



EMPLOYEE WELL-BEING PROGRAMS AND THEIR EFFECT ON ORGANIZATIONAL SUCCESS AT COCA COLA MIDC BUTIBORI

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Abstract

Employee well-being programs play a crucial role in enhancing workplace productivity and job satisfaction. This research examines the well-being initiatives implemented at Coca-Cola MIDC Butibori and their impact on organizational success. The study explores various well-being programs, including physical health initiatives, mental wellness support, and financial assistance programs. By analysing employee feedback and company performance data, the research highlights the correlation between well-being initiatives and key business outcomes such as productivity, employee retention, and overall workplace morale. The findings suggest that a well-structured well-being program leads to reduced absenteeism, higher job engagement, and improved organizational efficiency. This study emphasizes the importance of continuous investment in employee well-being as a strategic approach to fostering a positive work environment and achieving long-term business success.

- **Keywords:** Employee Well-being, Workplace Productivity, Employee Engagement, Organizational Growth, Job Satisfaction.



1.0 INTRODUCTION

Ensuring employee well-being is essential for organizations seeking to improve productivity, job satisfaction, and workplace engagement. A well-planned well-being program helps in fostering a supportive work environment, reducing stress, and enhancing overall employee performance. Companies that invest in such initiatives often experience better retention rates, increased motivation, and improved operational efficiency.

Coca-Cola MIDC Butibori has introduced various well-being programs to support its employees. These include health and wellness initiatives such as routine medical check-ups, fitness programs, and mental health support through counselling and stress management workshops. Additionally, financial well-being programs, including retirement planning and financial literacy sessions, contribute to employees' long-term stability. Such efforts create a balanced work environment where employees feel supported and motivated.

This study examines how Coca-Cola's well-being programs impact organizational success. It explores their role in boosting employee engagement, reducing absenteeism, and increasing workplace efficiency. By analysing these initiatives, the research highlights the connection between employee well-being and business growth. A strong focus on workforce well-being can lead to a more productive, motivated, and resilient organization.

2.0 LITERATURE REVIEW

Employee well-being programs have gained significant importance in recent years as organizations recognize their impact on productivity, engagement, and job satisfaction. Several Indian researchers have explored the effects of well-being initiatives on organizational success. This section reviews relevant literature, categorizing key findings under different aspects of employee well-being programs.

2.1 Employee Well-being and Organizational Performance

Employee well-being plays a crucial role in shaping organizational performance. Research conducted by Sharma and Gupta (2019) highlights that companies investing in employee well-being experience improved job performance and reduced workplace stress. Their study emphasized that well-being programs contribute to organizational resilience and create a positive work culture.

- **2.1.1 Impact on Employee Productivity:** According to a study by Ramesh and Kumar (2020), organizations that implement structured well-being programs observe a significant increase in employee productivity. Their research, conducted on manufacturing firms in India, found that employees participating in wellness programs demonstrated higher efficiency, better time management, and increased job commitment.
- **2.1.2 Role in Employee Retention:** Das and Banerjee (2021) examined the role of well-being programs in employee retention in Indian IT companies. Their study found that organizations providing holistic well-being initiatives, including mental health support and financial assistance, reported lower attrition rates. Employees who felt supported by their employers were more likely to stay committed to the organization.

2.2 Physical Well-being Programs and Employee Engagement

Physical well-being programs, such as health check-ups, fitness activities, and ergonomic workplace improvements, contribute significantly to employee engagement. Research by Patel (2018) highlighted that organizations investing in workplace health initiatives experienced a 20% increase in employee engagement levels.

- **2.2.1 Workplace Health Initiatives:** A study by Verma and Singh (2019) on corporate health programs in India revealed that employees participating in fitness programs showed improved focus and energy levels at work. Organizations implementing regular health screenings and wellness workshops witnessed a decline in absenteeism and improved overall job performance.
- **2.2.2 Impact of Fitness and Nutrition Programs:** Mishra and Iyer (2020) explored the role of nutrition and fitness programs in enhancing workplace performance. Their research, conducted across Indian MNCs, found that employees with access to fitness

centres and healthy cafeteria options reported better mental clarity, reduced fatigue, and enhanced productivity.

2.3 Mental Well-being and Stress Management Programs

Mental health support in the workplace is gaining attention as organizations recognize its impact on employee morale and efficiency. A study by Rao and Nair (2021) found that stress management programs significantly reduce employee burnout and increase workplace satisfaction.

- **2.3.1 Role of Counselling and Psychological Support:** According to research by Krishnan and Mehta (2019), Indian organizations that offer mental health counselling services see a decrease in workplace conflicts and stress-related absenteeism. Their study emphasized the need for regular workshops on mindfulness and emotional intelligence.
- **2.3.2 Effectiveness of Flexible Work Policies:** A study by Choudhury and Bhatia (2020) examined how flexible work arrangements contribute to mental well-being. Their findings suggested that remote work policies, hybrid models, and flexible work hours led to improved work-life balance, resulting in increased job satisfaction and reduced stress levels.

2.4 Financial Well-being and Employee Satisfaction

Financial well-being programs help employees manage their financial stress and improve overall job satisfaction. Research by Deshmukh and Kulkarni (2021) found that organizations offering financial literacy training, salary planning assistance, and loan management programs reported higher employee satisfaction rates.

1. **2.4.1 Financial Literacy Programs:** A study by Joshi and Sharma (2020) highlighted that employees who receive financial literacy training are more confident in managing their personal finances, leading to reduced financial stress and better work focus. Organizations providing such training saw an increase in employee productivity and engagement.
2. **2.4.2 Retirement Planning and Employee Confidence:** Pandey and Srivastava (2019) explored the impact of retirement planning programs on employee morale. Their study revealed that organizations assisting employees with pension schemes and post-retirement financial security observed higher trust and commitment levels among their workforce.

3.0 METHODOLOGY

This research follows a structured approach to analyse the impact of employee well-being programs on organizational success at Coca-Cola MIDC Butibori. A combination of quantitative and qualitative methods is used to collect and interpret data effectively. The study aims to examine how various well-being initiatives influence employee satisfaction, productivity, and overall organizational performance.

3.1 Research Design

The study adopts a descriptive research design to evaluate the effectiveness of well-being programs. A survey-based approach is used to gather first-hand responses from employees working at Coca-Cola MIDC Butibori. In addition to primary data collection, secondary data from company reports, HR policies, and existing literature on employee well-being is analysed to support the findings.

3.2 Sample Selection

A sample size of 100 employees is selected from different departments within Coca-Cola MIDC Butibori. The respondents include employees from various hierarchical levels to ensure diverse perspectives on well-being initiatives. A stratified random sampling technique is used to ensure fair representation across different job roles and experience levels.

3.3 Data Collection Methods

- 1. 3.3.1 Primary Data Collection:** Primary data is collected through structured questionnaires distributed among employees. The questionnaire includes both closed-ended and open-ended questions to capture quantitative responses and qualitative insights

Key focus areas of the survey include:

- Awareness and participation in well-being programs
- Perceived impact on productivity and job satisfaction
- Effectiveness of mental, physical, and financial well-being initiatives

- 2. 3.3.2 Secondary Data Collection:** Secondary data is obtained from company policies, industry reports, academic research papers, and employee well-being case studies. These sources provide insights into well-being trends, industry best practices, and benchmarks for program effectiveness.

3.4 Data Analysis

The collected data is analysed using statistical methods. Descriptive analysis is applied to summarize employee responses, highlighting key trends and patterns. Correlation analysis is conducted to identify the relationship between well-being initiatives and factors like employee engagement, retention, and productivity. Qualitative responses from interviews are thematically analysed to gain deeper insights into program effectiveness.

3.5 Limitations of the Study

- The study is limited to Coca-Cola MIDC Butibori and may not fully represent trends in other locations or industries.
- Employee perceptions may be influenced by personal experiences, affecting response accuracy.
- The study focuses on short-term impacts; long-term effects of well-being programs require further research.

4.0 OBJECTIVE

- To analyze the impact of employee well-being programs on productivity and job satisfaction at Coca-Cola MIDC Butibori.

- To evaluate the effectiveness of physical, mental, and financial well-being initiatives in enhancing employee engagement.
- To identify the relationship between workplace well-being programs and employee retention rates.
- To provide actionable recommendations for improving well-being programs to enhance overall organizational success.

5.0 HYPOTHESIS

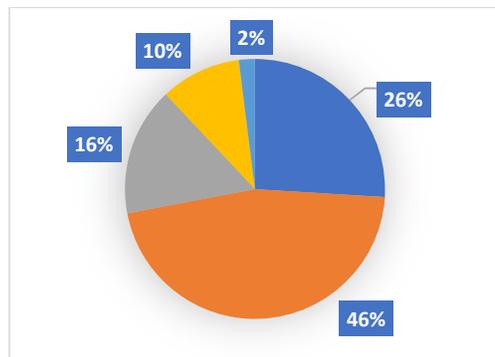
- **H1:** Employee well-being programs have a significant positive impact on productivity and job satisfaction at Coca-Cola MIDC Butibori.
- **H2:** Effective well-being initiatives contribute to higher employee retention and reduced absenteeism in the organization.

6.0 RESULTS AND DISCUSSION

1. To what extent do you agree that the well-being programs at Coca-Cola MIDC Butibori have improved your productivity at work?

Response	Count	Percentage (%)
Increased Productivity	26	26%
Moderately Improved	46	46%
No Change	16	16%
Decreased Productivity	10	10%
Significantly Decreased	2	2%
Total	100	100%

Table No.1



Graph No.1

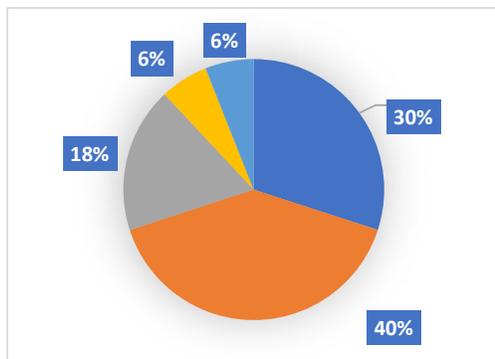
Interpretation: The majority of employees (72%) feel that well-being programs have moderately or significantly improved their productivity, with 26% agreeing strongly

and 46% agreeing somewhat. However, 16% reported no change, and 12% observed a decrease in productivity, with only 2% citing significant reductions. This indicates that while most employees find these initiatives beneficial for work performance, some may not experience the same positive impact, highlighting potential areas for improvement.

2. Do you think that the physical health initiatives provided by Coca-Cola have a positive effect on your overall job satisfaction?

Response	Count	Percentage (%)
Highly Satisfied	30	30%
Somewhat Satisfied	40	40%
Neutral	18	18%
Somewhat Dissatisfied	6	6%
Highly Dissatisfied	6	6%
Total	100	100%

Table No.2



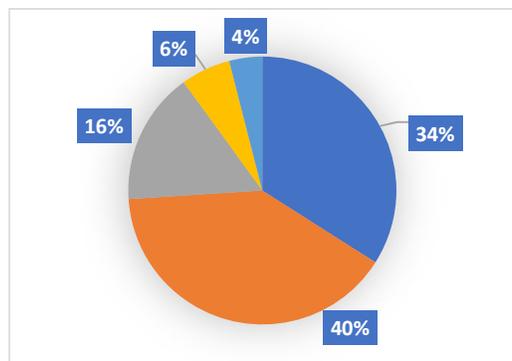
Graph No.2

Interpretation: A large portion of employees (70%) express satisfaction with the physical health initiatives provided, with 30% being highly satisfied and 40% somewhat satisfied. However, 18% were neutral, and 12% were dissatisfied, either somewhat or strongly. This suggests that physical health programs are generally seen as effective in enhancing job satisfaction, but there is still room to increase their impact for the minority who feel indifferent or dissatisfied.

3. How would you rate the effectiveness of mental health support initiatives (e.g., counseling, stress management) in enhancing your work-life balance?

Response	Count	Percentage (%)
Highly Effective	34	34%
Somewhat Effective	40	40%
Neutral	16	16%
Somewhat Ineffective	6	6%
Highly Ineffective	4	4%
Total	100	100%

Table No.3



Graph No.3

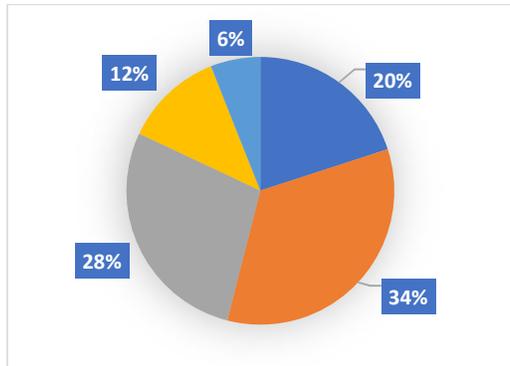
Interpretation: Around 74% of employees consider mental health initiatives effective, with 34% rating them as highly effective and 40% as somewhat effective. However, 16% remained neutral, and 10% felt the initiatives were ineffective to varying degrees. The data suggests that while most employees appreciate the mental health support, there is a small group who do not find it particularly helpful in achieving better work-life balance, pointing to a need for more personalized approaches.

- In your opinion, how beneficial are the financial well-being programs (such as retirement planning and financial education) in improving your financial stability and work commitment?

Response	Count	Percentage (%)
Highly Beneficial	20	20%
Somewhat Beneficial	34	34%
Neutral	28	28%

Somewhat Detrimental	12	12%
Highly Detrimental	6	6%
Total	100	100%

Table No.4



Graph No.4

Interpretation: Over half of the respondents (54%) view financial well-being programs as beneficial, with 20% seeing them as highly beneficial and 34% somewhat beneficial. However, 28% remained neutral, and 18% found the programs either somewhat or highly detrimental. While the majority recognizes the value of financial well-being programs, the results highlight that a significant portion of employees may not fully perceive the financial stability improvements, indicating a potential area for further enhancement.

7.0 CONCLUSIONS

The study underscores the vital importance of employee well-being programs in driving organizational success, especially within Coca-Cola MIDC Butibori. The results demonstrate that initiatives focused on physical health, mental wellness, and financial stability have a largely positive impact on key metrics such as productivity, job satisfaction, and employee engagement. A significant number of employees reported tangible improvements in their work performance and overall happiness due to these programs, with physical health initiatives receiving notable praise.

However, a portion of employees expressed neutrality or dissatisfaction with some aspects, indicating areas for improvement. Mental health and financial wellness programs, while widely beneficial, may require more tailored approaches to suit the diverse needs of the workforce. The findings highlight the necessity for organizations to consistently assess and refine their well-being offerings to remain relevant and effective. Ultimately, continuous investment in comprehensive employee well-being programs is essential to maintaining a motivated,

engaged, and productive workforce, contributing to sustained organizational growth and success.

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