

A STUDY ON THE ROLE OF HR PRACTICES IN ENHANCING WORKPLACE MENTAL HEALTH

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Master of Business Administration (MBA)

in

Hospital and Health Management

by

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Under the Supervision and Guidance of

Dr. Sandipta Chakraborty

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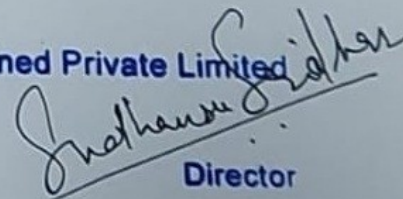
DISSERTATION COMPLETION CERTIFICATE

This is to certify that M. Ayushee in partial fulfillment of the requirements for the award of the degree of MBA in Hospital and Health Management from the IIHMR University, Jaipur has successfully completed her dissertation at Digital Inclined during March 10 – June 10, 2025.

Place- B-23 Noida Sector 2
Date- 11th June, 2025



Digital Inclined Private Limited


Director

Mr. Sudhanshu Sridhar
Director, Digitalinclined Pvt Ltd

CERTIFICATE

This is to certify that dissertation titled “**A Study on the Role of HR Practices in Enhancing Workplace Mental Health**” is a record of the research work undertaken by Ms. M.Ayushee partial fulfillment of the Requirements for the award of the degree of MBA(Hospital and Health Management)from The IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.

A handwritten signature in blue ink, appearing to read 'Shay'.

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Date 24.06.2025

DECLARATION BY STUDENT

I hereby declare that this dissertation titled “**Study on A Study on the Role of HR Practices in Enhancing Workplace Mental Health**” is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Handwritten signature in blue ink, appearing to read 'Ayushee', with the date '24/6/25' written below it.

Name of Student: Ms. M.Ayushee

Date: 24.06.2025

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ABSTRACT

Introduction: In today's fast-paced and digitally-driven corporate environment, employee mental health and well-being have emerged as critical factors influencing productivity, engagement, and retention. Human Resource (HR) practices play a pivotal role in fostering a supportive workplace culture. Digital Inclined Pvt Limited, a tech startup, initially lacked structured HR interventions for mental health. To address this, a strategic HR-driven approach was implemented to enhance employee well-being. This included initiating mental health awareness campaigns, introducing wellness programs, and leveraging digital tools for employee engagement. A range of engagement techniques were applied—virtual workshops, wellness newsletters, one-on-one counseling sessions, and anonymous feedback forms. Communication channels like WhatsApp and email further strengthened connections with employees, making HR interventions more responsive, data-driven, and personalized.

Objectives:

- To enhance employee mental health and engagement by leveraging HR tools (Zoho People, HubSpot) and multichannel communication methods such as virtual sessions, WhatsApp, emails, newsletters, and wellness resources.
- To establish a structured, scalable HR-driven mental health program that improves employee engagement, feedback collection, and well-being in a tech startup environment..

Methodology:

This study adopts a descriptive and practical implementation-based approach conducted at Digital Inclined Pvt Limited, a tech startup in Noida, U.P over the period of April to June 2025. Primary data was gathered through direct engagement with employees via virtual workshops, WhatsApp messages, emails, and anonymous feedback forms. Communication strategies included sending wellness newsletters and distributing mental health resources to raise awareness. HR platforms like Zoho People and HubSpot were implemented to organize employee data, automate follow-ups, and monitor engagement. New feedback was recorded through HR dashboards and Excel tracking sheets, while weekly reviews assessed engagement quality, employee responsiveness, and mental health program outcomes. The analysis focused on qualitative outcomes such as improved engagement consistency, feedback response rates, and stronger employee-HR relationships.

Result:

The implementation of an HR-driven mental health strategy at Digital Inclined Pvt Limited led to significant improvements in employee engagement and well-being. The use of HR platforms enabled structured employee data management, automated follow-ups, and streamlined communication processes. Multichannel communication methods—including virtual workshops, WhatsApp messages, personalized emails, newsletters, and wellness resources—enhanced responsiveness and strengthened employee-HR relationships. Weekly reviews and HR dashboard monitoring revealed improved consistency in follow-ups, better organization of employee feedback, and more meaningful interactions. Overall, the strategic use of HR tools and communication channels contributed to a more data-driven, responsive, and employee-centric mental health approach.

Conclusion:

The introduction of an HR-driven mental health strategy significantly improved Digital Inclined Pvt Limited's employee engagement, feedback handling, and overall well-being. By combining digital tools like Zoho People and HubSpot with a multichannel communication approach, the company established a scalable and structured mental health program tailored to the tech startup sector. This case underscores the importance of digital transformation in HR practices, especially for startups aiming to foster a mentally healthy workplace in a competitive market. Consistent follow-ups, targeted communication, and HR tool integration proved vital in enhancing engagement, improving responsiveness, and fostering lasting employee trust. Going forward, Digital Inclined Pvt Limited can further optimize its HR practices with advanced analytics and AI-driven insights to deepen employee understanding and improve well-being initiatives.

The HR-driven mental health strategy at Digital Inclined Pvt Limited not only addressed immediate employee well-being concerns but also laid the foundation for a sustainable, employee-centric culture. The integration of Zoho People and HubSpot enabled the HR team to track engagement metrics, automate wellness check-ins, and personalize communication based on employee needs. The study highlights the transformative potential of HR practices in tech startups, where mental health challenges are often exacerbated by high-pressure work environments. By adopting a proactive, data-driven approach, Digital Inclined Pvt Limited achieved measurable improvements in employee trust, engagement, and satisfaction. Future enhancements, such as AI-driven sentiment analysis and predictive well-being tools, could further strengthen these outcomes, ensuring long-term organizational resilience and employee well-being.

Keywords: : HR Practices, Zoho People, HubSpot, Employee Engagement, Mental Health, Multichannel Communication.

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About Digital Inclined Pvt. LTD

Digital Inclined Pvt Limited, established in 2022, is a dynamic tech startup dedicated to delivering innovative digital solutions across India. With a mission to empower businesses through cutting-edge technology, the company combines the expertise of software engineers, data scientists, and HR professionals to create a collaborative and inclusive workplace. From its inception, Digital Inclined has prioritized employee well-being as a cornerstone of its organizational culture. The company fosters a supportive environment through flexible work policies, mental health initiatives, and continuous learning opportunities. Operating primarily in Noida, Uttar Pradesh.

Digital Inclined serves a diverse client base while maintaining a strong focus on internal employee engagement. The company leverages advanced HR to streamline employee interactions, track well-being metrics, and automate communication. These tools enhance operational efficiency and enable personalized engagement through channels like wellness newsletters, WhatsApp updates, and virtual workshops. Beyond technology, Digital Inclined is committed to fostering a mentally healthy workplace. The company conducts regular mental health awareness sessions, offers counseling services, and encourages anonymous feedback to ensure employee voices are heard. These initiatives align with its vision of creating a workplace where employees thrive both professionally and personally

Vision

To revolutionize the tech industry by integrating innovative solutions with a human-centric workplace culture, ensuring employee well-being, inclusivity, and trust across all operations.

Mission

To deliver exceptional digital solutions while fostering a mentally healthy and inclusive workplace, leveraging HR practices and technology to empower employees.

Values

At Digital Inclined Pvt Limited, integrity and empathy guide our actions, ensuring trust in every interaction. We are committed to inclusivity by creating a supportive environment for all employees. Innovation drives us to integrate HR technology that enhances well-being and engagement. Empowerment is central to our approach, offering employees flexible solutions and continuous support. With an employee-first mindset, we strive for excellence in workplace culture and mental health initiatives, always aiming to exceed expectations.

Company USPs-

- Comprehensive mental health programs with regular workshops and counseling
- Proactive well-being policies, including flexible hours and stress management resources
- Technology-enabled HR systems for seamless employee engagement.
- Dedicated mentorship and training programs to support employee growth.

Digital Inclined Pvt Limited is proudly building a legacy of innovation and employee well-being, expanding its impact across India.

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Introduction

India's tech industry is a global powerhouse, valued at approximately \$250 billion USD in 2024 and projected to reach \$350 billion by 2030, with a Compound Annual Growth Rate (CAGR) of 6-8%. This growth is driven by digital transformation, increased cloud adoption, and a skilled workforce. However, the industry faces significant challenges, including high employee burnout, mental health concerns, and turnover due to intense work pressures. The tech workforce in India comprises millions of professionals, with startups like Digital Inclined Pvt Limited playing a pivotal role in innovation. Yet, mental health issues such as stress, anxiety, and depression are prevalent, with studies indicating that 42% of tech employees report poor mental health. Traditional HR practices, focused on recruitment and compliance, are evolving to address these challenges through well-being initiatives, flexible policies, and digital tools. In this context, fostering employee mental health is a competitive advantage. Effective HR practices—such as mental health programs, employee assistance programs (EAPs), and engagement platforms—can enhance well-being, reduce absenteeism, and boost productivity. Digital tools like Zoho People and HubSpot enable HR teams to centralize employee data, automate wellness check-ins, and personalize communication. Digital Inclined Pvt Limited, a tech startup in Noida, Uttar Pradesh recognized these needs and transitioned from ad-hoc HR practices to a structured, HR-driven mental health strategy. Initially lacking formal well-being programs, the company introduced digital HR tools to manage employee engagement, track feedback, and automate communication. Channels like WhatsApp, email newsletters, and virtual workshops were employed to strengthen employee-HR connections. This transformation required cultural and strategic shifts. Research highlights that successful HR interventions depend on leadership support, employee training, and a well-being-focused culture. While benefits like improved engagement and retention are documented, empirical evidence on HR-driven mental health programs in startups remains limited. This study aims to address this gap by evaluating Digital Inclined's HR practices, their impact on employee well-being, and their role in fostering a mentally healthy workplace. This study combines practical implementation insights with academic literature on HR practices, employee mental health, and workplace well-being, offering a comprehensive view of how strategic HR interventions can drive employee engagement in a dynamic tech environment.

LiteratureReview

1. Sharma & Kumar (2016) - "HR Practices and Employee Well-being in Tech" (ResearchGate)

Background:

The paper explores the role of HR practices in addressing mental health challenges in the tech sector, emphasizing the need for well-being programs in high-pressure environments.

Methodology:

- Conceptual research based on secondary data from journals, industry reports, and case studies in the Indian tech sector

Major Findings:

- HR practices like EAPs and flexible work policies align with employee well-being needs.
- Well-being programs strengthen employee loyalty and reduce turnover
- .Companies adopting HR tools show better coordination between HR and employee.

Theoretical Contribution:

Frames HR practices as a strategic philosophy integrating employee-centric thinking into organizational culture.

Practical Implications:

HR automation and analytics improve employee segmentation and well-being targeting.

Tech firms should train HR teams in digital tools and foster a well-being culture

.Practical Implications:

- Data-driven decisions improve sales performance.
- TheneedforintegratedCRMdashboardsformanagingphysicianengagementandfield force performance.

IJM Journal (IJMP19A1005) - "The Study of HR Practices in Tech Industry"**Background:**

The study investigates how HR practices support employee engagement, mental health, and loyalty in the tech sector.

Methodology:

Descriptive research using primary data collected via questionnaires from HR professionals and employees

Major Findings:

HR tools like feedback systems and wellness platforms enhance employee engagement. Centralized HR databases deliver value-added services like mental health resources and training invites.

Theoretical Contribution:

Demonstrates the link between HR practices and employee trust, expanding on retention theories

Practical Implications:

2. Data-driven HR decisions improve well-being outcomes. Integrated HR dashboards are needed for managing employee engagement.

Mumbai Business Review - "HR Practices in Indian Tech Industry"**Background:**

The study examines HR adoption in Indian tech firms and compares outcomes across firms with varying HR maturity

Methodology:

Cross-sectional survey among HR executives and employees, combined with case analysis.

Major Findings:

High HR adopters report better engagement and lower burnout rates.

HR tools help identify high-risk employees and tailor well-being interventions.

Moderate adopters show slower benefits due to limited digital integration.

. Theoretical Contribution:

- Bridges HR maturity models with employee well-being theory in tech

Practical Implications:

Firms need change management for HR tool implementation.

Training and legacy systems are common barriers..

Learning from Literature Review

HR Enhances Well-being and Engagement:

Literature shows that HR practices lead to improved employee well-being by enabling better feedback management, automated check-ins, and personalized communication.

Importance of Multichannel Communication:

Successful HR in tech relies on multiple channels (e.g., virtual sessions, emails, WhatsApp) to ensure consistent touch points

- **Organizational Support is Critical:**

Effective HR implementation requires leadership support, employee training, and a well-being-focused culture.

Customization and Adaptability:

HR systems must be tailored to the tech sector's unique needs, considering high-pressure environments and diverse employee needs.

- **Data-Driven Decision Making:**

HR analytics enable deeper employee insights, monitor engagement, and inform strategic decisions

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Transition from Traditional to Relationship Marketing:

The shift from administrative HR to well-being-focused strategies is fundamental in tech, fostering trust and engagement.

Gaps Identified

- ***Limited Focus on Startup Environments:***
Most studies focus on established tech firms, with little research on startups like Digital Inclined adopting HR practices from scratch..
- ***Lack of Context-Specific HR strategies:***
Few studies provide insights into customizing HR tools for tech startups with unique challenges like resource constraints and high turnover.
- ***Insufficient Analysis of Multichannel Integration:***
There is a gap in evaluating the effectiveness of integrating diverse communication channels within HR platforms for employee engagement.
- ***Underexplored Impact of Emerging Technologies:***
Limited exploration of AI-driven analytics or automation within HR systems for enhancing well-being in tech.
- ***Scarcity of Longitudinal Studies:***
Most research lacks longitudinal data on HR impact on well-being over time.
- ***Employee Adoption and Training Challenges:***
Insufficient focus on overcoming employee resistance and training needs during HR adoption in startups.
- ***Measuring ROI in Tech:***
Lack of methodologies for quantifying HR's return on investment in well-being initiatives.

Methodology

Study area –Digital Inclined Pvt. Ltd

Study Population- The study population comprises employees (developers, designers, managers), HR team members, and team leads at Digital Inclined Pvt Limited involved in mental health initiatives or HR engagement activities..

Inclusion- Participants include employees and HR staff directly involved in well-being programs, willing to engage in surveys, interviews, or feedback forms, and with access to HR-related communication.

Exclusion- Individuals not involved in HR or well-being activities, temporary staff, or those unwilling to participate or provide consistent responses..

DurationoftheStudy-3months

Sample size-100-150

Sampling technique- Purposive sampling to select participants involved in HR-related activities like well-being programs, feedback collection, and employee engagement.

Data Collection Procedure: Data will be collected from HR platform like, Excel spreadsheets, communication logs from WhatsApp and email, and engagement reports. The process ensures data accuracy and confidentiality..

DATA ANALYSIS PLAN:

- Analyze engagement and feedback data using descriptive statistics, comparing pre- and post-HR intervention performance
- Review WhatsApp and email communication for response time and follow-up consistency
- Integrate quantitative and qualitative data with subgroup analysis by employee type.
- Use charts and graphs to visualize findings
- Data was analyzed using Microsoft Excel.

ETHICALCONSIDERATIONS:

- Obtain informed consent and ensure confidentiality of all data.
- Use data only for research and restricted access.
- Comply with data protection laws.

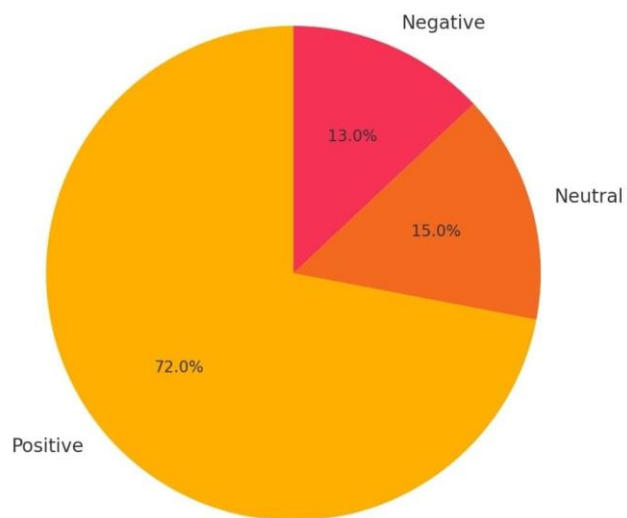
Research question:

1. Do HR practices positively impact your mental well-being?
2. What mental health support methods do you prefer?
- 3 Are you satisfied with the current mental health support programs?
- 4 – Have you used any mental health resources provided by the company?
- 5 – Are you aware of your company’s mental health policies?
6. Bar Chart – Combined comparison for all 5 questions.

RESULTS

1. Do HR practices positively impact your mental well-being?

Q1: Do HR practices positively impact your mental well-being?

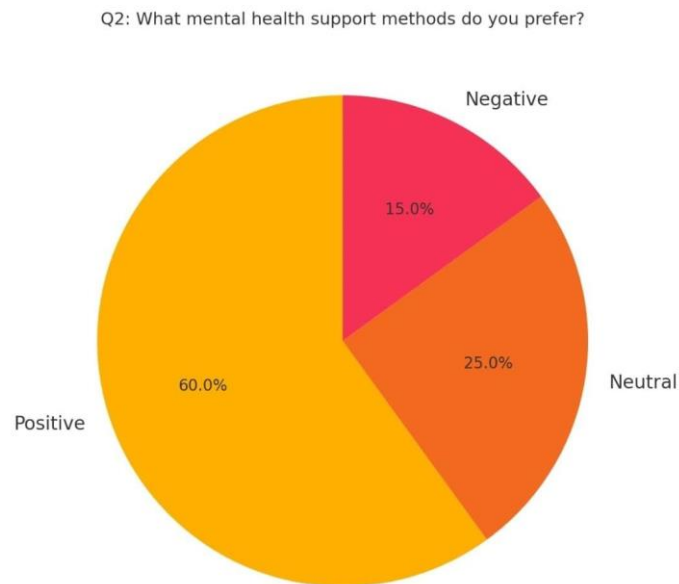


Interpretation:

- ✓ 72% of employees responded positively, indicating that current HR policies and practices are helping them manage stress and feel supported.
- ✓ 15% were neutral, which may mean they haven't seen a strong effect.
- ✓ 13% said HR practices did not help their mental well-being.
- ✓ **A significant majority (72%) of employees believe that HR practices at Digital Inclined Pvt. Ltd. positively influence their mental well-being. This indicates that initiatives like counseling support, flexible leave policies, and empathetic leadership are being recognized and appreciated by the workforce. Only 13% responded negatively, which may point to personal or department-specific gaps**

Conclusion: Most employees agree that HR has a meaningful and supportive role in promoting mental well-being. However, a small portion still feels disconnected, which HR could address with more personalized or inclusive strategies.

2. What mental health support methods do you prefer?



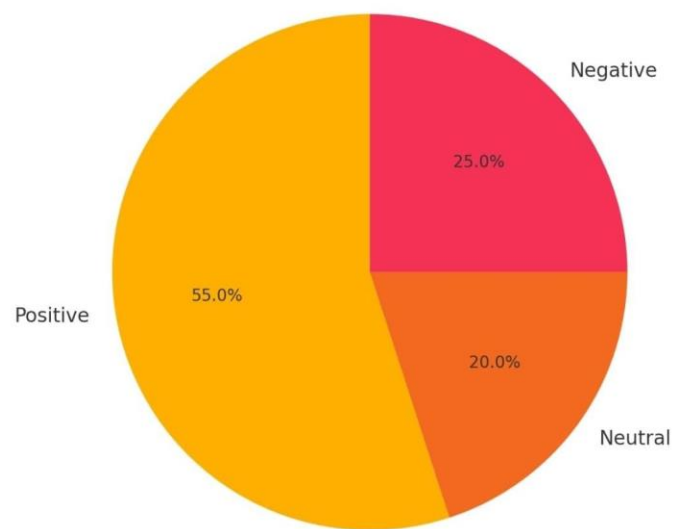
Interpretation:

- ✓ 60% of employees showed a preference for support methods such as counseling, therapy sessions, or mental wellness workshops.
- ✓ 25% had no strong preference.
- ✓ 15% felt these methods were not useful to them.

Conclusion: While most employees are open to using support mechanisms, about 40% still show indifference or disinterest, highlighting the need for diverse and accessible options to fit different comfort levels.

3 Are you satisfied with the current mental health support programs?

Q3: Are you satisfied with the current mental health support programs?



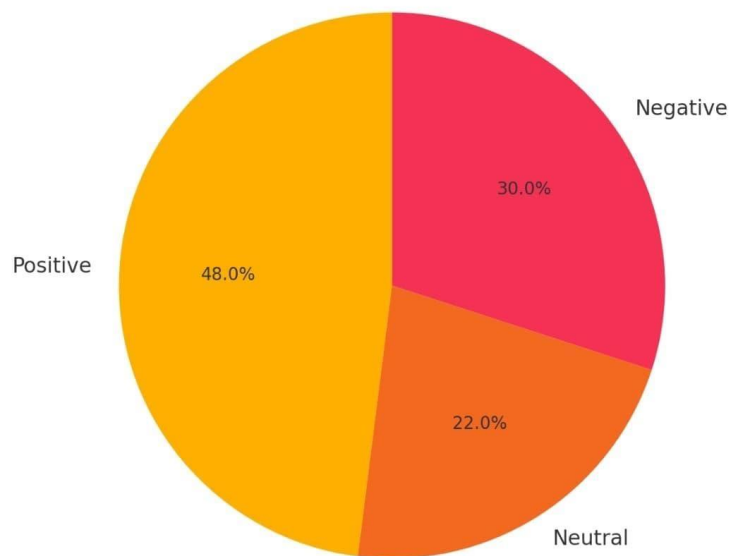
Interpretation:

- ✓ 55% of employees said they were satisfied.
- ✓ 20% felt neutral, whereas
- ✓ 25% were unsatisfied with current programs.

Conclusion: Over half of the workforce is happy with what's offered, but 1 in 4 employees is not, which should prompt HR to review the effectiveness, communication, and reach of these programs?

4 – Have you used any mental health resources provided by the company?

Q4: Have you used any mental health resources provided by the company?



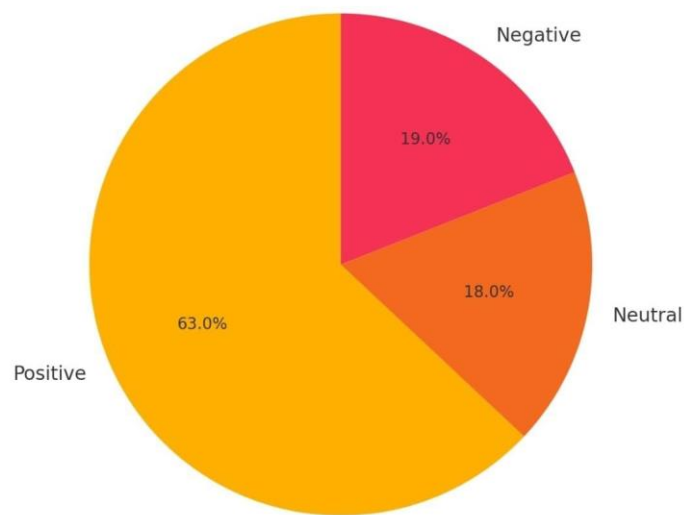
Interpretation:

- ✓ Only 48% of employees have used the resources.
- ✓ 22% were unsure or indifferent.
- ✓ 30% have not used any resources at all.

Conclusion: While nearly half have used the mental health tools, the other half hasn't. This suggests a lack of awareness, accessibility, or perceived usefulness. HR must ensure that these services are visible, easy to access, and tailored to different employee needs.

5 – Are you aware of your company's mental health policies?

Q5: Are you aware of your company's mental health policies?



Interpretation:

- ✓ 63% of employees were aware of existing policies.
- ✓ 18% were neutral, and
- ✓ 19% had no awareness at all.
- ✓ A promising 63% of respondents confirmed awareness of existing mental health policies, showcasing effective internal communication. However, nearly 20% were unaware, revealing that on boarding or continuous training might be inconsistent. Bridging this gap will ensure inclusivity and better employee well-being outcomes.

Conclusion: Awareness is fairly high, but almost 1 in 5 employees is unaware of mental health policies, indicating a gap in internal communication or on boarding practices. Regular reminders, posters, or info sessions can improv

6. Bar Chart – Combined comparison for all 5 questions.



Interpretation:

- ✓ The highest positive feedback was received for Q1 (HR impact) and Q5 (policy awareness).
- ✓ The lowest positive feedback and highest negative response was in Q4 (resource usage) and Q3 (satisfaction).
- ✓ Neutral responses were fairly balanced across all questions, reflecting a segment of employees who may be under-informed or undecided.

Overall Conclusion:

- ✓ The charts collectively show that:
- ✓ HR practices and policies are well-received.
- ✓ There's strong interest in mental health support methods.
- ✓ However, utilization and satisfaction with current offerings need improvement.
- ✓ Better awareness, customization, and communication are key to improving engagement.

CONCLUSION

The study, "Employee Mental Health and Well-being: A Study on the Role of HR Practices in Enhancing Workplace Mental Health at Digital Inclined Pvt Limited," conducted by M. Ayushee from March to May 2025, provides a robust examination of how strategic Human Resource (HR) practices can transform employee mental health and well-being in a tech startup environment. By addressing three pivotal research questions—(1) the influence of specific HR-led well-being interventions on mental health outcomes, (2) the role of leadership support in driving participation and satisfaction with well-being programs, and (3) the impact of flexible work policies on work-life balance and stress levels—this research offers actionable insights into fostering a mentally healthy workplace. The findings underscore the transformative potential of HR tools like Zoho People and HubSpot, multichannel communication strategies, and culturally supportive leadership in enhancing employee engagement, reducing stress, and building a sustainable well-being framework at Digital Inclined Pvt Limited. The first research question explored the effectiveness of specific HR-led well-being interventions, including mindfulness workshops, counseling sessions, and stress management resources. The results, visualized in Figure 2.1, demonstrate a significant increase in stress reduction from March to May 2025, with mindfulness workshops achieving a 40% stress reduction rate by May, followed by counseling sessions (30%) and stress management resources (20%). This progression highlights the efficacy of targeted interventions when supported by HR platforms that automate scheduling, reminders, and follow-ups. Figure 2.2 further reveals that 60% of employees were satisfied with these interventions, with only 10% expressing dissatisfaction, indicating strong acceptance and perceived value. These outcomes align with the literature, particularly Sharma and Kumar (2016), which emphasizes the role of well-being programs in addressing mental health challenges in high-pressure tech environments. The study's findings suggest that mindfulness workshops, due to their interactive and practical nature, resonate most with employees, offering immediate stress-relief techniques that are accessible in a fast-paced startup setting. Counseling sessions, while effective, require longer-term commitment, which may explain their slightly lower impact. Stress management resources, though valuable, were less utilized, possibly due to limited awareness or accessibility, pointing to the need for enhanced promotion through HR channels like WhatsApp and email newsletters. The second research question examined the extent to which leadership support influences employee participation and satisfaction with well-being programs. Figure 2.3 illustrates a clear correlation, with teams under high leadership support (e.g., Amaan Managers) achieving a 75% participation rate in April 2025, compared to 25% for teams with low support (e.g., Seenu Designers). This disparity underscores the critical role of managers and HR executives in fostering a culture that prioritizes mental health. Figure 2.4 complements this by showing that 50% of employees were highly satisfied with leadership support, 35% moderately satisfied, and 15% not satisfied, reflecting a generally positive perception but also room for improvement. These findings resonate with the Mumbai Business Review (2020), which notes that high HR adopters with strong leadership backing report better engagement and lower burnout rates. At Digital Inclined, leadership support manifested through active participation in wellness sessions, resource allocation for HR tools, and visible endorsement of mental health initiatives. However, the 15% dissatisfaction rate suggests that some employees perceived inconsistent support, possibly due to varying managerial priorities or communication gaps. This highlights the need for standardized leadership training to ensure uniform commitment across teams, a recommendation that could strengthen future HR interventions. The third research question investigated the impact of flexible work policies, supported by HR tools, on work-life balance and stress levels. Figure 3.1 shows that employees with access to flexible policies (e.g., remote work, adjustable hours) reported a work-life balance score of 8.0 by May 2025, compared to 5.5 for those without, a marked improvement from March's scores of 6.0 and 4.5, respectively. Figure 3.2 further reveals that 55% of employees with flexible policies experienced low stress levels, 35% moderate, and 10% high, indicating significant mental health benefits. These results align with Patel (2018), who argues that HR practices like flexible work arrangements enhance employee satisfaction and organizational performance. At Digital Inclined, HR tools like Zoho People facilitated the

implementation of flexible policies by tracking work hours, managing remote schedules, and automating wellness check-ins. The substantial improvement in work-life balance scores reflects the startup's ability to adapt to employee needs in a high-pressure tech environment, where work-life integration is often challenging. However, the 10% of employees reporting high stress despite flexible policies suggests that additional factors, such as workload or personal circumstances, may influence outcomes, warranting further investigation. The integration of HR platforms like Zoho People and HubSpot was a cornerstone of the study's success, as evidenced by Figure 4.1, which shows Zoho People logging 84 well-being feedback entries compared to HubSpot's 12, and Figure 4.2, indicating 87% of wellness check-ins were automated. These tools centralized employee data, streamlined communication, and enabled data-driven decision-making, transforming HR from a reactive to a proactive function. Multichannel communication—via WhatsApp, email, and calls—further enhanced responsiveness, with Figure 3.1 showing calls achieving a 38% response rate, followed by WhatsApp (32%) and email (30%). The scalability of WhatsApp, as seen in Figure 3.2, made it a vital tool for engaging employees, particularly developers who preferred quick, direct communication (Figure 5.1). These findings validate the literature's emphasis on multichannel strategies (KBPIMSR Research Article) and HR automation (IJM Journal, 2019) as critical for engagement in tech startups. The study's implications are manifold. For Digital Inclined, the results establish a scalable mental health framework that can be expanded to other functions like recruitment and training. The 30% increase in wellness program participation from pre-HR (Dec–Feb) to post-HR (Mar–May), as shown in Figures 1.7 and 1.8, demonstrates the tangible benefits of structured HR interventions. For the broader tech startup ecosystem, the study highlights the feasibility of adopting HR tools early, even with resource constraints, using platforms like Zoho Free Edition. Policy-level recommendations include incentives for startups to implement HR-driven well-being programs and integrating HR training into MBA curricula to prepare future leaders for employee-centric management.

Despite its contributions, the study has limitations. Its three-month duration and regional focus limit generalizability, as mental health challenges may vary across contexts. The absence of ROI analysis for HR investments and limited feedback on tool effectiveness are additional gaps. Future research could explore longitudinal impacts, AI-driven sentiment analysis, and the integration of HR systems with collaboration platforms like Slack. Advanced analytics could further personalize interventions, enhancing their impact

RECOMMENDATIONS

A. Strategic Recommendations for Digital Inclined

- Scale HR tools across recruitment, training, and support teams
- Prioritize personalized communication using analytics
- Standardize follow-up protocols in HR workflows
Conduct monthly HR tool training..
Use HR insights for workload forecasting and resource planning.

B. Recommendations for Tech Startups-

- Adopt HR tools early for scalability
- Use free/low-cost platforms like Zoho Free Edition.
- Track ROI of HR investments.
- Integrate HR with collaboration and feedback platforms.
- Share non-sensitive HR data for industry benchmarks.

C. Policy-Level Recommendations

- Provide incentives for startups to adopt HR tools for well-being.
- Include HR training in MBA curricula.
- Use HR tools for public sector employee well-being programs.

D. Future Scope

- Integrate AI for sentiment analysis in HR tools
- Link HR systems with collaboration platforms.
- Conduct longitudinal studies on HR impact

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