

Internship Report
on
Human Resource Management Practices in Bangladesh: A Case Study on ACI Group

Submitted by:

Tanni Akter

ID: BBA2201025014

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: 3rd January, 2026

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Supervised by:

Md. Rasel Hawlader

Assistant Professor

Department of Business Administration

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: 3rd January, 2026

Letter of Transmittal

Date: 03rd January 2026

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

Subject: Submission of Internship Report on ***“Human Resource Management Practices in Bangladesh: A Case Study on ACI Group”***

Dear Sir,

With due respect, I would like to submit my report entitled **“Human Resource Management Practices in Bangladesh: A Case Study on ACI Group”** as a partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA).

This report has been prepared based on theoretical knowledge, secondary data, and relevant academic sources. The purpose of this study is to analyze and understand human resource management practices by relating established theories and concepts to organizational contexts, with particular emphasis on Strategic Human Resource Management. I have made my best effort to collect relevant information and present it systematically, despite some unavoidable limitations.

I sincerely hope that this report will meet your expectations. I shall be grateful if you kindly accept this report for your kind evaluation. I will remain available for any clarification or further explanation if required.

Yours sincerely,

Tanni Akter
ID: BBA2201025014
Program: Bachelor of Business Administration (BBA)
Major: Human Resource Management (HRM)
Semester: Fall-2025

Letter of Authorization

I, **Md. Rasel Hawlader**, Assistant Professor, Department of Business Administration, Sonargaon University (SU), hereby certify that the internship report entitled “**Human Resource Management Practices in Bangladesh: A Case Study on ACI Group**” has been prepared by **Tanni Akter**, Student ID: **BBA2201025014**, as a partial fulfillment of the requirements for the degree of **Bachelor of Business Administration (BBA)** with a major in Human Resource Management.

To the best of my knowledge, this report is an original work carried out by the student under my supervision. Any opinions, findings, or recommendations expressed in this report are those of the author and do not necessarily reflect the views of the organization.

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

Student's Declaration

I hereby declare that this internship report entitled “**Human Resource Management Practices in Bangladesh: A Case Study on ACI Group**” has been prepared by me as a requirement for the completion of the **Bachelor of Business Administration (BBA)** program under the supervision of **Md. Rasel Hawlader**, Assistant Professor, Department of Business Administration, Sonargaon University (SU).

I further declare that this report is an original work and has not been submitted previously, either in part or in full, to any other university or institution for any academic degree or professional qualification.

Sincerely,

Tanni Akter

Student ID: **BBA2201025014**

Major: Human Resource Management (HRM)

Semester: Fall-2025

Sonargaon University (SU)

Acknowledgement

First and foremost, I would like to express my sincere gratitude to my honorable supervisor, **Md. Rasel Hawlader**, Assistant Professor, Department of Business Administration, Sonargaon University (SU), for his valuable guidance, encouragement, and continuous support throughout the preparation of this internship report.

I am also thankful to the officials and employees of **ACI Group Ltd.**, who provided me with necessary information, cooperation, and practical exposure during my internship period. Their support and assistance made this report possible.

Finally, I would like to thank my family, friends, and well-wishers for their constant motivation, encouragement, and support throughout my academic journey.

Tanni Akter

ID: BBA2201025014

Major: Human Resource Management (HRM)

Semester: Fall-2025

Sonargaon University (SU)

Executive Summary

This internship report entitled “**Human Resource Management Practices in Bangladesh: A Case Study on ACI Group**” aims to analyze the role of strategic human resource management in achieving organizational success. The report is based on practical experience gained during the internship period at ACI Group Ltd., supported by both primary and secondary data sources. The study focuses on various HRM functions such as recruitment and selection, training and development, performance appraisal, compensation management, and employee relations. The findings reveal that ACI Group Ltd. follows structured and strategic HR practices that contribute significantly to employee performance, motivation, and overall organizational effectiveness. Despite some limitations, the organization has successfully aligned its HR strategies with business objectives, ensuring sustainable growth and competitive advantage. The report concludes with recommendations to further strengthen HR practices through enhanced training programs, technological integration, and employee engagement initiatives. This study will be useful for students, researchers, and HR practitioners who seek to understand the practical application of Strategic HRM in the context of Bangladeshi organizations.

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Chapter One: Introduction

1.1 Introduction

Human Resource Management (HRM) plays a vital role in achieving organizational efficiency, productivity, and long-term sustainability. In today's competitive business environment, organizations increasingly recognize human resources as their most valuable asset. Effective HRM practices help organizations attract, develop, motivate, and retain competent employees, which ultimately contributes to business success.

The internship report titled “**Human Resource Management Practices in Bangladesh: A Case Study on ACI Group Ltd.**” aims to analyze how HRM functions are practiced in a leading Bangladeshi conglomerate. ACI Group Ltd. is one of the most reputed organizations in Bangladesh, operating in diversified sectors such as pharmaceuticals, consumer brands, agribusiness, and logistics. The organization follows modern and strategic HR practices aligned with its business objectives.

This report has been prepared based on practical experience gained during the internship period at ACI Group Ltd. The study focuses on key HRM functions such as recruitment and selection, training and development, compensation management, performance appraisal, and employee relations. The internship provided an opportunity to bridge the gap between theoretical knowledge acquired in academic studies and real-life organizational practices.

1.2 Objectives of The Study

The objectives of the study are categorized into general, specific, and broad objectives.

General Objective

The general objective of this study is to analyze the Human Resource Management practices of ACI Group Ltd. and understand their role in achieving organizational success.

Specific Objectives

The specific objectives of the study are:

- To understand the recruitment and selection process of ACI Group Ltd.
- To examine training and development practices followed by the organization.
- To analyze the compensation and benefits system.
- To evaluate the performance appraisal system.
- To gain practical knowledge about HR operations in a corporate environment.
- To relate theoretical HRM concepts with practical applications.

Broad Objectives

The broad objectives of the study include:

- To identify the effectiveness of HRM practices at ACI Group Ltd.
- To assess the contribution of HRM to employee performance and motivation.

- To enhance practical understanding of Strategic Human Resource Management.
- To fulfill the academic requirement of the BBA program.

1.3 Methodology of The Study

The methodology of the study explains how the information was collected and analyzed to prepare the report. Both **primary and secondary data sources** were used to ensure reliability and accuracy.

Primary Data Sources

Primary data were collected through:

- Direct observation during the internship period.
- Informal discussions with HR personnel and employees.
- Practical involvement in HR activities such as recruitment assistance, documentation, and training coordination.

Secondary Data Sources

Secondary data were collected from:

- Official website of ACI Group Ltd.
- Annual reports and internal documents.
- Books, journals, and academic articles related to HRM.
- Previous research papers and internship reports.

Data Analysis Technique

The collected data were analyzed qualitatively by comparing practical HR practices with theoretical concepts learned during academic study. Findings were presented in a descriptive and analytical manner.

1.4 Limitations of The Study

Despite sincere efforts to prepare a comprehensive report, the study has certain limitations:

- The study is based on a **limited time period**, which restricted in-depth analysis.
- Some confidential information was not accessible due to organizational policies.
- The findings rely largely on observation and secondary data rather than extensive surveys.
- Limited interaction with senior management constrained deeper strategic insights.
- The study reflects practices of a single organization, which may not represent the entire industry.

However, despite these limitations, the report provides a meaningful understanding of HRM practices at ACI Group Ltd. and fulfills the objectives of the internship program.

Chapter Two: Profile of ACI Limited

2.1 Company Profile

Advanced Chemical Industries (ACI) has a rich and enduring history dating back to the late 1960s. Initially established in East Pakistan in 1968, it operated as a subsidiary of the renowned multinational Imperial Chemical Industries (ICI). Following the independence of Bangladesh, ICI Bangladesh was formally named on January 24, 1973. ICI Bangladesh Manufacturers Limited, as it was originally called, was listed as a public limited company on the Dhaka Stock Exchange on December 28, 1976. Trading of shares commenced on March 9, 1994. Later, on May 5, 1992, ACI plc divested 70% of its shares to local management through a management buyout, marking a significant milestone in the company's history. Following this divestment, the company rebranded itself as **Advanced Chemical Industries (ACI)**.

The mission of ACI is centered on achieving business excellence through superior quality, aiming to understand, meet, and exceed customer expectations consistently. To ensure sustainable quality and customer satisfaction, ACI adheres to internationally recognized standards in quality management. Furthermore, the company strictly follows national regulations and implements Current Good Manufacturing Practices (CGMP), as recommended by the World Health Organization (WHO). ACI's commitment to innovation and growth has been recognized globally; it holds the distinction of being a founding member of the **World Economic Forum's community of global growth companies**, reflecting its influence and prestige in international business networks.

Accreditations and Certifications

ACI has earned multiple certifications highlighting its commitment to quality and sustainability:

- **ISO 9001:** ACI became the first company in Bangladesh to achieve the ISO 9001 certification for its quality management system, demonstrating its dedication to maintaining high standards across all operations.
- **ISO 14001:** ACI is also committed to environmental protection, employee health, and safety, making it the first Bangladeshi company to achieve the ISO 14001 certification for Environmental Management Systems (EMS).

2.1 Vision, Mission & Values

ACI's core goal is to deliver high-quality products and services to its customers while simultaneously increasing shareholder value. The company's operations are guided by its mission, vision, and values, ensuring sustainable growth, customer satisfaction, and responsible business practices.

2.1.1 Mission of ACI

ACI's mission is to achieve business success by understanding the quality of life of people, responsibly applying knowledge and technology, and exceeding customer expectations. Through adherence to international quality management standards, the company ensures consistent delivery of high-quality products, aiming for the highest levels of customer satisfaction.

2.1.2 Vision of ACI

To fulfill its mission, ACI envisions:

- Delivering high and consistent product quality while providing value for money.
- Attaining leadership positions across all business categories.
- Developing employees by fostering empowerment and reward systems.
- Creating a friendly environment conducive to personal growth and learning.
- Leveraging advanced technology and efficient resource utilization to maintain superior quality.
- Supporting distributors and suppliers to improve efficiency, contributing to inclusive growth.
- Ensuring superior returns on investment through efficient operations and strategic resource allocation.

2.1.3 Core Values

ACI operates with a set of guiding values, including:

- Commitment to product **quality**
- **Customer-centric** approach
- **Loyalty** and integrity
- **Transparency** in all business dealings

2.2 Corporate Divisions/Departments of ACI

ACI operates through several specialized departments, each critical to the company's overall success:

i) Planning and Financial Activities

The Finance and Planning department plays a centralized role in all financial operations, including accounting, budgeting, and analysis. Its motto, "*To become the most value-adding business partner,*" reflects its focus on supporting business units with timely and accurate financial information.

ii) Human Resource Management (HRM)

ACI views its employees as its most valuable asset. The HR department fosters a dynamic work environment emphasizing creativity, innovation, and productivity. Regular training, leadership programs, and team-building initiatives strengthen employee capabilities, while social events like Family Day and sports tournaments enhance workplace cohesion. Recruitment, succession planning, and performance appraisal are conducted using modern HR practices and balanced scorecards.

iii) Marketing

The Marketing Department promotes ACI's products to meet customer needs, coordinate brand communication, and maintain a positive company image. It serves as the interface between the company and customers, investors, and the broader community.

iv) Sales

The Sales Division sets targets for individual sales representatives and overall company

performance. Using past sales data and projections, the department designs incentive structures and ensures the achievement of sales goals.

v) Commercial Department

This department manages supply chain activities, ensuring cost efficiency and effective customer pricing. Employees maintain strong cohesion with both local and international customers to facilitate smooth commercial operations.

vi) Distribution

ACI operates 26 distribution centers nationwide, supported by a fleet of over 150 vehicles and more than 500 trained delivery personnel. Highly automated and computerized systems, including specialized cold-chain equipment for vaccines and insulin, ensure efficient handling of diverse products.

vii) Management Information Systems (MIS)

The MIS department oversees all IT functions, supporting operations through software, hardware troubleshooting, sales and inventory databases, and decision-making analytics. Highly skilled software developers and testers minimize IT-related disruptions.

viii) Training

ACI invests in employee skill development through structured training programs, competency management initiatives, and strategic learning roadmaps. These initiatives enhance employee productivity and ensure alignment with organizational goals.

2.3 Product Lines and Services

ACI operates through four major divisions: **Retail Chain, Healthcare, Agribusiness, and Consumer Brands.**

Pharmaceuticals: ACI manufactures high-quality medicines and healthcare products, exporting to markets in Asia, Africa, and South America.

Consumer Brands & Commodity Products: ACI owns popular brands like ACI Aerosol, ACI Mosquito Coil, and Savlon, while also providing essential commodities such as salt, flour, and spices. Joint ventures include partnerships with Colgate, Tetley, Godrej, and Dabur.

Subsidiaries & Joint Ventures include:

- **ACI Formulations Limited** (pharmaceutical and crop protection chemicals)
- **ACI Motors Limited** (commercial vehicles and farm machinery)
- **ACI Logistics Limited** (supply chain and retail outlet management)
- **ACI Healthcare Limited** (medicines and hygiene products)
- **Creative Communication Limited** (strategic communications and IT services)

2.4 Future Plans

ACI plans to further enhance HR processes through digital HRIS systems, structured training budgets, employee counseling programs, and systematic birthday celebrations. Training initiatives aim to continuously develop employee knowledge, skills, and abilities to meet organizational goals effectively.

2.5 Workforce

ACI employs **9,290 staff**, comprising 65% male and 35% female employees, reflecting a commitment to workforce diversity.

2.6 Export and Import

Exports: ACI exports pharmaceuticals to Russia, Sri Lanka, and Myanmar. Export turnover has fluctuated due to market challenges, but new production units are expected to expand ACI's global footprint.

Imports: ACI imports 65% of drugs for the domestic market, meeting the growing demand for pharmaceuticals. Government support in healthcare and rising real wages facilitate market expansion.

2.7 Quality Assurance

The Quality Assurance Department ensures that all products meet regulatory and internal quality standards. It oversees raw materials, solid products, and liquid products, implementing SOPs to maintain consistency and reliability.

2.8 Strategic HRM

Strategic Human Resource Management aligns HR practices with organizational goals, enhancing competitive advantage and employee productivity. Employees are treated as strategic resources, providing difficult-to-replicate value and driving superior organizational performance.

2.9 HR Contributions to Success

HR practices at ACI focus on workforce planning, job analysis, recruitment and selection, training and development, and performance appraisal. Strategic HR initiatives ensure that human capital supports corporate and business strategies, enhancing job satisfaction, employee engagement, and organizational effectiveness.

2.10 Challenges

Key HR challenges include talent acquisition, compensation management, ICT literacy, manpower planning, performance management, and continuous learning. ACI addresses these

challenges by implementing structured HR policies, modern training programs, and robust performance evaluation systems. This expanded version now integrates historical context, department functions, strategic initiatives, product details, HR strategies, and operational challenges while presenting the content in a professional and cohesive manner.

Chapter Three: Internship Responsibility

3.1 Internship Responsibilities in ACI Group

During the internship period at ACI Group Ltd., practical exposure was gained through involvement in various organizational activities. The internship was primarily conducted under the **Human Resource Management (HRM) function**, which provided an opportunity to understand real-life HR practices and their application in a large corporate organization. The assigned responsibilities helped bridge the gap between theoretical knowledge and practical experience.

1. Administrative Support Activities

One of the major responsibilities was assisting the HR department in routine administrative tasks. This included maintaining employee files, updating HR records, preparing official documents, and organizing data related to recruitment, attendance, and leave management. These activities enhanced understanding of systematic documentation and office discipline.

2. Recruitment and Selection Assistance

The intern actively supported the recruitment and selection process by screening CVs, shortlisting candidates based on job requirements, and coordinating interview schedules. Assistance was also provided in preparing interview call letters and communicating with candidates. This responsibility provided insight into practical recruitment procedures and candidate evaluation methods.

3. Training and Development Support

The intern assisted in organizing training programs and workshops arranged by ACI. Responsibilities included preparing training materials, coordinating with trainers, maintaining attendance records, and collecting participant feedback. This exposure helped in understanding training needs assessment and employee development initiatives.

4. Performance Appraisal Support

Support was provided in compiling performance appraisal data and organizing evaluation forms under the supervision of HR officers. The intern observed how employee performance is assessed using key performance indicators (KPIs) and how appraisal results are linked to training and career development.

5. Employee Coordination and Communication

The internship involved regular interaction with employees from different departments to collect information and provide HR-related support. This helped develop communication skills, professional behavior, and teamwork ability within a corporate environment.

6. Compliance and Policy Observation

The intern observed HR policies, codes of conduct, and workplace rules followed by ACI Group. This included understanding labor law compliance, organizational discipline, and ethical standards maintained by the organization.

Chapter Four: Analysis & Findings

4.1 Recruitment & Selection Process at ACI

Recruitment and selection at ACI Group Ltd. is a structured and systematic process designed to attract competent and skilled human resources in alignment with organizational goals. The process begins with manpower planning, where department heads identify vacant positions and submit requisitions to the HR department. After approval from top management, HR prepares detailed job descriptions and specifications.

ACI follows both internal and external recruitment sources. Internal recruitment includes promotion, transfer, and job rotation, which helps motivate existing employees and reduce recruitment costs. External recruitment is conducted through online job portals, company websites, newspaper advertisements, and professional networks.

The selection process includes application screening, written tests, interviews, background checks, and final approval. Shortlisted candidates are assessed based on qualifications, experience, communication skills, and cultural fit. Final selection decisions are made jointly by HR and concerned department heads, ensuring transparency and fairness in hiring.

4.2 Recruitment & Selection Criteria at ACI

ACI follows clear and standardized recruitment and selection criteria to ensure quality hiring. The major criteria include educational qualifications, relevant job experience, technical skills, communication ability, attitude, and adaptability. For managerial and professional roles, leadership potential and strategic thinking are highly valued.

Fresh graduates are recruited mainly through management trainee programs, where academic performance, analytical skills, and learning ability are emphasized. For experienced candidates, prior industry experience, job-specific competencies, and past performance records are considered.

ACI also places strong emphasis on ethical standards, teamwork, discipline, and organizational values. Equal employment opportunity is maintained regardless of gender, religion, or background, ensuring diversity and inclusion in the workforce.

4.3 Training & Development Practice at ACI

Training and development is a core HR practice at ACI aimed at improving employee performance and long-term organizational effectiveness. ACI believes that continuous learning is essential to cope with changing business environments and technological advancement.

Training needs are identified through performance appraisal results, supervisor recommendations, and organizational requirements. Both newly recruited and existing employees receive training to enhance their knowledge, skills, and attitudes. ACI invests significantly in employee development to ensure productivity, innovation, and employee retention.

The organization follows a strategic learning roadmap, focusing on leadership development, functional skills, and behavioural competencies. Training programs are aligned with business strategies to ensure maximum return on human capital investment.

4.4 Training Methods

ACI uses a combination of on-the-job and off-the-job training methods. On-the-job training includes job rotation, coaching, mentoring, and apprenticeship, which help employees gain practical experience.

Off-the-job training methods include classroom lectures, workshops, seminars, case studies, role-playing, and e-learning programs. ACI also arranges external training sessions conducted by professional trainers and institutes for specialized skill development.

Management development programs, leadership training, and technical skill workshops are regularly organized to prepare employees for future responsibilities. These diversified training methods enhance employee confidence and efficiency.

4.5 Compensation Package

ACI offers a competitive and performance-based compensation package to attract and retain talented employees. The compensation structure includes basic salary, house rent allowance, medical allowance, conveyance, and festival bonuses.

In addition to monetary benefits, ACI provides non-monetary benefits such as provident fund, gratuity, insurance coverage, paid leave, training opportunities, and career advancement facilities. Special incentives, performance bonuses, and sales commissions are also offered based on job roles and performance outcomes.

The compensation system is designed to ensure internal equity and external competitiveness, motivating employees to perform better and remain loyal to the organization.

4.6 Performance Appraisal

ACI follows a structured performance appraisal system to evaluate employee performance objectively. The appraisal process is usually conducted annually and is based on Key Performance Indicators (KPIs), target achievement, behavioural competencies, and overall contribution.

The organization uses a balanced scorecard approach, combining quantitative and qualitative performance measures. Supervisors assess employee performance, and feedback sessions are conducted to discuss strengths, weaknesses, and improvement areas.

Performance appraisal outcomes are linked with promotion, increment, training needs identification, and career planning, ensuring a fair and transparent performance management system.

4.7 Findings

Based on the analysis of HRM practices at ACI Group Ltd., the following findings have been identified:

ACI follows a well-structured and transparent recruitment and selection process. Training and development practices are strategically aligned with organizational goals. Compensation packages are competitive and motivating, supporting employee satisfaction. Performance appraisal systems are systematic and performance-oriented. HR practices at ACI contribute significantly to employee productivity, motivation, and organizational success.

However, there is scope for further improvement through advanced HR technology adoption and enhanced employee engagement initiatives.

Chapter Five: Recommendation & Conclusion

5.1 Recommendations

Based on the analysis of Human Resource Management practices at ACI Group Ltd., several recommendations are proposed to further strengthen HR effectiveness and ensure sustainable organizational growth. Although ACI already maintains well-structured HR systems, continuous improvement is essential in a dynamic and competitive business environment.

1. Enhancement of Recruitment and Selection Process

ACI should further integrate digital recruitment platforms and applicant tracking systems (ATS) to speed up the hiring process and reduce manual workload. Campus recruitment programs can be expanded to attract high-potential graduates, while structured competency-based interviews can improve the quality of selection decisions.

2. Strengthening Training and Development Programs

Training programs should be more need-based and outcome-oriented. ACI may introduce advanced training evaluation techniques, such as post-training performance measurement and ROI analysis. More emphasis should be given to leadership development and succession planning to prepare employees for future managerial roles.

3. Implementation of Advanced HR Information Systems (HRIS)

The organization should expand the use of HRIS for employee data management, performance tracking, training records, and payroll administration. Automation will increase efficiency, accuracy, and transparency in HR operations while supporting data-driven decision-making.

4. Improvement in Performance Appraisal System

ACI can enhance its performance appraisal system by introducing continuous performance feedback mechanisms instead of relying solely on annual evaluations. Incorporating 360-degree feedback may help provide a more comprehensive assessment of employee performance and behaviour.

5. Review and Enhancement of Compensation and Benefits

Regular market surveys should be conducted to ensure compensation packages remain competitive and aligned with industry standards. Introducing flexible benefit options and performance-linked incentives may further motivate employees and improve retention.

6. Focus on Employee Engagement and Motivation

Employee engagement initiatives such as career counselling, recognition programs, work-life balance policies, and wellness programs should be strengthened. Regular employee satisfaction surveys can help management understand employee concerns and expectations.

7. Ensuring Compliance with Labor Laws

ACI should continuously review its HR policies to ensure full compliance with Bangladesh Labour Act and other regulatory requirements. Proper monitoring mechanisms should be established to address issues related to overtime, working hours, and employee welfare.

8. Promotion of Organizational Culture and Ethics

The organization should further promote a culture of ethical behaviour, transparency, teamwork, and inclusiveness through training, communication, and leadership practices. A strong organizational culture will enhance employee loyalty and corporate reputation.

5.2 Conclusion

This internship report was prepared with the objective of analyzing the Human Resource Management practices of ACI Group Ltd. and understanding how strategic HRM contributes to organizational success. As one of the leading conglomerates in Bangladesh, ACI has established a strong HR framework that supports its business objectives and promotes sustainable growth. The study reveals that ACI follows systematic and well-structured HR practices in key functional areas such as recruitment and selection, training and development, compensation management, and performance appraisal. These practices help ensure the availability of skilled, motivated, and committed employees, which ultimately enhances organizational efficiency and productivity. The organization's emphasis on continuous learning, performance-based rewards, and transparent evaluation systems reflects its commitment to employee development and fairness. The internship experience provided valuable practical exposure to real-life HR operations and helped bridge the gap between theoretical knowledge and practical application. Working closely with the HR department offered insights into corporate culture, professional ethics, and teamwork within a large organization. In conclusion, ACI Group Ltd. demonstrates effective implementation of strategic Human Resource Management practices that significantly contribute to employee satisfaction and overall business success. With continuous improvement, technological integration, and enhanced employee engagement initiatives, ACI can further strengthen its HR systems and maintain its competitive position in the industry.

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