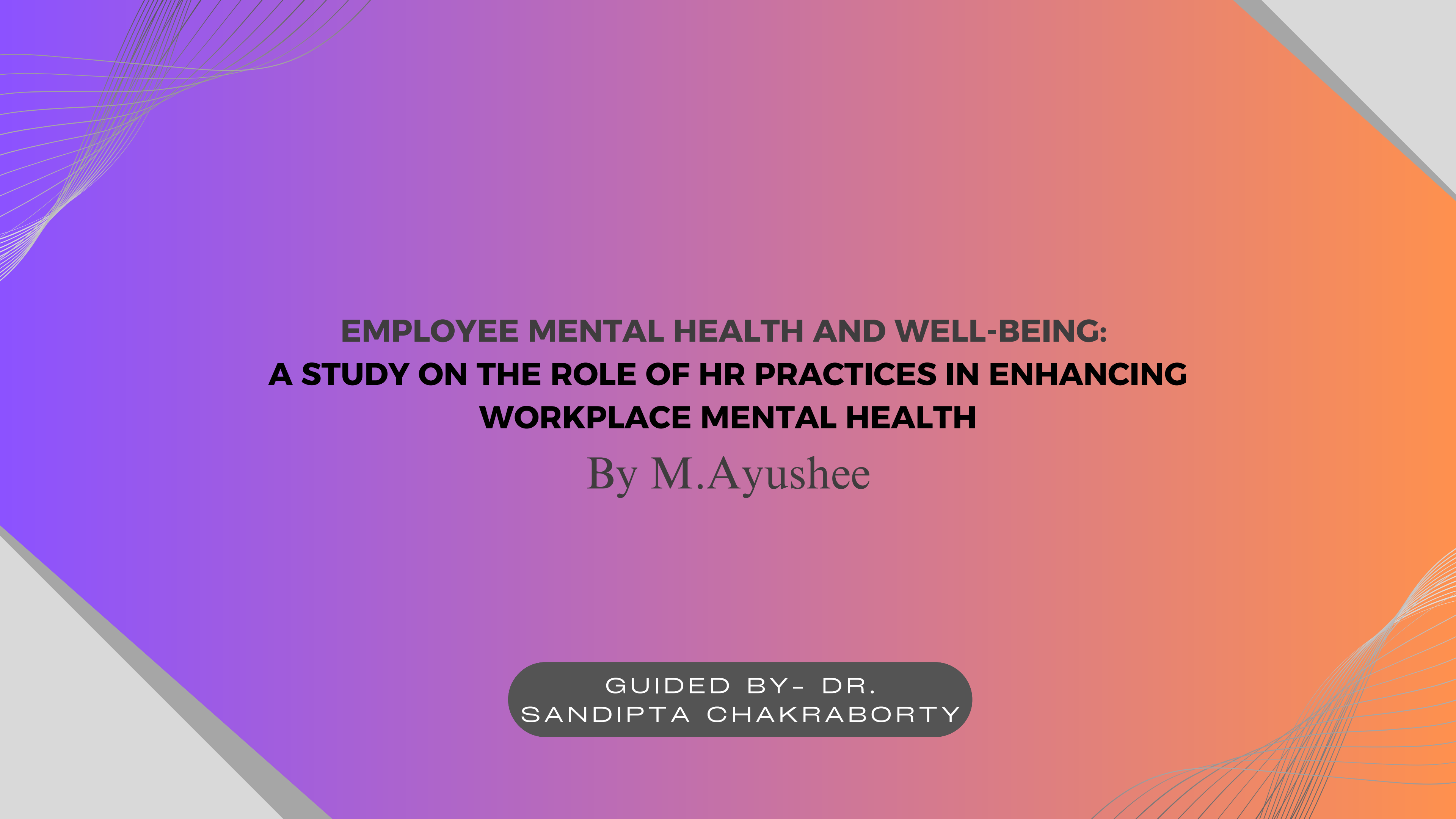




EMPLOYEE MENTAL HEALTH AND WELL-BEING: A STUDY ON THE ROLE OF HR PRACTICES IN ENHANCING WORKPLACE MENTAL HEALTH

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ABOUT

- Digital Inclined see themselves as partners in helping businesses grow They work with a wide range of industries, including coaching and consulting, offering complete marketing solutions that focus on long-term results.
- The company's approach puts the customer first, making digital marketing clear, effective, and impactful.
- Their experienced team uses the latest tools and techniques to create marketing campaigns that engage audiences, improve conversions, and increase return on investment.

Goal: The goal is to support the success by providing marketing strategies that not only attract visitors but also build strong customer relationships.

PROJECT GOALS

1. 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.
.
2. To establish a structured, scalable HR-driven mental health program that improves employee engagement, feedback collection, and well-being in a tech startup environment..

DISCUSSION

- 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.

METHODOLOGY

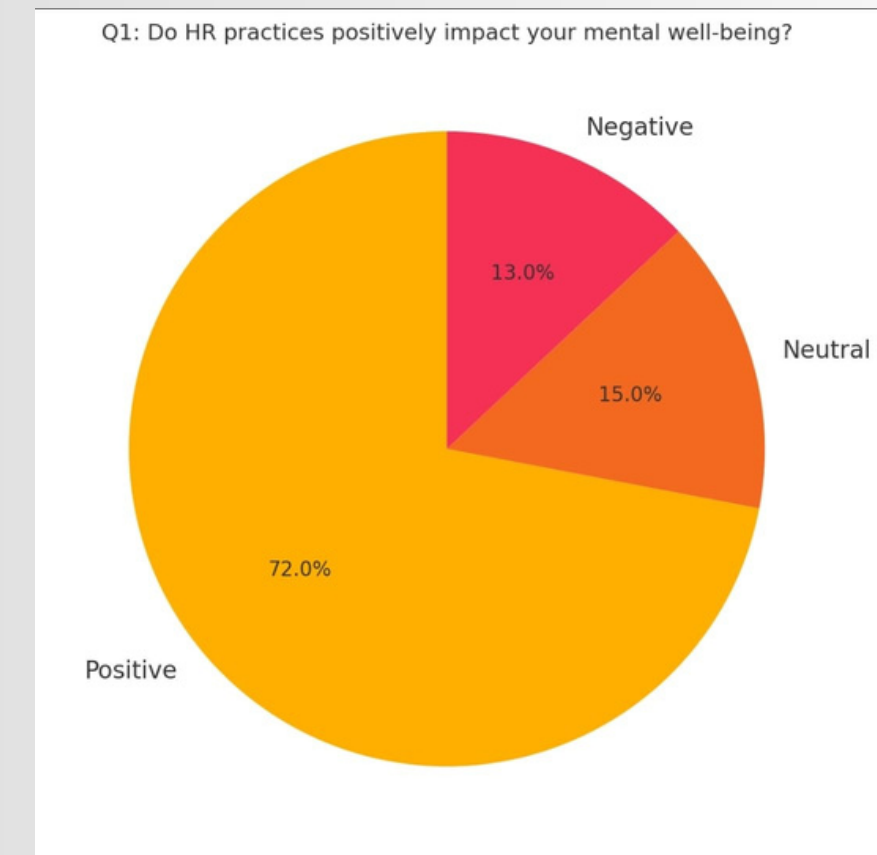
- **Study area** –Digital Inclined Pvt. Ltd
- **Study Population**- The study population comprises employees (developers, designers, managers), HR team members, and team leads at Digital Inclined Pvt Limited involved in mental health initiatives or HR engagement activities..
- **Inclusion**- Participants 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..
- **Duration of the Study**- 3months
- **Sample size**-50-100
- **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..

INTERPRETATIONS

Positive (72%): A significant majority of respondents believe that HR practices have a positive effect on their mental well-being. This indicates that the HR interventions, support systems, and workplace policies currently in place are largely effective in promoting a mentally healthy work environment. It reflects employee satisfaction with initiatives like flexible working hours, mental health days, counseling access, and a supportive HR culture.

Neutral (15%): A smaller segment of employees expressed neutrality. This suggests that while they may not find HR practices harmful, they do not perceive them as particularly helpful either.

Negative (13%): A minority of respondents feel that HR practices negatively impact their mental health. This could be attributed to poor communication, lack of empathetic support, rigid policies, or unaddressed concerns within the organization. This is a critical area for improvement, as these employees may feel unsupported or overlooked.

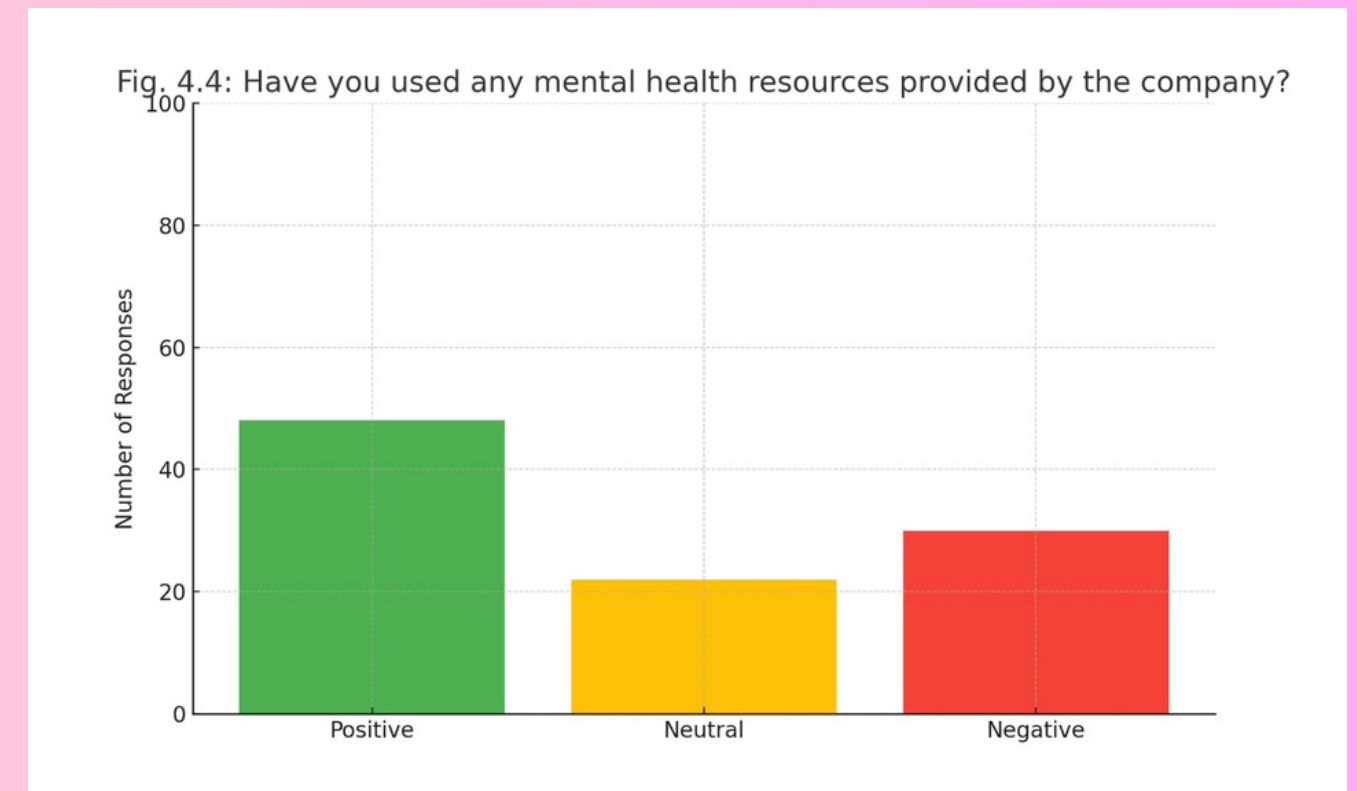


INTERPRETATION

Positive Responses ($\approx 48\%$): The highest number of respondents fall into this category, suggesting that a significant portion of employees have either used or benefitted from the mental health resources available. This reflects positively on the company's efforts to support mental well-being.

Neutral Responses ($\approx 22\%$): A smaller group reported neutral experiences. These individuals might be aware of the resources but have either not utilized them or have had average experiences that neither helped nor hindered them significantly.

Negative Responses ($\approx 30\%$): A notable proportion expressed negative feedback, which indicates dissatisfaction with the quality, accessibility, or relevance of the mental health programs offered.



INTERPRETATION

Positive (Yes) – 63%

A majority of the employees are aware of their organization's mental health policies. This suggests that the company has made effective efforts in communicating its policies through channels such as onboarding, HR briefings, newsletters, or intranet updates.

Neutral – 18%

These respondents may have heard of such policies but lack clarity or full understanding. This indicates a potential gap in consistent and comprehensive communication about mental health frameworks.

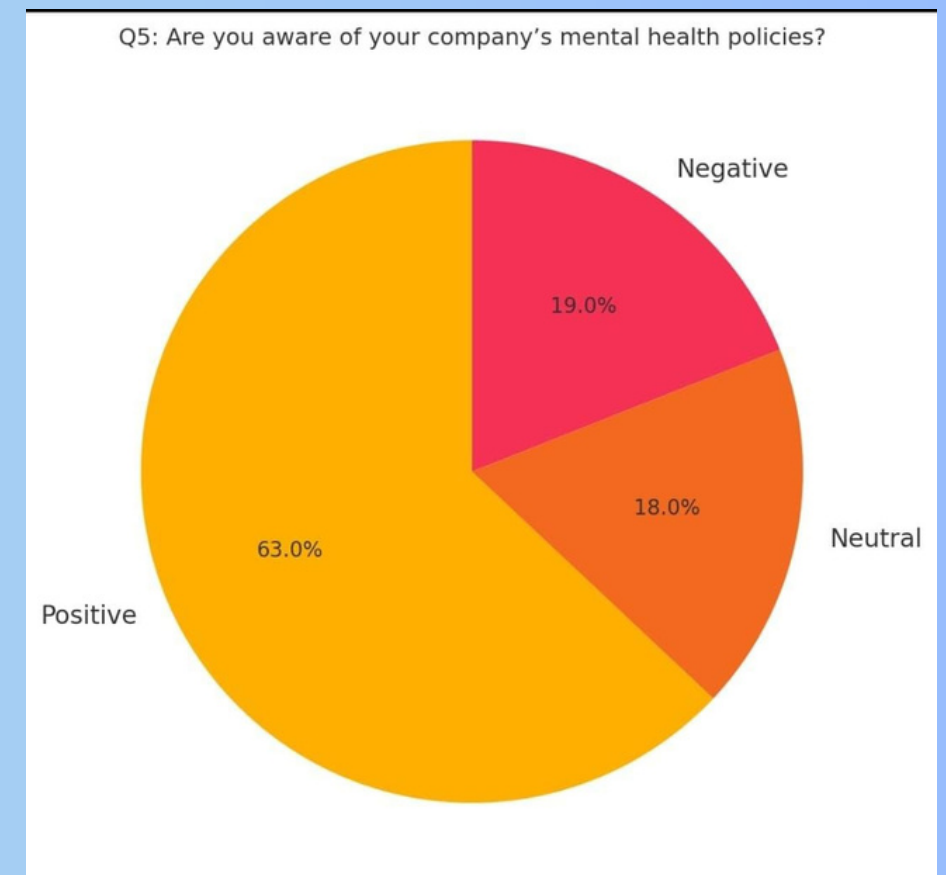
Negative (No) – 19%

A significant portion of employees are unaware of the mental health policies altogether. This could stem from:

Ineffective onboarding

Lack of accessible documentation

Absence of regular policy reminders or awareness campaigns



ANALYSIS

- A large majority affirm HR's positive role in mental well-being. This highlights effective implementation of mental health-friendly policies like flexible leave, empathy-driven leadership, and open communication channels.
- Most employees are open to structured support. However, 40% either don't prefer or don't find the methods useful—indicating the need for diverse, customization mental health options.
- Satisfaction is moderate. The 25% dissatisfaction rate suggests room for improvement in program design, accessibility, or awareness.

RESULT

- 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.
- 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

This study demonstrates that HR practices at Digital Inclined Pvt. Ltd. have significantly improved employee mental well-being. With tools like Zoho People and HubSpot and communication through WhatsApp and email, HR created a structured approach to support mental health.

Most employees acknowledged the positive impact of HR practices, though some gaps remain in awareness, satisfaction, and usage of available resources. Leadership support and flexible work policies also played a key role in improving engagement and reducing stress.

Overall, the findings highlight the importance of tech-enabled, employee-centric HR strategies in building a mentally healthy workplace.



THANK YOU