



United International University

INTERNSHIP REPORT ON

“Social Compliance Policy Of Aarong”

Submitted To:

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Internship Report On
Social Compliance Policy Of Aarong



Letter Of Transmittal

21st January,2020

Dr, Hasanur Raihan Joarder, Phd

Professor & Director, IBER

United International University

Subject: Submission of Internship Report.

Dear Sir,

With due respect I am submitting the Internship Report titled “Social Compliance Policy Of Aarong” as You gave me permission to prepare for my internship program.

This is the study on the review of the practices of Aarong's social compliance policies and their effect on improving the efficiency of their production service that I was allotted to focus on. I considered my work involvement fascinating, supportive and informative. I tried my best to write a constructive and reliable analysis. During my internship program writing for this project doubtlessly backing me to expand my cognition and experience. While writing this paper, I respectfully appreciate your advice, effective guidance and support.

I will urge you to consider my research on internships for further review. With all honesty yours,

Tanzina Farzana Munia

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United International University

Acknowledgement

At first, I want to thank Almighty God as I have done writing the report in due course. I would like to thank those folks who helped me complete the study. I would like to give my heartfelt thanks to Dr. Hasanur Raihan Joarder, my supervisor for his encouragement and direction. In my report it shows my job, useful ideas, helpful encouragement and passion.

Without the cooperation of others, it is very hard to compete with such jobs. Thanks to my parents, friends, from the very beginning. Also thanks to Aarong's executives those are assisted me by supplying me with ideas, replies my questions and supporting me with various documents and resources. My heartfelt thanks go to Mr Fahad Bin Rahman (Senior Manager, Aarong) who gave me the chance to do my internships in Aarong.

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Executive Summary

Aarong who was founded in 1978 had set up one of the best helpful meeting in Bangladesh fair trade division. Helping the craftsman support themselves by restoring their dignity and assurance, restoring the traditional artistry and artistry of Bangladesh, is a dream. The argument was to affirm the women right and to create them in the general public as an important resource.

The main intention of this study is to present the social compliance policies of Aarong and their consequences for producers. More and more, the extensive roles and responsibilities of the SCPD Department have also been defined here. So all the things I tried to give are based entirely on the experience of my work and my perspective.

So far the Department of Social Compliance and Producer Relationship is made up of many units and I have been tried to work with all units, I have been interested in arranging for Aarong. Here I'm thinking about wage deduction regulation, wage review, social audit, relationship between producers, service, etc. At the end of the study, I suggest some recommendation that I have found during my three-month internship.

Chapter- One

Introduction Of The Report

1.1 Origin: This document is intended for my internship. This assignment is provided to me by my honorable teachers, and I join Aarong to complete my internship.

1.2 Opportunity:

The report envelop products and services from Aarong, Aarong's corporate summary, management and systemic organizational functions. This can assist people interested in Aarong to obtain easy knowledge or to further research purposes for students.

1.3 Objective:

- **Primary Objective:** I've included a lot of information about Aarong here, and I've even gathered some prime facts from my team. Making good contact with craftsmen, gathering and analyzing data, and so on.
- **Secondary Objective:** I gather some details from databases such as the past of Aarong and other secondary data from my department of social compliance and manufacturers.

1.4 Methodology:

- In order to generate this report, I had to collect information from different areas of the department.
- I've collected data from sites and Aarong's synchronize in addition.
- My knowledge and hands on experience with Aarong provides me consideration for creating this report.

1.5 Constraints:

- The matter of disclosure of the organization's internal and sensitive information is not allowed to go into the study.
- Lack of adequate time that did not allow the departments to know about certain problems or procedures that are considered to be in-depth evaluation.
- The information published is not up to date.
- Staff are not allowed to provide their activities in-depth information as the information is confidential.
- Three months ' time is not enough to know a large organization like Aarong's policies and procedures.

Chapter- Two

Introduction Of The organization

2.1 Introduction : Aarong is a Bangladeshi heritage visionary name and art industry legacy. Aarong is an organization devoted in improving the lives of drawbacks, supporting traditional Bangladesh goods and unlock the doors to export their products. Aarong is one of BRAC's social endeavor, which began its voyage in 1978 to create economic opportunities for poor craftsmen and rural women by reviving and encouraging their traditional crafts.

“To provide a stable and gainful source of employment for the under privileged rural artisans, lift up the traditional identity and the commitment of quality service”

Aarong currently holds over 66,000 Bangladeshi artisans, in where 97 percent are women, by holding this principle ahead on their journey. Aarong has built a forum for underprivileged craftsmen across more than 2000 villages in Bangladesh over a system of 647 manufacturing sub-centers and 13 development centers, where they can use their indigenous skills to earn a living.

Aarong's name is synonymous with originality and individuality in production in Bangladesh and in foreign destinations. The designer and makers of Aarong's product range have not only developed the company as pioneers in deshi craftsmanship, yet curiosity and visibility have also kindled in the country's native styles and traditional crafts. It is the delicate combination of contemporary and customary that guarantees any commodity in modern society is original and sellable. Aarong's fashion concepts brought back market interest to the Bangladesh-based products and models. The designers combine the classic with the modern in a way that acquired immediate market appeal, launching a fashion movement now adopted by countless other shops and boutiques.

The organization's name Aarong is a term in Bangla. This means "a fair or market for the village." The village fair offers a platform for artisans of all trades to show and sell their traditional craftsmanship. Aarong's name as such upholds the pledge of organisations to support our country's indigenous products, which are part of our unique and cultural identity.

2.2 History :

In 1989, Aarong began with one outlet at Kalabagn's Shukrabad at the beginning. The unique design and function of the item by Aarong promptly creates lit among the urban customers. In addition, the displaced and foreign visitors found out that Aarong differ strikingly beautifully

with the current industry. As a result, Aarong started to grow rapidly. Aarong looked at its trade mission in the next long stretches of its arrival and set up another outlet in Moghbazar. Aarong's growth began with the opens of the Sylhet outlet in 1985, the Banani outlet in 1988, the Khulna outlet in 1995, the Rankin outlet in 1998, the Uttara outlet in 2001 and the Halishaahar outlet in 2008, the Mirpur outlet in seventh August 2010 and so many outlets are open later.

In its initial period, several prominent variables added to Aarong's growth. His exposure to traditional design plays in Bangladesh was extremely refreshing at home and abroad. Nearby people living in urban areas discovered Aarong as a way to reconnect with their underlying foundations, while it was discovered by the outcast as a window to know Bangladesh. Besides the growth of companies. In fact, throughout its history, Aarong has won national and worldwide awards for its products and events. Notable among them are the 1988 BRAC International Award for Aarong's management, the Fair-Exchange Awards for arts and crafts, Banquaba, the 2010 Annodin and Baximco Canada Expo Awards for Lifetime Achievement Awards, and so on.

2.3 Connection Between BRAC & Aarong :

Aarong is the handicraft parent organization of the BRAC (Bangladesh Rural Advancement Committee), the oldest NGO in Bangladesh. Aarong has formed a village fair that brings together all industries craftsmen to showcase and sell their traditional crafts. This aims at revitalizing conventional handiwork and creating a larger domestic and international market for their products.

Today, Aarong became the basis on which self reliant cooperative groups and household run craftsmen marketing their craft in an attempt to place the domestic handicraft industry on a worldwide respect and recognition forum. Aarong has won a reputation over the years as one of the top manufacturers and marketers of rural crafts at home and abroad.

2.4 Aarong Logo :

Aarong's logo is a portrait of a peacock that is incredibly beautiful due to its tail's fantastic, opalescent, heterogeneous color pattern. The peacock color in the logo is orange, as it reflects strength. Aarong expresses by this emblem that its goods are as beautiful as a peacock and as exclusive. In addition, through the emblem it wishes to emphasize its natural, eco-friendly products.



Fig 1 : aarong Logo

2.5 Mission statement of Aarong:

“To make Aarong the best in the world in providing a unique Bangladeshi lifestyle experience to empower people and promote Bangladesh while protecting our environment.”

2.6 Vision Statement Of Aarong :

“A just, enlightened, healthy and democratic societies free from hunger, poverty, environmental degradation and all forms of exploitation based on age, sex, religion and ethnicity”.

2.7 Company profile :

Name	Aarong
Year of Establishment	1978
Nature of business	Handicraft(Non-profit Organization)
Total Product Lines	More than 100
Number of Outlets	16
Metropolitan cities cover:	Dhaka, Chittagong, Sylhet, and Khulna
Number of Franchise:	1(London)
Numbers of Exporting country:	Above 20
Yearly Turn Over:	BDT 105042116.00 (Export)
Total Artisans:	65000 (97% women)
Productio Center	13

Table –2. 1 : Organizational Profile

2.8 Ayesha Abed Foundation- AAF (Aarong production Centre):

The Ayesha Abed Foundation (AAF) is an organization that seeks to give work and raise earning opportunities for vulnerable rural people. It is a feminine stronghold, built to economically nourish them by their work as consumers as well as socially through their growth as businesswomen. It offers a conducive workplace environment, financial and technical support, and instruction in various crafts to develop the skills of women. The Foundation was set up to honor the memory and service of late Mrs. Ayesha Abed, a BRAC Founder's co-worker and wife and chairman. The Foundation's mission is a tribute to its contribution to employment, education, and job opportunities for vulnerable people. It was she who initiated all of AAF's current major activities in Manikgonj in 1976.

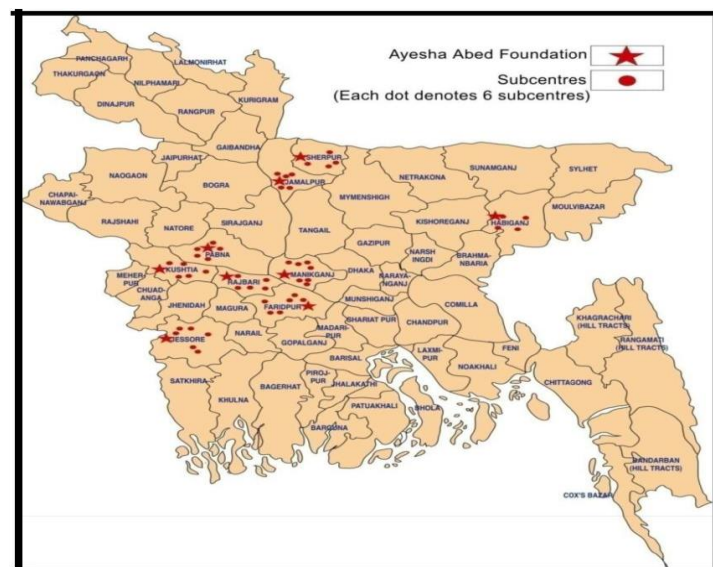


Figure 2: Location of Ayesha Abed Foundation

The AAF intend to work with the society's almost all disadvantaged women. Often they are the most ignored and require a lot of help and support. The AAF is a facilitator's job. To help these people, Aarong has founded 13 production centers in Baniachong, Gorpara, Jamalpur, Jessore, Kushtia, Manikganj, Rajbari, Sherpur, and Pabna, Pollobi, Kurigram, Nilphamary, Jhenaidah, and 653 sub-centers across Bangladesh's 2000 villages. More than 40,000 women today work in their production centers directly for Aarong. With other women of common socio-economic backgrounds, women are put in an empowering environment. We are educated and then granted income-generating opportunities. One of the biggest challenges these women face is that they are oppressed and they have no means to become part of the economic system on their own. This is where the AAF comes in, bringing these oppressed women living of their periphery life in society, and supplying them with the chance to engage in supportable business. The AAF is firmly linked to other initiatives, especially the BRAC Development Program (BDP) and the Aarong project. The AAF working women comes from Village Organizations sponsored by the BDP. Employment at the AAF also provides women with access to other BRAC services. All the completed goods of AAF are distributed by Aarong, which also gives the AAF with prototypes, primal ingredients and financial support. As AAF contribute Aarong entirely, it is treated as Aarong Production Centers.

2.9 Products and services of Aarong:

Holding the steadfast to its original Mission, Aarong today supports the lives and livelihoods of thousands of rural artisans and handicraft producers. These producers and artisans create wide range of products for the different types of consumers in home and abroad. The products are unique and traditional and appealing to the modern consumers, staring from clothes, accessories to home wares. Aarong designs and creates clothes for women, men and children. There are designers and more than 3000 weavers across the country are involved with the production of Aarong clothing lines. And for the fashionable accessories there is one special department called jewelry department where jeweler creates elegant jewelries that are contemporary yet traditional using gold, silver and jewels like pearl, emerald and diamonds. The other accessories like bag, sandals and produced in AAF centers using leather, jute, bamboo etc. In home ware and decorative Aarong produces pottery vases and sculpture of wood, bamboo, brass and clay etc.

For exporting the products Aarong has a separate department in head office and very skillful artisans work here to produce fine quality products and these are sent to the production centers as sample of the exporting products. Here is the list of products Aarong produces:

Men garments:

- 1.Punjabi
- 2.Shirt
- 3.Short Kurta
- 4.Shawls
- 5.Sleeping suit

Women/Ladies garments:

- 1.Sharee
2. KameezSkirts
3. Scrafes
4. Kurti
5. Three piece
6. Fabrics
7. Tops
8. Pants
9. Dopatta etc.

Children Garments:

1. Boys: Pants, Shirt, Fotua, Punjabi
- 2 .Girls: Skirt, Kameez, tops etc.
3. New born baby: Nima, Panty, Baby sets

Taaga:

1.Mordern Mens Wear

2.Mordern Womens Wear

Others:

1.Nakshi Katha

2. Jewelry

3. Toys

4. Paper

5. Home textile

6. Metal.

2.10 Aarong Retail Outlets:

Aarong vending its products in their ownstores, Aarong practices zero system of distribution. Around the world Aarong has ten outlets in six major parts of Dhaka (Dhanmondi, Gulshan, Uttara, Maghbazar, Wari and Mirpur) and two outlets outside Dhaka Aarong in Chittagong, one in Sylhet and the other in Khulna. Even outside of Bangladesh Aarong has one store in London, England.



Figure 30. Aarong's outlet

2.11 Core competencies:

Aarong's core competency resides in its credibility, creativity, inclusiveness and efficiency. These skills help Aarong to have an edge over other handicraft suppliers in Bangladesh.

Creativity: BRAC-Aarong's advancement is an essential expertise that collects various handicrafts from rural people and creates jobs for them. In doing so, it attributes inventiveness in dress designs and introduces itself as a leader in innovation practices.

Credibility: The important factor of cultural morality at Aarong's work environment is being accountable and conscious of one's own deeds. Aarong has clearly defined policies and honesty to run business. There are no exemptions in their professional practices, or interaction gaps.

Inclusiveness: Aarong promotes people's participation with society. Whatever visualizers one has in terms of race, ethnicity, religion, sexual orientation, age, nationality, economic status; it provides guidance as much as possible. It benefits a person for their attempts and inspires them to move on.

Efficiency: Aarong gives hurdles to all those people directly and indirectly working for it. It is endeavouring to bring perfection to its customer services. It awards an individual for his or her attempts and encourages them to shift forward.

2.12 Operation process:

Aarong's operating method is tedious in moderation, receptive to changes and associated with Aarong's strategic goals. The method was constructed by bearing in mind that producers can get the value for their endeavours and in the future the social enterprise will take on its credo of innovation and cultural heritage.

At first, the producers are being selected by their selection criteria for two times. Then the designer section shows the design template to the producer that need to build up on their dresses. After that the cost for producer are being set including artisans' wages, material used to prepare clothing, environmental setup etc. Then producer made sample based on that design. Accordingly if the designs or sample are liked by design section or QC (Quality Control) approves it, Merchandising department orders for producing the product to AAF (Ayesha Abed Foundation) & Independent producers. After that, when finished goods get reached to Aarong, QC check them all. If the actual quality matches the desired one QC accepts all of the products. Then the products are restored in storage room with most care & beautiful packaging under supervision of higher authority. Finally, all these are sent to several Aarong outlets to fulfill the customer demands.

2.13 Porters Five Forces & The Company :

The model assist to recognize where a particular organization's power lies in a business situation.

Aarong does make a practice of using Porter's five forces to create a picture that whether its products are profitable or falling down comparing to its competitors. In a whole, it uses this model to determine where it is standing in the competitive business world.

- **Bargaining power of suppliers:** It indicates the strength or power of the suppliers in increasing the level of price. Aarong has huge number of suppliers under different categories. In addition to that, in each category there is more than one supplier who supplies similar types of essential inputs. If company wishes, they can easily move to another suppliers which means that here the switching cost is lower. Aarong determines the cost of their suppliers inputs by keeping in mind the standard pricing level and the needs of the artisans (the rural women) of daily livelihood, suppliers cannot control the pricing much. So, in Aarong the bargaining power of suppliers is relatively low.

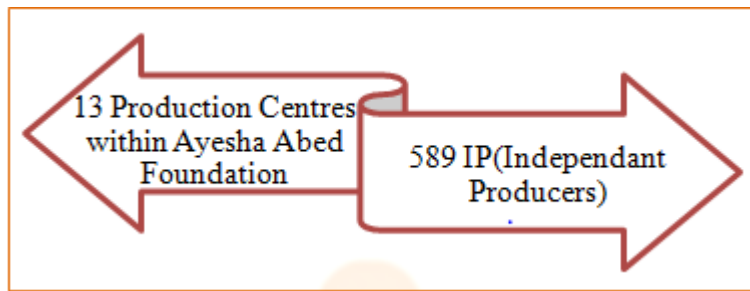


Fig 4 : Suppliers of Aarong

- **Bargaining power of buyers:** It indicates the strength of buyers of an organization in keeping the lower pricing level. Aarong has a potential number of buyers who just love shopping at the sales center of Aarong, particularly working women. However, in each and every group of their goods, Aarong has customers. This means that by growing their interest, Aarong has looked at all sorts of consumer needs and demands. Customers sometimes like to change their choices as Aarong products are priced relatively higher. The depletion of these customers is a crucial issue for Aarong. So, the negotiating power of buyers is moderate for Aarong.

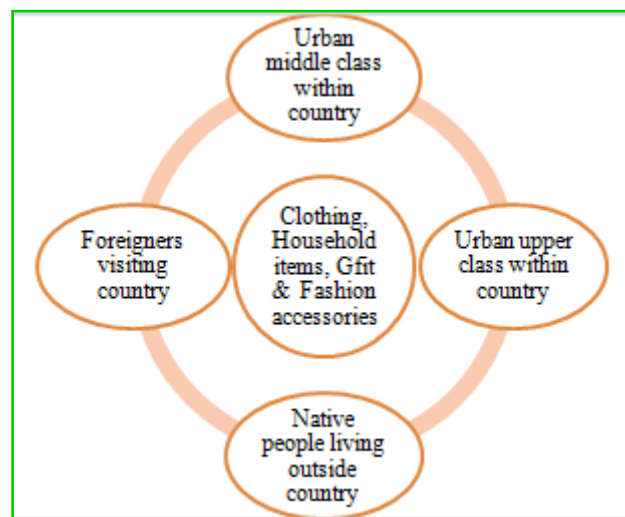


Fig 5: Buyers of Aarong

- **Competitive rivalry:** This reflects the number of competitors that are participating in the same field as an entity. In the fields of product quality, feature, distribution, innovation, costing, supplier, technology and finance, Aarong competes with few competitors. Aarong offers various goods for different groups of people, unlike other rivals. When Aarong insists on innovation and individuality of products, it allows them to always have an advantage over others by addressing the needs and demands of different customer segments. Aarong's SCPD (Social Compliance and Producer

Development) department assist company to be in good look of its consumers. So, one can legitimately say that Aarong's competitive rivalry is pretty moderate.

<u>Rival's of Aarong</u>	<u>Market Segmentation of Aarong</u>
➤ Rang	➤ Men, Women
➤ Kay Craft	➤ Children (within different ages of boys and girls)
➤ Anjans	➤ Jewelry (Bangles, Bracelets, Nose pin, Anklets etc.)
➤ Deshi Dosh	➤ Home Accessories (Bed Cover, Cushion Cover, Table Cloth, Tablemats etc.)

Table No : 2.2: Competitors of Aarong and Market segmentation of Aarong

- **Threat of substitutes:** It is the customer's point of view that they take advantage of when one's price increases in alternatives. In specific, choosing to purchase another as a reaction to the high price inside options. Products from Aarong are sometimes altered by products because of the high competitive price. But as the product to Aarong carries tradition and innovation, it attracts a lot of customers for its quality and indigenouness. Customers also prefer to buy from Aarong to the product to execute the country's identity in their dresses. Aarong, thus, has a mild competition danger of alternatives.

<u>Handicraft product selling companies</u>			
Organization	Naksha	Prabarthana	Prokriti

Table -2.3: Companies selling handicraft products

- **Threat of new entry:** Profitable markets are the perfect place to start your quest for new beginners. If a business is going to grow and evolve extravagantly in the future, there will be more pressure for new comers. There are therefore some factors that make this judgment is important, whether to join or not. The required factors-resources, policies of government, and economies of scale. Aarong has such factories that are hardly seen by other manufacturers. It is difficult to compete with great experience in product quality and large customer pool new entrance. And in that respect, it can be made clear that Aarong's possibility of new entry is weak.

2.14 Pestal Analysis :

Political Factor: This implies the rules and regulations established by the government to shape the activities of the economy. These policies can be of labor law, environmental law, trade policy, tax policy. The activities of Aarong also get affected by these rules and regulations. As per Bangladesh government Aarong maintains the labor law strictly. Regarding environment law, it plans its production without making any adverse effect to society. It is careful about the tax that will be submitted to the government timely. Aarong, being a handicraft producer sells its product to UK and USA by maintaining trade barriers. To be top position in handicraft industry, it needs to reshape its marketing policies to be responsive to any changes regarding political legislation in the country.

Economic Factor: This implies how a business can be profitable in terms of economical downturns. It considers factors like- growth rate, interest rate, exchange rate, inflation rate, disposable income and demand-supply within its boundary. Aarong being a social enterprise and a handicraft producer is also following these economic pathways. Because of inflation rate Aarong impose Vat on their product prices which is a tax coming from customers. As of interest rate, Aarong provides loan facility to the producers to deliver the product on time. Moreover, with growth rate of economy Aarong is able to expand their business with the involvement of a large number of people. In addition to that, Aarong is aware of people spending being a B2C organization.

Social Factor: Social factor is that of beliefs, opinions and attitudes of a community or people. The factor varies from society to society. It includes age of people, their growth rate, education, personal interest, career preferences and so on. These factors help business to understand people taste and preferences and thereby shaping their business. Aarong thus follow the practice of the society and by doing this they fulfill consumers demands. At first it targets its customers and makes marketing strategies to attract them. In this way, Aarong make different products for different group of people.

Technological Factor: Technology has a remarkable impact on business or the functions of a company. Specially in production the technological changes needs to be addressed. With the help of technology the process of production is becoming faster and machine oriented. That means a higher dependence on technological devices not on manpower. Aarong does follow technology to reach to customer through online shopping. As being social enterprise, Aarong communicate with its target customers through social and electronic media. Moreover, for promotional activity Aarong use these sites more to gather more customers for its products and services.

Environmental Factor: Every organization is solely responsible towards environment. To meet the needs within the scarcity of raw materials, organization needs to find out the sustainable and long lasting source. Organization must initiate preventive measures to meet the pollution and carbon footprint target set by government. Aarong does take care of environment by producing product from the sources that are ethical and sustainable. All clothing and accessories are made by not harming the environment. Therefore, SCPD department has been made to make producers much more complied towards society and environment.

Legal Factor: Legality is the platform which provides the authenticity of doing a business. By maintaining and following rules and regulations a company can become successful. As it gives right to run a business within and outside country's border. A company is liable to the law of government of the country. Aarong is very aware of legal procedures in each of its areas. There are main areas such as equal opportunities conditions, product safety and advertisement, customer rights and dignity of employees to follow laws and regulations.

2.15 SWOT Analysis :

Strength: Aarong is an organization of great stature. They now hold 68 per cent of the total market share of handicrafts in Bangladesh. It is a local marque that now exports its goods outside the region. Aarong has an excellent reputation for items of fine quality. It has a good management team that actively works to make it a success. The crucial fact is that Aarong's turnover-to-output rate is virtually "zero," which reduces its cost. We are creative and always put a new item onto the market that meets the requirements and needs of consumers. The organisation, which values its workforce, is a regarded employer.

Weakness : Aarong is reputed for the creation and invention of new items. Nonetheless, based on their ability, they stay exposed to the risk that their producer may not be able to generate a product in time. The organization's backlog channel is not so much structured in order to get the products from the producer on time and in the future it can cause problems for them. If due to some legitimate issue any supplier is unable to deliver a product on time, the company will not be capable of delivering the product on time either. This is a major problem and most of the time it happens at the arrival. Aarong charges considerably higher fees than its other rivals, which often causes customers to lose interest in their products. The sales team or girls are not adequately trained inside the store. We sometimes disappoint by their behavior towards consumers and the consumer doesn't feel happy purchasing from there. Although it is a rare situation, we often fail because of financial problem.

Opportunities: Aarong is very good at take advantage of the opportunities. It can go for a direct sales market as it can enter into a strategic alliance with another small boutique to sell its products in more markets. This will allow it to capture more market share in Bangladesh's handicraft industry. Aarong is able to expand its global business. New handicraft markets are beginning to emerge, such as Europe and America. Citizens are now more enthusiastic about local events and festivities such as Pahela Falgun, Pahela Baisakh, Victory Day, Independence Day and so on and buy new and special things for these occasions. In those special occasions, Aarong will make new products for sale. Individuals often adjust their choice for buying products according to the seasonal change, and given this situation, Aarong will produce products dependent on seasonal variations.

Threats: For now Aarong has no major competitors. We do have some small competitors though like Kay Kraft, Anjans, Deshal, Jattrra, Khubsurti, Rina Latif, OZ, Rang. Aarong always face price wars with their competitors.

Chapter – Three

The HR function Of The Organization

To complete the internship part of my undergraduate program, I entered Aarong as an apprentice. As my main focus is on human resource management and the marketing is minor. I was given the chance to work in Aarong's Department of Social Compliance and Producer Development (SCPD), where I could know different areas of Human Resource Management as well as learn different compliance practices for the overall improvement of company and community. Compliance is one of Human Resource Management's functions which has become the most emphasized topic in the business world for days now. So I want to give an overview of the department of Social Compliance and Producer Relations.

3.1 Introduction Of Social Compliance & Producer Development :

Compliance now a day is vital to the sustainability of every organization in the modern legal climate. To insure that the relevant laws and policies of the organization are implemented, It is often used as a means to classify individual and group operations. Aarong had taken a decision to establish the department of Social Compliance and Producer Development (SCPD) while keeping his thoughts on his journey. It was previously known as development of social compliance and manufacturers (SCPD). As a nonprofit organization, Aarong also practise social accountability criteria developed to satisfy its pledge to be a publicly responsible company for all its stakeholders-producers, craftsmen, workers, consumers, and society. Aarong's Department of Social Compliance & Producer Production (SCPD) carried out this important responsibility. Besides that the purpose of establishing SCPD department as a customer-focused entity is to ensure that consumers can buy Aarong's product with a responsiveness. Thus, SCPD is accountable for ensuring that distribution facilities where production take part in conditions that is beneficial to society and not manipulated. Its producers standardize and implement workplace condition, terms of employment, salary levels, compensation for employees, health and safety services, hours of operation and the growth of workers. In August 2009, the SCPD force started its journey.

3.2 Objectives Of SCPD :

The prime objective of the SCPD department is to determine that the activities of Aarong are aligned to its mission by designing measures that conform to the principles of social compliance. Apart from implementation requirements, the Ayesha Abed Foundation (AAF) and self governing manufacturing areas will too follow. Additionally, SCPD also acts as the

partnership broker for self governing manufacturer by offering platforms for manufacturer to communicate their concerns, address complaints from producers and improve services specific to producers.

3.3 Operation Section Of SCPD Department:

1. Social Audit

2. Manufacturer/ Producer Development :

-  Producer Communication
-  Knowledge Management
-  Capacity Building
-  Training Program

3.Field Operations:

-  HSS
-  ADI
-  Jamdani School

4.Research & Design :

-  Project Management
-  Departmental Development
-  Sustainability
-  External Communication

3.4 Organizational Chart Of SCPD :

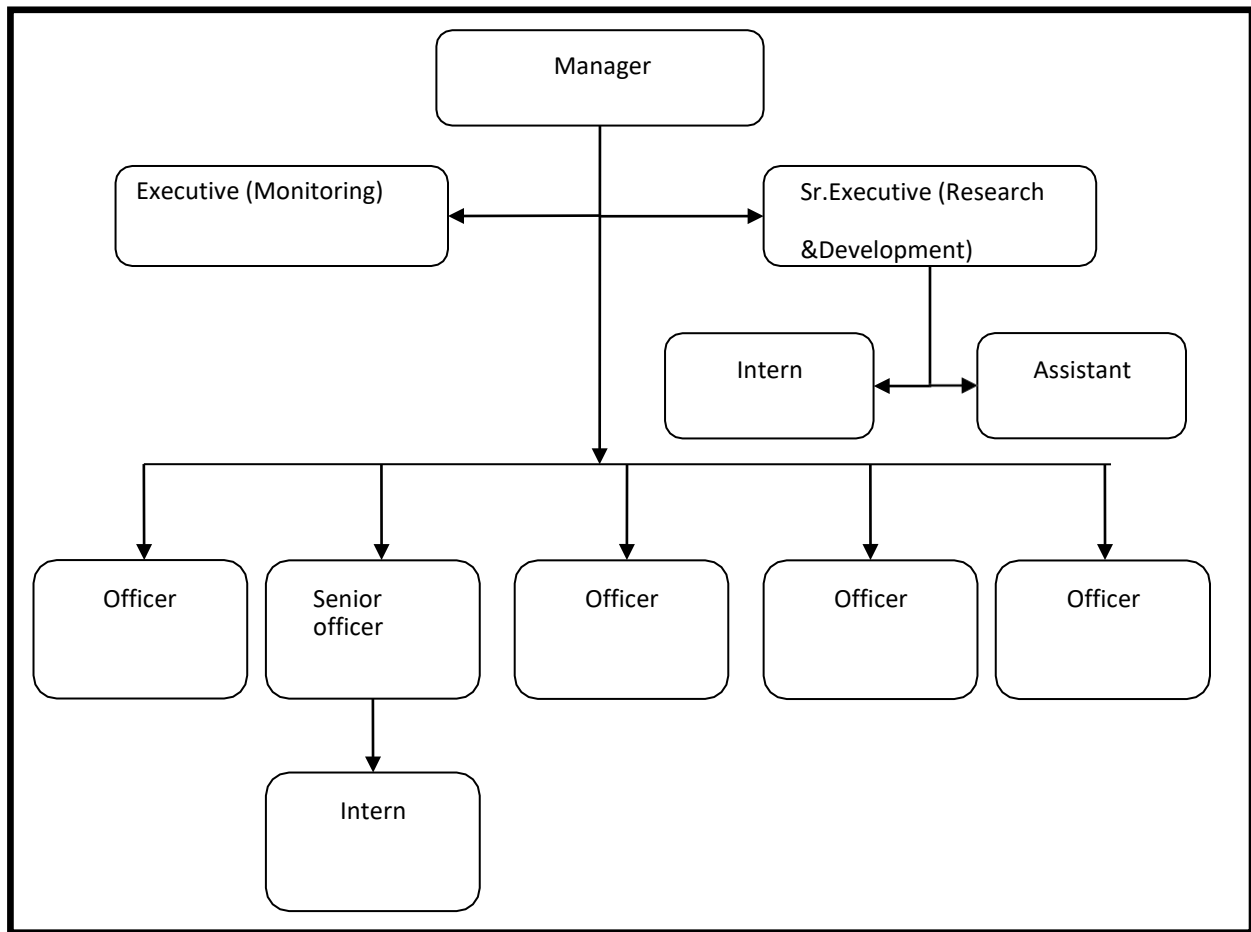


Fig 6 : Organizational chart Of SCPD

3.5 Job Description :

Title: Executive, Monitoring

- Chief auditor of Ayesha Abed Foundation & does social compliance audits and Independent Producer sites
- Formulate programs on AAF and IP platforms for social compliance
- Complete all social policy assessment reports and submit them
- Review and develop new protocols, documents and procedures for compliance
- Check the Officers ' activities and evaluate tasks

Title: Sr. Executive(Research and Development)

- Work on the growth of Independent Producer & Artisan
 - ✓ Annual assessment of Producer
 - ✓ Development program of the manufacturer
 - ✓ Collaborate the blend functional progressive teams
 - ✓ Take Projects for the advancement of producers
- Implementing instruction on the manufacturer
- Manage the program for Artisan Growth.
 - ✓ Monitor quarterly results of ADI (Artisans Development Initiative)
- Collaborate Director & Producer Forums
 - ✓ Every Month Grievance Handling Report – Make sure all issues is dealt with
 - ✓ Communicate settlement of forum problems
- Exchange manufacturer adherent news with Aarong staff and stakeholders through appropriate media (newsletter, etc.).

Title: Senior/Officer, SCPD

- Mange the portfolio of 100+ Producers
- Conduct individual audit of producers & Ayesha Abed Foundation .
 - ✓ Social Audit Report
 - ✓ CAP development
 - ✓ Meeting with Producer and follow-up visits
- Control Producer Grievances
- Manage local artisans growth
- Organize forums for independent producers

- Carry out social compliance operations at the production sites of Ayesha Abed Foundation & Aarong.
- Assisting managers in the growth of producers projects.
- Facilitating Executive in Social Compliance Reports

Title: Assistant

- Facilitate the stuff of SCPD in sorting, make time table , and other computer related works
- Help in SCPD archiving the official paper
- on site On-site contact point for manufacturers
- Receiving the department incoming phone calls
- Support SCPD office materials and organizational requirements

Title: SCPR Intern

- Documentation on current and new SCPD
- Support executives in reviewing and improving protocols, databases and systems for compliance
- Technical support for SCPD activities- this refers entering data, reporting
- Focus on business advancement project with Departmental head

3.6 Description Of My Responsibility :

Since I get a chance to work as an apprentice in Aarong's SCPD department for three months, I have conducted various activities during this period. I have also served in other departments. Though my main concentration was the “Capacity Building” Following my regular activities:

- **Capacity Building:** This units works for producer development. CB analysis producer needs, does qualitative research on the needs ,then develop content ,give training,and also follow up whether producer the implementing the training. I assist 2 trainings, checked all previously conducted trainings exams sheets,archive training informations,arranged training programs.Worked on “**World Bank Knowledge Forum**”. Communicate with producer regarding training issues. I also arranged Focus group discussion for producers.Communicate with producer regarding this.Assists Whole FGD and fulfilled my responsibilities a note taker also.In a way “Capacity Building” Unit is the Training Department of the producer.

- **Social Audit:** SCPD performs social audit to confirm that Aarong's suppliers follow different environmental law requirements. Social audits are acclimated to determine and evaluate how nicely an institution adheres to statutory act regarding health, safety and security, social and environmental, management and financial, organizational learning. Investigated the laws, legislation, directives and guidelines for their validity, appropriateness, consistency and gathering information through on-site visual evaluations, record assessments and staff interviews. Those results are then contrasted to the relevant licenses and legislation for determining how well the project complies with those specific legal requirements. I communicate with producer regarding their audit issues. Prepared audit report.
- **Producer Compliance :** This unit handle producers grievance ,solve their problems,arrange producer forum, director forum e.t.c.

Grievance Handle: Managing Grievance is one of the significant compliance management practice that offers employees with an opportunity to express their concerns whether they complain about abuse, bullying or any difficulties within the company. SCPD has a list of dispute problems on which suppliers are protesting. I have engaged in the arbitration procedure in which I listed complaints according to the unit concerned.

Relationship management activity: I was accountable for taking through various task to establish healthy relationships between producers and Aarong. So on occasions I made a greeting card for producers. Besides, I was given another task of creating newsletters from the SCPD department in where Aarong producers were targeted.

- **Research & Design :** This unit work as “Change management”.This Unit bring changes that are needed for the organization.I worked on a project named “**Kiosk Management**”.They already lauched this project I was involved in the monitoring part of this project.
- **HSS (Health Security Scheme) :** In this unit I communicated with the artisans that works in AAF , record their problems later other officers based on this records makes payment to artisan after confirming their issues.

3.7 Operation of SCPD:

Aarong maintains that it fellows and practices minimum quality criteria as a socially responsible enterprise to provide the commodity to absolute customers. Aarong's Department

of Social Compliance & Producer Production (SCPD) has carried out this essential responsibility to uphold this dedication through the following procedures:

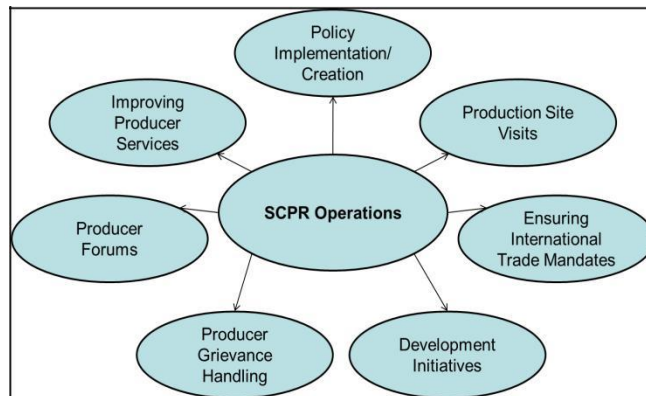


Fig 7: Operations of SCPD

SCPD's overall function is split into two separate parts; one is the role of social compliance and the other is designing activities related to manufacturers.

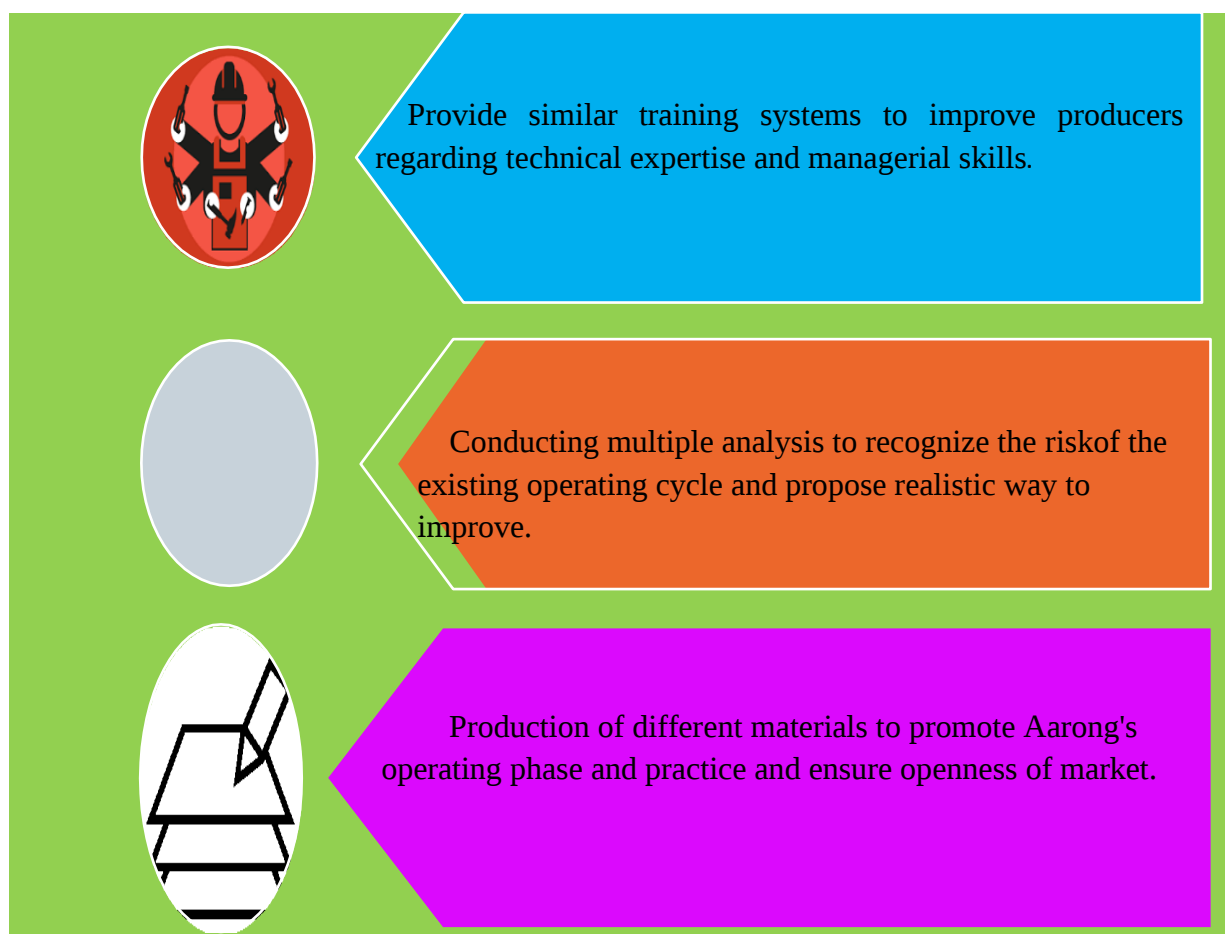
	Task	Activity
Social Compliance	Write Aarong's official compliance procedure, fine plan, derivative arrangement, supplier selection method and requirement strategy.	Good research methods
	Guidance manual for new products.	Format own policies.
	Study and execution of Aarong's sustainability programs.	Aarong's methods and strategies in a manual.
	Conduct Social audits for all producer, AAF and individual producers.	Research new ideas and upcoming environmental and Sustainable strategies
		Introduce and implement in Aarong, AAF and producers.
Producer	Grievance Handling	List the grievances Aarong will entertain
		Listening to producers
		Recording.
		Communicating to relevant departments to resolve.
	Offer continuous support/benefits/ training for producers development	Research on support/benefits/training that needs to be provided to produces for their

Relation		development.
		Organize and implement various training/events For our producers.

Table 3.1 : List Of SCPD Activities

Activities of each units are given below ;

❖ **Capacity Building :**



They give their producers so many training to improve their product. Production of different materials to sustain Aarong's operating cycle. As Aarong does not compromise on their reliability, their customer satisfaction is always concerned with their product. Aarong has zero tolerance with its company for any kind of compromise. That's why they plan so many training programs They also conduct focus Group Discussion .

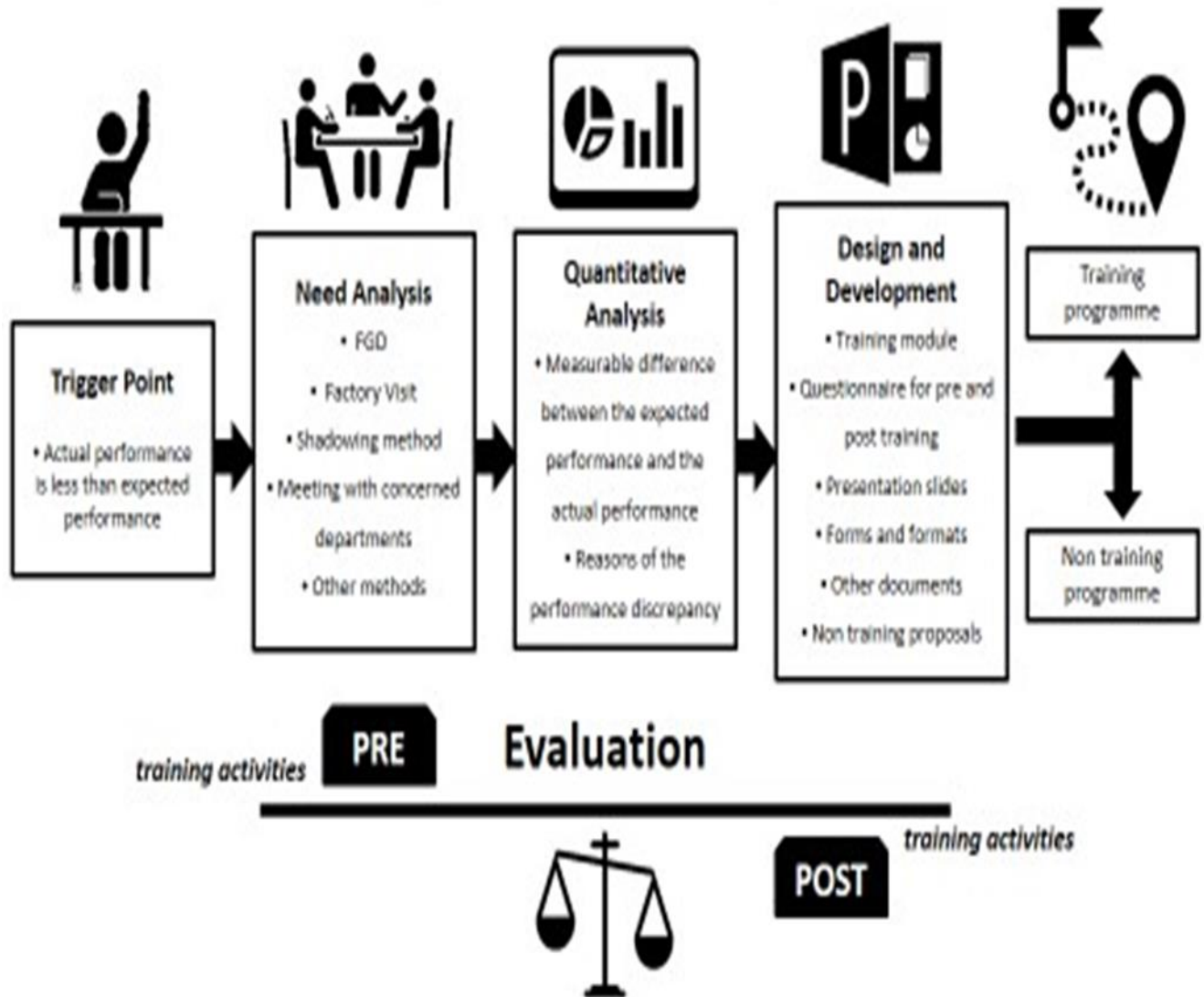


Picture of Training Session

Fig 8 :Training Picture

Producer Development - Capacity Building

Process Flow



Training Evaluation: We assess the training program after providing all types of training to offering their producers input. It allows the manufacturer to understand their mistake, which is wrong, so that they can easily understand their concern and can figure it out as soon as possible by receiving the feedback.

❖ **Producer Compliance :**

Grievance Handling: Producers bring various issues related to social and development. SCPD listens to that topic, even if it is a social issue, SCPD must deal with the problem relating to the generation matter. SCPD will follow up that issue and do week-by-week sessions to try to identify the issue with the particular specialist. SCPD is assured that they are worried for their manufacturer. They usually try to give you the best answer. They normally choose solution on the basis of their beliefs and power.

Business management training and orientation manual:

For its future and current manufacturers, Aarong does not have a new release manual. Another main responsibility for SCPD is to incorporate and offer business to the board that hires the distributor. Application manual includes the issues that should be understood to producers before making the final battle with Aarong.

Aarong has reached over 1000 self governing producers who are concerned with material assembly and essentially handicrafts. Those suppliers who do not have sufficient details about the executives current business. Legally appreciated business can create efficiency and competitiveness for the planning executives. It is also a condition for the sharing of passages to Aarong.

Producer Forum : Producer forum is somewhat of a non training job. It is one of SCPD's initiatives to create positive association with the producers of Aarong, where producers attend a meeting to speak to the board about their needs, complex concerns. It is a way to communicate their appraisal in an orderly manner. For the managers, this is an alternative concern. Out each and every one of these manufacturers. In clear, these producers come to meet a meeting of producers from every class that is set out by the SCPD office. In this consultation or conference, people from each agency are required to listen in from suppliers and then make suggestions, structure just as explain distinctive problems.

Director Forum : Director's forum is an SCPD operation in there all suppliers of a particular class are gathered with various individual offices for conferences. The purpose of the meeting is to create a decent friendship by addressing and resolving issues arising from the end of the maker. Director's forum is held half a quarter in the year in which Aarong's executive remains and offers a strong choice to make

Fire Safety : Fire safety awareness is also provided by the Producer compliance unit. Such a fire extinguisher is required that can buckle fire immediately before it grows. This is why a question was asked how much time it takes to evacuate when fire took place in factories when lots of people are working there and here. Hypothetically, ABC extinguisher would assist all producers through fire and play an important role in upholding the three-minute assertion that craftsmen wanted to survive.



Fire Safety Training

Fig 9: Fire Training

❖ **Social Audit :**

SCPD carries out social audit to determine that Aarong's suppliers meet the requirements of different environmental rules. Social audits are acclimated to assess and evaluate how nicely an entity adheres to compulsory legislation on health, safety and security, social and environmental, management and financial, and organizational efficiency.. Audit officer reviewed the guidelines, legislation, orders and directions for their legitimacy, acceptability, transculency, and information gathering through on-site visual findings, document reviews, and staff interviews. This data is then contrasted with the permits and regulations applicable to evaluate how well the operation complies with the appropriate legal requirements.

❖ **HSS (Health Security Scheme) :**

A monthly contribution from both the Ayesha Abed Foundation (AAF) and the AAF artisans funds the Health Security Scheme (HSS). The Health Security Fund (HSF) has received this donation. If they are referred to empanelled medical facilities (or undergo medical units), artisans and their registered family members may receive payouts. The scheme's primary purpose is to help artisans expressly pay for catastrophic health.

❖ **Research & Design :**

Gathering and collecting information from all other Aarong divisions is a task. Here it is often taken into consideration that whether or not the producers retain the correct procedural, where are the loopholes and how to hide it up. Then the unit takes advice from senior officials to develop or introduce any new producers & Aarong program or tactics for improvement. This structure oversees the organization's transitions.

3.8 Social Compliance policies and its impacts:

Our job was to make the strategy before executing any mission. Since the department is very important to Aarong, it includes so many individuals. And everyone takes very seriously their duty.

❖ Environmental policy :

Aarong is devoted to ensuring a stable environment for humanity and compliance with all environmental regulations and legislation. Aarong requires an environment policy to determine a suitable environment both inside and outside. Environmental policy requires the proposed green development plan for the Aarong.

Necessity and objective :

Aarong recently faced few global problems such as loss of natural resources, waste disposal, environmental degradation (water and air pollution) and reduction of emissions. To overcome these challenges, Aarong is trying to make and implement policies. Aarong management is thinking of making goods that are compliant with the environment. We are thinking about making policies to ensure a safe and healthy climate.

Impacts :

The production process of Aarong creates huge chemical waste. Those that essentially circulate through low laying land next to the center of production. This affects the local community solely and is harmful to the worker as well. In some of its production centers, Aarong uses water treatment plants. The rest of its manufacturing center is still contaminated. As a nonprofit organization, Aarong is under coercion to maintain a safe environment and make its process of producing comfortable with the environment. Since the method for emission control is costly, Aarong requires assistance from the international community for their technical and financial support. In every development area, the international community gives its hand to grow ETP. Aarong has recently received \$1 million from the Bill Gates Foundation to implement ETP in all production centers. Aarong now requires a comprehensive environmental development policy for the future. Looking into the policy's first draft, we can secure Aarong's dedication to the society & employee.

❖ **Penalty policy :**

Developing a disciplinary strategy is an important task for SCPD. This policy basically contains the penalty rate performed by both Aarong production center and individual manufacturer for distinct fault in the manufacturing process. It also contains the late delivery penalty rate. Penalty levied by Department of Quality Control and Commodity Order. There's no written policy at the moment. Penalty levied on the grounds of the department head's opinion by the ruling. So the actual supplier and the production center don't know the specific fault rate they will produce in the production process.

Necessity and objective :

Aarong requires a blatant penalty structure where the punishment for each single fault will be specified. Currently, in most situations, the current situation is that the manufacturer does not know the penalty number for the multiple errors. Although the truth of the error is enormous, we are trying to create a policy where we can include common mistake and the rate of penalty for those mistakes in the list. Since Aarong does not have a good penalty scheme, now it faces problems :

- Disagreement between the penalty decider and the victim
- Different suppliers are subject to different fines for the same question
- There is always an issue of favoritism
- Producers are always uncertain about a product 's consistency.
- Bargaining happens when the penalty rate dictates that it wastes resources and hinders efficiency

That is why Aarong's goal is to solve these issues and make the penalty system clear.

Impacts :

It is not permitted for individual Aarong producers to export their product to the market outside. So even if the finished product is sub-standard then Aarong must consider it below the par. Then the commodity of low quality goes to the sub-standard segment or goes to market annual reductions. Penalty is introduced to assist the manufacturer. If Aarong refuses the product they are given no choice but to discard it. Then Aarong will obtrude penalties and approve the product.

❖ Wage Reasoning policy:

Pay deduction legislation should set out the conditions under which pay compensation deduction can be made. It will follow the guidelines of the nation as a manual and make sure the deduction is legal. If it is really important to have a proper wage reduction scheme to achieve corporate and social justice, it will also ensure that these employees are treated equally in all situations.

Necessity and objective :

Aarong usually depends on the manager's decision or the weekly staff meeting to agree on the deduction. If the deduction is determined by an individual or team, it is not always clear and it does not represent the picture Aarong needs. Aarong , as a social enterprise also follows fair and fair actions in all facets of its policy making.

Sometimes there is a case where the supervisor will take some action against the client or the employee. The problem may not be large enough to fire him; for some corrective action, wage deduction may be instituted on such cases. Deduction can be a notification to some minor offense. With proper wage deduction strategy, the responsibility of the root level worker can be regulated.

Impacts :

Normally, root level worker can't save even in a festival like eid they don't have enough to spare on their future. Aarong subtract some money from the worker's monthly wage and refund it in the festival season with a bonus. Apart from that, Aarong plans to make the worker's future plan a welfare scheme. Workers ' compensation for this scheme will be withheld.

There are some more positive effects on wage deductions. It will encourage the worker to benefit from the error and make them understand of the laws and regulations. It will eliminate the worker's uncertainty and they will know the deduction intent.

With a proper wage deduction scheme, Aarong purpose of the fare decision will be allowed. Clearly explained that regulation removal improper deductions, which provides a redress process. In the framework that have restitution if there is any unauthorized deduction that will allows a pledge in good faith to follow in the future.

❖ **Social Audit Policy :**

A analysis is an organized and unbiased audit of an association's books, accounts, regulatory documents, files and vouchers to determine the extent to which fiscal summaries as well as non-monetary disclosures are treated with a true and objective viewpoint.

For leading research they toured various manufacturing facilities (both persons and AAF). I have gathered information on following points of view. Health and safety remuneration work environment for children and forced labor, working hours and overtime.

Necessity and Objective :

Aarong is committed to nit recruiting kids to avoiding using kids in their supply chain. Public study is profoundly focused on child labor and wage work. Aarong takes action against the manufacturer at whatever stage we find any kids in any production area. Survey also describe the problem of well-being and health and benefits. Analysis assures that Aarong inventory network's test and balance and provides the worker with assurance at the root level. It is also filled in as a good protocol between the right administration and the worker at the root level.

Social Audit According to Labor Law:

As demonstrated by the 14-year-old labor law, the employer is able to procure. Expecting to complete voluntary school training within the age of fourteen is beyond the realm of imagination. To children above 14 years of age, Aarong supports low maintenance jobs. Poor children can have too much schooling in the meantime. In the meantime, it will have positive potential to achieve just as much concentration. In the meantime it will have optimistic potential to achieve just as much focus. It will have positive effects on the public at large.

In survey research, safe drinking water, first aid kit, clean toilet, fire extinguisher and different points of view are being investigated. Analysis discern the position of those current viewpoints. Reviews show that the emphasis is on the state of these viewpoints. These are the key component of maintaining a safe and secure workforce. Secure experts can live a safe life. Therefore, this will motivate their families to wind up secure and healthy.

Legitimate pay standard working hour and need consideration to guarantee social equity after a certain amount of time. Analysis frequently compares the salary and the major business with the legislature's lowest permissible wages. It also tests after a while the time that accompanies the log to differentiate specialists. Study the worker's bid reliance on the top management being aware of their actions. The managers, however, will not tolerate any kind of discrimination. This helps the worker and ensures social equity.

Discrimination as to the social and personal status of individuals (race, social background, ethnicity, class, sexual orientation, politician, political opinion, marital status, etc.) is closely monitored in the audit. The social audit reflects Aarong's pledge of operating as a social enterprise and helping to create a fair society.

❖ Living wage

As a humanitarian enterprise, Aarong is continually aware of the basic needs of its workers with respect to its specialists. Aarong aim is to provide his staff living wage, Aarong offers outside consulting to assess living wages. Wage is calculated to draw on the specialist's fundamental needs. Across various generations, I have tried to ensure moral continuity According to the instructions of the remote consultant group MCG, I collect information and assess living allowance for the expert.

Objective and Necessity:

Aarong is a responsible group with exchanges. Aarong becomes a fare deal not for business purposes but to guarantee international standards for its worker and supplier For example: one of the admission exchanges agrees that Aarong is a onsite installment. Specialist and producer have their job money. It likewise halos them to get free out of neediness and make an effective arrangement for their expert and individual life.

Through charging live, Aarong supports the worker as well as the specialist's community. Living wages calculated by focusing on each worker and family. It is to offer wages in such a way that each worker, together with three other individuals from ones family, can survive with that wage by fulfilling all the basic wants. When we measure living wages, after cost we forget about it. Consumer non-food house rent (cloths), education, health care etc.

Individual suppliers from Aarong are not permitted to merchandise their items to the market outside. If the finished product is inferior then Aarong must consider it below the par. Then the commodity of low quality goes to the inferior segment or goes to market annual reductions. Penalty is implemented to support the manufacturer. If Aarong refuses to accept the product, We have absolutely no choice but to spill it.. Aarong therefore forced a penalty and accepted the product.

Social impact:

There will be no loss with the new policy for the manufacturer. Even for the fault fine, the supplier got the price. They're trying to get their production costs on the list. We introduced a levy of 10 percent for a company below the norm that is very small compared to other companies in the industry. The approach will also require the seller to take the goods and fix the infringement if it can be avoided and no liability will be paid in that situation. This will mean that there is more profit for social justice and the consumer.

They follow national labor law as a framework and strategy is changing in the producer's favour in many ways. It will alleviate the producer's extra mental burden and be excited about the performance.

The new policy could take account years of experience and number of production. The producer who is working with Aarong for a long period and the production rate is giant, the penalty rate may be a little small for him. This proposal will help Aarong's long-term business relationship with its manufacturer. Emphasize the amount of output to increase productivity and generate more revenue.

Aarong is always an example of this in trusting in moral impartiality, fare and spot payment.

Transparent punishment programs would bring to this conviction a new dimension.

To become a producer, a transparent strategy will draw other impoverished low paid workers. It is going to encourage entrepreneurship. It is the sense of responsibility of Aarong has towards society as a social enterprise to foster entrepreneurship and eliminate poverty.

❖ Wage deduction policy :

Pay deduction legislation should set out the conditions under which pay compensation deduction can be made. It will follow the rule of the country as a reference to make sure the deduction is valid. If it is really feasible to have a real wage reduction policy to ensure corporate and social justice, it assures that these workers are treated equally under any circumstances.

Necessity and objective :

Aarong usually depends on the manager's decision or the weekly staff meeting to agree on the deduction. If the deduction is determined by an individual or team, it is not always compatible and it does not represent the picture Aarong needs.

As a social enterprise, Aarong also explores rightful and equitable actions in all areas of its decision-making. Sometimes there is a case where the supervisor will take some action against the client or the employee. The issue may not be significant enough to dismiss him; for some corrective action, pay deduction may be imposed on such situations. Deduction may be a warning to some minor offense. With proper wage deduction policy, the fault of the root level worker can be controlled. It is truthfully required to have a proper wage reduction program in order to have good discipline and retain a worker.

Impacts :

Normally, root level worker can't save if its a festival like eid they don't get sufficient to spare. Aarong subtracts some money from the worker's monthly income and replaces it at the festival time with a coupon. Besides that Aarong has a plan to make a scheme of welfare for the future plan of the workers. Workers ' compensation for this scheme will be withheld.

There are some more positive effects on wage deductions. It will enable the employee to teach from the error and make them aware of the rules and regulations. It will eliminate the worker's uncertainty and they will understand the reduction intent. With a proper wage deduction scheme, aarong purpose of the fare decision will be allowed. Policy abolition clearly explained unreasonable exemptions, and provides a process for criticism. They have reimbursement in the rule if there is an unauthorized deduction that allows a promise in good faith to cooperate in the future.

Chapter- Four

Analysis & Findings

Synopsis :

As my core concentration unit was “Capacity Building” so I have done my analysis on this section. Capacity building unit conducted 4 trainings till now. Each training has no of sessions .I have attended the “ Prevention of Sexual Harassment Training”. This Training was started in 2018. In 2019 CB conducted 12 sessions of this training as Aarong has vast no of producer with different categories. In each training session included pre quiz, training course, post quiz and training evaluation

This training made significant impact on producer if we see the understanding of their perception. If we look into the percentage of their perception of pre quiz and post quiz the scenario will be clearly understood.

Regarding Sexual harassment each producer might have different opinion in their mind. Before training their perception might be not clear but after receiving the training they can clearly understand what actually sexual harassment is and how to prevent it in their workplace.

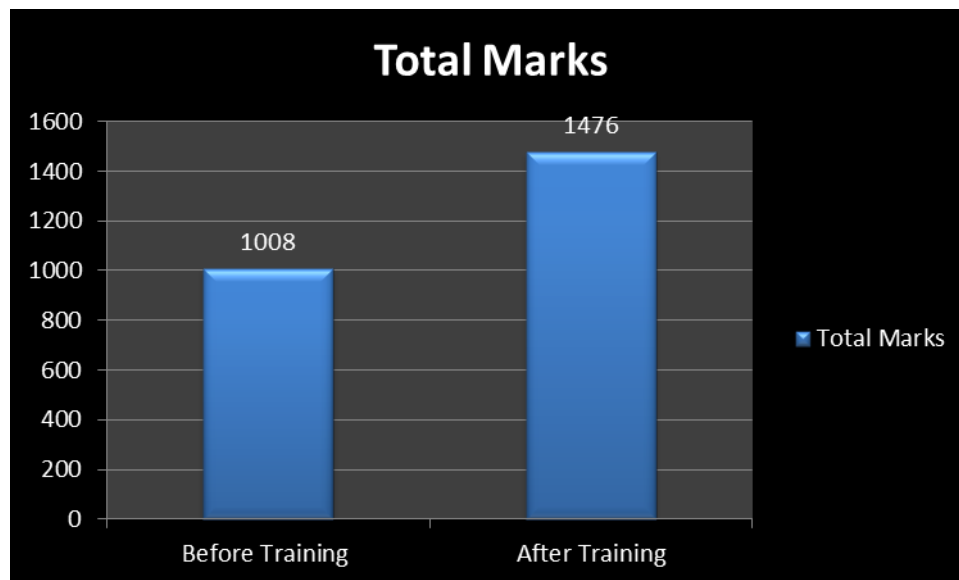


Fig 10 : Training marks data

In 2019 there are held 12 sessions of the sexual harassment training , total participants were 195. Their test was evaluated out of 14. So from the chart we clearly understand that a significant percentage of changes occur after the training. So it is shown that the trainees understanding are clearly improving through out the training.

Chapter -Five

Recommendations & Conclusion

Recommendation

While working over for three months I noticed some of the problem that aarong is facing at that time. I address these issues in advice and also provide some suggestion to solve these problems. They are ;

- ❖ The department's lack of communication. The contact with the suppliers and coworkers needs to be improved.
- ❖ The data management system is missing. The data management system needs to be improved so that they can prevent other issues.
- ❖ Departmental relationship need to build strong.
- ❖ More attention needs to be given to the workplace environment.
- ❖ Materials of internal office required to ameliorate.
- ❖ Corporate staff of the aarong required to take value training.
- ❖ Essential to provide guidance on the basis of working with the team.
- ❖ Fun atmosphere for different learning options.

Conclusion

Aarong has commended 40 years of his success, and the way of life of burdened people has been constructively improved throughout the year. Working with Aarong in particular in the department of "**Social Compliance & Producer Development**" was a wonderful involvement for me. I've learnt about the fundamental compliance operation and that's going to aid me to develop my career in this segment. Since successfully ending my internship in Aarong's SCPD department, when I put in writing this paper, I feel very near to Aarong and its craftsmen. This research assist me to understand the detailed aspect and one of the practical parts of human resource management that is training. More ever also learned about compliance & Audit . To continue this successful journey, Aarong has set up a division of social continuity and the link between creators. I am sure that the commitment to continuity and its implementation would allow Aarong to become a leader in Bangladesh's social enterprise

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