

Report on  
Human Resource Policy of Evaly.com.bd

By  
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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Masters of Business Administration

BRAC Business School  
BRAC University  
27 September, 2020

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### **Declaration**

It is hereby declared that

1. The internship report submitted is my own original work while completing MBA at BRAC University.
2. The report does not contain material previously published or written by a thirdparty, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

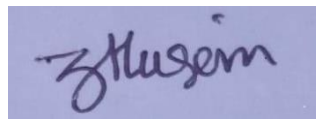
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**Supervisor's Full Name & Signature:**



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**Zaheed Husein Mohammad Al-Din**  
**Senior Lecturer**  
**BRAC Business School (BBS)**  
**BRAC University**

## Letter of Transmittal

27<sup>th</sup> September, 2020

Zaheed Husein Mohammad Al-Din

Senior Lecturer

BRAC Business School

66 Mohakhali, BRAC University.

Subject: Submission of Internship Report

Dear Sir,

This is a great chance for me to present my internship report on “Human Resource Management Practices: The Study on Human Resource policy of Evaly.com.bd.” I feel wonderful as I got the opportunity to do my internship in a number one online platform in Bangladesh, named Evaly.com.bd. It is a great opportunity to present my internship report under your supervision. I am thankful for your guidelines and instructions.

I would also like to express my heartiest gratitude to General Manager (Human Resource), Mr. Mohid Bin Abdullah, Evaly.com.bd. for providing me with supreme guidance during my stay at the organization as an intern.

I tried to put my best effort for the preparation of this report. Yet if any limitations or flaws arise, it will be my pleasure to answer any clarification and recommendation regarding this report.

Thank you once again for your boundless assistance and supervision.

Sincerely yours,

Sharmin Akter Lipy

Student ID – 18164053

BRAC Business School

BRAC University

Date: 27 September 2020

## Non-Disclosure Agreement

This agreement is made and entered into by and between Evaly.com.bd and the undersigned student at BRAC University department of MBA.

A handwritten signature in black ink, which appears to read 'Sharmin', is positioned above a solid black horizontal line.

Sharmin Akter Lipy  
ID- 18164053

## **Acknowledgement**

Each and every work needs support and guidance for the successful achievement of its aims and objectives. This report also had support from many hands and above all the blessings of the Almighty Allah. I would like to give a lot of thanks to the authority of my University for conducting this internship program. I would also like to express my respect and heartiest gratitude to Mr. Zaheed Husein Mohammad Al-Din Senior Lecturer, BRAC Business School for his great cooperation which will be always remembered by me, without whom preparing this paper was simply impossible.

I would also like to acknowledge with thanks, the support received from General Manager (Human Resource) Mr. Mohid Bin Abdullah, Evaly.com.bd. I am paying my heartiest appreciation to all of these great people for their great cooperation, which will always be remembered by me. This report is prepared by me, but it is impossible with helps above individuals so at least I would like to give thanks to all, Thank you.

## **Executive Summary**

This report on Human Resource Management Practices: The Study on Human Resource Policy of Evaly.com.bd." reflects the HR policies in the recruitment and selection process. In this report, it is also reflected that Human resource managers perform an identifiable set of activities that effect and influence the people who work in the organization. I have followed research method throughout the study. I used both primary and secondary data in this study. I have collected primary data through direct observation and interviews and collected secondary data through different journals, official website of Evaly. The Employees of the Head Office of Evaly are my study population. In the report, it is illustrated that Evaly has very strong HRM department & HRM policy. It is also seen that Evaly is always committed to provide employee proper safety & health. They have taken so many programs to ensure employees' rights of safety & health. Evaly gives more emphasis on their communication with employee. Starting from the first process of recruitment all the steps are regulated by the HR department of Evaly very effectively. That's why employee gives their best effort for the development of Evaly. To sum up, all the steps are regulated by the HR department of Evaly.

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**Chapter 1**  
**Background of the Study**

### **1.1 Background of the Study**

The report has been prepared for fulfilling the requirement of internship of MBA program. Duration of the internship was for 3 months, this report was approved by Mr. Zaheed Husein Mohammad Al-Din, senior lecturer of BRAC Business School, BRAC University.

### **1.2 Objective of the Study**

The objective of preparing this report were-

1. To evaluate the Human Resource of Evaly.com.bd.
2. To suggest some techniques to improve present condition.
3. To realize a practical scenario & enlarge knowledge.

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

- **Primary data:** Primary data is the data, which is collected by the researcher directly by survey, observation and experience. For example, if the researcher conducts a survey for the collection of data then it is known as primary data.
  - Through questionnaire survey.
  - Through observation and face to face conversation.
- **Secondary data:** Secondary data is the data taken by the researcher from secondary sources, internal or external. That means the data, which was collected and used previously for another purpose is called secondary data.
  - Training Manual of Evaly.
  - Different text books.
  - Various reports and articles related to study.
  - Web base support from the internet.

It is an explanatory study that has tried to determine the HR policy of Evaly.com.bd. The application software used for the data input was Microsoft office 2007.

### **1.4 Limitations of the Study**

The limitations of this study are-

- Limited access to necessary information due to secrecy and security.
- Some confidential data were not disclosed by the authority.
- Inadequate info Human Resource information in the company website.
- Unavailability of most recent information.
- Entrance to every knock and corner of the company was not possible for me.
- The personnel of the company were too busy, so it's difficult for them to provide all the necessary data. (Evaly Profile)

**Chapter 2**  
**Company Overview**

## **2.1 Introduction**

Electronic commerce or e-commerce (sometimes written as eCommerce) is a business model that lets firms and individuals buy and sell things over the internet. E-valy is an e-commerce site which will be capable of providing every kind of goods and products from every sector to every consumer located in Bangladesh. The world's market place will be only finger-tips away for any customer in possession of a smartphone/computer and an internet connection. They will be able to purchase everything; from a safety-pin to an apartment building from our website. We have gathered the brightest minds of Bangladesh and given them the platform to perform to their fullest extent. All the data-mining and optimization has been done in-house and no outsourcing from any organization has taken place. We are utilizing 100% Bangladeshi personnel and resources and keeping the flow of cash within our borders.

## **2.2 Evaly Profile:**

Mohammad Rassel, the CEO of Evaly started his journey on middle of 2017 with the said principles in mind and to introduce a modern e-commerce system in Bangladesh. It is a platform where people can purchase all kinds of goods from a single website. From a pencil to a book to a dress to a cell phone to cars to lands; everything is available in this website. It is built by a team of developers who have the sharpest minds in this sector and they are dedicated to only Droplet Limited. We hire no outsourcing outlets and that ensures the security of all our users. There is absolutely no chance of any information being leaked thanks to our dedicated team who are working all the time to ensure that our website is the most secure e-commerce platform. What separates us from other platforms of such sorts is the diversity of our product range and the security that we provide to our users. It is absolutely cutting-edge and state-of-the-art and we can guarantee that no other platform has this much diversity in its product range. Our website is going to be so convenient and user-friendly for our customers that, they would rather order from our website than to go to the shop which is 100 meters away from his/her home. That is the kind of target evaly.com.bd has set for itself. And once we achieve our targets in Bangladesh, we will start expanding towards other countries and present ourselves in a much broader and global scale and encompass the entire world with our website in a short amount of time.

## **2.3 Vision:**

Evaly's vision is to be country's most customer-centric company; to establish a place where people can come to find and discover anything they might want to buy online.

## **2.4 Mission:**

Evaly's mission is to continually raise the bar of the customer experience by using the internet and technology to help consumers find, discover and buy anything, and empower businesses and content creators to maximize their success. They believe this mission is important for Bangladesh because digital empowerment for customers and businesses improves living standards for people up and down the country and drives our economic competitiveness and productivity in the world economy. They will continue to push at the boundaries of how technology – digital infrastructure and services – can improve the customer experience and help make the economies of the countries where they operate more competitive on the global stage.

## **2.5 Value:**

- Customer Obsession.
- Ownership.
- Invent and Simplify.
- Learn and Be Curious.
- Hire the Best.
- The Highest Standards.
- Think Big.
- Bias for Action.
- Earn Trust.
- Deliver Results.

## **2.6 Objectives:**

- Introducing innovations and developing new acquisitions.
- Developing the domestic markets.
- Development of the relations with partnering companies.

## **2.7 Commitments:**

Evaly is a customer focused modern ecommerce that want to achieve sound and steady growth in both buying and selling sector and making quality investment to keep their position as a leading E-commerce sector in Bangladesh.

## **Chapter 3**

# **Strategic Human Resource Management**

### **3.1 Strategic Human Resource Management:**

Strategic human resource management involves a future-oriented process of developing and implementing HR programs that address and solve business problems and directly contribute to major long-term business objectives.

Strategic planning presents great challenges and opportunities for HR professionals. Nearly all HR leaders in the largest global companies are involved in strategic decision-making and participate on the organization's strategy team, and a majority of HR professionals report that strategic planning is part of their function. In contrast, HR professionals in many medium and small organizations are not often involved in organizational or functional strategic planning. Consequently, to achieve long-term strategic HR objectives and to be a key player in the organization's strategic planning process, some HR departments may need to overcome stereotypical negative views of the HR function.

Since the first day of sales, Evaly has always been dedicated to improving social efficiency and creating more value. Their strategic goal is abandoning short-term profits but aiming to obtain long-term competitive advantage. Evaly is a just company, but it has a flexible and dynamic structure. Small teams ensure high sensitivity and high involvement. Besides that, their corporate culture pushes staff to go beyond conventions to develop innovative ideas and solutions. Evaly has a complete employee training program. The company sees each employee as a growing talent, and makes staff training as an important way to develop personality and capability of employees. For example, Evaly often stressed that, employees' personality should be treated equally with group character of Evaly through training. In particular, Evaly's training program helps employees to get involved in the organization culturally and spiritually. When they have an in-depth understanding of its business philosophy, they will be able to better perform their personality and ability. Evaly's above practices can be explained by SHRM theory. SHRM indicates that an organization should find a way to connect HR decisions with strategic goals or to make best practices a way to improve organizational performance.

HR management has changed dramatically in recent decades. It was once largely an administrative function focused on day-to-day responsibilities such as employee recruiting and selection and managing employee benefits. Changing labor market conditions and new business thinking call for HR business strategies that include recruiting and retaining the right people, as well as providing ethical and cultural leadership

In particular, the company organizes small teams to reduce differences in status, encourages self-management of employees, and invest much in staff training and development. Evaly also advocates in-group and departmental sharing to trigger creativity. The SHRM model of "best fit" explains how senior management decisions effectively align with employee behavior to develop Evaly into a successful e-commerce giant. As employees clearly



understand and recognize the corporate culture and work in a flexible team-based manner, they will be motivated to propose new ideas and improve organizational performance.

Research findings of SHRM to a large extent can explain Evaly's HR policy. Evaly really systemically designed and arranged its human resource activities (e.g. staff training) to support pursuit of strategic goals (e.g. constant innovation, create added-value to society), which is consistent with the definition and characteristics of SHRM. However, SHRM theory still has some limitations. For example, Evaly has multiple departments with different functions and job positions (e.g. technical, financial, marketing, logistics), which leave a question with SHRM, that is whether it is necessary to develop different HR policies for different employees. If so, a variety of broader fairness issues will occur. Besides that, the concept of "best practices" is paradoxical, because they are situational and not the norm in many cases.

**Chapter 4**  
**Recruitment and Selection**

#### **4.1 Recruitment and Selection:**

Mr. Rassel has made a strict process to recruit talents and select candidates. Evaly implements a standardized and simplified recruitment mechanism. The company has two mandatory recruitment standards, including performance and qualification. Meanwhile, the company attaches much importance to potential long-term value contribution of employees. Evaly strictly evaluate candidates from the perspective of corporate culture and leadership principle. Mr. Rassel believes that having a diverse staff team is the key to Evaly's constant innovation and long-term competitiveness, so he embraces creative talents from diverse backgrounds. As a result, Evaly's staff team includes professional, experienced and qualified manpower.

#### **4.2 Recruitment Process:**

To control recruitment cost, Evaly does not adopt traditional writing test, but implements online application and screening.

Recruitment and selection are two indispensable HR policies in most modern organizations. The process usually consists of business or workforce needs,

- Job-competency analysis.
- Job description.
- Personal specification.

which is valid in the case of Evaly, defines recruitment as activities with the basic purpose of attracting and identifying potential employees. Obviously, Evaly's activities and practices around recruitment can profoundly influence the specific type and number of candidates, job acceptance and whether applicants withdraw from the recruitment process. For Evaly, recruitment is of great importance to organizations because less applicants can lead to lack of talents, while improper recruitment can bring extra costs on training.

#### **4.3 Selection Process:**

As for selection, it is a process that managers adopt certain tools to choose from a pool of candidates for job vacancies. The company only selects those candidates with a great understanding of its leadership principles and a firm belief in Evaly's future.

- Attracting application.
- Candidate selection.
- Make appointment.
- Joining and introduction.

Existing theories of recruitment and selection to a large extent can well explain Evaly's activities and practices. The company makes recruitment and selection a key part of HRM and sets strict standards. Evaly's recruitment policies have a strategic basis, because senior management see talents as a source of sustainable competitive advantage. In

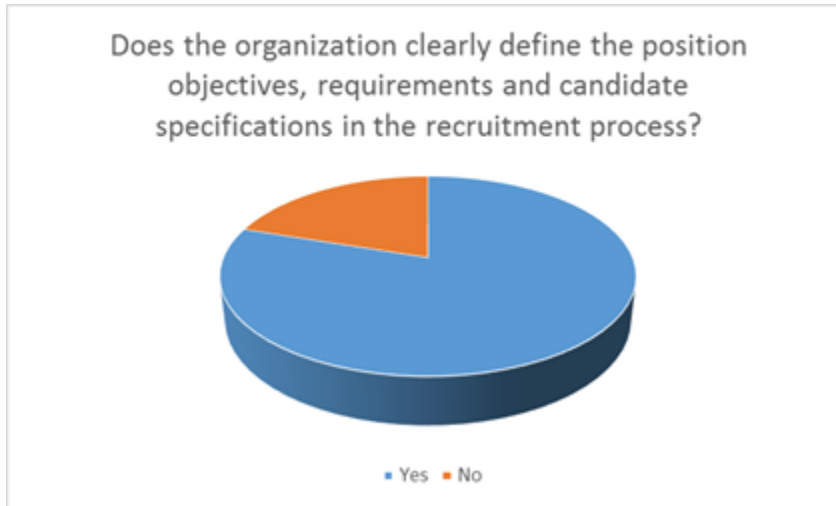
addition, Evaly's recruitment and selection activities demonstrate validity and value of employer branding. Specifically, Evaly has successfully branded itself distinctive with intangible qualities and attributes to attract to talents who will perform their best in the organizational culture. However, many studies show that interviews cannot ensure effectively, because an interviewee may conceal the true self intentionally to appeal to the potential employer. It is paradoxical that Evaly and many other organizations still adopts the interview approach to select candidates.

## **Chapter 5**

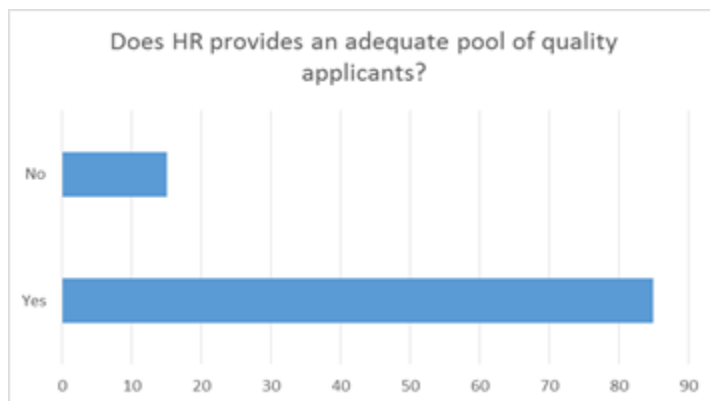
### **Survey Analysis of Evaly.com.bd**

### 5.1 Survey Analysis of Evaly.com.bd

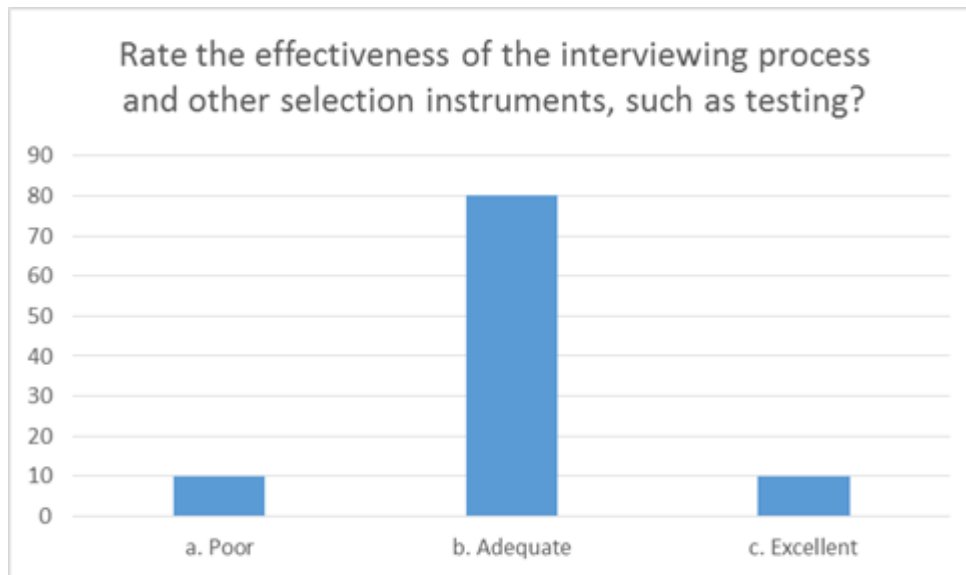
1. Does the organization clearly define the position objectives, requirements and candidate specifications in the recruitment process?



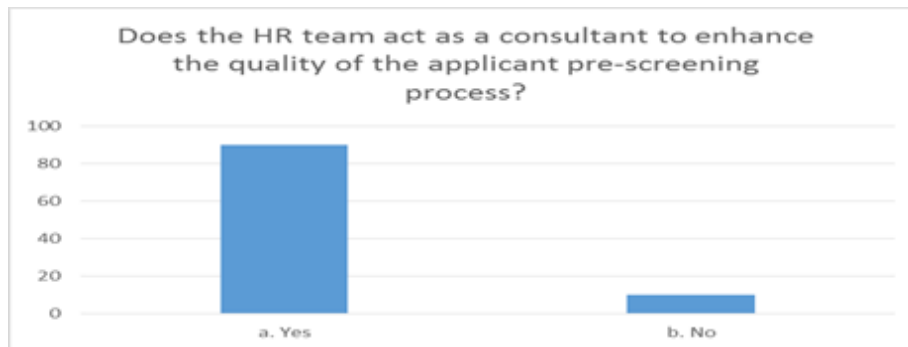
2. Does HR provide an adequate pool of quality applicants?



3. Rate the effectiveness of the interviewing process and other selection instruments, such as testing?



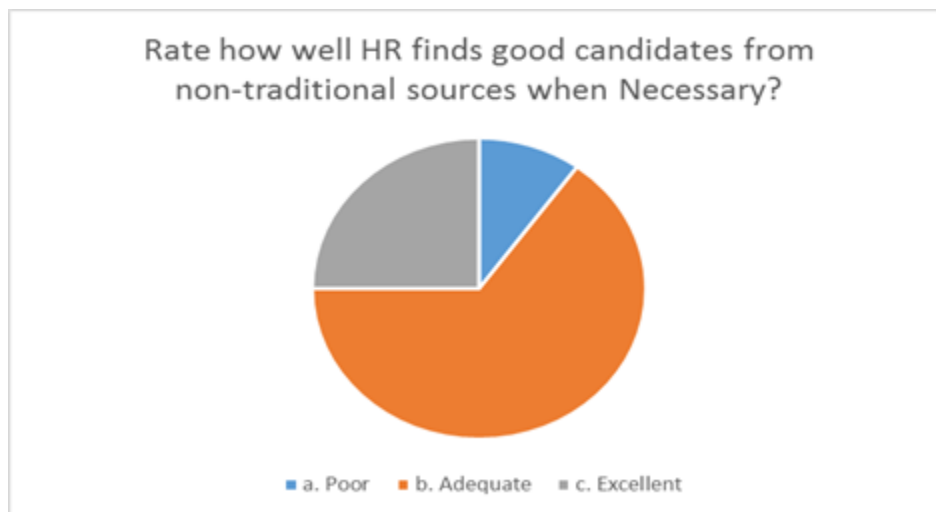
4. Does the HR team act as a consultant to enhance the quality of the applicant pre-screening process?



5. Does HR train hiring employees to make the best hiring decisions?



6. Rate how well HR finds good candidates from non-traditional sources when necessary?

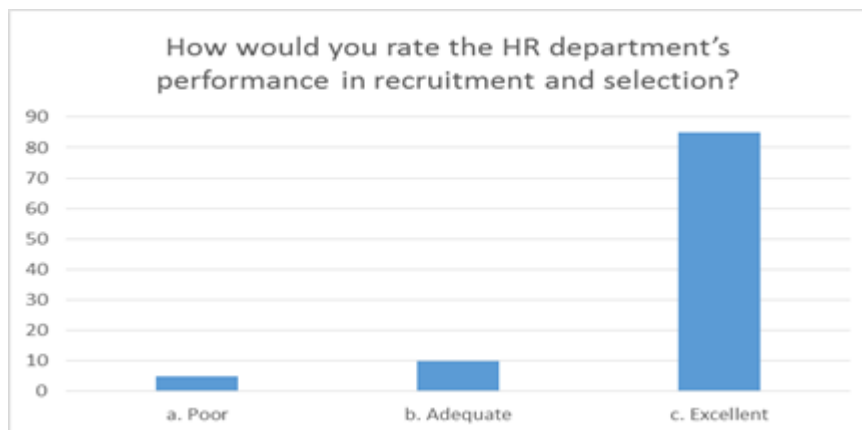




7. Does HR train hiring employees to make the best hiring decisions?



8. How would you rate the HR department's performance in recruitment and selection?



## 5.2 Summary of Questionnaire Survey Analysis

According to the questionnaire survey analysis, it is observed that, Evaly practices HRM system and policy properly. As most of the employees are satisfied so job design system of Evaly is always reasonable. Here job description and job specification is properly balanced. Through training and executive development is done properly in Evaly and it follows the perfect performance appraisal method. The rewards system and the internal and external equity is maintained properly. Through employee and labor relations are well maintained here and also employee safety and health measures are done with satisfaction.

## 5.3 Major Findings:

- The sources Evaly uses are only through jobs, advertisement, interns and relatives. So, they have the less opportunity to find the right person in the right position.

- Evaly provides internal as well as external training.
- The job description and job specification of Evaly is very clear and it makes recruitment and selection process easier.
- The employees of the Evaly are quite satisfied with the recruitment and selection process. So, it can be assumed that new comer will be satisfied too.
- Evaly keeps all the employee and labor relations good which helps to select the best person work in the right position. As a result, the productivity gets higher.
- Evaly recruits higher amount of people that's why is it becomes harder for thm to choose right person in the right place.
- The recruitment and selection process of Evaly is very easier. So, people are more interested to work in Evaly.

## **Chapter 6**

### **Internal factors affecting recruitment and selection process in Evaly**

## **6.1 Internal factors affecting recruitment and selection process in Evaly**

The HR department of Evaly is specialist and efficient in conducting recruitment and selection process. There are various internal factors involved in the recruitment and selection procedures which have impact and influence on the process are discussed below:-

### **6.1.1 Recruitments policy-**

Evaly preferred sources of recruitment and well-defined recruitment policies. These are the factors, which act as guiding principle in the recruitment process that helps in knowing the basic requirement of the recruitment. Primarily, with the help of the Recruitment Policy, an outline is drawn to achieve recruitment basic process. The company fills up the vacancies successfully with the most suitable, qualified, and skilled candidate. Its recruitment policies are made in such a fair manner that everyone is bound to follow its rules to conduct a fair recruitment process.

### **6.1.2 Firm size –**

The recruitment process of a firm gets affected by its size. As the enterprise grows, diversifies, expands, its recruitment and selection process also change accordingly as it is natural that company would require more manpower to meet daily operations and ultimate objective. It is in regard to expand the business and launch new products, Evaly has such strong and systematic Recruitment and Selection process for generating a pool of capable candidates for the organization. The company is known for retaining and sustaining its customers with the help of clearly defined guiding rules and regulations in the process of recruitment and selection. Evaly's workforce size is considerably huge even though it keeps on trying to expand its business to gain edge globally by having great strategy execution and hard work.

### **6.1.3 Cost-**

An imperative part of a company is its cost and company's recruitment and selection process gets affected by it. Hence, before going through the whole process it is imperative for an organization to calculate the cost involved in the recruitment procedure. After that, it is also necessary to identify the need for the process. As far as Evaly is concerned, as it is a big firm and because of its nature of expanding, there is always need of new employees.

### **6.1.4 Growth and expansion-**

To execute the planning of expansion of the organization, the company focuses on continuous filling up of vacant position with the qualified candidates. It is the need of the hour for an organization that to sustain in the market it is always in need of creative ideas and well-experienced for people which recruitment process is a must. For the growth of the organization, new talent with fresh ideas is crucial, this need results in carrying out recruitment and selection process fairly. Field and Siavelis stated that the organization is

carrying out its recruitment processes based on the firmly formulated recruitment policies hence, it never misses out any potential and talented candidate, its recruitment process is carried out on the grounds of merit, experience, and energy that gives them the best people to work with.

#### **6.1.5 Human Resource Planning-**

The human resource planning is an indispensable part as it comprehends Human Resource department to identify the current gap in the existing manpower of the organization. Constantly increasing the number of employees in Evaly clearly depicts that it is growing, expanding, and introducing new products at a good pace. The need of clear recruitment policies can be easily understood by anyone, as this is the only way to bridge the gaps by filling in the appropriate candidate.

## **Chapter 7**

### **External factors affecting recruitment and selection process in Evaly**

## **7.1 External factors affecting recruitment and selection process in Evaly:**

Evaly proactively take some general considerations related to external factors that affect recruitment and selection procedures of the organization. To ensure employees' retention and satisfaction, there are external factors that influence the fairness of the recruitment procedure. Below referred external factors are discussed at length: -

### **7.1.1 Social Factors-**

In Evaly, social factors have great influence on the recruitment and selection procedure. A company's culture gets directly affected by its employees hence, it should be closely taken care of while recruiting and retaining the employees. To retain the employees, a healthy, supportive and responsive culture must be maintained in an organization. It should be ensured that vacancies should be filled on fairgrounds of merit and experience alone. It should follow a fair practice right through the recruitment process to decision taken so that in the end all are assured that the new candidates are being recruited by following a clean procedure and tend to stay in the company.

### **7.1.2 Legal Factors-**

It is the responsibility of HR department to know the organization and Government rules, regulations and laws, also to ensure to abide by them. Employers shall have clearly stated policies and practices within the firm, also must maintain the records of international laws related with labor, employment etc. for the proper functioning, and to meet the legal requirements to be legally safe to avoid any legal troubles. As far as Evalys' legal factors are concerned they keep the proper record of employees', all necessary documents are maintained with care within the organization. Furthermore, legal factors like employment discrimination and wages discrimination should abstain. The employer should not delay in giving salaries and wages to the employees as stated in standard rules of the industry.

### **7.1.3 Political Factors-**

There are various political factors that are important which influence the fair play of recruitment process. Keeping into consideration the political factors, organizations must abide by the rules and regulations of the countries wherein they operate. Similarly, Evaly needs to abide by the local rules and regulations of Bangladesh by keeping political factors in mind. Evaly is capable of following and maintaining employment and labor laws with that national security and national interest is being concerned

### **7.1.4 Economic Factors-**

HR department of Evaly has proper awareness and takes full consideration of the economic factors involved in the company. Building economic factors into the human resources plan helps to predict. Economic factors play a pivotal role. It is a significant factor to be focused on while conducting recruitment and selection procedure. Economic factors comprise of a company and country's economic conditions. While going global,

expanding its business or introducing a new product into the market Evaly should consider fairly and rapidly its recruitment and selection procedure.



**Chapter 8**  
**Employee Satisfaction**

### **8.1 Employee Satisfaction:**

Evaly attempts at catering the requirements of its workers and employees by recognizing the fact that majority of them are comprised of fresh university graduates. This is the reason why Evaly sets up its office in the form of campuses instead of just parking space and work space. The environment that is provided by Evaly includes every individual employee having the freedom of decorating their workspace according to their will Evaly has been providing its employees with employee satisfaction by the means of giving them the opportunity for development and growth. Employee satisfaction as afforded by the company by the means of encouragement of horizontal transfers and encouragement of the employees for developing themselves by changing jobs. The top-level management of the company is required for coaching the lower level of management and helping them in their development and learning. Such practices have been designed by the company for increasing the satisfaction and commitment of the employees towards the company, while maintaining the same level of spirit which was present when the organization was born.

Three aspects of tasks which impact the level of job satisfaction of an organization are the tasks perceived value, physical strain degree and job complexity. Such aspects are managed by Evaly by making sure that the perceived value of the tasks remains high and by providing high complexity to the high achievers. The communication of such high value takes place within the organization by the means of culture which has been maintained by the company since a very long time.

### **8.2 Give Employees More Control:**

Evaly look for ways to give employees more control over their schedules, environment, and/or work habits. They offer alternative work schedules such as flextime or telecommuting. Evaly also encourage employees to customize their workstations. This could include decor and equipment. This not only gives employees control over their work environments, but it can ease personal barriers such as back pain or eyestrain. In addition, studies show that certain colors or décor can improve happiness. Employees will be able to create a place they enjoy working in rather than being stuck in a bland office cubicle.

### **8.3 Stop Wasting Time**

Tight deadlines are another major source of stress for many employees. Evaly can ease this stress by freeing up more time. Evaly make meetings shorter and more efficient. Consider tricks that sound silly but are actually effective such as having a meeting with no chairs. People will be more likely to stick to the necessary agenda when they have to stand the entire meeting.

### **8.4 Encourage Social Connections**

Evaly find ways to encourage social relations. Consider the office arrangement that fosters communication. Arrange workstations so employees can see each other and talk.

Evaly also encourage office celebrations for holidays and birthdays. Even when there is no reason to celebrate, encourage employees to eat lunch together. Provide a comfortable eating area. Socialization is not limited to office hours. Evaly encourages out of office socialization such as volunteer programs. This gives employees a change to develop relationships outside of the office while promoting the company in a positive way. Community service is a great way to build a positive reputation, and it is a happiness booster for employees.

**Chapter 9**  
**Workplace Planning**

## **9.1 Workplace Planning:**

A set of procedures which is utilized by the human resource management of an organization for managing the workers and obtaining the best potential out of them refers to Workforce planning. The primary goal of workforce planning of an organization is ensuring its success in the long run and realizing maximum amount of profits and revenue from its operations. Evaly utilizes operational as well as strategic planning of workforce for achieving its long term as well as short term objectives. The planning of the strategic workforce of the company helps in forecasting and planning for its workers in a way which helps in ensuring that the right talents are hired at the right time for performing the appropriate duties and responsibilities for achieving the organizational objectives and goals. Strategic workforce planning is utilized by Evaly for responding to the changes of the future within the workforce. The company also uses planning of the operational workforce where the deficiencies and issues which occur within various operational levels are mapped or corrected.

For the workforce planning process to be successful, Evaly take some initiatives

- Designate a specific member of the HR team to manage the process.
- Find a high-level executive to champion the plan.
- Involve key stakeholders in the workforce planning process.
- Align the plan with the company's strategic business plan.
- Coordinate the workforce plan with succession planning and career development initiatives.
- Make workforce planning an ongoing activity, with continuous evaluation of changes in the internal and external environment that may affect the organization's staffing needs.

**Chapter 10**  
**Performance Management**

## 10.1 Performance Management

As discussed in this human resource management in Evaly that the management of performance of Evaly is tailored for the specific requirements of the company. Strategies of performance management of the company help in focusing upon alignment of the performance with the significant objectives and goals. The strategies of performance management are utilized by Evaly which help in promoting the necessary behavior within the workers. The policies of the company are quite flexible and relevant support to the Employees and workers for enabling them to achieve the objectives and goals of the organization. The system of reward management used by Evaly helps in enhancing the motivation and retention of employees, and improves their performances. Bonuses, health insurance covers and pension benefits are provided by the organization for motivating its employees.

The performance management process is often linked with other organizational systems such as:

- **Strategic planning:** Evaly use many long-term workforce planning models for performance management measurements to assess the "quality" of the workforce and whether the organization is attracting and retaining talented workers.
- **Total compensation:** Evaly use performance measurements as the basis for pay-for-performance compensation processes.
- **Individual and team development:** An individual development plan (IDP, also known as a career development plan) which is often used in Evaly conjunction with the performance review process as a final documented step to assist employees in goal setting and individual development that will serve to advance their career and promotional opportunities.
- **HR technology systems:** Evaly uses software applications to manage the processes associated with goal setting, performance review and performance improvement plans.

However, there were several reports from the media in the year 2020 regarding harsh treatment of the employees of the company. Although the allegation was nicely excited by the media, the response of Evaly was appropriate. A proper structure where democratic representation of the employees is implemented should be established within the organization. This would help in the promotion of the good relationship between the employees and the management of Evaly.

**Chapter 11**  
**Recommendation**



### **11.1 Recommendation:**

To get pool of qualified and deserving candidates the recruitment and selection procedures has to be fairly performed; there is no exception for Evaly in regard to this. The company needs to think of the performance appraisal process and lay more focus on the incentives of the current employees. Besides, it is the responsibility of the organization to introduce changes in HR policies as per requirement and enforce the existing ones to ensure an unquestionable recruitment and selection process. It is to be noted that a fair recruitment procedure ensures in identifying and attracting potential candidates from within the company as well as outside the organization that helps increase the workforce and bridge the gap in the organization. It determines the increase in productivity, turnover and employee retention.

### **11.2 Work Health and Safety Policy**

Workplace injuries can affect Evaly's business in a number of ways including decrease productivity, sick pay obligations and the cost of finding a replacement. Evaly should highlight safety procedures and the responsibilities of all employees to keep the workplace safe.

### **11.3 Bullying, Harassment and Discrimination Policy**

In order to minimise this risk, the Evaly must show they have taken all reasonable steps to prevent discrimination or harassment from occurring. However, in the absence of a comprehensive policy, this is almost impossible. So, they should have a policy in place communicates clearly to employees what constitutes bullying, sexual harassment, discrimination and any other form of inappropriate behaviour at work. A good policy will also outline procedures for dealing with complaints.

### **11.4 Code of Conduct**

Common issues such as dress code, mobile phone use, punctuality and the use of company property should be included in a Code of Conduct.

### **11.5 Drug and Alcohol Policy**

The use of drug and alcohol during and outside of work hours can present significant safety risks and costs for their business through injuries, absenteeism and lost productivity. A drug and alcohol policy can promote and maintain a risk-free work environment while outlining the rights a business to test employees for drug-use.

### **11.6 Grievance Policy**

Evaly will have to deal with a workplace dispute at some point. Having a grievance policy in place acts as an important tool for employees to understand what steps they should follow when handling a complaint.

### **11.7 Performance Counselling and Discipline Policy**

Performance management is a common practice within any business, but can often be a delicate process. A policy will assist Evaly in remaining compliant with requirements of procedural fairness and provide guidance on how unacceptable conduct will be dealt with.

### **11.8 Internet and Email Policy**

With the increased use of technology in businesses, it is important to manage inappropriate internet usage. An internet and email policy will define what is inappropriate use of company computers and internet resources, as well as the consequences an employee may face for breaching the policy.

### **11.9 Social Media Policy**

Though Evaly is an Ecommerce site, Social media use is rapidly increasing. A social media policy is essential to protecting their company's reputation, especially if employees list their place of employment on their profiles. On social media, lines between professional and personal networks can become blurred, so it is a good idea to let employees know that how they behave on social media reflects on the business, and therefore will be regulated.

### **11.10 Privacy Policy**

Employers have a responsibility to safeguard the personal information of employees and customers. Therefore, Evaly must have a policy in place articulating how their private information is used and managed. A privacy policy makes it clear what information is allowed to be made public and what is required to stay private or within the walls of the company. A privacy policy should include employee health records and personal information such as addresses, phone numbers and emails.

## **Chapter 12**

### **Conclusion**

## **12.1 Conclusion**

It can be concluded from the human resources management in Evaly human resource management that an efficient human resource department not only acts in the form of a business partner to the company, but also assists in the shaping of the overall business and operational strategy of the firm. The manner in which the human resource practices and strategies have been intertwined at Evaly is an instance of how businesses of giant organizations are run with common vision and objectives and how these organizations make money for their employees and investors. The amount of investment which have been made by Evaly for their employees and how well the cultures of work are aligned to the business strategies of the organization by their human resource managers is clear from the results which have been posted by the companies, year after year.

The recent changes and alterations which have taken place at the company, sometime due to recession, indicate towards a move or plan which could potentially change the ways the company is looked at. The outcomes of these activities can be clearly observed only once the economy is placed back in upward motion. However, in the current time period, the principles and practices which Evaly stand by, can be acknowledged and admired in true earnest. The loss of reputation and public image is a result of layoff exercises, however, a business organization which aims at standing and surviving through such harsh times, must do something significant and necessary which others might not have previously

Effect of internal as well as external factors on the recruitment process of Evaly is discussed at length in this report. The internal factors comprise of the firm size, recruitment and selection policy, human resource department and its efficiency, human resource planning, the cost involved, expansion and growth. The company is successful in expanding because these factors play a positive role in the recruitment and selection process of the company. Additionally, the external factors including legal, economic, social, and political also influence the recruitment and selection policy of the organization in the positive and constructive manner.

## **Chapter 13**

### **Reference**

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