

**Internship Report**  
**on**  
**Training and Development Practices in Bangladesh:**  
**A Case Study on Bloodman**

**Submitted by:**

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**ID: BBA2201025030**

**Program:** Bachelor of Business Administration (BBA)

**Major:** Human Resource Management (HRM)

**Semester:** Fall-2025

**Submitted to:**

Department of Business Administration

Faculty of Business

Sonargaon University (SU)

[Submitted for the partial fulfillment of the degree  
of Bachelor of Business Administration]



**Sonargaon University (SU)**  
**147/1 Green Road, Panthapath, Tejgaon, Dhaka**

**Date of Submission:** 3<sup>rd</sup> January, 2026

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**Supervised by:**

**Md. Rasel Hawlader**

Assistant Professor

Department of Business Administration

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# Letter of Transmittal

3<sup>rd</sup> January, 2026

To,  
Md. Rasel Hawlader  
Assistant Professor  
Department of Business Administration  
Sonargaon University (SU), Dhaka.

**Subject: Submission of Internship Report on “Training and Development Practices in Bangladesh: A Case Study on Bloodman”**

Dear Sir,

With due respect and honor, I would like to inform you that, I have successfully completed the requirements to entitle myself for the report, which is a mandatory requirement to completion of the BBA program. This is a great pleasure for me to submit the report on, **“Training and Development Practices in Bangladesh: A Case Study on Bloodman”** Here I gathered that I believe the most completed information available. I believe that it will provide a clear scenario of the HRM policies of the reputed organization Bloodman in Bangladesh.

This report is all about to synchronize my theoretical learning from BBA program with the real corporate world. I attempted my every move to go through all the necessary materials, documents, guidelines, and other subsequent reports which fulfill the requirements of this report I have placed my most effort on preparing this term paper and tried to leave no stone unturned to make the report a vivid and comprehensive one despite a lot of limitations. I sincerely believe that it will serve the required purposes. I will always be obliged to furnish any clarification regarding this paper, if required.

I humbly request you to accept this report for your kind evaluation.

Kind regards,

---

**Jahidul Islam**  
ID: BBA2201025030  
Major: HRM  
Department of Business Administration  
Sonargaon University (SU)

## Letter of Authorization

I, Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University (SU) hereby certify that the Report work entitled as “**Training and Development Practices in Bangladesh: A Case Study on Bloodman**” has been prepared by **Jahidul Islam, ID: BBA2201025030**, Department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partial fulfillment for the degree of the Bachelor of Business Administration (BBA) with major in HRM. To the best of my knowledge, the above-mentioned work has been conducted by the student himself. Any option and/or suggestion made in this study are entirely that of the author of this report.

The report is an original work and prepared as a partial requirement of the degree the Bachelor of Business Administration (BBA).

---

**Md. Rasel Hawlader**  
Assistant Professor  
Department of Business Administration  
Sonargaon University (SU)

## **Student's Declaration**

This is **Jahidul Islam**, a student of Bachelor of Business Administration (BBA), **ID: BBA2201025030** from Sonargaon University (SU) would like to solemnly declaration here that this report on “**Training and Development Practices in Bangladesh: A Case Study on Bloodman**” has been authentically prepared by me under supervisor of Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University.

I didn't breach any copyright act intentionally. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma, or certificate.

Sincerely Yours,

---

**Jahidul Islam**

ID: BBA2201025030

Major: HRM

Department of Business Administration

Sonargaon University (SU)

## Acknowledgement

First and foremost, I would like to express my sincere gratitude to my supervisor, Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University (SU), for his invaluable guidance, support, and encouragement throughout the preparation of this report. His insights and expertise in the field of Human Resource Management have greatly enriched my understanding and enabled me to complete this case study on “**Training and Development Practices in Bangladesh: A Case Study on Bloodman.**”

I would also like to extend my appreciation to the faculty members of the Department of Business Administration at **Sonargaon University** for their continuous support and dedication to fostering an environment of learning and growth. My sincere thanks go to **BLOODMAN.** for allowing me access to information that has been vital to the successful completion of this study.

Finally, I am deeply grateful to my family, friends, and classmates for their encouragement, motivation, and assistance throughout this journey. Their support has been instrumental in helping me focus and complete this work.

Sincerely,

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**Jahidul Islam**

ID: BBA2201025030

Major: HRM

Department of Business Administration

Sonargaon University (SU)

## Executive Summary

This report, "**Training and Development Practices in Bangladesh: A Case Study on Bloodman**" provides a comprehensive analysis of the strategies and practices employed by Bloodman in training and developing employees within the competitive business environment of Bangladesh. The primary aim of this study is to explore how Bloodman's training and development process aligns with best practices in Human Resource Management and contributes to the organization's success. Through this study, data as collected via interviews with HR personnel, review of organizational documents, and relevant literature on training and development processes. The analysis highlights the key steps Bloodman undertakes to train and develop newly joined candidates, such as Assessment, Designing the training program, on the job training, off the job training, and continuous development process. This report also examines the effectiveness of these steps and the challenges the organization faces, such as training the employees and maintaining continuous development process. The findings reveal that Bloodman's training process is strategically designed to support the company's objectives and enhance employee satisfaction. However, there are areas for potential improvement, such as further digitizing the training process. In conclusion, the study provides insights into how effective training and development practices can strengthen an organization's competitive position and recommends ways for Bloodman to refine its approach further to address emerging challenges. This case study can serve as a valuable resource for other organizations in Bangladesh looking to improve their own training practices.

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**Chapter: 01**  
**Introduction**

## **1.1 Introduction**

In the Human Resource Management (HRM) cycle as well as in any organization, the training and development system plays an important and vital role in achieving organizational mission and vision, goals and objectives. Organizations today consider the HR department as the critical source of making development amongst the employees to lead the organization to success. This report delves into the comprehensive Training and Development program implemented within Bloodman, a significant entity in Bangladesh's corporate landscape. By exploring the various facets of their T&D strategy, we aim to showcase the significant role it plays in nurturing talent, enhancing employee capabilities, and ultimately contributing to the achievement of the organization's goals.

The primary objective of this report is to provide an insightful overview of Bloodman's T&D initiatives, including the methodologies, tools, and resources used to facilitate learning and skill development. By sharing real-world examples and success stories gathered during my internship, we aim to demonstrate the positive impact of their T&D efforts on individual career growth, team collaboration, and overall organizational performance.

As an internee within the T&D team, I had the unique opportunity to witness firsthand the careful planning, execution, and evaluation of their training programs. Throughout this report, I will draw on my experiences and observations to provide a comprehensive analysis of Bloodman's commitment to fostering a culture of continuous learning and development. By investing in their employees' growth, Bloodman acknowledges the significance of cultivating a workforce equipped with the latest industry knowledge, technical expertise, and leadership capabilities, ensuring they remain engaged, motivated, and empowered to take on new challenges.

## **1.2 Objectives of the Study**

Every research work is conducted to achieve specific objectives, which guide its direction and purpose. The primary objective of this report is to fulfill the requirements of the report. This report has been prepared as part of the Human Resource Management course, which is an essential component of the BBA program at Sonargaon University (SU).

The objective of this report there are two types of objectives:

- General Objective
- Specific Objectives

### **General Objective**

The general objective of this study is to gain an in-depth understanding of the 'Training and Development practices' at Bloodman.

### **Specific Objectives**

The principal objective of training and development division is to ensure the availability of a skilled and willing workforce to an organization. In addition to that, there are more others objectives:

There are other supportive objectives are as follows:

- To identify the training and development practices in the organization
- To know the objectives of the training and development of the organization
- To identify the training methods of the organization
- To know the opinion of the employee regarding training and development program of the organization
- To identify the problems of training and development of the organization
- To suggest some possible recommendations to overcome the problem relating to training and development of the organization
- To know the methods of identifying training needs.

### **1.3 Methodology of the Study**

The research methodology follows a systematic approach from the beginning of the topic to the end of the report extension. The most common part of the methodology as the collection, analysis, presentation, interpretation and classification of information in a way that identified main points. The research was conducted from September, 2025 to November, 2025.

#### **Data Source**

The information and data for this report have been collected from both primary and secondary sources, with a greater emphasis on secondary sources to provide comprehensive insights.

#### **Primary Source**

Primary sources are those that provide firsthand data, which have not been used elsewhere and are presented here for the first time. Data collected through these sources includes:

- Practical desk work
- Face-to-face conversations with founder
- Direct observation
- Face-to-face conversations with clients

#### **Secondary Source**

Secondary sources refer to information that already exists and has been previously used. Various journals, books, and data from websites were utilized as secondary sources. The theoretical and practical information gathered from these sources includes:

- Books and manuals
- Journals
- Publications
- Websites

In addition, I have incorporated my own practical experience gained during the report work and insights learned from my university studies.

## **1.4 Scope of the Study**

The scope of this report is specifically focused on the Training and Development practices as they are implemented within Bloodman, providing a detailed case study within the Bangladeshi corporate context. It does not aim to provide a universal analysis of all HR functions but rather to conduct an in-depth examination of the processes, methodologies, and outcomes related to employee learning and growth at this particular organization. The investigation is confined to the data and experiences gathered during the internship period, offering a snapshot of the current practices and their perceived impact.

More specifically, the scope of this study encompasses the following key areas:

- An examination of the entire training lifecycle at Bloodman, from the initial assessment of employee needs to the design and delivery of training programs.
- An analysis of both on-the-job and off-the-job training methods employed by the organization to enhance employee skills and knowledge.
- An evaluation of the continuous development processes and their role in fostering long-term employee growth and career progression.
- An investigation into the challenges faced by the HR department in implementing and maintaining these training initiatives.
- An assessment of the perceived effectiveness of these practices on employee performance and satisfaction, based on observations and collected data.

## **1.5 Limitations of the Study**

This report on Bloodman's training and development practices faced certain limitations due to reliance on interviews, discussions, and secondary data, which may involve bias. The study covered only a few departments, limiting its overall generalizability. Time constraints and confidentiality policies also restricted access to detailed organizational information. The specific limitations encountered during the study are as follows:

- The data and information related to the training and development process were not readily accessible.
- The study faced challenges due to limited data availability, impacting the depth of analysis.
- A shortage of updated data limited the depth of the findings.
- Time as a major limitation or factor while preparing the report.

Despite these limitations, this report aims to provide a reliable overview of Bloodman's training and development process, offering valuable insights and recommendations for potential improvements.



**Chapter: Two**  
**Profile of the Organization**

## 2.1 Overview

Bloodman is a trailblazing digital healthcare platform in Bangladesh, dedicated to saving lives through technology, innovation, and youth-driven social action. Founded in 2014, it began as the nation's first digital blood donor matchmaking platform and has grown into a one-stop healthcare service provider. Operating under the ICT Division and Startup Bangladesh, Bloodman combines non-profit values with health-tech entrepreneurship to connect donors with patients in emergencies and promote voluntary blood donation nationwide.

Starting from grassroots data collection at universities and social media campaigns, Bloodman has evolved into a robust digital platform offering donor matching, telemedicine, and virtual consultations. During the COVID-19 pandemic, it expanded its services to include plasma donation, online doctor consultations, and healthcare support for organizations like Unilever and BAT Bangladesh.

Through partnerships with the ICT Division, BRAC, Facebook, the Turkish Embassy, and major hospitals, Bloodman has reached over 0.7 million donors and served half a million people through telemedicine. Beyond healthcare, it provides relief aid, medical training, and community support during crises. Honored with awards like the Joy Bangla Youth Award and BASIS Health Startup Award, Bloodman stands as a symbol of innovation, compassion, and social commitment—proving how technology and community engagement can create lasting impact in Bangladesh's healthcare landscape.

### Company Profile

**Head Office:** ICT Tower, Agargaon, Dhaka, Bangladesh.

**Phone:** +8801XXXXXXXXXX

**Email:** bloodman.org@gmail.com

**Founder:** Md. Sahariar Hasan (Jisun)

**Co-founder:** Md. Nazmul Ahsan (Fahim)

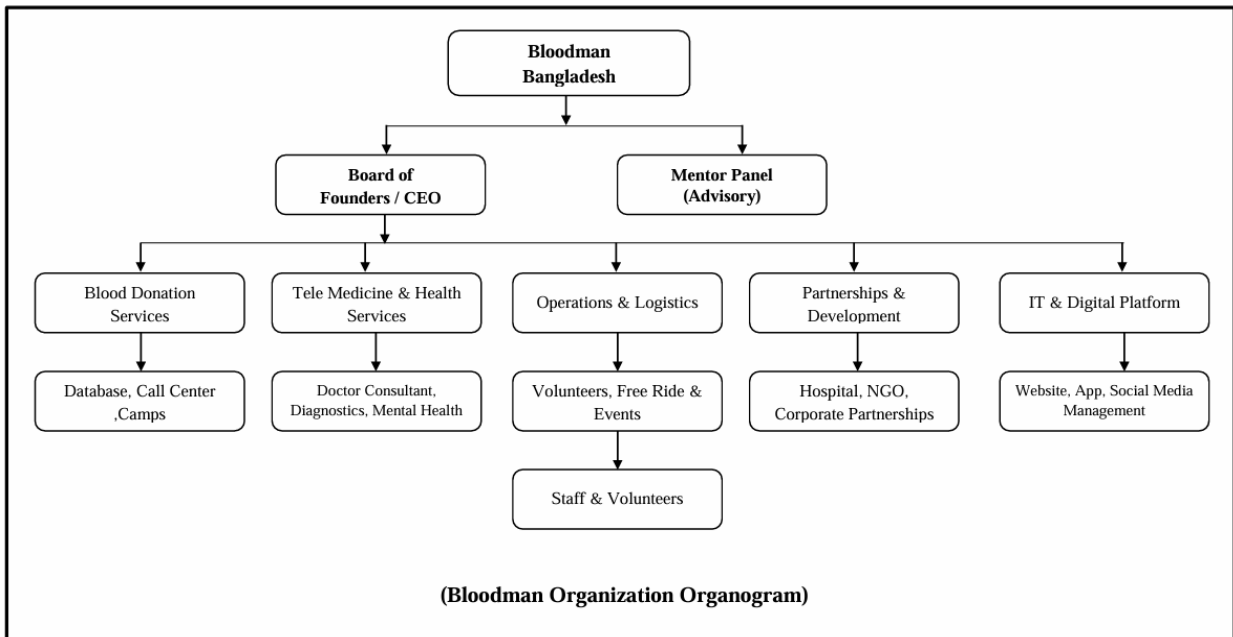
**Contact Person:** Afroja Ahmed

**Email:** hello@bloodman.org

**Year of Establishment:** 2014

**Services Offered:** Digital Blood Donor Matchmaking, 24/7 Telemedicine Services, Home Diagnostic Support, Mental Health Assistance, Medical Training Programs, Community Development Initiatives.

**Service Area:** Nationwide Digital Coverage, Remote Area Access, Dhaka-Based



## 2.2 Vision of Bloodman

Bloodman foresees itself as a pioneering leader in Bangladesh’s healthcare transformation, devoted to establishing an inclusive and intelligent healthcare framework accessible to all. The organization’s vision emphasizes harnessing digital innovation to minimize disparities, ensuring that people from every economic background can obtain affordable, high-quality healthcare services. Through customized and adaptive solutions, Bloodman aims to serve diverse communities with fairness, efficiency, and compassion.

The company seeks to revolutionize healthcare delivery by integrating telemedicine, home-based diagnostics, mental wellness support, and professional medical training into one unified digital platform. Utilizing advancements such as AI-assisted diagnostics, electronic records, and data-driven insights, Bloodman aspires to build a responsive, secure, and sustainable health system.

In pursuing this goal, Bloodman recognizes the importance of preventive healthcare, mental health awareness, and collaborative partnerships with public and private institutions. Its strategy emphasizes ethical innovation, data protection, and capacity building to ensure the longevity of its mission.

Bloodman’s vision statement is:

*“We aspire to create an intelligent and compassionate healthcare network that unites technology, equity, and affordability—empowering individuals, uplifting communities, and shaping a healthier, more inclusive Bangladesh.”*

This refined vision encapsulates Bloodman’s core dedication to innovation-driven social change, aligning with national ambitions for a truly “Digital Bangladesh.”

## 2.3 Mission of Bloodman

Bloodman’s mission is to save lives, strengthen communities, and redefine healthcare accessibility through innovative and compassionate digital solutions. Originating as a blood donation network, it has expanded into a dynamic healthcare platform that integrates medical support, social welfare, and technology-driven connectivity. Its fundamental purpose is to make life-saving blood donation and healthcare services readily available to everyone, regardless of location or economic background.

The organization’s digital platforms—spanning mobile apps, hotlines, and social media—enable seamless donor-patient matching while promoting a culture of voluntary blood donation across youth communities. Beyond blood services, Bloodman’s mission includes empowering underprivileged populations through free medical care, relief efforts, and livelihood assistance, recognizing that social welfare and health are deeply interconnected.

As a non-profit led by youth volunteers, Bloodman emphasizes civic engagement, social responsibility, and leadership development. Its expansion into telemedicine, diagnostics, mental health, and medical education signifies a forward-thinking approach to healthcare delivery. Programs like free donor transport services reflect its empathy-centered design and commitment to inclusivity.

Sustainability underpins its mission, balancing social good with pragmatic financial strategies to maintain long-term operations and scale its impact.

Bloodman’s mission statement is:

*“We strive to save lives and build healthier communities by integrating compassion with technology—creating a sustainable platform that unites donors, patients, and caregivers to deliver accessible, equitable, and life-changing healthcare services for all.”*

This refined mission captures Bloodman’s essence as a socially responsible, technology-driven organization dedicated to humanitarian advancement and the collective well-being of Bangladesh.



## 2.4 Objectives of Bloodman

Bloodman's objectives serve as the cornerstone of its strategic direction, reflecting a clear commitment to transforming Bangladesh's healthcare landscape through technology, inclusivity, and sustainability. The organization's foremost objective is to bridge the persistent gap between blood demand and supply across the country. Through a comprehensive digital infrastructure encompassing mobile applications, hotlines, and social media platforms, Bloodman efficiently facilitates real-time donor-patient matching. These technological tools enable rapid coordination, ensuring timely blood support in emergencies and routine cases alike. Furthermore, the organization actively promotes voluntary blood donation through awareness campaigns, university drives, and community outreach programs. These initiatives not only increase the availability of blood donors but also inspire a culture of civic responsibility, particularly among youth. By combining digital innovation with community engagement, Bloodman exemplifies how social enterprises can effectively integrate technology with humanitarian objectives.

In addition to its core focus on blood management, Bloodman's broader objectives encompass expanding healthcare accessibility and ensuring long-term organizational sustainability. The introduction of 24/7 telemedicine services marks a significant step toward inclusive healthcare, providing continuous medical consultancy through digital platforms such as WhatsApp, Zoom, and dedicated hotlines. These services are especially valuable for remote and underserved populations who face barriers to traditional healthcare access. Strategic collaborations with development and corporate partners—including a2i, UNCDF, Unilever, and BAT Bangladesh—further extend the organization's reach and resources. During public health crises, Bloodman has demonstrated strong operational agility, notably through its rapid pandemic response, including COVID-19 testing and plasma donation initiatives. Moreover, the organization is progressively exploring the commercial potential of digital healthcare solutions to support financial sustainability while maintaining its social mission. Collectively, these objectives highlight Bloodman's evolution from a blood donation network into a holistic, technology-driven healthcare platform that balances social impact with economic viability, contributing meaningfully to the advancement of national healthcare outcomes.

## 2.5 Board of Directors of Bloodman

Bloodman's advisory panel comprises several key individuals:

- **Prof. Dr. Alamgir Chowdhury** - Chief Advisor
- **Prof. Dr. Shehreen F Siddiqua** - Senior Advisor
- **Dr. Nasima** - Advisor
- **SK Richard** - Panel Member

The advisory panel provides strategic guidance to ensure the organization's operations, services, and management processes run efficiently and effectively.

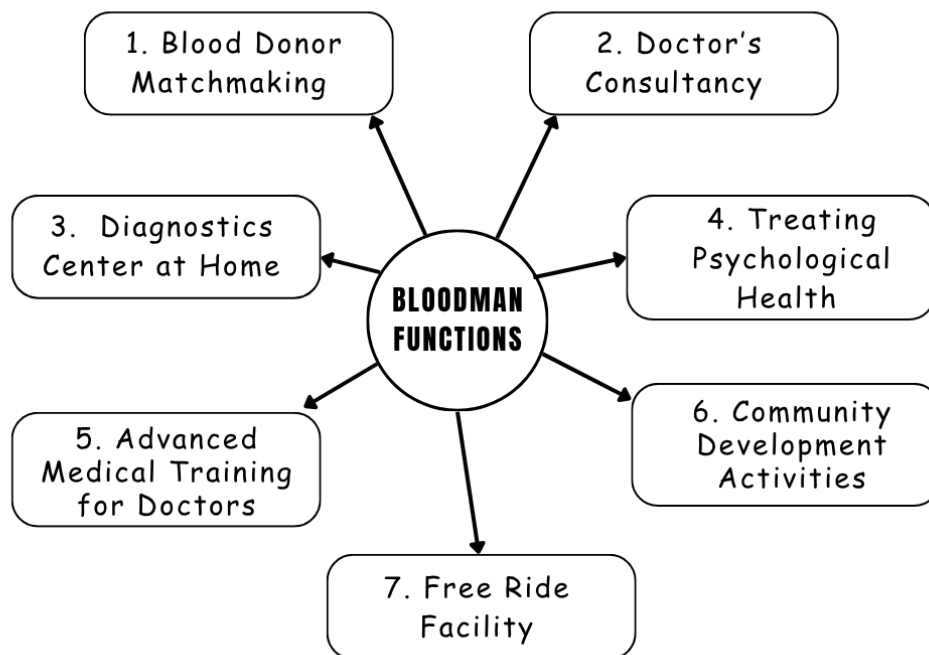
## 2.6 Registered Office

The registered office of Bloodman is located **ICT Tower (14th Floor Plot: E-14/X, Agargaon, Dhaka-1207, Dhaka, Bangladesh.)** You can contact them via phone at **+8801627-260933**.

For more details, you can reach out to them at **bloodman.org@gmail.com**.

## 2.7 Functions of Bloodman

Bloodman has developed into a comprehensive healthcare platform in Bangladesh, leveraging technology and community engagement to improve access to medical services, save lives, and support social welfare. Its core functions are as follows:



### 1. Blood Donor Matchmaking

Operating 24/7, Bloodman connects patients with voluntary donors via hotlines, social media, and mobile apps. Its extensive national donor database has facilitated hundreds of thousands of blood matches since 2014.

### 2. Doctor's Consultancy Through Telemedicine

Providing medical advice via hotline, WhatsApp, Zoom, and chat platforms, this service serves underprivileged communities, corporate employees, and remote populations, reaching over 0.5 million people nationwide.

### 3. Diagnostics Center at Home

Bloodman offers priority diagnostic tests at home within Dhaka, partnering with leading diagnostic centers to ensure safe and timely testing, particularly during health crises.

#### **4. Treating Psychological Health (Manoshik Shastho Kotha)**

Focused on mental health awareness, this initiative delivers guidance through Facebook Live sessions with psychologists and psychiatrists, helping to destigmatize mental illness.

#### **5. Advanced Medical Training for Doctors**

Virtual workshops and training sessions enhance doctors' skills, especially for COVID-19 care, facilitated through collaborations with local and international medical institutions.

#### **6. Community Development Activities**

Bloodman provides free medical consultations, medicines, relief materials, housing support, livelihood assistance, and dedicated blood drives, while responding to national emergencies and humanitarian crises.

#### **7. Free Ride Facility**

To support donors, Bloodman offers free transportation, especially for emergency hospital visits at night, ensuring uninterrupted participation in lifesaving services.

### **2.8 Strengths**

Bloodman's success is built on a solid foundation of pioneering efforts, robust networks, and diversified services, which collectively enhance its credibility and operational capacity.

- 1. First-Mover Advantage** – Being Bangladesh's first digital blood donor platform has allowed Bloodman to establish brand recognition, a large donor database, and shape the market for digital blood services. Early entry has provided ample time to refine operations and adapt to emerging healthcare needs.
- 2. Established Network and Experience** – Operating since 2014, Bloodman has accumulated expertise in volunteer management, database operations, partnership development, and crisis response. Its proven capacity is evident in the hundreds of thousands of blood matches and telemedicine consultations conducted nationwide.
- 3. Strong Collaborations and Partnerships** – Alliances with government agencies, international organizations, tech giants, NGOs, hospitals, and corporate partners expand resources, credibility, and outreach. These collaborations enable the scaling of complex programs and ensure high-quality service delivery.
- 4. Diverse Healthcare Services** – Expanding beyond blood donation to telemedicine, home diagnostics, mental health support, and medical training enhances resilience and addresses a broader spectrum of healthcare needs.
- 5. Active Volunteer Force** – A committed volunteer network strengthens service delivery, community engagement, and public awareness campaigns, reinforcing the organization's social impact.

## 2.9 Weaknesses

Despite its strengths, Bloodman faces inherent limitations that could affect accessibility, operational efficiency, and sustainability.

1. **Dependence on Digital Platforms** – Heavy reliance on apps, websites, and social media can restrict service access for rural populations or individuals who are not tech-savvy.
2. **Challenges in Maintaining Donor Information** – Managing a large voluntary database requires continuous verification to ensure accuracy in donor availability and health status.
3. **Limited Resources** – As a non-profit, securing stable and sufficient funding to support diverse programs remains a challenge, potentially limiting expansion and service quality.
4. **High Operational Costs** – Managing call centers, free transportation for donors, home diagnostics, and health camps requires significant financial resources, making sustainability a constant balancing act.

## 2.10 Opportunities

The evolving digital healthcare landscape and societal trends in Bangladesh present avenues for Bloodman to expand its reach, impact, and service portfolio.

1. **Growing Demand for Digital Healthcare** – Increasing adoption of telemedicine and online health services, accelerated by the COVID-19 pandemic, creates an opportunity for Bloodman to integrate further into mainstream healthcare delivery.
2. **Geographic Expansion** – Bloodman’s model, particularly its blood donor platform, could be adapted to other regions or developing countries with similar healthcare challenges, increasing its global impact.
3. **Additional Partnerships** – Collaborating with hospitals, diagnostic centers, insurers, pharmaceutical companies, and tech firms can broaden service offerings, improve efficiency, and provide access to innovative technologies.
4. **New Technologies and Services** – Enhancements such as AI-powered health assessments, wearable device integration, specialized telemedicine services, and digital health literacy programs could create new value for users and potential revenue streams.
5. **Preventive Healthcare and Education** – Leveraging its platform to provide guidance on healthy lifestyles, disease prevention, and regular check-ups can strengthen long-term public health outcomes.

## 2.11 Threats

Bloodman operates within a dynamic and competitive healthcare environment where multiple external factors can influence its operations, service quality, and sustainability. The organization’s reliance on technology, volunteers, and external funding exposes it to a range of potential threats. These challenges require continuous monitoring, strategic adaptability, and proactive management to ensure the long-term resilience of the organization. The major threats faced by Bloodman are discussed below in a structured point-wise format.

## **1. Competition**

The rise of new digital health platforms, NGOs, and commercial telemedicine services poses a growing threat to Bloodman's market position. Many emerging organizations are offering technologically advanced healthcare solutions such as AI-assisted diagnosis, integrated teleconsultation, and automated donor-patient matching systems. This intensifying competition could reduce Bloodman's visibility, user base, and partnerships if not addressed strategically.

## **2. Regulatory Challenges**

Changes in telemedicine laws, data protection policies, and NGO operational guidelines represent a persistent threat to Bloodman's service continuity. The healthcare technology sector is heavily influenced by evolving government regulations, and sudden policy shifts can create compliance burdens.

## **3. Dependence on Volunteers**

Bloodman's operational model heavily depends on volunteer participation for blood drives, awareness campaigns, and community programs. However, fluctuations in volunteer availability, motivation, or retention can disrupt essential activities. This dependency makes the organization vulnerable during peak demand or emergency situations.

## **4. Data Privacy Risks**

As a digital healthcare platform, Bloodman handles sensitive medical and personal data from both donors and patients. Any breach in data protection could severely damage the organization's credibility and result in legal consequences. With the global rise in cyber threats, ensuring data integrity has become a strategic necessity. Bloodman must adopt comprehensive cybersecurity protocols, including encryption, secure servers, and regular data audits.

## **5. Economic Instability**

Economic downturns, inflation, or reduced donor funding can significantly affect Bloodman's financial stability. During economic crises, the demand for free healthcare services tends to increase while donations and sponsorships often decline.

## **6. Technological Dependence and Obsolescence**

Another emerging threat is the organization's growing reliance on technology for core operations. Rapid technological advancements mean that platforms and tools can quickly become outdated or incompatible. If Bloodman fails to upgrade systems timely, it may face service disruptions or inefficiencies. Maintaining partnerships with technology experts, investing in scalable digital infrastructure, and conducting periodic IT audits can reduce this vulnerability.



**Chapter: Three**  
**Internship Responsibilities at**  
**Bloodman**

### **3.1 Internship Responsibilities at Bloodman**

During the internship in the Human Resource Management (HRM) Department of Bloodman, a range of professional responsibilities were performed to support the department's operational efficiency and strategic objectives. These tasks provided practical exposure to core HR functions and enriched understanding of workforce management within a socially oriented healthcare organization.

#### **1. Recruitment and Selection**

Participated in the recruitment and selection process by screening resumes, arranging interviews, and updating candidate information in the HR database. Collaborated with departmental supervisors to ensure that selected candidates met the organization's competency and cultural requirements.

#### **2. Employee Data Management**

Assisted in maintaining and updating employee records in accordance with organizational policies and data protection standards. This responsibility emphasized the importance of confidentiality, accuracy, and systematic record maintenance in HR operations.

#### **3. Orientation and Training Support**

Contributed to the organization and facilitation of orientation sessions for newly appointed employees. Supported the preparation of training materials and schedules to enhance employee competencies and promote alignment with Bloodman's mission and values.

#### **4. HR Documentation and Reporting**

Prepared various HR documents and reports, including recruitment statistics, attendance summaries, and performance evaluation data. These reports served as essential tools for decision-making and provided insight into workforce performance and departmental efficiency.

#### **5. Policy Implementation and Communication**

Assisted in the dissemination and enforcement of HR policies throughout the organization. Ensured that employees were informed about company procedures and supported compliance with institutional standards and ethical practices.

#### **6. Employee Engagement and Event Coordination**

Participated in organizing employee engagement initiatives and HR events aimed at promoting collaboration and workplace satisfaction. Responsibilities included coordinating logistics and ensuring effective implementation of planned activities.

#### **7. Administrative Support**

Provided general administrative assistance to the HR department by drafting correspondence, managing meeting schedules, and maintaining communication records. This role contributed to the smooth functioning of day-to-day HR operations.

Overall, the internship at Bloodman's HRM Department provided valuable hands-on experience in core human resource functions and organizational management. It enhanced practical knowledge, professional skills, and a deeper understanding of HR's role in achieving institutional objectives.



**Chapter: Four**  
**Analysis and Findings**

## 4.1 Analysis of the Study

### 4.1.1 Overview of Training and Development Practices at Bloodman

Bloodman is a pioneering digital healthcare and social impact organization in Bangladesh, best known for its blood donor network platform and technology-driven healthcare initiatives. As the organization has expanded its service portfolio—from emergency blood matching to digital health education and community engagement—its Human Resource Management (HRM) function has evolved significantly. Training and Development (T&D) at Bloodman plays a crucial role in enhancing staff capabilities, fostering leadership potential, and sustaining the organization’s mission of “saving lives through technology and compassion.”

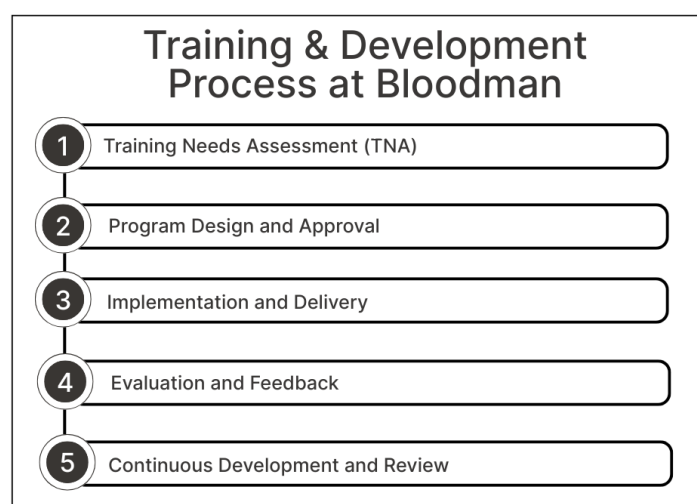
The organization maintains a blended learning environment, integrating both on-site and digital training models. Given its lean organizational structure, Bloodman emphasizes skill-based training, cross-functional collaboration, and capacity-building workshops aligned with national healthcare standards. The HR department, in collaboration with the Operations and Technology teams, designs modular programs focusing on clinical coordination, data management, donor communication, and ethical service delivery. Every employee—from field volunteers to mid-level coordinators—is encouraged to engage in at least two formal training sessions annually, ensuring that staff remain updated with health protocols, digital tools, and donor management strategies.

### 4.1.2 Objectives of Training and Development at Bloodman

- Enhancing technical competence in digital platforms, blood database systems, and healthcare technologies.
- Building soft skills for effective communication, empathy, and stakeholder engagement.
- Strengthening leadership capacity among young professionals to foster succession planning.
- Promoting ethical standards and social responsibility in healthcare delivery.
- Improving operational efficiency through continuous learning and process optimization.
- Ensuring compliance with national and international healthcare and data protection guidelines.

### 4.1.3 Stages in the Training and Development Process at Bloodman

The HR department follows a systematic and evidence-based process for managing training and development activities. The process comprises five key stages:



## **1. Training Needs Assessment (TNA)**

Each quarter, Bloodman conducts a comprehensive Training Needs Assessment (TNA) in collaboration with department heads to identify emerging skill gaps and learning priorities. The assessment integrates feedback from multiple sources, including performance appraisals, digital surveys, and post-project debriefs, ensuring that employee perspectives are effectively captured. The 2024–25 TNA report revealed that 68% of employees expressed a need for additional data management training, reflecting the growing emphasis on digital health records and data accuracy within the organization. Additionally, 54% of employees indicated a desire for advanced modules in communication and donor counseling—skills essential for maintaining ethical engagement and trust in healthcare-based social enterprises. By adopting this participatory approach, Bloodman ensures that its training programs remain responsive to employee needs and organizational goals, aligning with the strategic HRM concept of employee-driven learning.

## **2. Program Design and Approval**

Following the TNA, the HR and Operations teams jointly design the training programs by defining clear objectives, content, methods, trainers, and evaluation criteria. This collaborative process ensures that the training modules are both practical and strategically aligned with Bloodman’s broader mission. Each proposal undergoes a formal review by the Executive Director to confirm its relevance to organizational priorities, resource feasibility, and long-term HR development plans. The inclusion of leadership oversight reinforces accountability and ensures that all learning initiatives contribute to the organization’s vision of enhancing service quality in the healthcare sector. This design stage reflects the best practices of competency-based HRM, where training interventions are directly linked to desired performance outcomes.

## **3. Implementation and Delivery**

Bloodman adopts a hybrid training model that combines on-the-job learning, structured workshops, and e-learning modules. This flexible approach accommodates diverse learning preferences and ensures maximum participation. In 2025, the organization successfully conducted 18 internal sessions focusing on operational efficiency, leadership, and data handling, along with 3 external workshops in collaboration with strategic partners such as the Bangladesh Red Crescent Society. These partnerships enrich the training experience by providing exposure to real-world healthcare practices and industry expertise. The hybrid delivery system also reflects modern HR trends that emphasize digital integration and experiential learning as key enablers of professional development.

## **4. Evaluation and Feedback**

Post-training evaluation at Bloodman follows the Kirkpatrick Model, which assesses training effectiveness across four dimensions—reaction, learning, behavior, and results. Participants provide digital feedback immediately after training, while supervisors monitor behavioral changes and skill application over a three-month period. This structured feedback loop helps the HR department measure learning impact, identify areas for improvement, and ensure that the acquired skills are effectively transferred to workplace performance. By implementing this model, Bloodman demonstrates a commitment to accountability and continuous learning improvement.

## **5. Continuous Development and Review**

To sustain learning effectiveness, Bloodman conducts biannual reviews of training outcomes and revises its programs accordingly. Feedback insights guide the modification of course content, training techniques, and digital learning platforms to enhance engagement and relevance. The organization continuously updates its modules to reflect evolving healthcare practices, regulatory standards, and technological advancements. This dynamic review process ensures that training remains an ongoing developmental activity rather than a one-time intervention, embodying the principles of a learning organization.

Through this structured and cyclical approach, Bloodman effectively bridges employee needs with organizational goals, reinforcing its commitment to professional excellence and continuous human resource development.

### **4.1.4 Methods of Training and Learning at Bloodman**

To meet its training needs and organizational goals effectively, Bloodman divides its training programs into two main categories:

- 1. Non-Supervisory Training**
- 2. Supervisory Training**

#### **Non-Supervisory Training**

This category focuses on operational employees and volunteers who are directly involved in daily activities such as blood collection, donor communication, data handling, and health and safety. The training aims to enhance their technical and interpersonal skills through modules on first aid, emergency response, and digital system usage. These sessions help ensure efficiency, accuracy, and consistency in service delivery across all projects and regions.

#### **Supervisory Training**

This training is designed for managerial and supervisory staff, including team leaders, department heads, and management trainees. It emphasizes leadership development, strategic decision-making, and people management. The program covers areas such as motivation, conflict resolution, performance evaluation, and HR policy implementation. Through this, Bloodman strengthens its leadership capacity and ensures that managers can effectively guide their teams and align with organizational objectives.

#### **Types of Training at Bloodman**

Bloodman follows a structured and systematic approach to employee and volunteer development to ensure that all members of the organization are well-equipped to perform their responsibilities efficiently. The organization recognizes that its diverse workforce—comprising healthcare professionals, administrative staff, and volunteers—requires different modes of learning to meet both operational and strategic objectives. To address this, Bloodman provides two major types of training programs: On-the-Job Training and Off-the-Job Training. These programs are designed to enhance employee performance, develop professional competencies, and foster a culture of continuous learning within the organization.

There are types of training:

1. On-the-Job Training
2. Off-the-Job Training

### **On-the-Job Training**

On-the-job training at Bloodman involves practical learning in the real work environment, allowing employees and volunteers to gain firsthand experience while performing their actual duties. This approach ensures that trainees acquire relevant knowledge, skills, and confidence under real-life conditions. Employees learn through active participation, observation, and guidance from experienced supervisors. The following methods are commonly used for on-the-job training at Bloodman:

- Job Rotation
- Coaching
- Job Instruction
- Committee Assignments
- Apprenticeship

#### • **Job Rotation**

Bloodman implements job rotation as a strategic approach to cultivate a multifaceted workforce. Employees are periodically rotated across various functional areas, including donor management, digital data operations, telemedicine support, and emergency response coordination. For instance, an employee initially assigned to donor management may later be involved in telemedicine operations or digital record-keeping. This not only broadens their skill set but also enables a deeper understanding of organizational workflows. Job rotation minimizes monotony, increases adaptability, and prepares staff to handle multiple roles during high-demand periods or in the event of staff shortages. From an HRM perspective, this method supports talent development, succession planning, and internal mobility while also enhancing employee engagement and satisfaction.

#### • **Coaching**

Coaching at Bloodman involves a structured mentor-mentee relationship where trainees work closely with supervisors or senior staff. These mentors provide continuous guidance, personalized feedback, and performance assessments, helping employees identify strengths and areas for improvement. For example, new management trainees receive coaching in donor communication, ethical decision-making, and leadership approaches. This practice is particularly effective in building confidence, improving interpersonal skills, and aligning employee performance with organizational values. The coaching methodology also reflects experiential learning principles, wherein employees acquire knowledge through guided practical experience and reflective feedback.

#### • **Job Instruction**

The job instruction method emphasizes step-by-step demonstration followed by hands-on practice. Supervisors at Bloodman demonstrate critical tasks such as donor verification, blood request handling, and data entry procedures. Once the trainee observes the correct process,

they are allowed to perform the task under supervision. This method ensures precision and efficiency in daily operations and reduces errors that may affect donor management or healthcare services. By reinforcing procedural knowledge through repetition and practical engagement, Bloodman ensures that employees can confidently execute essential tasks while adhering to quality standards.

- **Committee Assignments**

Bloodman frequently forms small employee and volunteer committees to address operational challenges. Committees focus on projects such as improving donor retention, developing communication strategies with hospitals, or streamlining digital operations. Participation in committees fosters problem-solving, creativity, and teamwork, while also giving employees a sense of ownership in organizational improvements. Through these assignments, employees develop collaboration skills, strategic thinking, and leadership potential, all of which contribute to a culture of continuous improvement.

- **Apprenticeship**

Apprenticeship programs at Bloodman combine formal instruction with extensive hands-on experience, particularly for technical and healthcare-focused roles. Trainees work under experienced professionals, following a structured curriculum that integrates theoretical understanding with practical application. For instance, a trainee in plasma collection would learn the underlying medical principles in classroom settings before practicing under supervision. This long-term method develops deep expertise, reliability, and professional confidence, ensuring employees are fully prepared for specialized or critical tasks within the organization.

### **Off-the-Job Training**

Off-the-job training at Bloodman is conducted in environments separate from the actual workplace. These sessions are designed to enhance employees' conceptual understanding and soft skills without the distractions of daily operations. Such programs are typically held through workshops, seminars, and e-learning platforms, often facilitated by external trainers or partner organizations. The following off-the-job methods are applied:

- Classroom Lectures
- Audio-Visual Training
- Simulation Training
- Vestibule Training
- Case Studies
- Role Playing
- Programmed Instruction

- **Classroom Lectures**

Bloodman organizes lecture-based training sessions to provide employees and volunteers with foundational knowledge. Topics include organizational policies, healthcare ethics, patient confidentiality, data security, and communication skills. These sessions are particularly useful

during orientation for new hires, ensuring they understand the organizational framework and professional standards. Classroom lectures also serve as a platform for knowledge sharing, discussion, and clarification of procedures, strengthening the overall capability of the workforce.

- **Audio-Visual Training**

The organization leverages audio-visual tools such as instructional videos, interactive presentations, and webinars to facilitate learning of complex subjects, such as telemedicine protocols, emergency procedures, and healthcare regulations. By combining visual, auditory, and interactive learning, employees are able to understand concepts more effectively and retain information for longer periods.

- **Simulation Training**

Simulation training allows employees to practice real-life scenarios in controlled, risk-free environments. At Bloodman, simulations might involve handling donor emergencies, plasma collection, or managing telemedicine consultations. This method builds practical skills, confidence, and situational awareness, allowing staff to respond efficiently during actual critical situations. Simulations also enable assessment of employee preparedness and highlight areas that require further development.

- **Vestibule Training**

For technical and data management personnel, Bloodman uses vestibule training. Employees practice using workplace software, digital tools, or laboratory equipment in an environment separate from live operations. This method ensures that they gain familiarity and competence without disrupting ongoing work. Vestibule training is particularly valuable in technical operations, ensuring smooth transition to live tasks while maintaining operational continuity.

- **Case Studies**

Employees and volunteers at Bloodman engage in case study analyses of both real and hypothetical organizational challenges. For example, a case may explore donor retention difficulties, delays in plasma processing, or inefficiencies in telemedicine response. Through structured discussion and evaluation, employees enhance analytical thinking, problem-solving, and decision-making skills, while learning to apply theoretical concepts in practical scenarios.

- **Role-Playing**

Role-playing exercises at Bloodman help trainees understand interpersonal dynamics and develop communication skills. Employees may simulate interactions with donors, patients, or hospital staff, taking on roles such as donor counselor, patient support executive, or emergency responder. This experiential method builds empathy, improves negotiation and conflict-resolution skills, and prepares staff to handle sensitive situations professionally.

- **Programmed Instruction**

Bloodman also uses self-paced digital modules for programmed instruction, allowing employees to complete training at their own speed. Modules contain step-by-step instructions,

exercises, and assessments to ensure comprehension. This approach promotes independent learning, accommodates different learning paces, and reinforces knowledge acquisition. Programmed instruction complements other training methods, ensuring a well-rounded and flexible learning environment.

Through a balanced combination of on-the-job and off-the-job training, Bloodman ensures that its workforce remains competent, adaptable, and motivated.

#### **4.1.5 Training Provided by the Bloodman**

Bloodman places significant emphasis on employee training and development as part of its human resource management strategy. The organization recognizes that well-trained staff are essential for operational efficiency, quality healthcare services, and donor satisfaction. The training framework at Bloodman can be broadly categorized into General Training and Major Training. While general training ensures foundational knowledge and compliance with organizational protocols, major training focuses on specialized skill development and capacity-building initiatives critical for organizational growth and service excellence.

##### **General Training**

General trainings at Bloodman are designed to provide employees and volunteers with fundamental knowledge, skills, and awareness necessary to perform their roles safely, ethically, and effectively. These trainings are typically short-term, standardized sessions delivered through classroom lectures, demonstrations, or e-learning modules.

- 1. Orientation Training:** Introduces new employees to the organization's mission, values, policies, and operational workflows. It ensures that staff understand the organizational culture and are familiarized with expectations and basic procedures.
- 2. Code of Conduct Training:** Focuses on professional behavior, ethical standards, and compliance with organizational regulations. Employees are trained to maintain integrity and adhere to ethical principles while interacting with donors, colleagues, and partners.
- 3. PPE Training:** Familiarizes staff with proper use of personal protective equipment, particularly for healthcare and field operations. Correct usage is emphasized to minimize occupational hazards and ensure safety.
- 4. Mid-Level Management Meeting Training:** Equips supervisory and middle-management staff with communication, meeting management, and coordination skills, enabling effective leadership and team oversight.
- 5. Machine Operating Training:** Provided for technical personnel handling equipment such as plasma collection devices or laboratory instruments. The training ensures operational efficiency and reduces the risk of errors.

6. **Occupational Health and Safety Training:** Educates employees on workplace hazards, safety protocols, and preventive measures to maintain a secure work environment.
7. **First Aid Training:** Enables staff to respond effectively to minor injuries or medical emergencies, ensuring immediate care before professional medical intervention.
8. **Grievance Handling and Procedure Training:** Familiarizes employees and managers with conflict resolution processes, organizational rules, and steps to handle disputes or violations professionally.
9. **Disciplinary Action Procedure Training:** Educates staff on procedures to manage employee misconduct in compliance with organizational policies and labor laws.
10. **Risk Assessment Training:** Teaches staff to identify potential operational or workplace risks, assess their impact, and implement mitigation measures.
11. **Fire Training:** Prepares employees to respond effectively during fire emergencies, including evacuation procedures, fire prevention, and safety protocols.
12. **Security Training:** Ensures that employees understand and maintain workplace security, including procedures for preventing unauthorized access and managing emergency situations.
13. **Handbook and Wage Deduction Training:** Provides staff with guidance on organizational policies regarding compensation, wage deductions, and entitlements.
14. **Termination Policy Training:** Educates managers and HR personnel on proper procedures for employee separation, ensuring compliance with labor laws and ethical standards.

Collectively, these general trainings provide a strong foundation for workplace competence, regulatory compliance, and safe operational practices.

### **Major Training**

Bloodman's major training programs are designed to address specialized operational needs, build critical competencies, and strengthen leadership capabilities within the organization. These trainings are intensive, structured, and aligned with the organization's strategic objectives.

- 1. Digital Health Literacy Training:** Focuses on enhancing employees' understanding of donor data management, telemedicine systems, and cybersecurity practices. Given the sensitivity of donor information and the digital nature of Bloodman's operations, this training is critical for minimizing data breaches and ensuring accurate record-keeping. In 2025, 120 employees successfully completed this training, which included practical exercises on secure data entry, encryption protocols, and incident reporting mechanisms. By increasing digital literacy, Bloodman strengthens operational efficiency and reinforces its commitment to donor confidentiality and ethical standards.
- 2. Emergency Response and Crisis Communication Training:** Prepares field staff to respond effectively to urgent donor requests and coordinate with hospital authorities during emergencies. This training involves scenario-based simulations, role-playing exercises, and practical drills to enhance decision-making under pressure. Employees learn to manage critical communications, prioritize tasks, and deliver timely interventions, which is vital for ensuring life-saving services are delivered promptly. By equipping staff with these competencies, Bloodman improves operational responsiveness, minimizes delays in service delivery, and fosters public trust in its healthcare initiatives.
- 3. Leadership and Team Development Program:** Targets current and potential leaders within the organization. It emphasizes decision-making, people management, conflict resolution, and strategic thinking. Through workshops, group exercises, and mentorship components, participants develop skills to motivate teams, manage cross-functional projects, and implement organizational policies effectively. This program is critical in cultivating future leaders capable of steering Bloodman towards long-term sustainability and operational excellence.
- 4. Volunteer Empowerment Program:** Designed to enhance the capacity of volunteer staff by providing comprehensive knowledge of operational guidelines, empathetic communication practices, and field safety procedures. Volunteers receive hands-on guidance in donor engagement, emergency protocols, and teamwork strategies. The program emphasizes values such as empathy, accountability, and proactive problem-solving, ensuring volunteers contribute meaningfully to organizational goals while maintaining their own safety and professional conduct.

Bloodman's training initiatives, encompassing both general and major programs, reflect a well-rounded and strategically aligned human resource development approach. General trainings ensure all employees acquire the necessary foundational knowledge to operate safely and ethically, while major trainings build specialized skills and leadership capabilities critical for the organization's mission.

## **4.2 Findings of the Study**

An in-depth assessment of Bloodman's Training and Development (T&D) practices reveals several critical areas that require strategic attention and improvement. While the organization has effectively integrated learning initiatives within its healthcare-based social enterprise model, multiple operational limitations continue to challenge the achievement of its long-term human resource development goals. Each of these issues is elaborated below.

### **1. Limited Budget Allocation for Training**

Bloodman faces financial constraints that restrict its investment in advanced training tools, professional certifications, and digital learning resources. As a non-profit healthcare organization, the allocation for training programs is often secondary to operational and service delivery expenses. This limitation affects the ability to offer specialized courses on healthcare technology, leadership, and data management. From an HRM standpoint, limited financial investment undermines the development of core competencies, weakens competitive advantage, and hinders long-term capacity building.

### **2. Inconsistent Training for Volunteers**

A significant weakness in Bloodman's system is the inconsistency of training sessions for part-time volunteers. Since volunteers play a crucial role in community operations, irregular participation leads to skill gaps and inconsistent service delivery. Some volunteers miss scheduled training due to time conflicts or short-term engagement, resulting in variations in performance standards. Consistency in volunteer training is essential for ensuring that all team members adhere to the same operational protocols and quality benchmarks, particularly in healthcare-related activities.

### **3. Lack of Data-Driven Evaluation**

Bloodman currently lacks a robust mechanism to evaluate the effectiveness of its training programs through measurable performance indicators. There are no systematic tools or analytics used to assess learning outcomes, behavioral changes, or the return on training investment (ROI). This absence of data-driven evaluation prevents evidence-based decision-making and improvement in training design. Adopting frameworks such as Kirkpatrick's Four-Level Evaluation Model or ROI analysis would enable Bloodman to measure learning impact more accurately and ensure alignment with strategic goals.

### **4. Absence of Leadership Development Programs**

The organization lacks a structured leadership development framework to identify, mentor, and prepare future leaders. Without a defined leadership pipeline, Bloodman risks facing leadership shortages and succession challenges as it grows. In the healthcare context, leadership competency is particularly crucial for managing crises, motivating teams, and maintaining service standards. Introducing leadership workshops, mentoring systems, and cross-departmental rotations could help build a culture of internal leadership development.

### **5. Insufficient Healthcare-Specific Training Modules**

Although general orientation and skill development sessions exist, Bloodman's training content lacks sufficient focus on healthcare-specific competencies. Areas such as first-aid, patient data

management, and medical ethics receive minimal attention in the current programs. This gap limits the relevance of training for employees and volunteers directly engaged in healthcare delivery. Incorporating sector-specific modules aligned with healthcare regulations and safety standards would significantly enhance the organization's operational effectiveness.

#### **6. High Turnover among Volunteers**

The organization experiences a high rate of volunteer turnover, which leads to repeated onboarding, increased administrative workload, and reduced team cohesion. The transient nature of volunteer engagement limits the continuity of skills and knowledge within the organization. Frequent turnover also necessitates recurring training investments, which strain HR resources. Introducing recognition systems, certification opportunities, and flexible volunteering arrangements may help reduce attrition and foster longer-term engagement.

#### **7. Time Constraints for Employees**

Employees often struggle to balance training participation with daily operational responsibilities. Due to heavy workloads and tight schedules, staff members may deprioritize development programs, resulting in lower attendance and engagement. This issue diminishes the overall impact of training initiatives. Implementing flexible learning methods, such as online or blended training, would allow employees to learn at their own pace without compromising daily productivity.

#### **8. Inadequate Post-Training Follow-Up**

A notable limitation is the absence of follow-up mechanisms after training completion. Employees and volunteers rarely receive refresher sessions, feedback-based evaluations, or mentorship to reinforce learning. Without reinforcement, skills tend to deteriorate over time, reducing the long-term effectiveness of training. Regular post-training assessments, refresher workshops, and performance reviews would help sustain knowledge retention and behavioral improvement.

#### **9. Uneven Access to Training Opportunities**

Disparity exists between the headquarters and regional staff in terms of access to training resources. Employees at the central office have greater exposure to seminars, workshops, and capacity-building sessions, whereas regional teams receive limited opportunities due to geographic and logistical constraints. This imbalance leads to uneven skill levels and affects team cohesion across locations. Equal distribution of learning resources through digital platforms or decentralized training programs would help maintain fairness and consistency in employee development.

#### **10. Limited Integration with Strategic HR Goals**

Training programs at Bloodman are not yet fully integrated into the broader HR strategy. Many initiatives are reactive rather than proactive, focusing on short-term skill gaps instead of long-term organizational growth. Without alignment between T&D and HR planning, the organization misses opportunities to strategically develop its workforce in line with evolving business and healthcare demands. Integrating training objectives with performance management and succession planning would enhance overall HR effectiveness.



**Chapter: Five**  
**Recommendations & Conclusion**

## **5.1 Recommendations**

Based on the findings and analysis of Bloodman's current Training and Development practices, several strategic recommendations are proposed to enhance the organization's overall HR capacity, learning efficiency, and workforce sustainability. These recommendations aim to address identified gaps, strengthen organizational performance, and ensure that Bloodman continues to uphold its mission of saving lives through technology and human compassion.

### **1. Develop a Strategic Training and Development Policy Framework**

Bloodman should formulate a comprehensive Training and Development Policy that clearly defines its objectives, scope, responsibilities, and expected outcomes. A formal policy framework would help standardize all training activities across departments and ensure alignment with the organization's strategic goals. This framework should outline key processes for needs assessment, program design, implementation, and post-training evaluation. It will also ensure that all employees, regardless of their employment type or location, receive equal access to development opportunities.

### **2. Increase Budget Allocation for Training and Capacity Building**

As a non-profit organization, Bloodman faces financial limitations; however, allocating a fixed percentage of its annual budget to training and development can produce long-term returns in productivity and employee retention. The HR department could seek donor partnerships, CSR collaborations, or capacity-building grants to finance specialized healthcare and leadership training modules. Increased funding will allow Bloodman to integrate advanced digital learning tools, international certifications, and healthcare-specific courses for its workforce.

### **3. Introduce Data-Driven Learning Evaluation and Analytics**

To measure the impact of training effectively, Bloodman should adopt data-driven evaluation systems. The HR team can implement simple Learning Management Systems (LMS) or analytics dashboards that track attendance, performance improvements, and knowledge retention rates. Quantitative measures such as post-training performance indicators, volunteer retention rates, and ROI metrics should be used to evaluate program success. This will help identify the most effective learning methods and support evidence-based HR decision-making.

### **4. Establish a Structured Leadership Development Program**

The absence of a leadership pipeline can hinder long-term growth. Bloodman should launch a Leadership Development Program aimed at identifying high-potential employees and grooming them for future managerial roles. The program can include mentorship, project-based assignments, and external training partnerships with universities or HR networks. Building internal leadership capacity will reduce dependency on external recruitment and enhance organizational continuity.

## **5. Strengthen Healthcare-Specific Training Modules**

Given that Bloodman operates in the healthcare and humanitarian domain, it should expand its training scope beyond administrative and communication skills. Specialized modules such as First Aid and Basic Life Support (BLS), Infection Control, Psychological First Response, and Health Data Accuracy should be integrated into the regular training schedule. Collaborations with healthcare institutions like the Bangladesh Red Crescent Society, BRAC Health, or the Directorate General of Health Services (DGHS) could ensure medical accuracy and credibility in training content.

## **6. Implement Continuous Learning and Refresher Programs**

Many employees experience skill fade due to the absence of follow-up training. Bloodman should introduce refresher courses every six months to reinforce previously learned skills and introduce updated practices. Digital micro learning content—short video modules or scenario-based quizzes—can be distributed via mobile apps to promote continuous learning without disrupting daily operations.

## **7. Improve Training Accessibility for Regional and Volunteer Staff**

Training equity remains a concern as employees in Dhaka headquarters receive more development opportunities than regional or part-time staff. To bridge this gap, Bloodman should deploy remote learning platforms and virtual workshops to ensure inclusion. Volunteer handbooks, video-based tutorials, and localized training sessions in divisional centers would make capacity building more accessible across the organization.

## **8. Adopt Advanced Learning Technologies**

To make learning engaging and adaptive, Bloodman should gradually adopt modern learning technologies such as gamification, simulation-based learning, and AI-assisted micro learning platforms. These tools can enhance engagement, retention, and interactivity while providing cost-efficient alternatives to traditional classroom sessions.

## **9. Strengthen Post-Training Monitoring and Performance Integration**

Training should not be viewed as a standalone activity but as an integrated part of performance management. The HR department should link training outcomes with Key Performance Indicators (KPIs), performance appraisals, and reward systems. Supervisors can monitor how trained employees apply new skills in real tasks and provide ongoing coaching to reinforce learning.

## **10. Enhance Collaboration and Knowledge Sharing**

A culture of collective learning can be fostered through knowledge-sharing sessions, internal webinars, and cross-departmental meetings. These initiatives encourage employees to share field experiences, innovative practices, and problem-solving approaches, transforming Bloodman into a continuously learning organization.

## **5.2 Conclusion**

The analysis of Bloodman's Training and Development (T&D) practices demonstrates that the organization has developed a strong and structured framework for employee growth, skill enhancement, and organizational learning, effectively addressing the financial and structural challenges often faced by non-profit institutions in Bangladesh. As a mission-driven digital healthcare platform, Bloodman emphasizes that its human capital is the central force behind operational excellence, service quality, and long-term sustainability. The organization's adoption of digital learning tools and online training modules has enhanced flexibility and accessibility, encouraging self-directed learning and the acquisition of skills tailored to healthcare operations and organizational needs. Additionally, employee engagement initiatives such as mentoring programs, structured feedback mechanisms, and recognition systems have fostered motivation, accountability, and alignment with organizational objectives. To further strengthen its impact, Bloodman could establish a structured leadership development pipeline to identify and cultivate internal talent, ensuring strategic continuity and effective decision-making. Moreover, expanding healthcare-specific training modules on areas such as blood donation management, emergency response coordination, patient interaction, and regulatory compliance would enhance employees' technical competence and service quality. Institutionalizing data-driven evaluation systems would also enable the organization to measure training effectiveness, address skill gaps, and implement evidence-based improvements. Overall, Bloodman's T&D practices embody a progressive approach that combines technological innovation with empathy and social responsibility, promoting continuous learning, organizational resilience, and sustainable social impact while positioning the organization as a model of excellence in Bangladesh's non-profit healthcare sector.

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