

# A STUDY ON THE PRESENCE OF WORK- PLACE EMPLOYEE WELLNESS PROGRAM AND ITS EFFECTIVENESS WITH RESPECT TO THE WOMEN EMPLOYEES WORKING ACROSS MANU- FACTURING INDUSTRIES IN BANGALORE

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## *Abstract*

*Indian industry is rapidly transforming into one of the worlds sought after a manufacturing hub as well as a service hub due to the strategic advantage it enjoys due to its diversified population, English language speaking people, availability of cheap labour and efficient manpower. India has the power to cater to the needs of the rest of the business world. The workforce is getting shifted from agricultural mode to industry and service mode in a notable manner. The manufacturing industry like the pharma sector, automobiles and the service industry like the IT and ITES industry, India is able to make itself mark compared to the rest of the world. The workforce increase has led to diversification of workforce and simultaneously the problems of workforce management has become a very big challenge. India has seen a significant industrial and service sector growth during the last 20-25 years and has contributed in the upliftment of India's image in the eyes of the rest of the world as a country having efficient and cheap manpower. Many view that this factor has empowered the women since there is a comparative increase in the number of women in the workforce which is a welcome factor. But there are findings that gives feedback that the attrition level of women employees is also high, added to that there are not many women working at the higher positions in most of the organizations. They face number of problems due to their gender. Just because of their gender, the women encounter unique set of challenges at their workplace. Most of these problems can be attended to and solved by having employee workplace welfare programs. This paper tries to find out across the organizations form all manufacturing industries if they have effective workplace employee wellness program that is beneficial to them. In case the company has the employee wellness program, then an attempt is made to find out to what extent it is effective. The paper also makes an effort to check the level of agreement on the fact that " Effective Employee Wellness program can reduce workplace challenges" of the women employees working across manufacturing industries, so that the organizations realise the significance and also the effectiveness of the employee wellness programs and check on the lacunae and work on it.*

**Key Words:** *Information Technology, wellness program, gender diversity,*

## **I. Introduction,**

There is a saying that "Healthy body leads to healthy mind, healthy mind leads to healthy actions/behaviours,"  
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Healthy behaviour in organizations will enhance the productivity of the organizations, and productive organizations are doing their business well". What organizations need today are the employees who are healthy in all aspects with a healthy body and healthy mind. Mind and body has a greater impact on behaviours and their activities at work. Here is where the concept of Workplace wellness of an individual wellbeing comes, keeping this interlink factor of the wellbeing of the employee at workplace results in wellbeing of the organisation, the employer or the organizations need to think about the wellness of their employees. Employee wellness is said to have a significant impact on the organization as well as employees performance. It has a greater potential to capture wider influences related to individual characteristics and behaviours, which in turn has an impact on the economic environment too. The workplace wellness program varies from organizations to organizations. It depends on what are the wellness programs that they offer. It could be all or a few of them. Basically the employee workplace wellness programs could be related to smoking cessation activities, psychological counselling, work life management program, prevention and management of certain illness before it starts or worsens and formulate activities within the workplace so that the employees are assisted in the form of Employee Assistant Programs. The workplace employee wellness programs intend to improve employee performance resulting from good health, it also reduces the stress levels and burnout which are quite high in the software industry, and it intends to enhance morale of the employees. Though on the face it looks like a costly affair for the company, these programs are a win-win solution to both the employees as well as employers." Henry cites a study by the Washington State Health Care Authority documenting a nationwide three-to-one return on each dollar invested in an employee wellness program.

### **Objectives of the Study:**

On the basis of the above theoretical perspective, the following research objectives have been developed in the study to:

1. Find out if the manufacturing companies have workplace employee wellness program.
2. In case workplace employee wellness program exists; to find out to what extent it is effective.
3. Check the level of agreement on the fact that "Effective Employee Wellness program can reduce workplace challenges" of the women employees working in organizations
4. To offer suggestions on the basis of the findings of the study. So that, if any deficiencies or shortcomings identified can be rectified or minimized. By this individuals, industry as well as the nation at large is benefitted psychologically, socially and economically.

### **REVIEW OF LITERATURE:**

**According to Gaebler** "A more reliable workforce will inevitably translate into a smoother work cycle and a more robust bottom line"

**Cowling & Mailer (1992)** opines through his research that welfare program is a corporate commitment program that implies to what extent they care for their employees at all levels,

**Torjman (2004)** says that workplace welfare programs will create a positive attitude in work which will lead to higher work performance within the organizations.

**Krish (2009)** in his research findings suggested that employee welfare facilities should be continuous innovative program and that calls for flexibility, thereby creating a conducive environment to the employee as well as the employer.

**Erin Seaverson**, (who is a Senior Director of Research Analytics reporting at StayWell ) in his study has found out that off late many employers are offering wellness programs through wellness champions in order to give a supportive system that facilitates in their workplace activities.

### **DATA COLLECTION:**

Data has been collected from both primary and secondary sources. Primary data has been collected from the respondents by adopting a face-to-face distribution of questionnaire to the respondents who are working in organizations with more than 100 employees, so that the organizations is under statutory or moral pressure to initiate and implement employee wellness programs .

### SAMPLING DESIGN

For the purpose of this study stratified random sampling was used. Companies whose employee strength was more than 100 was selected for the purpose of study. The study was undertaken with the women employees working in 120 companies in Bengaluru. Out of which 60 firms were from manufacturing sector and 60 of them from the service sector was. Two women employees from each company were administered the questionnaire and the responses was collected. In all a total of 240 respondents were administered the questionnaire. .

### SCOPE OF THE STUDY

. This study aims at studying and finding out the existence of the workplace wellness program, the employees opinion related to usefulness of employees wellness program in reducing the workplace challenges is found out, also their opinion related to the effectiveness of the workplace wellness program in their organization which will benefit women employees directly or indirectly. After getting all the inputs, the obtained data is analyzed and possible suggestions and recommendations in this direction is put forth. With the inputs of this study, there will be scope for inculcation of workplace wellness programs so that the women workforce will not only be able to give in their best to themselves as well as to the organization.

### ANALYSIS FROM THE FINDINGS:

The researcher has made an attempt through the questionnaire to find out if the workplace employee wellness program exists in the companies, in case if it is there, then to find out to what extent it is effective. The researcher also has made an attempt to find out the opinion of the said category, if they agreed on the fact that workplace wellness program would help in reduction of workplace challenges for women employees in manufacturing sector. Three questions were formulated for the purpose. For the first question stating “Does your company have workplace employee wellness program”, the respondents were asked to rate the factors in a three point scale for the question (1= yes, 2=don’t know, 3=No), and for questions on “the effectiveness of the employee welfare program and to elicit opinion related to the agreement of workplace wellness program in reduction of the workplace challenges “ five point scale was formulated from 1 to 5,(1 = Highly agree, 2= agree, 3 = neutral, 4 = Disagree and 5 = Highly disagree). The results of the data collected are represented in the corresponding tables.

Q . Does your company have workplace employee wellness program.

(1= yes, 2=don’t know, 3=No),

**Table -1. Presence of workplace employee wellness program**

Sl.no.	Parameters	No. of respondents	Percentage%
1	Yes	150	62%
2	Don't know	7	3%
3	No	83	35%
	<b>Total</b>	<b>240</b>	<b>100</b>

Source- survey data

The table 1, denotes the presence of employee wellness program in the companies of the respondents working. 62 percent out of the total 240 respondents said that their company has employee wellness program and 3 percent

on the total respondents were unaware if such program exists in their company and 35 percent of the respondents said that their company does not workplace employee wellness programs.

Q 2. Do you agree that workplace employee wellness program is effective in your organization?

**Table 3. Workplace employee wellness is effective in my organization**

(1 = highly agree, 2= agree, 3 = neutral, 4 = Disagree and 5 = highly disagree).

Sl. No.	Parameters	No.of respondents	Percentage %
1.	Highly agree	0	0
2	Agree	66	44
3	Neutral	0	0
4	Disagree	84	56
5	Highly disagree	0	0
	<b>Total</b>	<b>150</b>	<b>100</b>

Source – survey data

Table 2 denotes the agreement of the effectiveness of the workplace employee program in their organization. From table 2 it is observed that 150 respondents said that their company has employee wellness program, only such respondents were eligible to answer this question and the respondents who did not have employee wellness program in their organizations or did not know if the employee wellness program exists in their organization were not eligible to answer this question. Therefore the number of respondents who were eligible to answer this question were only 150 out of 240 respondents. 44 percent out of the total 150 respondents agree that their company’s wellness program is effective. Whereas 56 percent of the total respondents disagreed that the workplace wellness program in their organization is effective.

Q3. Do you agree that effective employee workplace wellness program can reduce the workplace challenges for women working in the manufacturing sector?

**Table3. Agree that effective employee workplace wellness program can reduce the workplace challenges for women working in the manufacturing sector**

Sl. No.	Parameters	No.of respondents	Percentage %
1.	Highly agree	64	27
2	Agree	154	64
3	Neutral	0	0
4	Disagree	22	9

5	Highly disagree	0	0
	<b>Total</b>	<b>240</b>	<b>100</b>

Source- survey data

Table 4 denotes the level of agreement on the fact that presence of effective workplace wellness programme can reduce the workplace challenges for women working in manufacturing sector. Out of 240 respondents 27 percent of them highly agreed, 64 percent of the respondents agreed and 35 percent of the respondents disagree to the point.

## FINDINGS AND SUGGESTIONS

The study reveals that;

1. More than 50 percent of the IT companies have workplace employee wellness program but it is not enough, the reason being that all organizations should have this kind of a program which benefits the women at large and also the organization as well. Therefore the organizations all by themselves should start such workplace wellness programs or the government should formulate a compulsory policy wherein there is a common minimum program to address the issues and implemented effectively.
2. Though 62% of the companies had work place wellness programs the more than 50% of the employees stated that their workplace wellness program is not effective. Therefore the organizations should take necessary steps find out why it is not effective and formulate strategy to make it work effectively.
3. More than 90% of the employees out of 120 respondents agree that the workplace wellness program can help in reducing the workplace challenges for woman, there is a need to take up this factor with full seriousness in order to tap the potential of the women working for the benefit of the organization as well as the individual. Therefore, it is necessary for all the manufacturing companies to have effective workplace wellness programs as a strategy to retain efficient women employees as well as attract good and efficient workers of this category.

## LIMITATIONS OF THE STUDY

The universe for the study is Bengaluru only, hence, findings cannot be generalised beyond the universe. However the methodology, is replicable. The sample used in the study is only 240 respondents and it may not be representative of more general population from different locations and sectors with many more parameters. Large samples of populations can be taken in replicating and extending the research study.

## CONCLUSION:

This study on women working in different manufacturing as well as service industry, have opined that workplace wellness programs is going to be very helpful to them. It is also found out that more 50 percent of the respondents surveyed from different organizations said that they do not have such programs. Also in such organizations where there is wellness programs there was the feedback that they are not effective. Therefore in the interest of the organizations as well as the workforce there is a need for the firms to step up in this direction and have a more competitive work culture that which leads to competitive economic environment too.

“A company which has healthy atmosphere, will create healthy workforce who will in turn contribute to the good health of the company that is the wellness of the organization is in the wellness of the employees.”

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