

WORKPLACE WELLNESS AND SUSTAINABLE HR DEVELOPMENT: EVIDENCE FROM TECHNOPARK, KOLLAM

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Abstract

In the fast-paced and demanding IT sector, employee well-being is increasingly recognized as a cornerstone for Sustainable Human Resource Development (SHRD). This study aims to assess the current level of Workplace Wellness among IT sector employees and evaluate the impact of Workplace Wellness initiatives on sustainable HR development. Workplace Wellness encompasses physical, emotional, and organizational well-being, which directly influences productivity, engagement, and employee retention. By fostering wellness, organizations can create a sustainable workforce capable of adapting to the dynamic challenges of the industry. A descriptive research approach was employed, and data gathered by distributing structured questionnaires to employees of Technopark, Kollam. Workplace Wellness levels has been assessed using the Workplace Wellness Index, while Sustainable HRD have evaluated using indicators such as employee engagement, retention, and skill development. Analytical tools such as descriptive statistics, correlation analysis, and regression analysis have utilized to examine the relationships between Workplace Wellness and HR sustainability. The findings highlight the critical role of Workplace Wellness in driving sustainable HR practices, offering actionable insights for IT organizations to design and implement effective wellness initiatives. This study contributes to the evolving discourse on aligning employee well-being with sustainable organizational growth.

Keywords: *Workplace Wellness, Sustainable HR Development, IT Sector, Employee Engagement, Kerala.*

INTRODUCTION

Workplace Wellness plays a pivotal role in driving Sustainable Human Resource Development, particularly in Kerala's expanding IT sector, which significantly contributes to the state's economy. However, the sector faces challenges such as high-pressure environments, long hours, and sedentary work, leading to stress, unhealthy lifestyles, and a rise in non-communicable diseases (NCDs) among employees. Sustainable Human Resource Development emphasizes improving employee capabilities while ensuring their physical, mental, and emotional well-being. Initiatives like mental health support, ergonomic office designs, flexible work policies, and professional growth opportunities enhance job satisfaction,

reduce health-related costs, and boost productivity. By integrating wellness programs into their strategies, IT firms in Kerala can foster workforce resilience, improve engagement, and reduce turnover rates. This alignment of wellness with business objectives ensures long-term competitiveness and supports sustainable growth. As the IT sector continues to evolve, prioritizing Workplace Wellness becomes essential for creating a motivated, healthy, and innovative workforce, securing both employee and organizational success.

Workplace Wellness

Workplace Wellness encompasses the strategies, policies, and practices that organizations implement to promote the physical, mental, and emotional well-being of their employees. It goes beyond providing healthcare benefits, focusing on creating a supportive environment where employees can thrive both personally and professionally. Key aspects of Workplace Wellness include ergonomic workspaces, stress management programs, access to mental health resources, and opportunities for physical activity. Additionally, fostering a culture of inclusivity, promoting work-life balance, and recognizing employee contributions are vital to sustaining wellness initiatives. A well-designed Workplace Wellness program not only improves employee satisfaction and morale but also enhances productivity, reduces absenteeism, and lowers healthcare costs. In industries like IT, where high workloads and stress are common, Workplace Wellness becomes even more critical. By prioritizing employees' well-being, organizations can create a positive work environment that attracts and retains top talent, driving long-term success and fostering a culture of care and collaboration.

Dimensions of Workplace Wellness

1. Physical Health Support

Physical health support refers to workplace initiatives aimed at promoting employees' physical well-being. This includes providing ergonomic workstations, access to fitness facilities, wellness programs, and health screenings. Organizations may also ensure proper lighting, ventilation, and seating to minimize physical discomfort. Flexible schedules for exercise, healthy snack options, and health insurance benefits further enhance physical health. In the context of Workplace Wellness, these measures reduce fatigue, prevent chronic illnesses, and improve overall productivity. A proactive approach to physical health support demonstrates an organization's commitment to employee well-being, fostering a healthier and more engaged workforce.

2. Social Environment

The social environment in a workplace refers to the quality of interactions, relationships, and the overall sense of belonging among employees. It includes fostering teamwork, inclusivity, and open communication while minimizing conflicts and biases. A positive social environment encourages collaboration, mutual respect, and supportive networks, leading to higher job satisfaction and reduced stress. In Workplace Wellness, this dimension ensures that employees feel valued and connected, promoting emotional well-being. Initiatives like team-building activities, mentorship programs, and recognition of contributions enhance social bonds, creating a culture of trust and camaraderie that benefits both individuals and the organization.

3. Professional Development

Professional development encompasses opportunities for employees to grow their skills, knowledge, and career prospects within an organization. This includes training programs, workshops, mentorship, and access to resources for learning and advancement. In Workplace Wellness, professional development contributes to mental and emotional well-being by aligning employees' roles with their career goals and fostering a sense of purpose. Organizations that invest in professional growth demonstrate their commitment to employees' long-term success, improving engagement and retention. By empowering employees with tools for self-improvement and career progression, professional development becomes a key driver of both individual and organizational success.

Sustainable Human Resource Development

Sustainable Human Resource Development (SHRD) is a strategic approach that focuses on enhancing the skills, capabilities, and well-being of employees while ensuring their long-term contribution to organizational success and societal progress. It emphasizes creating a balance between organizational needs and employee welfare, addressing economic, social, and environmental aspects of development. SHRD involves investing in continuous learning and development opportunities, fostering an inclusive and supportive workplace culture, and promoting practices that safeguard physical and mental health. By aligning workforce development with sustainability goals, SHRD not only boosts productivity and innovation but also reduces turnover and ensures the ethical treatment of employees. Ultimately, it aims to build a resilient, adaptable workforce that thrives in a dynamic global economy while contributing positively to society.

Sustainable Human Resource Development in IT Sector

Sustainable Human Resource Development (SHRD) in the IT sector focuses on equipping employees with the skills and support needed to thrive in a fast-paced and technology-driven environment. It prioritizes addressing the challenges unique to this industry, such as rapid skill obsolescence, work-related stress, and the need for adaptability. SHRD initiatives emphasize creating pathways for continuous professional development, offering flexible and innovative learning solutions, and fostering a culture of collaboration and innovation. Moreover, it seeks to integrate employee well-being into organizational strategies by promoting practices that enhance physical health, mental resilience, and overall job satisfaction. This holistic approach ensures that employees remain productive, motivated, and prepared to contribute to both organizational growth and industry sustainability.

REVIEW OF LITERATURE

Marc Weinstein (2022), in the paper "Strategic Choice and Implementation of Workplace Wellness Programs in the United States" analyzes the factors influencing the adoption of workplace health programs (WHPs) using data from the 2017 Workplace Health Administration Survey. It employs various statistical methods, including ordinary least squares and logistic regression, to assess the impact of firm size, industry, unionization status, and senior leadership support on WHP adoption. The findings indicate that organizational leadership commitment and unionization significantly affect employee participation in wellness initiatives. However, the study notes a low amount of total variation explained, suggesting the presence of unmeasured variables such as workforce demographics and financial performance. Additionally, the research highlights the limitations of cross-sectional data and acknowledges the evolving landscape of workplace health post-pandemic. Overall, the study contributes valuable insights into the strategic choice's organizations face regarding employee wellness, emphasizing the need for further research to address identified gaps.

Geraldine Marsh, Virginia Lewis, Jenny Macmillan and Su Gruszin (2018) investigate the role of Industry Associations (IAs) in promoting workplace health and wellness initiatives. It highlights that while IAs have been largely overlooked as agents of change, many are willing to engage actively in health promotion, particularly those representing larger organizations. The research identifies key differences in perceptions based on the size and type of member organizations, noting that larger IAs recognize the importance of health promotion more readily than smaller ones. Challenges such as limited capacity and uncertainty about their roles hinder

smaller IAs, especially in sectors with transient workforces. The authors advocate for policy initiatives that involve IAs in all stages of health program development and implementation, emphasizing their potential to extend the reach and effectiveness of health promotion efforts. The study concludes that fostering collaboration between IAs and government entities could enhance workplace health outcomes across various industries.

Paromita Banerjee and SubbaRao M. Gavaravarapu (2018) emphasize the importance of workplace wellness programs in India, particularly in the burgeoning IT sector. As the sector grows, it brings significant economic benefits but also contributes to non-communicable diseases (NCDs) due to unhealthy lifestyles, stress, and irregular working hours. The National Health Policy 2017 highlights the need for preventive health measures in workplaces, presenting them as ideal spaces for health promotion. Despite some corporate efforts like health check-ups and counselling, employee engagement remains low, limiting their effectiveness. Banerjee and Gavaravarapu argue that strategic wellness initiatives could reduce absenteeism and save billions for Indian companies. They advocate for a holistic approach incorporating effective communication and behavioural change strategies, such as the Communication for Behavioural Impact framework, to enhance employee health. Integrating wellness into workplace strategies is essential for sustaining both employee well-being and long-term organizational success in India's IT sector.

OBJECTIVES OF THE STUDY

1. To assess the level of Workplace Wellness among IT sector employees.
2. To evaluate the impact of Workplace Wellness on Sustainable Human Resource Development in the IT sector.

RESEARCH METHODOLOGY

A descriptive research design has been adopted for the study entitled "Workplace Wellness and Sustainable HR Development: Evidence from Technopark, Kollam". The study aims to identify the level of Workplace Wellness among IT employees at Technopark, Kollam, and examine its impact on Sustainable Human Resource Development. Data were randomly collected from 90 employees from Technopark, Kollam. A structured questionnaire was distributed to respondents to collect primary data. Secondary data were gathered through journals, websites, etc. The level of Workplace Wellness was measured through a Likert scale,

and it was analysed using Mean Score analysis. Regression analysis was applied to examine the impact of Workplace Wellness on Sustainable Human Resource Development.

ANALYSIS AND INTERPRETATION

1. Level of Workplace Wellness – Mean Score Analysis

Table – 1 Mean Score Analysis of Level of Workplace Wellness

Sl. No.	Statements	Mean Score
1	The organizational policies prioritize employee wellness and health.	3.59
2	The company provides sufficient flexibility, such as remote work options, flexible hours, etc., to meet my personal and professional needs.	4.73
3	My job role and responsibilities align with my skills and career goals.	3.64
4	I feel valued and appreciated for the work I do.	4.58
5	The amount of work assigned to me is reasonable and manageable within my work hours.	3.94
6	Team-building activities and opportunities for social interaction are encouraged at my workplace.	4.72
7	I have positive and supportive relationships with my co-workers.	4.34
8	I have access to mental health resources, such as counselling or stress management programs.	4.36
9	My workplace environment is comfortable and conducive to physical health with proper lighting and ventilation.	4.88
10	I have access to resources and facilities that support my physical well-being.	3.91
Overall Score		4.27

Source: SPSS Output

The table provides scores for various aspects of workplace policies, environment, and employee perceptions on a Likert scale (likely ranging from 1 to 5). The overall score of **4.27** indicates a positive perception of the workplace, with the highest score of 4.88 for workplace comfort, reflecting employees' satisfaction with proper lighting and ventilation that promote physical health. Conversely, the lowest score of 3.59 for organizational policies prioritizing health highlights an area requiring improvement. This suggests that while the workplace environment is conducive to physical comfort, there is a need for stronger health-focused initiatives to better support employees' well-being.

2. Impact of Workplace Wellness on Sustainable Human Resource Development - Regression Analysis

Table – 2 Model Summary of Regression Analysis

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.549 ^a	.301	.287	.42237

a. Predictors: (Constant), WW

Source: SPSS Output

Table – 3 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.849	1	3.849	21.579	.000 ^b
	Residual	8.920	50	.178		
	Total	12.769	51			

a. Dependent Variable: SHRD

b. Predictors: (Constant), WW

Source: SPSS Output

Table – 3 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.542	.357		7.116	.000
WW	.401	.086	.549	4.645	.000

a. Dependent Variable: SHRD

Source: SPSS Output

The regression analysis results highlight the relationship between Workplace Wellness (WW) and Sustainable Human Resource Development (SHRD). The model summary indicates a moderate positive relationship, with an R-value of 0.549, suggesting that Workplace Wellness explains 30.1% of the variance in Sustainable Human Resource Development. This indicates that Workplace Wellness significantly influences SHRD, though other factors may also contribute. The ANOVA table confirms the model's statistical significance ($F = 21.579$, $p < 0.001$), indicating that the regression model is a good fit. The coefficients table reveals that Workplace Wellness (WW) positively impacts SHRD, as shown by the unstandardized coefficient ($B = 0.401$) and a significant p-value which is 0.000 ($p < 0.001$). These findings underscore the importance of enhancing Workplace Wellness to promote sustainable HR practices, fostering employee well-being, and long-term organizational success. Enhancing Workplace Wellness is crucial for fostering employee well-being and achieving long-term organizational success, as it directly contributes to sustainable HR practices and overall workforce resilience and productivity.

CONCLUSION

The study highlights the vital role of Workplace Wellness as a driver of Sustainable Human Resource Development among IT employees. The assessment of Workplace Wellness revealed a generally positive perception among employees, with strengths in workplace comfort but notable gaps in health-focused organizational policies. The regression analysis demonstrated a significant positive impact of Workplace Wellness on Sustainable Human Resource Development, explaining 30.1% of the variance, underscoring its critical influence. These findings emphasize the need for IT organizations to prioritize initiatives that support physical and mental well-being, enhance workplace policies, and foster an enabling environment. By

addressing these areas, organizations can achieve greater employee satisfaction, resilience, and productivity, ensuring long-term growth and sustainability in the dynamic IT sector.

SUGGESTIONS

1. Introduce comprehensive health and wellness policies to address employee well-being.
2. Provide flexible work arrangements to enhance work-life balance.
3. Invest in ergonomic office setups and proper ventilation for physical comfort.
4. Offer regular training and development programs for professional growth.
5. Foster a supportive work culture through team-building and recognition initiatives.

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