An Assessment of Employees Awareness towards Employees Wellness Programs in Selected E-Commerce Companies in Gurugram City

Chetna
Research Scholar, Department of Commerce, Maharshi Dayanand University, Rohtak.

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ABSTRACT: Healthy, active, cheerful and stress free workforce is more productive, advantageous and worthwhile for the organizations and employees wellness programs are those programs which improve the health and helps for the overall growth of manpower. This concept is new in India but many sectors implemented these programs for the wellness of labor force and for the growth of their organization. This paper focus on to find out the awareness of employees and reasons motivating them to participate in the employees wellness programs in selected e-commerce companies in Gurugram city. For collecting the data primary and secondary sources were used and this study is descriptive in nature. The study found that most of employees were aware about the employees’ wellness programs. Attractiveness of these programs, effective or better communication and wellness culture at workplace are the main source towards awareness of employees’ wellness programs. Attractiveness of these programs and peer influences are the prime reasons which persuade to employees to partake in employees wellness programs.

Key Words: wellness, employees wellness programs, effectiveness, e-commerce

INTRODUCTION
Employees are those factors which fulfill the objectives of an organization, in the present time employers focuses to improve the health of its employees because health of an employee not only affects its own life but it's also important for the sake of an organization because healthier employees save companies costs and which make employees more productive this leads to growth and long life of concern. Because of completion the life of workforce of an organization is stress and affects the health really very badly. This affects the efficiency and effectiveness of human capital. To realize these facts the organizations have started to offer corporate wellness programs to their employees.

EMPLOYEES WELLNESS PROGRAMS
In the competitive corporate world organizations and employers have come to recognize that healthy, active, cheerful and stress free workforce is more productive, advantageous and worthwhile. Globally, organizations set up innovative policies, strategies, approaches, methods and techniques to assure that employees have the capabilities and ability to be the finest and outstanding they can. Corporate wellness program is more comprehensive and inclusive concept of employees or workers welfare. A corporate wellness program is that programs offered and implemented by an organization to improve and boost the health of its workforce or we can say that it is the procedure of formulation of an organizations polices and strategies which consists health related matters and objectives. These programs include health workshops, health educations, health coaching, wellness newsletters, dietary counseling etc. Corporate wellness programs are a combination of educational, organizational and environmental activities for formulating and boosting healthier lifestyle of workforce of an organization. Basically these programs divided into three parts. These are as follow:-

1. Biometric Screening, biometric screening means clinical health measures like Blood pressure checkups, heart rate checkups, weight management etc.
2. Health Related Assessment (HRA), which identify potential health issues.
3. Wellness Activities, like smoking cessation\alcohol cessation programs, nutrition aids, gym membership, transit options etc.

Corporate wellness programs known by various other names like Workplace wellness programs, Worksite Wellness Programs, Employees Wellness Programs, Workplace Health Promotion Programs, Well-Regarded Employees Health Programs, Worksite Based Employees Wellness Programs, organization wellness programs and Corporate Well-Being Programs.
These programs help in reducing turnover rates, boost employees job satisfaction, higher productivity and profit, attraction and retention of top candidates etc. These programs also prove as competitive advantage to an organization because of employee engagement, higher productivity, and higher employee morale and also to reduce absenteeism and medical costs. These programs are essential for the overall growth and development of employees as well as for an organization. These programs try to enhance and improve overall health of employees.

DEFINITION OF EMPLOYEES WELLNESS PROGRAMS

“A set of organized activities and systematic interventions, offered through corporations/worksites, managed care organizations, and governmental/community agencies, whose primary purposes are to provide health education, identify modifiable health risks, and influence health behavior changes.”

- Employee Assistance Professionals Association (EAPA) in 2003

“A wellness program is any program implemented by an employer to improve the health of its labor force. A good wellness program also helps “individual employees overcome specific health-related issues,”

- Reports Gaebler

HISTORY AND ORIGIN OF EMPLOYEES WELLNESS PROGRAMS

In the present time mostly all the companies gives their emphases to the employees health and wellness it seems a new initiative but organizations knows about it before a long time ago that healthy and well employees are more productive for the concern. But this concept of employees wellness become more wide broad in the last century when employers consideration converted from the employees injuries on the workplace to other health issues. Today this approach of employees wellness programs become more comprehensive because it covers all the dimensions of health which not only helps to make employees healthier but also helps in reduction of health costs.

Before Second World War companies do not give their emphases to the employees' health but after second world war some big companies understand the value of healthy and fit employees and these companies take a small step towards employees health through the establishment of gym with the facility of instructors also only for the top level executives. In 1970 these initiatives restricted to the top management.

After 1970s the restriction of these programs prohibited and some companies spread these programs to the employees also. In 1879 some big organizations like Pullman Company, Hershey food, Rockwell and Xerox take some steps for employees wellness like establishment of schools, houses, shops, horse riding, fitness centers, parks and swimming pools etc.

In 1950 when creation of employees assistance programs come into existence which grows up with alcohol substance programs to employees work life balance aspects. Before 1970s employers gives their emphases to the reduction in the rate of worksite accidents only.

But after 1980s these programs converted into a more holistic and comprehensive approach which comprises stress management, employees work life balance, smoking cessation, medical insurance, nutrition aids, weight management, financial assistance, art of living classes, fun at work like games, yoga, exercise, mental and emotional health etc.

EXAMPLE OF EMPLOYEES WELLNESS PROGRAM:-

A United States based company named “Draper Corporation” which manufactures power looms, gym equipments, window shades, projection screens etc. This company conducts a weight loss competition with duration of 10 weeks which called “Dump your Plump”. Company constitutes 12 groups of 6 employees in each group. That is a weekly competition. All the teams compete with each other and win gifts cards and cash prices.

COMPONENTS OF EMPLOYEES WELLNESS PROGRAMS:-

<table>
<thead>
<tr>
<th>1. Stress Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Mental Health</td>
</tr>
<tr>
<td>3. Fitness Centers</td>
</tr>
<tr>
<td>4. Nutrition Aids</td>
</tr>
<tr>
<td>5. Work/Life Balance</td>
</tr>
<tr>
<td>6. Smoking cessation programs</td>
</tr>
<tr>
<td>7. Biometric Screening</td>
</tr>
</tbody>
</table>
EMPLOYEES WELLNESS PROGRAMS IN INDIA
Concept of corporate wellness programs first started in western countries especially in united state, but slowly made great headway in India. Worksite wellness programs are largely unstructured, seasonable and in its initial stage. But these programs prove as an excellent device of change and life enhancement of workforce right at the workplace.

World health organization (WTO) gives India position one which have highest incidence of type-2 diabetes. And also 10,00,000 individuals of India have suffered from hypertension. Accordingly to overcome these it is become mandatory for Indian organizations to formulate and implement a robust and comprehensive corporate wellness programs.

According to senior director of Global Health at the world economic forum, employees of Indian organizations suffering from non-communicable diseases (NCD) and president of public health foundation (PHFI) also agreed upon it. Confederation of Indian Industry (CII) plays an important role in creating healthy workplace and growth and development of Indian organizations.

Employees state insurance scheme (ESI) is a social security insurance scheme which offers estimated rupee 2400 crores annually to more than 50 million employees of Indian corporate world which play an active role in formulating a healthy workforce in India.

Monday, January 15, 2018, the latest paper of “The Associated Chambers of Commerce and Industry of India (ASSOCHAM)” reveals that corporate wellness programs, if implemented effectively may save estimated $ 20 billion in the end of year 2018 and this will also reduce the absenteeism rate by 1% and at the same time improve the chronic and lifestyle disease of corporate labor force.

SOURCES TOWARDS AWARENESS OF EMPLOYEES WELLNESS PROGRAMS
To make employees aware about the employees wellness programs these are the sources which helps employees towards awareness of employees wellness programs:-

- **Arrangements of Workshops And Seminars Of Wellness Awareness**: To spread the awareness in employees towards the employee wellness programs organizations should make some arrangements to conduct some workshops and seminars through which employees can understand the importance of employees' wellness programs. These programs not only make employees more productive but also essential for the overall growth of an employee.

- **Creation Of Wellness Environment At Worksit**: For creating the wellness environment at the workplace companies should make some arrangements like wellness camps, health fairs, health weeks, mindfulness training, flexible working arrangements, health and wellness education, employees' health related polices and strategies etc.

- **Better Communication of Wellness Related Activities**: To spread the awareness about the wellness programs there should be a proper channel to communicate the information of these programs. These are as follow:-
  - A dedicated bulletin board
  - Weekly e-mails about the wellness activities
  - Flyer distribution
  - Information through intranet
  - Discussion at staff meetings
Encourage Employees to Participate in Wellness Programs: - To encourage the employees to participate in employees' wellness programs, organizations should use the following ways for awareness of employees and to increases the participation rate. These are as follow:

- Providing reward based wellness programs,
- Creating more health awareness in workforce,
- Health benefit management,
- Health records,
- Employees' wellness newsletters,
- Employees' appreciation,
- Incentive based health activities,
- Fascinating and interested wellness activities

Employees Involvements in Employees Wellness Programs: - To make employees more aware about the employees' wellness programs, organizations should involve the employees while designing the wellness programs and wellness activities. Apart from this, companies should take feedback of employees regarding these programs and also take some suggestions to make these programs more beneficial and interested and implement those suggestions.

OBJECTIVES
1. To find out the awareness and their sources towards employees wellness programs.
2. To explore the reasons motivating employees towards participation in employees wellness programs.

RESEARCH METHODOLOGY
The current study is descriptive in nature. This paper studies the employees wellness programs in selected five e-commerce companies located at Gurugram city, these are Myntra, Jabong, Flipkart, Koovs and Limeroad. Primary and secondary data has been used in it. Tools like descriptive, frequency and chi-square test are used in this study. The data is collected from journals, periodicals, newspapers, internet and various books, magazines and primary data is collected through questionnaires.

DATA ANALYSIS AND INTERPRITATION:

### Table 1

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Title</th>
<th>No. of Respondent</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Awareness of Employee Wellness Program</td>
<td>95</td>
<td></td>
</tr>
</tbody>
</table>

Because employees' wellness programs are in beginning or in initial stage in India and in E-commerce industry, it was important to find out the awareness of E-commerce employees about employees' wellness programs. The table number 1 indicates that 95% employees are aware about the employees' wellness programs and 5% employees are not aware about the employees' wellness programs.

### Table 2

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Title</th>
<th>No. of Respondents (Percentage)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Meaning of employees wellness programs</td>
<td>Strongly Disagree: 3 (3.0%), Disagree: 4 (4.0%), Neutral: 17 (17.0%), Agree: 59 (59.0%), Strongly Agree: 17 (17.0%)</td>
</tr>
</tbody>
</table>

To know about the awareness of employees about the employees wellness programs, the researcher provides the definition of employees wellness programs for this purpose and the results show that 17% respondents are strongly agree with the given meaning of employees wellness programs, 59% respondents are agree, 17% respondents are neutral, 4% are disagree and 3% respondents are strongly disagree with the given definition of employees wellness programs.
Table 3
Feedback of Employees on Employees Wellness Programs

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Title</th>
<th>No. of Respondent</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>1</td>
<td>Feedback on EWPs from Employees</td>
<td>68</td>
<td>32</td>
</tr>
</tbody>
</table>

Table number 3 shows that 68% employees have been given their consent as yes and 32% respondents deny that their organizations take their feedback about the offered employees' wellness programs.

Table 4
Responsibility To Manage Employees Wellness Programs

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Title</th>
<th>No. of Respondents (% )</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Employee</td>
</tr>
<tr>
<td>1</td>
<td>Responsibility of Management of EWP</td>
<td>5 (5.0%)</td>
</tr>
</tbody>
</table>

Table 4 shows that 5% respondents considers management of employees wellness programs responsibility is of employees, 41% considers this responsibility to Human resource department and 54% respondents considers that it is the responsibility of both employees and Human resource department.

Table 5
Rating Of Employees Wellness Programs Offered In E-Commerce Companies

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Existing Employee Wellness Programs</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Employees assistance programs</td>
<td>2 (2.0%)</td>
<td>40 (40.0%)</td>
<td>37 (37.0%)</td>
<td>10 (10.0%)</td>
<td>11 (11.0%)</td>
</tr>
<tr>
<td>2</td>
<td>Health clubs\Gym membership discounts</td>
<td>1 (1.0%)</td>
<td>9 (9.0%)</td>
<td>37 (37.0%)</td>
<td>26 (26.0%)</td>
<td>27 (27.0%)</td>
</tr>
<tr>
<td>3</td>
<td>Low calorie snacks choices</td>
<td>3 (3.0%)</td>
<td>18 (18.0%)</td>
<td>55 (55.0%)</td>
<td>16 (16.0%)</td>
<td>8 (8.0%)</td>
</tr>
<tr>
<td>4</td>
<td>Alcohol substance abuse programs</td>
<td>9 (9.0%)</td>
<td>46 (46.0%)</td>
<td>38 (38.0%)</td>
<td>3 (3.0%)</td>
<td>4 (4.0%)</td>
</tr>
<tr>
<td>5</td>
<td>Health Weeks or health fairs\wellness camps</td>
<td>2 (2.0%)</td>
<td>27 (27.0%)</td>
<td>52 (52.0%)</td>
<td>11 (11.0%)</td>
<td>8 (8.0%)</td>
</tr>
<tr>
<td>6</td>
<td>Safety at work</td>
<td>1 (1.0%)</td>
<td>25 (25.0%)</td>
<td>54 (54.0%)</td>
<td>12 (12.0%)</td>
<td>8 (8.0%)</td>
</tr>
<tr>
<td>7</td>
<td>Worksite stress management programs</td>
<td>2 (2.0%)</td>
<td>28 (28.0%)</td>
<td>49 (49.0%)</td>
<td>13 (13.0%)</td>
<td>8 (8.0%)</td>
</tr>
<tr>
<td>8</td>
<td>Medical Insurance</td>
<td>0 (0.0%)</td>
<td>0 (0.0%)</td>
<td>19 (19.0%)</td>
<td>52 (52.0%)</td>
<td>29 (29.0%)</td>
</tr>
<tr>
<td>9</td>
<td>Fun at work events</td>
<td>3 (3.0%)</td>
<td>9 (9.0%)</td>
<td>27 (27.0%)</td>
<td>44 (44.0%)</td>
<td>17 (17.0%)</td>
</tr>
<tr>
<td>10</td>
<td>Allow flexi time</td>
<td>7 (7.0%)</td>
<td>54 (54.0%)</td>
<td>27 (27.0%)</td>
<td>9 (9.0%)</td>
<td>3 (3.0%)</td>
</tr>
<tr>
<td>11</td>
<td>Employees wellness news letters</td>
<td>7 (7.0%)</td>
<td>51 (51.0%)</td>
<td>27 (27.0%)</td>
<td>8 (8.0%)</td>
<td>7 (7.0%)</td>
</tr>
</tbody>
</table>
Table 6
Overall Rating of Employees Wellness Program

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Title</th>
<th>No. of Respondents / Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Poor (2.0%)</td>
</tr>
<tr>
<td>1</td>
<td>Rating of EWP at Workplace</td>
<td>2</td>
</tr>
</tbody>
</table>

Table 7
Reasons Motivating Employees to Participate in Employees Wellness Programs

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Reasons Motivating Employees to Participate in EWPs</th>
<th>No. of Respondents / Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Strongly Disagree</td>
</tr>
<tr>
<td>1</td>
<td>Attractiveness of employees’ wellness programs</td>
<td>2 (2.0%)</td>
</tr>
<tr>
<td>2</td>
<td>Friends groups\ peer influence</td>
<td>2 (2.0%)</td>
</tr>
<tr>
<td>3</td>
<td>Reward scheme and appreciation</td>
<td>0 (0.0%)</td>
</tr>
</tbody>
</table>
To explore the reasons motivating employees towards participation in employees wellness programs provided by their organizations, data is analyzed and results shows that 34% respondents agree that they motivate to participate in these programs because of their attractiveness, 2% respondents are disagree with it, 19% respondents agree that friends groups or peer influences motivate them to participate in the employees wellness programs, 28% respondents disagree, 44% respondents agree that reward scheme and appreciation motivate them to participate in employees wellness programs, 1% respondents disagree with this reason, 40% respondents agree that health checkups motivate them to participate in employees wellness programs, 1% respondents disagree with this reason, 41% respondents motivate by the health consciousness to participate in employees wellness programs, 6% respondents disagree with it, 20% employees agree that programs like personality development motivate them to participate in employees wellness programs and 15% respondents disagree with this reason.

Table 8

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Strategies adopted by organizations to increase the participation in EWP</th>
<th>No. of Respondents / Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Employees involvements for designing wellness programs</td>
<td>Strongly Disagree: 0 (0.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Disagree: 2 (2.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Neutral: 37 (37.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Agree: 49 (49.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Strongly Agree: 12 (12.0%)</td>
</tr>
<tr>
<td>2</td>
<td>providing reward based wellness programs at work</td>
<td>Strongly Disagree: 0 (0.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Disagree: 6 (6.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Neutral: 27 (27.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Agree: 45 (45.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Strongly Agree: 22 (22.0%)</td>
</tr>
<tr>
<td>3</td>
<td>Creating more health awareness in employees</td>
<td>Strongly Disagree: 0 (0.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Disagree: 5 (5.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Neutral: 34 (34.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Agree: 39 (39.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Strongly Agree: 22 (22.0%)</td>
</tr>
<tr>
<td>4</td>
<td>Fun at work as employees’ wellness programs</td>
<td>Strongly Disagree: 2 (2.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Disagree: 3 (3.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Neutral: 32 (32.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Agree: 36 (36.0%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Strongly Agree: 27 (27.0%)</td>
</tr>
</tbody>
</table>

To know the reasons and initiative by the organizations which motivate the employees to participate in the employees wellness programs, data is analyzed and results shows that 49% respondents agree that their organization adopt the strategy of employees involvement for designing the wellness programs for motivate them to participate in the employees wellness programs organized and provided by the organization and 2% respondents disagree with this reason, 45% respondents agree that their organization adopt strategy like providing reward based wellness programs at work to motivate them to participate in employees wellness programs and 6% respondents disagree with this reason, 39% respondents were agree that their organization adopt the strategy like creating more health awareness in employees to motivate them to participate in the employees wellness program and 5% respondents disagree with it, 36% respondents agree that their organization adopt the strategy like fun at work as employees wellness programs to motivate them to participate in employees wellness programs and 3% respondents disagree with it.

CONCLUSIONS

The conclusion regarding the study of effectiveness of employees wellness programs in selected e-commerce companies in Gurugram city are as follow:-

A. To find out the awareness and their sources towards employees wellness programs:-

As employees’ wellness programs are in nascent stage in E-commerce companies, it was mandatory to find out the awareness of employees and their sources towards employees wellness programs. And the study
reveals that 95% employees are aware about these programs. Employees also known well about the wellness activities provided by their organizations and most of employees rate these activities as good. Employees also give their consents that they give feedback on these programs. Most of employees rate good to the overall employees’ wellness programs. More than fifty percent respondents mention that they considers management of employees wellness programs is the responsibility of both HR manager as well as the employees, all these indicate that employees are well aware about the employees wellness programs. Awareness of employees towards employees wellness programs is essential for the effectiveness and success of these programs and sources towards awareness of employees wellness programs are (1) Arrangements of workshops and seminars of wellness awareness at worksite (2) Creation of wellness culture at workplace (3) Better communication of wellness activities (4) Organization strategies and polices to enlarge the employees engagement in wellness programs.

**B. To explore the reasons motivating employees towards participation in employees wellness programs:-**

The researcher concluded that the reasons which motivates employees to participate in employees wellness programs are: (1) Attractiveness of employees wellness programs (2) reward based wellness scheme and employers appreciation (3) Health consciousness. Employees also inspire to join these programs by the influence of their friends and subordinates.

To enhance the employees participation rates strategies adopted by the organizations are: (1) involvement of employees while designing the employees wellness programs (2) offering perks and reward based wellness programs (3) Creating more health consciousness in employees (4) Attractive wellness programs like fun at work. These are the most effective strategies which helps to enlarge the employees participation rate in employees wellness programs.

**SUGGESTIONS**

The researcher gives some suggestions for the effectiveness and success of employees wellness programs, these are as follow:-

- For the effectiveness of employees wellness programs the organizations should want to adopt a comprehensive approach of employees wellness programs which comprises all the 8 dimensions of employees wellness programs like:-
  1. Physical wellness
  2. Psychological \ emotional wellness
  3. Intellectual wellness
  4. Environmental wellness
  5. Occupational wellness
  6. Financial wellness
  7. Social wellness
  8. Spiritual wellness

- Before implementing employees wellness programs companies should do a systematic research to finalize the best fit model of wellness programs for the organization and also want to do the cost and value analysis.

- For the effectiveness and better results from the employees wellness programs companies should also want to have a wellness team or wellness manager who organiza, implement, manage and control these programs.

- Feedback and suggestions from the employees about the provided wellness programs is necessary so that corrective action can be taken by the concern for the effectiveness of employees’ wellness programs.

- Organizations should also have some special programs for the women employees like:-
  1. Women health awareness programs
  2. Maternity leave
  3. Flexi time
  4. Safe facility of transports
  5. Sexual harassment policy
  6. Work from home
  7. Services of counselors

- Employees wellness programs should well organized, planned and implemented and also have proper control on these programs.
There should be an integrated model according to the need of an organization which is very effective for the success of employees wellness programs.

Need analysis of employees' wellness programs is very helpful for the effectiveness and success of these programs, need analysis can be done through the feedback and suggestions from the employees or through the employees' satisfactory survey.

SCOPE FOR FURTHER RESEARCH

The literature reviews of this study pointed out the various drawbacks of previous studies which can be a base for future and further research. No comprehensive study is available about the employees' wellness programs and E-commerce sector. The further research can be done in various geographical parts of India. Large sample size can be taken for the further research. Other sectors apart from E-commerce can be taken for further research. To study the Return on investment (ROI) of EWPs provided in e-commerce companies. EWP and its role in corporate social responsibility can be the further research topic.

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