

Training for future mba commerce



Contents

- Upgrade conveyance system

The demand of instruction by developing for future MBA is met by professional plan by affecting a combination of theoretical instruction and practical preparation. It equips pupil with accomplishment, cognition and professional values, sufficient for executing as qualified professional and to go on to turn in their calling through an ageless procedure of learning to learn.

Our section has hence been seized with the demand for developing developing ordinance, which non merely cater for the above stated demands but would besides assist in supplying experience to trainees to run into the hereafter needs of the market topographic point.

In this concern, I was given an chance to hold a six hebdomads developing in today ' s good reputed Group, AURIGA GROUP. During my whole clip I was visited through different sections of the company and was exhaustively briefed about the process and working by affable senior staff of at that place. My study is all based on what I have learnt at that place. I hope that my study will give you better overlook of HR and Marketing related affairs and operations.

Dedication:

All the work done in this internship is dedicated to:

“ My parents who brought me up and do me able to make my MBA in COMSATS Lahore. I thanks to them that they are with me without them I am nil and buzzword able to last like now ”

Recognition

All congratulations are for Allah Godhead that has bestowed upon human being the Crown of creative activity and has endowed him with cognition and wisdom. After Allah, is the last prophet Mohammed (S. A. W. W) who brought for us disclosure and limitless cognition and civilized the barbaric homo being.

Although this study contains merely my name but few people were really of import to the development of this study without the support of them I could ne'er successfully finish the internship every bit good as the study.

I am extremely grateful to the staff members of AURIGA GROUP HUMAN RESOURCE Department in caput office who truly cooperated with me and provided me their complete counsel. As such companies are really much sensitive about their secretiveness ; even so after taking an apprehension, they let me manage their delicate operations.

My particular thanks to Mr. IMTIAZ KHOKAR (Assistant General Manager HR) , Mr. Shoib Nazir Sial (Executive IT) , MR. HAROON (Assistant Manager HR) , Mr. Faisal (Recruitment & A ; Selection Officer)

My particular thanks to Mr. Ashraf incharge of my internship study who provided me with his sort counsel whenever I felt trouble.

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Executive Summary

I am pleased to show my concluding undertaking to the most well-thought-of members of the COMSATS INSTITUTE OF INFORMATION TECHNOLOGY. In this undertaking I have tried to explicate all the facets of “ AURIGA Group “ get downing with an debut to its environment and range of its activities.

This study has been undertaken in order to foreground the Human Resource Practices of “ Auriga Group ” . AURIGA Group was established in 2001 ab initio to supply quality pesticides and services.

Auriga is organized into three subordinates.

Auriga Chemical Enterprises

Sayban International

Auriga Seeds Corporation

The vision of AURIGA Group is “ A vivacious rural economic system driven by value added agribusiness ” . Crop protection and output maximization is being done by Auriga pesticides, engineering and services throughout Pakistan. It is good group in agri-sector within the short span of clip offering broad scope of province of the art environment friendly new coevals chemical science merchandises of extreme quality including pesticides, insect powders, antifungals, micronutrients and works growing regulators.

The growing of AG is because of its belief in its nucleus values of Customer First which is interpreted with traveling excess stat mis and to maintain the promises and by supplying quality merchandises, services & A ; patterns.

The group has firm belief in being a socially responsible corporate, caring for wellness, safety & A ; environment all the manner and all the patterns with ethical behaviour and ownership, it believe that it is the Human Resource Capital which leads to stand out the companies. It has developed a civilization of squad spirit and common support.

Proper planning is Auriga group ' s strongest point ; all the merchandises that they have launched so far are backed by wise schemes with proper market research.

In the last portion of the undertaking I have made a SWOT analysis of the company ' s strengths, failings, chances and menaces. I have tried to set some utile recommendations for the improvement of the company ' s activities harmonizing to my survey and cognition.

During my internship I learn and work following

Job adds

Recruitment

Screening

Short list

Choice

Make salary harmonizing to data base direction,

Tracking studies of Vehicles

EOBI

Company Introduction

Auriga Group of Companies is one of the fastest turning companies among all multinationals and national companies engaged in agrochemicals and seeds concern. The Group has three subordinates: A Auriga Chemical Enterprises, Sayban International & A ; Auriga Seeds Corporation. Auriga Chemical Enterprises has a huge and trusted traders web covering whole state, Sayban International is an infant company taking for state broad web of franchisees with distinguishable expression of the put Lashkar-e-Taiba in the market. The web is spread outing really fast with a construct of one halt solution for all harvests inputs.

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Auriga Seeds Corporation is focused on research and development, of seed assortments utilizing autochthonal pool of genetic sciences coupled with elect beginnings of genetic sciences around the universe. The company has focal point of developing and securing high giving loanblends of field and vegetable harvests. The company is actively engaged in sourcing of transgenic engineerings from local research institute and developed states.

The group has developed itself as a trust worthy beginning of quality agrochemicals, high giving up seeds and proven research based foliar

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fertilisers. We owe our fast paced growing and incursion in today ' s compact pesticide market to our airy leading, committedness to Pakistan agricultural economic system and our dedicated squads gross revenues, selling, finance, disposal and production. A We recognize that we have the best of available work force in the industry which is committed to its cause, loyal with client and have long association with the organisation. We take in holding one of the lowest staff turnovers in the industry. A The company has really good established research and development organisation with three sections, separately covering with foliar fertilisers, intercrossed seeds and fresh pesticides preparations. Each section is looked after by a extremely competent scientist who has the established credibleness and proved path record of presenting quality merchandises in the past. We are the innovators in presenting foliar fertilisers with alone combination of micro and macro foods, coupled with growing regulators and boosters

A

Auriga has a good established Research & A ; Development Department that comprises of pesticides, works nutrition and Seeds divisions. Each division is led by extremely qualified staffs who are carry oning advanced and choice research to function the agriculture community. The merchandises introduced by R & A ; D squad proved to be extremely effectual and the demand of clip.

Company PROFILE

Chief Executive:

MR. JAMSHID IQBAL CHEEMA is an acknowledged market leader in Pakistani pesticide industry. He has huge agricultural experience get downing from a <https://assignbuster.com/training-for-future-mba-commerce/>

farmer household of Punjab to the reflecting star of many multi-national agricultural organisations he proved himself an outstanding Agricultural professional. He is genuinely a airy adult male who gave form to Pakistan Fertilizer Forum and introduce accomplishments in agricultural concern for autochthonal companies.

He has huge agricultural experience that owes much to his professional preparation every bit good as agricultural background. He has built-in capablenesss to accomplish his ends through strong committedness and dedication. He has been presenting new thoughts and solutions to agricultural jobs

Directors:

MR. MUHAMMAD AZAM CHEEMA being a long experience in pesticide selling. He holds the office of Director Administration & amp ; Finance. Auriga group is emerging as a taking agrochemical group due to his vision and strategic planning. He is one of the laminitis members of the Auriga group. He has a Master grade in Agronomy from the University of Agriculture, Faisalabad

MR. SHAMSHER HUSSAIN possesses huge experience of pesticides selling every bit good as practical agribusiness. He is an establishment of pesticide selling in a individual that polishes the capablenesss of his staff through motive and professional preparations. He is really popular among the farming community due to his proper counsel to the husbandmans

MR. HAJI NAZIR AHMAD CHEEMA is a progressive cotton agriculturist every bit good as a successful man of affairs. He is pull offing several concerns

including carnal provenders and fabric. He is one of the laminitis members of the Auriga Group.

VISION STATEMET

“ A vivacious rural economic system driven by value added agribusiness. ”

MISSION STATEMENT

To make and ease the development of value-added agribusiness concern and fulfilment of our corporate societal duties towards the Agricultural section in peculiar.

Core Valuess

Practice high ethical concern criterions in Agro Sector

Produce and supply high quality agribusiness inputs

Respect and protect the environment

Productive difficult work

Efficient clip direction

Self Respect

Corporate administration

PRODUCTS AND SERVICES

Merchandises

Antifungals

Insecticides

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Granules

Micronutrients

Seeds

Services

AURIGA GROU supplying following services

AURIGA URBAN PEST MANAGEMENT

Auriga has been endeavouring to better socio-economic environment of society through value added merchandises. Its seeds, fertilisers and pesticides division have contributed significantly towards raising outputs of assorted harvests which have contributed towards rural society

Tele Selling

Auriga group is supplying telemarketing services to its clients.

ORGANIZATIONAL Structure

Number of Employees

There are about more than 100 employees at caput office.

Main Office

The works is located at 33-km, Multan Road, Lahore

Head office is besides working near the works.

Departments

Human Resource Department

Gross saless & A ; Marketing Department

Accounting & A ; Finance

Import & A ; Purchase

Production

Quality Control, Quality Assurance Department

Audited account

Information Technology

Administration

Research & A ; Development

Maintenance & A ; Safety

Distribution Department (Store, Ware houses)

Selling Scheme

Auriga group is a Lahore based pesticide company bring forth different classes in pesticides. They tried to cover upper center and in-between degree category of husbandmans. They market their merchandises through print and electronic media.

Cleavage

As I have told that Auriga focuses on center and in-between degree categories. They have distributed their market in these two major sections.

Targeting

Auriga is Pesticide Company, so their targeting market is evidently Pakistani husbandmans and a really minor portion in export

Positioning

As we know that Auriga focused on center and upper center categories. So harmonizing to their mark place their merchandises as low monetary value, high quality

COMPETITIVE STRATEGY

Competitive scheme means to develop a path map to vie your challengers. Auriga as a pesticide company is new entry in this class. So they are seeking to vie their elephantine Rivals through these characteristics.

Low monetary value

Their merchandises are low monetary values as comparison to its rivals

High quality

Auriga produced high quality merchandises. The group has developed itself as a trust worthy beginning of quality agrochemicals

In contact with persons husbandmans

Auriga is besides in contact with persons husbandmans to make value for their merchandises

Appearance their merchandises in market

Auriga focal point and believe that which merchandise you saw in the market it evidently increases its gross revenues harmonizing to that they tried to supply their merchandises at all agricultural shops

Benefits for their retail merchant

Auriga provide benefit for their retail merchant on the footing their of good sale

Franchises System

Auriga has really strong franchises system with the name of Auriga point. Auriga increase their sale gross through their ain franchises

HRIS System

Auriga wholly keeps the informations of their employees. So they can take benefit through their Human Resource information system

Competent Employees

Auriga belief that employees are the chief strength of the company. That is why they hire competent personals

Proper Research & A ; Development

Auriga has a good established Research & A ; Development Department that comprises of pesticides, works nutrition and Seeds divisions. Each division is led by extremely qualified staffs who are carry oning advanced and choice research to function the agriculture community. The merchandises introduced by R & A ; D squad proved to be extremely effectual and the demand of clip

High public presentation working system

Auriga tried its best to take full benefit from their working system

BUSINESS PROCESS ANALYSIS

PRODUCT LINE

Business is divided following major classes.

Agro-chemicals

Auriga Fungicides Merchandises

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Fertilizers

Seeds right_pane_seeds

PET Bottle Manufacturing

Toll Formulation and Packaging

Consumer & A ; Specialty Products

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com/uploads/thumbs/99452ef11f1f3992f330388e5415a399Jer
k2. jpg**

Departments

ACCOUNTS DEPARTMENT

The occupation of the section is to keep books of history. There are following chief activities of histories.

Issue of purchase verifiers for natural stuff, workss and machinery

Cheek payment of paysheet to use including rewards, overtime, fillips etc

Managing of monthly revenue enhancement statement

Computerized general leger system is working and shows the consequences of each dealing up to equilibrate sheet and income/profit statement

HUMAN RESOURCES DEPARTMENT

In the current concern environment there is merely one human resource Renaissance man who is executing preparations every bit good, hence there is n't any formal HR section. As the company size additions formation for HR section would go necessary, therefore this policy manual would be updated consequently.

Presently the HR Renaissance man is executing few basic maps, such as ;

Recruitment & A ; Selection

Trainings

Compensation & A ; benefits

Performance Management

EQUAL EMPLOYMENT OPPORTUNITY

It is the policy of the Company to supply equal employment chance to all employees and appliers for employment and non to know apart on any footing prohibited by jurisprudence, including race, colour, sex, age, faith, disablement, matrimonial position or veteran position. It is our purpose and desire that equal employment chances will be provided in employment, enlisting, choice, compensation, benefits, publicity, demotion, layoff, expiration and all other footings and conditions of employment.

Harassment Policy

The Company will non digest torment or bullying of its employees on any footing prohibited by jurisprudence, including race, colour, sex, age, faith,

national beginning, disablement, matrimonial position, or veteran position. Furthermore, any suggestions made to any employee that sexual favours will impact any term or status of employment with the Company will not be tolerated. It is the policy of the Company that any torment, including Acts of the Apostles making a hostile work environment or any other prejudiced Acts of the Apostles directed against our employees, will ensue in subject, up to and including discharge. The Company besides will not digest any such torment of our employees by our clients or sellers.

For intents of this policy, sexual torment is defined as any type of sexually-oriented behavior, whether knowing or non, that is unwelcome and has the intent or consequence of making a work environment that is hostile, violative or coercive. Kindly refer to Employee Code of Conduct for more inside informations.

Employees must convey any misdemeanor of this policy to the immediate attending of their supervisor or the company CEO. The Company will thoroughly look into all such claims with due respect for the privateness of the persons involved. Any employee who wittingly retaliates against an employee who has reported workplace torment or favoritism shall be capable to immediate disciplinary action, up to and including discharge.

RECRUITMENT AND SELECTION

Aim:

To pull and retain suited campaigner in the organisation to make full the organisational occupation gap and for developing a panel of competent employees.

Policy:

The intent of this policy is to pull and retain qualified campaigners for the AURIGA GROUP. The campaigners are attracted and retained from external and internal beginnings for a peculiar occupation gap. The Human Resource Department is responsible for pulling and retaining the best campaigner for a peculiar occupation place within the organisation.

Procedure:

The enlisting procedure starts when Human resource Department is informed about a vacant occupation place by a Department Head. The caput of the concerned Department will direct the occupation description of the needed campaigner along with the personal requisition signifier to the Human Resource Department which contains all the information about the occupation duties and the personal specification. Lead-time of at least 10 on the job yearss should be given for choice of campaigners.

The Human Resource Department will give first penchant to the internal campaigners over external campaigners if they meet the demands of that occupation place.

The information about the vacant vacancy in the organisation will be communicated to the employees through inter office memos, electronic mails and through notice on the cardinal board.

The internal campaigner that fulfills all the demands for a peculiar occupation and who have spend one twelvemonth in peculiar place within this organisation can merely use for a peculiar place through his line director. The internal campaigner that fulfills all the demands for a peculiar

occupation must be a confirmed employee of that organisation, who has worked in a peculiar place for at least one twelvemonth.

The line director of that employee will direct the application along with necessary papers to the Human Resource Department for that peculiar occupation vacancy. The Human Resource Department will besides publicize the occupation place for external employees through newspapers, corporate web site and occupation portals.

Applicants may use online by registering through web based recruitment portal. However, when considered for a specific place, they will be required to make full the standard application signifier of the Company, or they can direct their CVs to the Human Resource section of the organisation.

The HR section will roll up the CVs of the campaigners that fulfill the needed occupation specifications. For a peculiar occupation places following things are taken into consideration:

An applier ' s cognition, accomplishment and aptitude related to the place shall be judged harmonizing to a scope of factors including:

Education (Academic / Professional) .

Experience.

Salary

Age

Residence

Conveyance

After initial showing and short naming the short listed campaigners are called for the Psychometric and proficient Trials where they besides have to make full the personal information signifier. The campaigners who pass these trials are called for the interview.

No Travelling or any other allowance is given to the campaigners using for a peculiar vacancy.

For places in direction classs, it is required to shortlist and recommends at least four campaigners for each place and specifies the order of precedence to the Chief Executive Officer. For place in non direction classs, Head of the concerned section is authorized to O. K. or reject a campaigner. The initial interview is taken by the Human Resource section where as the concluding interview is taken by the line director of the peculiar section. The interviewer assesses the interview through the interview assessment signifier.

The Selected internal campaigners will fall in the new occupation place after acquiring clearance from bing line director.

The offer for the occupation to the selected campaigner is communicated through Human Resource section in written by the instructions of Competent Authority. If the campaigner accepts the offer missive so the campaigner is called and given the medical check-up signifier, which contains inside informations of peculiar medical trials required before fall ining. These trials are to be conducted through the prescribed physician or infirmary. After these trials the physician or the infirmary sends the campaigners medical

study straight to the Human Resource Department, for verifying complete fittingness.

If the campaigner is found complete tantrum so he/she is direct the assignment missive for the occupation. The appointment missive contains general footings and conditions of the employment.

In instance of non-acceptance of offer by a campaigner, make an offer to the 2nd best campaigner.

Advice the campaigner to convey educational and employment certifications, original ID card and recent passport size exposure, and besides provide inside informations of bank history for salary expense, on the day of the month of fall ining. On the first twenty-four hours of occupation the campaigner has to make full the day of the month of fall ining study and subject it to the Human Resource Department. A signifier is filled by campaigner for the project for reception of assets ; these paperss along with employment application signifier, interview assessment signifier, offer signifier and other relevant paperss are filed in his personal file for future record.

Specimen Documents:

a) Personal requisition signifier

B) Test missive

degree Celsius) Personal information signifier

vitamin D) Preliminary interview missive

vitamin E) Interview assessment signifier

degree Fahrenheit) Offer missive

g) Medical scrutiny signifier

H) Pre-employment medical medical examination study

I) Appointment missive

J) Joining study

K) Undertaking for reception of assets

Orientation

Policy

Orientation is the transitioning of a new employee into an organisation.

During the first two yearss, the employees will travel through the orientation Sessions. The preparations of new employees without old experience shall be conducted by the preparation coordinator.

Procedure

The Training coordinator must be capable plenty to present the preparations associating to merchandise and client services. The stairss to be followed for orientation are:

Organizational orientation

New employee starts with the debut of the company. The employee is informed about the company ' s mission and visions statements along with its values. The organisation construction is explained along with the policies sing to probation, attending, salary, leave, codification of behavior, public presentation assessments. An employee enchiridion is issued every bit good.

Departmental Orientation

This stage of orientation starts from the 2nd twenty-four hours, when the new employee is introduced to his departmental director. The new employee is explained the departmental ends and how his occupation contributes to the overall departmental ends. He is introduced to his colleagues and a wise man is assigned to assist new employee, work towards his initial challenges.

Before the orientation ends, the existent JD ' s must be given to the new employees and discussed by line directors. All employees will so be asked to make full out the orientation feedback signifiers. Training coordinator will be responsible for transporting out these orientation Sessionss, ratings and roll up a inside informations study on the feedback and suggestions. To maintain everything on path orientation cheque list will be filled by the preparation coordinator to do certain that orientation has covered everything on the list.

Aims achieved

A well designed and managed orientation system non merely integrates an employee efficaciously into the system but it besides ensures a long term trueness and committedness of the employees. It besides helps to develop a

positive and strong trade name of the organisation. A good trade name image makes the enlisting & A ; choice procedure really easy and low-cost.

Specimens Document:

Orientation checklist

Evaluation/feedback signifier

Benefits

Hospitalization

In the event of an employee or their dependent being hospitalized, all lasting employees are eligible to claim Hospitalization disbursements as per their entitled predefined one-year bounds during each financial twelvemonth (July to June) . All new hires can claim hospitalization disbursements effectual from their day of the month of fall ining. Furthermore the medical specialties provided to the patients during the class of hospitalization will be reimbursed from the employees Hospitalization bound. If an employee requires progress against Hospitalization disbursements, he/she can bespeak the sum within the entitled bound through Advance Request signifier with justified cogent evidence of hospitalization.

GRAUITY

All lasting employees are entitled to one month basic wage per twelvemonth of service as tip, after completion of 5 old ages of service. Gratuity sum is based on wage rate at the terminal of employment. Gratuity sum is collectible to the employee at the clip of separation from the company and can non be claimed in progress.

GROUP LIFE INSURANCE

Life Insurance coverage is provided to all employees. In an unfortunate event of employee decease, the beneficiary/beneficiaries of the employee will be compensated harmonizing to the insurance policy. The sum would be doubled in instance of Accidental Death vis-a-vis sum entitled for natural decease.

LOAN FACILITY

Employee can claim for one gross wage which can be deducted in two installments. To avail this benefit, the employee must hold been in service for two uninterrupted old ages.

LEAVES AND HOLIDAYS

All employees are entitled to avail the foliages harmonizing to the below mentioned standards.

Categorization of Leafs

No. of Days in a calendar Year

Sick Leave

Eight (8)

Casual Leave

Ten (10)

Annual Leave

Fourteen (14) En-cashable

All Permanent employees are entitled to Sick and Casual Leave after falling in the organisation, whereas, Annual Leave becomes due after one twelvemonth of service.

All lasting direction staff, which has completed two old ages of uninterrupted service, will be paid for HAJJ leaves to a upper limit of 15 yearss. HAJJ leaves must be approved by departmental caputs, one month in progress.

Business will be closed during all public vacations.

PERFORMANCE APPRAISAL

Aim

The aim of public presentation assessment is to better the employee ' s public presentation and place preparation and development demands.

Policy

The function of Human Resource Department is really critical in the public presentation assessment procedure. The public presentation assessment procedure continues throughout the whole twelvemonth. The public presentation of an employee is measured annually, after finishing his provisional period and on particular juncture when publicity of an employee is to be done. The employee must be in service for a minimal period of six months in order to be eligible for public presentation assessment.

Procedure

A public presentation direction system in which employee can be directed, monitored and refined with SMART aims for both the person and the

organisation, which has been clearly communicated and agreed is indispensable to any organisation that aims uninterrupted betterment.

The critical point about employee public presentation direction is that passing out occupation descriptions, transporting out staff assessments and publishing a list of aims is merely non equal. The overall employee public presentation direction system is cardinal with directors that can utilize and understand the system efficaciously.

Planning

MONITERING

Development

Performance Appraisals & A ;

Wagess

Performance Management Cycle

Planning

The procedure starts with the planning stage. It means puting up public presentation outlooks and ends for groups and persons to impart their attempts towards accomplishing organisational aims. The aims will be defined on the public presentation assessment signifiers. Involving employees in the planning procedure will assist them understand the ends of organisation, what needs to be done, why it needs to be done, and how good it should be done. The demands for be aftering employee public presentation include ; specifying the occupation descriptions, set uping KSA ' s and criterions. Performance criterions must be mensurable apprehensible, verifiable, just and accomplishable.

After the aims has been set and understood by the employee, a transcript of assessment signifiers must be given to them so they know the countries in which their public presentation will be evaluated at the terminal of the one-fourth. The JD ' s prepared during this phase must be based upon their existent occupation responsibilities on the undertakings they are working.

MONITERING

The assignments and undertaking must be monitored continually. This means measuring public presentation and supplying feedback to employees on their advancement towards making their ends. The unacceptable public presentation will be identified during this stage and appropriate preparation would be provided instead than waiting until the terminal of the period, when the employee assessments are performed.

Development

Supplying the employees with preparation and development demands encourage good public presentation and assist employees to maintain up with the alterations in the workplace. Through preparations or giving extra assignments that introduce new accomplishments or higher duty is another motive factor for employees.

Evaluation

After uninterrupted monitoring and development the evaluation procedure becomes a success both for the employee and the employer. The supervisor rate the employees public presentation against the aims which were already planned, monitored and developed. At this phase the employees are really

good cognizant of their public presentation and how good they have achieved their aim.

Wages

Honoring agencies acknowledging employees for their public presentation and admitting their parts to the company ' s mission. Formal wages can be hard currency, clip off and other nonmonetary points.

Training and Development

Aims:

Trainings are aimed towards get the better ofing organisational failing and to run into its corporate aims. Trainings are besides used to advance employer stigmatization. It is a beginning of encouragement for employees when employer invests in their abilities and accomplishments. Many employee issues are solved through effectual preparation patterns.

Policy

Training is defined as the acquisition of cognition, accomplishments and attitude to execute more efficaciously on one ' s current occupation.

Development is the acquisition of KSA ' s to execute some future occupation.

HR section is responsible to set up developing calendars in audience with preparation coordinators. In house preparation coordinators must execute the preparations of all the company employees at the caput office to keep uniformity in the presenting the same information to employees from different mercantile establishments. Trainings for soft accomplishments must be delivered by in house trainers.

Selling Department

Marketing part

Auriga group has selling part which cover all over the Pakistan. Selling

Operations being centrally controlled by the chief office Lahore which is located in 33-km Multan Road Lahore?

Marketing operations

All selling operations are being done in the chief office Lahore. Many companies believe that they can set up a long permanent competitive advantage by executing similar activities better than their rivals. Auriga group operations staff member may be inclined to concentrate on their convenience and gives ordinary service, where seller want the staff to must to the full understand the capablenesss and head set of those presenting selling operations. Staff members are really much active to supply the better service and continuously seek to better attitudes and capablenesss. Auriga group selling operations staff members are really much active to supply the better services and feedback to their valuable and ordinary clients and traders.

Merchandise scheme

Auriga group ' s selling or merchandise scheme is to bring forth high quality merchandise at low monetary value.

Gross saless squad

Auriga recognized that they have the best available work force in the industry which is committed to its cause, loyal with clients and have long run association with organisation.

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Production Department

Plants

Auriga group has late installed new workss.

Liquid pesticides preparation workss

Liquid Re-filling wadding workss

Seeds processing workss

Liquid micronutrients fabricating & A ; preparation workss

Types of merchandises can be formulated

Antifungals

Insecticides

Micro and Macro foods

There are six sections at those workss

Production

Quality control

Planning (ware lodging)

Safety and security

Administration

Care

Emergency response program

Complete exigency response program dwelling of following installations

Fire sensing and Alarms

Formulation and wadding program

Quality Assurance program

Plague Analysis

Political:

Analysis of Political environment is really critical and this environment has a strong influence upon the activities of any organisation in a society. Political environment strongly affects the selling determinations. The political stableness of a state has its impact on the consistence of policies of local authorities. Pakistan has ever been fighting for political stableness since its creative activity. Government has been altering in Pakistan many times due to multiple grounds and most of the times Military has taken the charge of the authorities. So, there are important political hazards in Pakistan. But the positive facet is that Government of Pakistan has been given subsidies and it is now an independent organic structure in doing its determinations. From this position environment becomes suited and favourable for Agriculture Development.

Economic:

Pakistani economic system is good for foreign investings and it is besides good for Agriculture sector of Pakistan. GDP rate of Pakistan is demoing a consistence in upward way and per capita income has increased as

compared to past. FDI is increasing every twelvemonth. Home economic system is in recovery stage but it is demoing good indexes for Agriculture sector. As Pakistani economic system is demoing some degree of stableness and consistence from last twosome of old ages, so it ' s good mark for Overall Progress excessively.

Socio-Culture:

Pakistan is situated at really of import geographically location and it has a diverse civilization. Islam is the faith of bulk of the population and Islam has deep and everlasting influences upon the civilization of the people of the country. So, the life manner of people is simple most of them are related to agribusiness sector. Pakistani people have a regard for their spiritual and cultural jubilations. AAG is taking an advantage of this socio-cultural environment of Pakistan.

Technological:

There is deficiency of proper substructure in Pakistan, for that ground different sectors are non going able to get by with the engineering. Lack of latest engineering is major cause that we are far off so foreign states in agri sector. We are non deriving maximal as we can.

SWOT Analysis:

SWOT analysis is really valuable tool to judge the place of an organisation within a given environment. It helps to find that what will be the response and schemes of the company upon confronting certain internal and external environment stimulation. As a whole, this analysis best captures the image of the organisation within a given context. To find this image of AURIGA

GROUP OF COMPANY. I have done the following SWOT analysis, based on my own observation during my internship plan and on the remarks and positions of my supervisors.

Strength:

Following are the organisation ' s chief strengths.

Positive Image of the Company:

In order to be successful in the market, reputation of an organisation is really necessary. AURIGA GROUP OF COMPANY is seen as a really good company in the eyes of local and international purchasers. Its products are perceived as high quality merchandises.

Good Governance and Policies:

The proprietors of this organisation lead the organisation by good administration. They provide proper counsel to each and every member of the organisation. There is no communicating spread between the workers and the proprietors. Even a worker at the lowest degree of the organisation can come to the proprietor ' s and can explicate his job or offer some recommendations for bettering some country the proprietors besides exert a tight control on the working and behaviour of the employees. The civilization of the organisation as explained before is really difficult working and regulation oriented. So the proprietors have maintained such a control that cipher is of all time seen sitting idle and holding a confab with person.

Team Work:

Teams are now replacing the traditional organisational hierarchy due to their many advantages. They ; re non threatened to alter, promote advanced

thoughts, foster societal relationship and work out jobs quickly. In Auriga Group Of Company, teamwork appreciated. Peoples work closely with one another, work out jobs jointly and offer new advanced thoughts to the direction. The squads are made in the sections. Members of the squad digest one another ' s errors and mistakes. In the caput office, whenever some new individual is hired, he is made the member of the squad and by this, he learns the occupation and brings in him uninterrupted betterments to accommodate himself with the civilization of the organisation.

Merchandise Quality:

Quality is major strength of the organisation. Due to latest workss and equipment installed, organisation is able to offer the local and foreign clients, enormous quality. The degree of quality can be judged from the fact that among all the pesticides companies working in Lahore, Auriga Group Of Company has high monetary values of its merchandise due to superior quality as compared to other pesticides Companies. This quality has non merely been developed through put ining latest or modern equipment but this has occurred through organisations. Strong civilization in which workers and the directors are to the full committed to quality. They put their best attempts to heighten the quality of their merchandises.

Research and Development

Auriga has a good established Research & A ; Development Department that comprises of pesticides, works nutrition and Seeds divisions. Each division is led by extremely qualified staffs who are carry oning advanced and choice research to function the agriculture community. The merchandises

introduced by R & A ; D squad proved to be extremely effectual and the demand of clip.

Strong Distribution Channel

AURIGA has strong distribution channel throughout the Pakistan. It has its ain franchises with the name of Auriga Point.

Failings:

Low Salaries to Middle-Level and Low Employees:

Organization is unable to offer its center directors a good wage. In-between directors in every unit complain about their wage. There is a snake pit of difference between wage of the factory director or general director and the office director or senior comptroller for head comptroller. Benefits offered to the general are good but the benefits offered to middle directors are non at all satisfactory. It seems that the center directors are merely working in the organisation due to the prevailing rate of unemployment and hapless economic conditions in our state.

Low degree Staff IS De-motivated:

I have observed that low-level staff at Auriga Group Of Company is non so much motivated. This is so because salary degree is really low and non good benefits are given to these employees.

Centralized Control:

Auriga is controlled by its managers which are major stockholder of the company. It is more like a household concern instead than a true corporate corporation. Control is extremely centralized. This control is good to some extent but it hinders the productiveness of the workers and the organisation.

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Directors watch the overall activities of the company and command them. They do not authorise the director to do sensitive determinations.

Opportunities:

Towards Value Added Merchandises

Auriga is bringing forth pesticide. There is an chance for this company to travel forward and bring forth some value added merchandises. As we know that in Pakistan there are really little Numbers of companies which are bring forth value added merchandises. So it is a great chance for Auriga to capture market by bring forth value added merchandises like pesticides and seeds.

Menace:

Government Policies and Interference:

No sector in our state is satisfied with the authorities policies and regulations and ordinances. Pesticides sector is besides unsated with the authorities policies and limitations. Every twelvemonth, authorities functionaries make policies and enforce such regulations and ordinances that tend to impede the public presentation of fabric industry. So authorities policies are a major menace to the organisation.

Increasing Cost of Production:

Monetary values of natural stuffs are increasing twenty-four hours by twenty-four hours. So, cost of production is increased. Government is besides non giving favourable subsidies on electricity and other public-service corporations. On the other manus, Chinese and Indian authorities is giving

them favourable subsidies. So, in our state cost of population is really high. That ' s why it has become really hard to vie with neighbor states.

Economic Instability:

The economic system of Pakistan has ne'er been favourable for any concern to run successfully. There is ever a menace for all concerns. Furthermore, authorities policies keep altering with clip to clip. For illustration: export responsibility has increased from 1 % to 2 % in this summer.

Tough Competition:

Competition has been increased as there are many new entrants in the market Auriga faced tough competition of Ali Akbar Group. This group is supplying low monetary value and value added merchandises. They are capturing the market and bing clients of Auriga. This is a large menace for Auriga.

DEPAERTMENTS WHERE I HAD WORK

I spent six hebdomad at AURIGA GROUP OF COMPANY. During my stay at that place I worked in two sections. Human Resource Department and Marketing Department. As my specialisation country is Human Resource Department. I spent most of the clip in HR Department. Working in a new organisation like AURIGA Group was really good as I got opportunity to implement those things which I have learnt in my MBA plan.

Now I will depict my experience in different section in item and in order of happening.

HUMAN RESOURCE DEPARTMENT:

Initially I was sent to Human Resource Department. MR. Imtiaz Khokar is a Human Resource Manager at that place. He is really encouraging and motivative personality. He sent me to MR. Ashraf, who is the Human Resource Officer at that place. I worked under his supervising.

Selling section

After finishing work in Human Resource section MR. Imtiaz Khokar (Hr director) direct me to MR. Abdul Mateen who is General Manager of Marketing. In marketing section I spend really short clip because my focal point was Human Resource section.

Duty

File maintaining systems

Salary devising

Screening of CV ' S

Insurance policy

Tracking Reports

Ad analysis

Recruitment and Choice

Interviews

Conduct calls

Farm visit

Accomplishment

File system Development

I have checked the all files of Auriga harmonizing to their personal file cheque list. In personal cheque list I have checked employees occupation application signifier, CV of the employee, Interview appraisal signifier, his instruction paperss, exposure, NIC Copy, Job offer missive, Joining Report, Appointment missive and Reference cheque.

File maintaining system

Now I have the order to develop a information handling system for them in MS Excel so, I have started giving Numberss to all the files individually in the excel file. I have prepared and glue the totaling chits to the files and give them a specific racks for safely and systematic system.

Salary devising system

I have started work on the day-to-day attending. Through this attending company pay its employees salary. I have prepared salary harmonizing to pay function direction. In wage function, direction I learned a batch. How to do salary with respects to figure of yearss. I have prepared a salary sheet of Auriga Chemical Enterprises and Sayban International.

Insurance policy of Vehicles

I have work on the insurance policy reclamation for vehicles of the company employees. I have checked the files and do a sense how to do an insurance reclamation. In insurance policy of vehicles I check those files of vehicles

Tracking Reports of vehicles

I have checked the tracking studies of vehicles. In tracking study I learned which vehicle is in which country, location, and it is traveling or off status.

Enrolling and Selection

I have recruit and choice of employees with the aid of Human Resource Officer.

Short list of campaigner

In short listing I have collect the curriculum vitae of those campaigners whose are fulfill the standards of that specific place and the campaigners whose are non carry through the standards their curriculum vitae are screen out

Conduct calls

I have conduct the call to those campaigners who are carry through the standards of occupation and eligible for those specific occupation

Interviews

I have attended concluding interviews for the gross revenues and R & A ; D officers with the Auriga HR squad for choice.

Farm visit

I have visited the research farm of Auriga and look into that farm employees making their responsibilities good or non.

EXPERIENCE GAIN

Covering with supervisors

Datas managing

Interviews manner

Farming manner

Recruitment

Making the of wage of employees

PROBLEMS ENCOUNTERED

During internship in Auriga I have faced following jobs.

Communication job

The major job I have faced during my internship is communicating job with their direction. Due to miss of communicating I can non understand different constructs good.

Electricity job

Electricity is a large job in Auriga. They have generators but its system is non good. When I was working on computing machine many times electricity off and I lose the information.

Convenience job

One of the major jobs is transit job. The transit system is non good. Even Aurignac ' s ain employees functioning this job

Work hours

The work timing of company is really long for me because I was non use to for professional life.

HOW EXPERIENCE IMPACT MY CAREER

The internship is truly good experience and great chance for me to learn many new things practically which heighten my cognition to great extent.

It gave me a manner to cognize about my potencies that what I can make and what I am capable for. It has really positive impact on my calling that nil can be achieved until a sincere dedication and difficult work is attached to it.

This experience besides taught me that practically things are really different as they seem from out of field. One can be successful merely if he/she is career oriented and professional because ratio of leg pulling is really high in professional life and particularly in our state where everyone wants to travel up and up.

I besides learn from my experience that how to work under the supervising of a trough and how to interact with the colleagues and other staff in a professional environment.

Above all, I have lea