trust capabilities (e.g., cybersecurity and AI certifications) are among the key growth drivers.

Despite economic spread or service offers, the wealth of SGS Bangladesh Limited is heavily dependent on the country's economic prosperity, primarily in manufacturing and exports. Bangladesh has developed significantly, and the nation is now a major player in the world of production and multinational trade. This results in a continuous requirement for TIC services as the local industries aim to match the stringent global quality and compliance norms.

Table 2.1 below there is a brief summary of the current industry trends for the Testing, Inspection, and Certification (TIC) sector, focusing on SGS Bangladesh Limited. It identifies major drivers e.g. economic development, technological adoptions and environmental initiatives that drive demand for TIC services.

Table 2.1 – Key Industry Trends in the TIC Sector

Trend	Description
Emerging Exporting Sectors	Growing demand for TIC services by the RMG, Leather Goods, and Agro Processing sectors to be compliant with International standards.
Sustainability & ESG	Increasing demand for environmental, social, and governance certifications as companies come under increasing scrutiny from global stakeholders.
Digital Transformation	Penetration of digital technologies for remote inspections, traceability, and data analytics which are transforming the delivery of TIC services.
Technological Advancements	Technologies like AI, block chain, and IoT are increasingly integral to the modernization of testing, inspection, and certification.
Government Regulations	The quality control and environment protection policy and regulations are getting more and more tough, creating a huge demand for TIC services.

2.1.3 Mix of Product / Service / Customer

Comprehensive TIC services are provided in Bangladesh under the SGS brand and product offering, aligned with global SGS standards, though customized to the requirements of the local market. Its service offerings are generally separated into four primary divisions that target different customer mixes:

Testing: involves the examination and measurement of the characteristics of products, materials, or substances to determine whether or not they meet the stated requirements. For example, testing of textile fabric for color fastness, analysis of chemical residues in food products, or testing of material strength for construction.

Clients: Producers (RMG, F & B, and electronics), Importers/Exporters, Government Organizations.

Inspection is to visually compare or verify one or more characteristics of an item or process to a base of comparison based on the established description and/or standard. Among other things, this involves pre-shipment inspections, quality control inspections in the production phase, and inspections regarding the mechanical integrity of the structure.

Customers: Importers and exporters, trading companies, project developers, financial institutions, government agencies (e.g., customs).

Certification: The practice of providing assurance through assessment or verification that a product, process, or service meets specific standards or regulations.

Clients: And businesses in all industries who want to prove compliance and integrity (e.g., manufacturing, services, IT).

Verification & Assurance: Independent verification on claims, data or reports, frequently related to sustainability, carbon emissions and CSR projects.

Customers: Corporates pointing to ESG reporting, supply chain sustainability, and international guideline adherence.

Consult & Train: Expert guidance and training to assist clients in understanding standards, developing systems and improving internal processes.

Customers: Businesses who want to grow in-house capabilities, prepare for certification or manage complex regulatory environments.

Customer Profile: SGS Bangladesh has a wide range of customer from local small industries to huge multinational company in Bangladesh. Key customer segments include:

- **Consumer & Retail:** Supported by the RMG segment (textile, garment, footwear), toys, electronics, home appliances manufacturers and buyers. This is a leading segment in Bangladesh as well, since the country boasts an export strength in these sectors.
- **Agriculture, Food & Life:** Serves food processors, agricultural exporters, pharmaceutical companies, healthcare institutions for quality, safety and compliance.
- **Industrial:** Ideal for construction, manufacturing and engineering applications including asset integrity, equipment inspection and quality assurance.
- **Minerals & Oil, Gas & Chemicals:** Offers services to the exploration, extraction, production and trade of natural resources, including testing of raw materials and finished products.
- **Government & Institutions:** Cooperates with governmental sectors in projects such as import/export verification, customs service, and infrastructure quality check.

2.1.4 Company Operations / Activity

To ensure efficient coordination, SGS Bangladesh Limited operates in a decentralized manner while maintaining a central head office in Dhaka, where administration, strategy, HR, sales, and finance come under one roof. Its important functions are performed in its extensive laboratories and district offices.

Laboratory operations: SGS maintained modern laboratories in Dhaka, Chittagong, and Khulna, which catered to testing in various areas. These laboratories are run by some of the most proficient chemists, microbiologists, textile technologists, amongst other technical experts. Procedures include sample receipt, processing, performing accurate analytical tests, interpretation of the data, and reporting. It is of great importance to comply with ISO/IEC 17025 (General requirements for the competence of testing and calibration laboratories).

Observations in the Field: Much of SGS practice is field-based. This involves quality control checks in production sites, as well as pre-shipment inspections at ports as well as cargo loading/unloading supervision, and environmental site assessment. Field inspectors are independent contractors, highly trainable professionals who must be available to travel to client locations and work independently.

This is done through the review of documentation, personnel interviews, and process observations to verify that the work is performed to meet international standards. Certifications are awarded after a successful audit.

Quality Assurance and Compliance: As part of its business, SGS has strict internal control systems to ensure its services are accurate, reliable, and impartial. That even includes the routine internal and external auditing of its processes and laboratories. Adherence to international SGS standards and local regulations is an ongoing process.

Human Resources: HR is in charge of the complete employee journey, from hiring and screening (which is what his report will focus on) to training, performance management, compensation & benefits, and relations. Due to the unique nature of the workforce, HR has a strong impact on talent attraction and management.

Logistics and Administration: Core logistical and support services that support the efficient movement of samples and equipment, reports, and administrative activities across all field and lab facilities.

Community involvement: SGS Bangladesh is involved in local industry bodies and chambers of commerce, which underlines its commitment to the Bangladeshi market and its intention to help improve standards.

2.1.5 SWOT Analysis

The internal and external factors that affect SGS Bangladesh Limited are analyzed in the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.

Strengths (Internal Factors):

Worldwide Brand Reputation and Trust: Being a member of SGS SA, SGS Bangladesh enjoys the reputation of an internationally renowned brand, reputed for quality, integrity, and independence. This generates a great deal of trust with clients and regulators.

- **Global Network and Expertise:** SGS Bangladesh has the advantage of being able to tap into SGS's global network of laboratories, technical experts, and knowledge to provide a more comprehensive portfolio of services in sector-specific fields and best practices that local competition does not have access to.
- **One-stop Shop and Cross-sell Opportunities:** The Swiss company has a comprehensive suite of integrated service offerings (testing, inspection, certification, verification, consulting) in a wide variety of industries, as well as a “one-stop shop” solution that crosses various industries.
- **Teacher's Profile Accreditations and Compliance:** Laboratories and services operated and owned by SGS Bangladesh are under the company's accreditation and any test or inspection is performed following recognized international standards (ISO, CEN etc.), and the customer is informed of the results of these tests, enabling them to make an informed decision about the quality of their products.
- **Good Ethical Structure:** SGS is a trust business organization, and it has a great foundation on being a trust business with strong corporate values of integrity and a good code of conduct. It empowers the credibility as well as the desperation in corruption.
- **Skilled Professional Labor:** There is a critical mass of experienced technicians, engineers, and administrators with rich experience, in many cases trained with international exposure, which is a necessary condition for rendering the quality of highly specialized services.

Weaknesses (Internal Factors):

- **Expensive Infrastructure:** Keeping modern, up-to-date laboratories, ultra-specialist equipment, vast amount of skilled labor may result in highly costly operations that compete less favorably when considering smaller geographically-focused competitors.
- **Large Organization Bureaucracy:** Being a big worldwide outfit, some of the internal workings may get called a little slow or bureaucratic in manner, while this could affect the pace or response required when dealing with the fast-moving local market.
- **Global Standard Systems vs. Local Adaptable Systems:** Allowing local adaptation of certain standard processes or pricing is desirable, as one size does not always fit all, and can hinder local responsiveness when a process or pricing model does not respond quickly enough to a local market need or competitive issue without a lot of corporate approvals.
- **Premium Priced Image:** Both the go-go and the national image of SGS are global and offer comprehensive services, so that it might be associated with a premium price (high price), which then could reduce its acceptance among local (cost-orientated) clients.

Opportunities (External Factors):

Growth of the Bangladeshi Economy and Export Markets -The Growing Bangladeshi manufacturing and export (RMG, leather, agro-food) markets, are driving demand for TIC services as local industries aim to meet international standards and access international markets.

- **Growing Government and Consumer Awareness:** Growing local and international scrutiny of product safety, quality and environmental protection is leading to growing need for independent verification.
- **Growing Demand for Sustainability and ESG:** The increasing regulation of sustainable supply chains and climate, ethical business practices, creates

significant growth potential for SGS to offer new ESG assurance, verification, and certification services.

- **Advancement in technology:** Digital technology, such as IoT for remote monitoring, AI and machine learning for analytics, block chain for tracking through the supply chain, can lead to new services and improve operations.
- **Infrastructure Development Projects:** The mega infrastructure development projects in Bangladesh generally need enormous inspection, testing, and certification services for materials and construction quality.
- **Diversification in New and Under-Served Sectors:** There remain opportunities to diversify into new and less-served sectors within Bangladesh, such as in renewable energy, pharmaceuticals, and advanced manufacturing.

Threats (External Factors):

- **Fierce competition from Local and International Players:** The TIC market in Bangladesh is highly competitive, featuring two big international TIC providers (e.g., Intertek, Bureau Veritas) alongside many small, in-country testing labs competing, often on price.
- **Export Volatility:** Downward fluctuations in the global and/or domestic economy can result in lower levels of manufacturing output and trade which have a direct knock-on effect on the demand for TIC services. There are also risks to important export sectors that could change.
- **Technology Disruption:** Advancements in technology may result in novel forms of testing or verification and drive changes in historical service models unless SGS is able to adjust rapidly to these changes.
- **War on Talents and Lack of Skills:** Availability of high-end technical experts and certified auditors is a rare commodity in Bangladesh which could undermine the maintenance of service quality and growth expansion. Competitors may poach skilled employees.

- **Regulatory shifts:** Government or international regulations can change overnight, creating opportunities but also potential threats in the form of invalidation of current certificates or instantaneous, expensive adjustments to test methods.

Table 2.2 shows as a checklist in quickly summarizing the company's Strengths, Weaknesses, Opportunities, and Threats. It is aimed at presenting a concise and user-friendly view for readers to grasp the factors affecting SGS performance and decisions. The accompanying table is intended to support the in-depth discussion provided in this chapter.

Table 2.2 – SWOT Analysis of SGS Bangladesh Limited

Category	Factors
Strengths (Internal)	– Strong worldwide brand reputation and credibility. – SGS's network and expertise available worldwide. – Deep and integrated product offerings and cross-selling opportunities. – High accreditations and adherence to global standards. – Ethos and a high level of professional manpower.
Weaknesses	– High cost of operations as a result of infrastructure and labor with a high skill level. – Sluggish internal processes because of the size of the company. – Reliance on specialists results in more expensive recruitments.

Opportunities	– Expansion of manufacturing and export in Bangladesh. – Growing need for sustainability and ESG ratings. – Technology's leaps like IoT, AI, and block chain can also enhance how businesses run and serve.
Threats	– Competitive environment from other domestic, as well as international TICs providers. – Instability of performance related to demand for TIC service.

2.2 Industry Analysis

This part analyzes the sector of the TIC industrial, in the particular, of SGS Bangladesh Limited. It will look into the industry's definition, the industry profile, and the business of the industry. It will also cover the industry's requirements, the industry's size and the trends of the industry and the maturity of the industry, followed by a discussion on SWOT analysis which includes the strengths, weaknesses, opportunities, and threats to the industry.

2.2.1 Specification of the Industry

The Testing, Inspection, and Certification (TIC) sector consists of a variety of services associated with product quality, safety and regulatory compliance. These services include certification, testing, inspection and compliance audit services in the fields of manufacturing, food safety, environmental protection, and consumer goods. TIC services are indispensable to industrial sectors wishing to meet international standards, enhance their practices, and gain trust from customers. SGS Bangladesh Limited is a major player

in this sector delivering specialized services to local industries, particularly export-driven industries such as Ready-Made Garment (RMG), food and agriculture.

2.2.2 Size, Trend, and Maturity of the Industry

The world TIC market is anticipated to rise gradually over the next few years on back of the rising requirement to comply with international standards in various industries. The industry of TIC is growing in Bangladesh, especially in the export-oriented sectors. With growth in RMG, agro-processing and food sector, demand for credible 3rd party inspection, testing and certification services is also rising.

The TIC sector in Bangladesh could be regarded as the adolescence of this industry. Big multinationals like SGS currently lead the sector, but rising demand from local businesses for compliance and quality assurance services means that local providers are being forced to up their game. Moreover, TIC service in Bangladesh is becoming more important in light of the stricter global trade regulations and increasing demand. “Above all, the industry is moving away from a pure attestation function to a much more integrated and value-added business process.

2.2.3 Industry SWOT Analysis

Table 2.3 represents an overall SWOT analysis of the Testing, Inspection, and Certification (TIC) industry, pinpointing the factors that influence SGS Bangladesh Limited. It evaluates the business’s internal strengths and weaknesses, as well as external opportunities and threats in the industry it operates in. This study offers useful input into strategic challenges and opportunities shaping the growth and competitiveness of the TIC market in Bangladesh.

Factor	Strengths	Weaknesses	Opportunities	Threats
Economic Factors	Strong demand from export-oriented	The volatility of the economy, macroeconomic, and global	The development of global trade relations drives	Global Economic Fluctuations Impacting

	sectors, including RMG and food industries . growing emphasis on international compliance requirements	demand shifts may affect the demand. Domestic economic issues that could affect the growth of the industry.	the need for TIC services. Compliance needs in the global market are increasing.	Manufacturing Output and Demand for TIC Services. Uncertainty in Trade Policies Affects Demand.
Technological Factors	Integration with next-generation technologies like IoT, AI, and machine learning to enhance service delivery. Opportunity for automation, real-time monitoring.	Large capital investment is required to change technology and retrain. The possibility of getting left behind on tech innovation if ongoing updates are not made.	Increasing demand for technology-based TIC services Advancements in technology provide new ways of serving better and efficient services.	Not having hard lead copy can cause you to be less competitive. Being disrupted by new digital tools or platforms.
Barriers to Entry	High entry barriers secure market leadership of existing players, such as SGS. The	High capital cost, including expenditure on infrastructure, technology, and manpower.	Niche markets for tech-enabled, specialized TIC services.	High entry barriers could discourage new entrants who might otherwise bring

	brand's strength assures customer trust and loyalty.	Complexity in terms of compliance with global standards and regulations.	- Spot for new entrants bringing novel tech-driven solutions to market.	new ideas to some domains. The economies of scale of the larger incumbents can be daunting to would-be smaller entrants.
Threat of Substitutes	Specialty and mandated services with limited competitive substitutes Constant need for regulatory compliance results in high TIC services demand.	Limited replacement options for the traditional TIC that fall back on.	Possible innovation and delivery of alternative models through digital platforms; Increasing demand for sustainability and ESG-related TIC services.	Automation tools or self-certification mechanisms could diminish reliance on standard TIC providers. More economical alternatives could be developed.
Industry Rivalry	Strong branding and global experience: a	Competition is intense, both domestically and	Adding exposure to popular sectors like	High competition from both local and

	competitive advantage. Long-standing reputation provides market confidence.	internationally. Increased price competition could result in reduced margins.	sustainability and ESG may present new growth opportunities. Ongoing technology improvements make it possible to differentiate service.	international competitors could result in price wars as well as lower margins. Smaller players could take away market shares through price discounts.
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CHAPTER 3: INTERNSHIP EXPERIENCE

This report chronicles my internship at SGS Bangladesh Limited and offers an overview of what I did, including the role I played, the skills I gained, the learning I took away, and an overall assessment of the experience, as well as a summary of the main skills I applied and learned during the period.

3.1 Position, Duties, and Responsibilities

During my internship at SGS Bangladesh Limited, I gained hands-on experience in the company's recruitment and selection process. Here is the overall recruitment and selection process (step by step) of SGS Bangladesh.

- **Identifying the Need for Recruitment:** The recruitment process is started by any department of SGS Bangladesh Ltd. whenever they feel the necessity for more resources to utilize their productivity. The department addressed a requisition to the HR Manager (Concerned Authority) in the HR Department.
- **Discussion with HR:** The HR Manager and the Country HR Head conduct meetings with the appropriate department. They discuss the need for the position, what the responsibilities are for this particular position, and when they can hire a person.
- **Job Description and Requirements:** The appropriate department sends the job description along with qualifications to the HR department after the discussion. The HR Team now develops the official job description that aligns with company standards and policies.
- **Advertisement and CV Collection:** The HR department publishes the vacancy at bdjobs, and they also collect CVs internally. Candidates submit their CVs by the deadline.
- **CV Screening:** The HR recruitment team will evaluate the profiles and shortlist candidates after the end of the CV submission deadline. Besides that, the HR team will coordinate with the department to schedule an interview date.

- **Interview Process Preparation:** From there shortlisted candidates are contacted for the interview. Meanwhile, the HR team will prepare the interview documents. Such as, Interview Attendance sheet, Interview Appraisal forms, and Summary appraisals.
- **Conducting Interviews:** On the day of the interview, the interview coordinator prepares the meeting room for the interview board. The interview will be done at the scheduled time, and the Interview board will analyze each candidate as per job needs.
- **Candidate Selection:** Once all of the interviews are done, the HR manager and the hiring manager get together and go over each person interviewed to determine who the best candidate is for the job.
- **Offer and Communication:** The recruitment team gets in touch with the candidate who has been selected to tell them that they have been chosen. Besides that, an email is sent to the candidate with information on when he or she should join and what documents are needed for onboarding.
- **Onboarding Document Preparation:** Meanwhile, the HR team starts to gather and prepare all of the new employee onboarding documents, like contracts, Code of Conduct of the organization, etc.
- **Onboarding Day:** Upon joining, on the joining day HR team welcomes the new joiner and takes care of all paperwork, along with introducing the person to their team. It is part of the organization's recruitment process to register the new employee.
- **Employee File Creation:** The HR team creates a personal employee file with all the documentation related to this new hire (requisition, interview documents, email communications).
- **Reporting and Introduction:** The HR team then reports the new recruitment to SGS Asia Pacific after the recruitment process is done. Lastly, a welcome e-mail goes out to all employees about the new hire, welcoming him/her to the team.

Table 3.1 of the content below summarizes significant responsibilities and activities that I was engaged in during my HR internship at SGS Bangladesh Limited. It provides me with great insight into what I have done for HR, ranging from recruiting to onboarding to engagement to training. This snippet does a great job of showcasing the variety of aspects of HR I got to experience during the internship.

Table 3.1 – Breakdown of HR Internship Responsibilities

Activity	Description
Recruitment Support	Supported in the review of candidates, monitoring of the application status, and scheduling of interviews.
Onboarding	Facilitated the hiring process, ensuring new employees had the proper paperwork.
Employee File Management	Maintained and filed employee records, both paper and electronic, to ensure accuracy and confidentiality.
Employee Engagement	Aided in coordinating company events, including job fairs and celebrations, which contributed to a positive work atmosphere.
Training & Development	Participated in the organization of training sessions, logistics, and monitored feedback and attendance by employees.

I started my internship at SGS Bangladesh Limited as an HR Intern on April 9th, 2025, and was handed over the appointment letter on the very first day. And I was warmly welcomed by the HR team in my introduction meeting with the full department. After meeting, I was shown to my desk, which was adorned with balloons, flowers, chocolates,

and a note that said "Welcome to the SGS HR Family." Now that's what I call the beginning of a very warm welcome!

The HR staff, which currently consists of six people plus me, is based at the Gulshan office, one of our two Dhaka offices here at SGS Bangladesh. The building, without doubt, is equipped with all kinds of facilities, for example, the rooftop dining room. I was also extremely impressed by SGS's enormous focus on Health and Safety exhibited through safe building precautions. I worked an 8:30 AM to 5:30 PM workday, and had Friday and Saturday off. I was even paid every month for my internship.

The Organization has a friendly and dynamic work environment and actively encourages continued learning, skills development and advancement in careers. The team was extremely nice and helpful and so supportive. SGS is a company dedicated to diversity and inclusiveness - making every team member feel as if they matter and are recognized. Regular meetings and events all geared to help the team work together and achieve their goals faster and have more fun doing it. This was evident from day one with all the friendly caring banter flying about.

Key HR activities I was involved in as a Human Resources Intern were part of my daily responsibilities:

Recruitment Support:

- Aiding in the evaluation of possible candidates and list preparation for the initial group of qualified persons.
- Tracking recipient status through the recruitment pipeline using attendance and appraisal records.
- Making outbound calls to candidates to share interview information.
- Supporting the recruiters in the detailed planning and organizational work for interview appointments.

New Employee Onboarding:

- Inducting new employees into all about SGS philosophy, culture, and policies.
- Aiding in employee onboarding by gathering and completing new hire packets and ensuring proper employee documentation is complete and accurate.
- Involvement in creating and mailing confirmation letters for the employees who completed a six-month probationary period in the SHINE onboarding process.

Employee File Management:

Assume responsibility for coordinating and organizing employee records, paper, and electronic.

- Maintaining digital records in Microsoft Excel, MS Word, and performing data entry and updating various employee information.
- Organizing employee files in a systematic and orderly manner and ensuring documentation, particularly SGS Stand 1 of 1 SHINE documentation, was filed properly.

Employee Engagement:

- Helping to organize and deliver different employee engagement activities.
- Assisting with logistics, including buying presents for Pohela Boishakh and several training programs.

Training and Development:

- Providing support in the development of training events and workshops.
- Keeping records of the employee's feedback and closely monitoring the trainee attendance.
- Keeping training records current while maintaining their content in an organized manner.

These roles afforded me job experience in real HR and a feel for global recruiting in a large company.

3.2 Training & Development

Starting at SGS Bangladesh, my real learning journey began and went all the way from learning what office etiquette is to the complex work process. I learned skills that were new to me. I also had the opportunity to participate in multiple interviews and to sit behind the scenes during these interviews and listen in, I learned a lot about interviewing by listening to these interviews, including what types of questions to ask when interviewing with a hiring manager, as opposed to an HR manager. I learnt how to make questions a fit for the job and then be able to assess whether the candidate had potential and fit. After such sessions, taught to keep a record of all those who would have been interviewed, if they were good enough. This included dealing with the big volume of both candidate and new joiner data accurately and also precisely, so that information can be found fast.

In addition, I obtained valuable experience in organizing several company events. I have taken part in the arrangements of the job fair, Pohela Boishakh- these are important in employee engagement under the SGS Bangladesh section.

I was trained in the full recruitment process, such as recruitment sourcing, interviewing, and a full onboarding process for selected candidates. Additionally, I learned a lot about why certain documents are necessary during the new hire process and more of the regulatory organizational compliance of that.

And last but not least, I improved my professional speaking skills while being corrected on proper ways to approach employees and ways to keep an appropriate manner of recording in the workspace, among other things, for occasions and in the office itself. I had also learned of Bangladesh Labor Laws and in particular, the Maternity Benefit laws as applied at SGS on the ground from there. Forward. I've also come to understand how training session activities are designed, put together, and understand the paramount importance of the setting of the session as much as the activities planned. I assisted and

attended a few in-house trainer training sessions and received some invaluable lessons on how to deliver training effectively and powerfully. I was always being pushed to talk, to converse, to use my tone correctly.

Last but not least, I mastered the art of archiving training days, recruitment events, interviewing people and new joiners. I've also become really good at separating the chaff when doing resume review, and finding good candidates at a glance who have visual skills for a particular job opening. I improved my skills with Microsoft Excel and Microsoft Word, also learning how to troubleshoot these applications.

3.3 Contribution to Body / Operations

While interning at SGS Bangladesh Limited, I was instrumental in the day-to-day functioning of HR operations in a multitude of activities, adding efficiency and effectiveness to important HR processes.

My contributions included:

- **Employee Engagement Programs Support:** I was involved in dirt-pushing with the HR team in developing and implementing a series of employee engagement programs such as the vibrant Job fair and Pohela Boishakh. Since I coordinated the logistics of gift-giving for all sorts of engagement reasons, I also helped spread good cheer in the workplace.
- **SUPPORT FOR SGS SHINE ONBOARDING PROGRAM:** I was instrumental in verifying the employment status of all those numerous employees whose six-month probation had been successfully completed, which constitutes an important aspect of the “SGS SHINE onboarding program”. This included maintaining meticulous records of their progress against agreed targets, evaluating their personal goals for the organization, and making sure that their managers received prompt confirmation letters.

- **Precise Managing and Record Keeping of Data:** Documents of the employees after completing their probation period were neatly written, systematically placed in proper serial numbers and stored both online in Excel sheets and hard copies as well. All these careful record monitoring enabled data integrity and easy accessibility by the HR department.
- **Professional Development and Leadership:** I was proud of having served mentor to a new intern for a few days. This role included judging the new hire's comprehension and walking them through tasks, which not only made the new intern feel comfortable, but also built my leadership and added to the value of the company knowledge transfer.

In doing so, I assisted the HR team to streamline operations, provide a better experience to candidates/employees, and ensure the records were accurate, directly in support of SGS Bangladesh's Talent Management goals.

3.4 Evaluation

Internship at SGS Bangladesh Limited was an extremely enhancing and worthwhile experience, which enriched my knowledge more than my expectations in the practical ground and exposure in the professional work environment. Working within a leader in the TIC industry on a worldwide stage provided a different perspective to the challenges of HR in a very specific and highly regulated environment.

From an organizational point of view, SGS was shown as a company that was committed to professionalism, excellence, and ethics, qualities that were also embodied within the company's HR processes. The HR function, where employees were responsible for managing the subset of the workforce with which they worked, performing at a very high level of expertise and dedication to managing the needs of an unwieldy workforce. SGS's overarching culture of accreditations and integrity filtered down through its highly detailed talent acquisition procedures, infusing the staffing process with an ethos to pursue fairness and transparency in hiring at all times.

On a personal development level, the internship was so transformative. This was a vital opportunity for me to practice the digitally amorphous HR theories developed during my higher educational studies in real-life business practice. For example, observing and helping during behavioral interview sessions and then synthesizing the feedback was a great learning opportunity. It fostered in me an understanding of the critical significance of effective recruitment and selection as fundamental to the success of an organization and as key to a competitive advantage. The fast-paced and ever-changing atmosphere showed me how to be adaptable, proactive, and detail oriented.

I received some great mentoring at my internship. The whole HR team was very encouraging, were always there to answer any questions I may have had, and gave me feedback which helped me to grow. Their dedication to building a true learning environment was clear from the beginning of my experience.

Yet, just like any real-world experience, I also faced my own set of hurdles. Handling large numbers of applications and making sure that applicants were contacted appropriately also demanded strong organizational abilities and attention to detail. The very niche technical requirements for different TIC roles made it all a steep learning curve, rectum-clenching for months with good proactive research and daily chatting with hiring managers to understand their specific pain areas. Balancing the demands of compliance with the global SGS processes and Bangladeshi labor laws also underscored the inherent complexities of HR within a multination scale organization.

On the whole, the internship offered an end-to-end HR experience in a hands-on manner, especially in the area of talent acquisition.

My internship experience was extremely helpful for my road ahead. It has reinforced for me that I should be continually building skills and credentials to move beyond basic HR into more complex HR roles. I want to have specific career goals that are in reach of achieving with a path that I can follow, which should concentrate on my leadership skills and broaden my knowledge in HR. The hands-on experience I acquired at SGS helped me to have a real-world perspective of my strengths and weaknesses and what to expect

in any other job roles I may have in the future. I also understand the importance of networking, and will cultivate and build on relationships I've developed in my internship to foster both new opportunities and new skills. I will reflect upon my positive characteristics in the future, particularly during my internship, and actively search for judicious roles that would fit my skills, even though they may be challenging to my comfort level.

So, all in all, my experience at SGS Bangladesh was simply awesome, and I am grateful for the opportunities and the trust that was put in me. I loved my job here and think that if SGS Bangladesh could get more interns engaged in new learning opportunities while working for such a prestigious company, the learning experience could be even richer for the interns, and they would make the maximum benefit from them.

3.5 Skills Applied

During my internship with SGS Bangladesh Limited, I was able to put into practice and also enhance a wide variety of skills that were imperative in ensuring that I fulfilled my responsibilities and made positive contributions to the Human Resources division.

Communication Skills (Verbal & Written):

- I. **Written:** Use daily to draft clear professional job adverts, in composing formal emails to both candidates and internal staff, and to accurately document HR processes.
- II. **Oral:** Highly used for interacting with candidates (interview scheduling, follow-up), visa extension, etc., having a courteous conversation with HR team members and hiring manager, participating in departmental meetings, and communicating over e-mail with employees regarding policies, hotel confirmations, etc. I made attempts to be vocal formally and be part of the work discussions.
- III. **Organization/Time Management:** Ability to multitask many recruitment requisitions, a high volume of scheduling interviews, copy documents, receive training on scanning records, and prioritize a daily task list in a fast-paced environment. It was also essential to manage my time at home, with such a time-consuming commute.

- IV. **Detail-Oriented and Accurate:** Necessary for initial resume scanning/selection, accurately entering data into their HRIS and Excel spreadsheets, preparing delicate documents such as offer and confirmation letters, and ensuring all employee paperwork was accurately filed/up-to-date.
- V. **Personal relationships and communication skills: Acquired** through constant contact with diverse kinds of people (applicants, HR team, management from each department). The key was in building relationships and sustaining professional relationships in SGS's friendly and inclusive culture.
- VI. **Problem Solving:** Used for roles to meet logistical issues, coordinating interviews, identifying issues of other software applications (MSA Word and Excel, and complex documentation requirements.)
- VII. **Flexibility and Adaptability:** Evident through the ability to respond to varying focus of recruitment, expansion to new forms of administration support roles, and navigating and responsively engaging SGS HR policies with local labor laws in Bangladesh. I got used to the brutal trek as well.
- VIII. **Technical Skills:** Experience of working in an ATS system, Microsoft Office Suite- Word, Excel, Power Point for data management and report, document generation, and in navigating through internet job posting and websites to source candidates.
- IX. **Research Skills:** Used to learn about company fundamentals during the interview process, researching recruitment and selection best practices, and examining certain topics (e.g., Bangladesh Labor Laws (like Maternity Benefit laws), employer branding.
- X. **100% Confidentiality and Professional Ethics:** Applied diligently in dealing with confidential employee and candidate personal data. Keeping confidentiality and a high level of ethical standards were the key points in my job description.

Initiative and Reactiveness taking charge of activities through active involvement, planning, and carrying out engagement activities; assuming responsibility for tasks; actively seeking out responsibility (i.e., mentoring the new intern, etc), and suggesting new ideas in meetings.

- XI. **Leadership Skills:** Acquired while teaching a new intern his or her responsibilities and duties while on the job, aiding on boarding and functionality of the department.

These practical skills have played a largely contributing role in my successful execution of tasks at SGS Bangladesh and while being very adaptable, provide a sound base for me to succeed in my academic and future professional career in Human Resources.

CHAPTER IV: CONCLUSIONS AND KEY FACTS

This final chapter provides an integration of the most significant findings from the extensive analyses of companies and industries themselves, as well as practical impressions during the three months of internship at SGS Bangladesh Limited. It offers actionable suggestions targeted at improving the important recruitment and selection methods of the company, synthesizes the main results of this extensive research, and is closed with an ultimate conclusion on the extensive influence that these strategic Human Resources components have.

4.1 Recommendations

Drawing from a comprehensive evaluation of the internal Human Resource (HR) procedures of SGS Bangladesh Limited, the fluid environment of the Testing, Inspection, and Certification (TIC) industry, as well as insights obtained throughout my internship experience, the following strategic recommendations are being made to more effectively and efficiently encourage the relevant HR processes of the firm and sustain the strategic importance of its talent acquisition initiatives in the long haul.

Standardize and Improve Technical Evaluation Mechanisms for Niche Roles:

Detailed Action: Adopt stronger, more consistent technical assessment methodologies for highly technical positions (e.g., advanced laboratory chemists, certified environmental auditors, NDT inspectors). This might be area specific: a questionnaire bank of tested technical questions, practical skills test reflective of current SGS services or even little case studies to mimic real life use of their labs/ field services.

Reason: The story pointed out how difficult it is to track down niche talent in Bangladesh. Over-using general interviews (such as what we're used to screening for in non-technical roles) for very technical roles can mean you're not judging candidates fairly/consistently and may result in sub-par hires. Standardized technical evaluations, introduced early in

the selection process, will help to provide an objective evaluation of key skills and this will save time from being wasted elsewhere. This is a direct response to the demand for the best people in the TIC world.

Example: SGS might create short, online technical quizzes for lab positions as an initial screening tool or require a task that demonstrates the ability to solve practical problems as part of the hiring process for senior auditors, as leading technology companies include coding challenges.

How to Leverage the ATS for Better Analytics and Candidate Experience:

Specific Action: Make maximum use of the current functionality of the ATS for advanced analytics -not just substituting the tracking option. This means setting the system to automatically produce reports on time-to-hire by department/role, source of hire effectiveness (which sources bring in the best candidates), and candidate drop-off rates at various stages. At the same time, use the ATS for automatic, personalized communication with individual candidates at different stages of the process.

Background: The emerging 4-world Anthropocene System (ATS) may not necessarily be operated to maximum analytical capacity. Better data analytics will enable actionable intelligence when making decisions on recruitment strategy (e.g., moving spend between job channels). Improved automated communication will provide a better candidate service, which will minimize gaps in perceived responsiveness a key success driver in the competitive Bangladesh market, to strengthen the employer brand of SGS.

Examples might include: Having the ATS generate automated, branded emails to candidates after each stage in the interview process that include next steps and clear timelines or creating weekly reports on how each department was moving through their hiring pipeline that could be distributed to hiring managers.

Enhance University Relationships and Talent Pipeline Specialized Skill Development:

Action Item: Actively developing partnerships with Bangladesh's premier universities and technical institutes, with a focus on institutions with programs of relevance to the TIC industry (e.g., chemistry, environmental science, engineering, textile technology). This includes (after normalization) ongoing scheduling of campus recruitment drives, lectures by SGS specialists, internship programs (besides this one), and potential thesis project possibilities.

Features: The industry profile revealed the possible areas where there were more needs for specialized skillsets in Bangladesh. Strong partnerships with academic institutions ensure that there is a steady flow of new blood through which SGS can identify and develop future employees. This solves one of the problems that plagues the search for niche technical talent: cultivating it from the roots.

Example: Implementing an "SGS Campus Ambassador" program or providing scholarships to students in their final year of degree studies in SGS-relevant disciplines could enhance SGS's attractiveness to top graduates.

4.2 Key Understandings

This exhaustive study undertaken in the course of the present report based on academic theories as well as invaluable real-life experience gained at SGS Bangladesh Limited has served to consolidate several key learnings regarding complex nature and strategic importance of managing human capital in the Testing, Inspection and Certification (TIC) industry. These observations establish a starting point for discussions about future hiring strategies:

Human capital as the source of differentiation in TIC: There is no ambiguity that, in the TIC space, as opposed to manufacturing or retail, brains and ethics are the product. The quality, accuracy, and reliability of SGS's inspection, verification, and certification

services are accurately and entirely dependent upon the veracity of its employee's teaching, work, and moral integrity. That's because for SGS, effective recruitment and selection aren't simply supportive elements, but core business drivers—ensuring a steady stream of the very best in highly specialized skills that are the very foundation of SGS's global reputation and its competitive advantage in Bangladesh. We saw that the complexity and resulting rate of success for recruiting these roles were determined by demand for technical certifications (i.e., ISO auditors, specialized lab analysts)—and therefore the need for talent—leaving no doubt that talent is directly linked to the expansion of the service portfolio.

Effective HR Practices Create Tangible Business Impacts: This report demonstrates forcefully the direct, measurable relationship between the strong execution of recruitment and selection practices and key business performance indicators. Our findings strongly indicated that:

Selecting strategically improves retention and lowers turnover: The report discussed the value of job fit, or how well an employee feels their role matches up with both their skills and corporate values. The more employees feel that connection, the happier they are with their job and less likely to leave prematurely. This demonstrates that investing time and energy into finding the right people upfront pays off in higher long-term employee engagement and retention. It helps mitigate the high costs associated with turnover in direct and indirect ways.

Technology Empowerment, Not Automated HR: Interactions with SGS's Applicant Tracking System (ATS) and other online aids reinforced the inestimable role technology plays in increasing recruitment speed and efficiency, as well as analytics. We witnessed that automatic communication, digital resume scanning, and organized data storing in the ATS simplified administrative work, increased data precision, and offered valuable analytics data to optimize talent acquisition strategies. But then it also became obvious that technology is an enabler, but not a substitute for human judgment; that of HR folks and hiring managers who are critical in the qualitative evaluation of candidates and fit in the organization.

The Fine Balance Between Global Principals and Local Adaptation: As a global corporation, SGS Bangladesh strictly observes international HR standards and best practices. But for me, the internship was a stark reminder of the balancing act that is essential in translating those global mandates into something that is meaningful for the Bangladeshi situation. This encompasses entering into local labor laws, mastering cultural idiosyncrasies in interviewing and negotiation, familiarizing oneself with the idiosyncrasies of the local educational system, and overcoming infrastructure constraints (e.g., internet for online tools). Striking that balance is also a key factor in compliance and engaging in effective and culturally relevant talent acquisition in Bangladesh.

These key insights all contribute to a general message that recruitment and selection is not a stationary and isolated exercise, but rather that it is a continuous and multifaceted effort that also needs to be fine-tuned over time, a strategic activity and an activity where there is a great need for an understanding of the external market but also of the internal market -- and to be able to handle the different dynamics of those two situations. They are, in effect, a direct investment in the very pillar, enabling SGS Bangladesh's continued walk of success and leadership in the TIC sector.

4.3 Conclusion

In conclusion, this internship report on "The Recruitment and Selection Process of SGS BANGLADESH LIMITED", it to ensure that the long-term success and sustainable growth of a global leader in Testing, Inspection and Certification (TIC) businesses such as SGS is built upon the recruitment and eventual selection of the most talented and capable candidate in terms of the company's strategy. The holistic approach taken in the present report, while largely informed and guided by the company's extensive internal practices and close working knowledge and priceless direct observations of a sector such as the TIC industry during the internship, falls unequivocally upon the critical strategic importance of effective selection and recruitment in the bid to enhancing an organization's performance as a whole.

SGS Bangladesh Limited strengths really stand out in its recruitment approach. Due to its strong global brand reputation, the organization is able to generate an extensive volume of applicants and their established professionalism in terms of how they communicate with the candidate market, positively adds to their employer brand. The multi-stage evaluation visits (sometimes this could be time-consuming, but that's what makes sure that such a high-quality candidate is hired, especially if they fit some specialized technical role). These capabilities, combined and in coherence with each other, add up to define the quality, caliber, and dependability of its manpower and lays the foundation of SGS Bangladesh's unflinching pledge towards quality service and sustainable market leadership. The report notes that a thoughtfully constructed and well-implemented pipeline can have an immediate and positive effect in terms of performance and achievement in the individuals it attracts and hires because the pipeline is designed to mobilize those competent people who are sufficiently compatible with the corporate culture. By reducing the level of attraction of candidates with a poor initial fit for the position, we have concrete proof that effective selection has an influence on turnover that is lower, since poor performers have a significant impact in terms of both direct and indirect costs related to high turnover.

But never the less the report also highlights some points where logical improvements are very necessary for SGS Bangladesh Limited. Reducing the hiring time cycle for highly specialized positions, guaranteeing 100% uniformity and the development of the skills of each interviewer in a company with different departments and leveraging the full analysis potential of digital tools to achieve a more data-driven approach are great prospects to expand the potential of the company's recruiting hiper-machine. Being proactive about the talent pipeline will be an important part of meeting the skills demand. Redressing these areas identified as a result will not only improve operational efficiency and economy within HR, but will strategically lift the profile of SGS as an employer of choice; despite a very competitive talent market, ensuring that we attract, select and retain the best human resources for its ambitious growing and diversification plans for the future.

Finally, the significance of the present study is that its results clearly justify that the ongoing investments in and careful reengineering of recruitment and selection operations

are not simply costs of doing business, but strategic commitments for enhancing the long term competitiveness of SGS Bangladesh Limited Companies. By proactively adopting the measures suggested in this study, SGS Bangladesh can further reinforce the bedrock of superior human resources required to sustain its growth, to adapt effectively to changes in industry requirements and to preserve the trust and confidence it enjoys in the vital industry of testing, inspection and certification. This relentless dedication to talent excellence will be the foundation of its success as it grows further in Bangladesh and beyond.

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Appendix

Annex Questionnaire for my internship report on “Recruitment & Selection Process of SGS BD Ltd”.

Section 1: Overview of the Recruitment and Selection Process

1. How did I source vacancies within the organization, specifically in SGS Bangladesh Limited, based on the information I have collected from my senior team?
2. What was the process to select the candidates and from where SGS Bangladesh collected the candidates, and what I have learned from the senior people of the organization?
3. Which tools of selection or candidates were used by SGS, and how did my seniors describe their value for the hiring process?
4. What did SGS do to measure how a candidate’s tech skills were, particularly for specific/advanced positions? What did I see my senior team do to measure skillfulness?

Chapter 2: My Internship Roles and Experience

1. What were my specific jobs and responsibilities during my service training under the direction of senior officers?
2. How did I add value to the HR department of SGS as an HR intern, and what did I learn from my seniors about what I was doing?
3. What did I learn during my internship and from my seniors to implement HR assignments in a real-time scenario?
4. What were the hurdles I faced during my internship, and how did I deal with them while doing recruitment and selection duties with my seniors?
5. How did I contribute to the recruitment process by selection screening and scheduling the interviews by learning from my seniors?
6. Section 3: Hiring and Engaging Employees

7. What were my learnings on the SGS employee onboarding process from my seniors, and in which ways I was a part of helping new joiners in the process of onboarding?
8. How did my senior management explain employee engagement activities, and what were my responsibilities towards this process? Examples of these events include job fairs, company?
9. How did my seniors brief me on the training and development programs in SGS, and what role had I to play in these programs?
10. What feedback did I get from my superiors for the way I ran SGS's employee engagement events, and was there any bearing this had on the mood of the team as a whole?

Section 4: HR Tools and Technology

1. What HR Management tools (like ATS) did I work with during my internship and guide that I received from my seniors to work with these tools?
2. How had I seen managers above me using ATS to get a sense of candidate movement, and what tips did I implement to make it more efficient?
3. How did I handle the documentation of HR, and what did my superiors stress on accuracy and maintaining the balance of the information of the candidates?

Section 5: Assessment and Recommendations in Practice

1. What did my seniors feel about whether SGS's recruitment and selection process was great or didn't work, and to what extent did their input influence my recommendations?
2. What specifically did our seniors recommend I could do to improve SGS's onboarding and training, and how did I integrate their advice with my own proposal?
3. What did your higher-ups share about utilizing tech in the recruitment process, and how did you integrate it with your advertisements?

Section 6: Insights on Industry and Company

1. What did my prior person describe about the nature of the Testing, Inspection, and Certification (TIC) industry, and how did they pass this information to me that influenced SGS's recruitment practices?
2. What is the "talent pipeline"? the issues/challenges my seniors uncovered with the TIC industry, and when they looked at it, how did they think SGS to address those based on their experience?
3. What trends had my seniors pointed out in the international TIC industry, and how believe these trends would impact SGS's hiring policy in the future?
4. In light of the competitive labor market in Bangladesh, does SGS promote itself as an employer of choice for its senior staff?

Section 7: Personal Reflection

1. In what ways did the internship at SGS Bangladesh Limited impact my future career aspirations in HR, in terms of the response and guidance that I got from my seniors?
2. What skills did I learn/develop that could excel in during my future career from being taught by my superiors during my internship?
3. What lessons did I learn, and how did that help me to grow in terms of personal learning? what piece of advice did the seniors give me, and how did they explain to me the real scenario of HR practice?