

CORPORATE WELLNESS

BUILDING A HEALTHIER AND MORE PRODUCTIVE WORKFORCE IN INDIA

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Corporate Wellness: Building a Healthier and More Productive Workforce in India

In the fast-paced world of business, numbers and metrics dictate success, from sales figures to operational efficiency. However, amidst the pursuit of corporate achievements, there is a critical aspect that often goes overlooked – the health and well-being of employees. Neglecting the well-being of the workforce can lead to detrimental consequences, such as the rise of chronic lifestyle diseases, increased healthcare visits, higher absenteeism rates, and missed opportunities due to ailing team members. As the saying goes, "health is wealth," and this rings true for modern workplaces more than ever.

Workplace wellness benefits



The solution lies in corporate wellness programs, comprehensive employee health benefits plans that foster a culture of well-being within organizations. These programs extend beyond traditional health benefits, aiming to cultivate sustainable healthy habits among employees and enhance overall health outcomes. The advantages are multifaceted, ranging from increased productivity and better human resource utilization to higher employee engagement.

In India, the need for corporate wellness programs is pronounced. According to a Redseer report, a mere 15% of the country's vast working population enjoys

the benefits of corporate
Considering India's massive
477 million
raises

health and wellness programs.
workforce, which surpasses
workers, this statistic
concerns about the
overall well-being of
employees.



Corporate health programs encompass various elements, such as health insurance, telemedicine services, access to pharmacies, gym facilities, and regular health check-ups. These programs are implemented across various sectors, including manufacturing, BFSI (banking, financial services, and insurance), logistics, agriculture, and trading, among others.

The advantages of implementing a robust corporate wellness plan are undeniable:

- **Enhanced Health:** Sedentary lifestyles, poor dietary choices, and irregular sleep patterns are known contributors to health risks. A well-structured corporate wellness program provides consistent support and guidance to employees, leading to improved physical and mental health over time.

- Increased Productivity: The presence of employees at work does not guarantee optimal productivity. "Presenteeism," wherein employees are physically present but mentally disengaged, can hinder efficiency. A dedicated wellness program, tailored to individual needs, reduces absenteeism and presenteeism, fostering a positive work environment with high morale.
- Improved Retention: In the post-pandemic work landscape, prioritizing health and well-being is paramount to the employee experience. A comprehensive corporate wellness program becomes a differentiating factor that adds value to an organization, ensuring the retention of talented and contented employees.
- Decreased Health Risks: Employee wellness plans facilitate early detection of warning signs, leading to long-term benefits for both individuals and the organization. By minimizing health risks, wellness programs help prevent illnesses and mitigate the impact of diseases on the workforce.
- Reduced Health Costs for Employees: Regular health tracking and proactive health management help lower unnecessary healthcare expenses for employees and employers alike. Keeping employees informed about potential expenses in advance alleviates financial burdens and ensures the smooth functioning of the organization.

In conclusion, as health consciousness grows worldwide, corporate health programs have become indispensable for organizations seeking a healthier and more productive workforce. Regardless of the place, time, or situation, employee well-being remains a primary concern. By investing in comprehensive and well-planned corporate wellness initiatives, organizations can build a happier, healthier, and more productive workforce, paving the way for a promising future. With the guesswork removed from the equation, companies can embrace a proactive approach to employee health, securing a flourishing and thriving workforce for the present and years to come.