

STRESS MANAGEMENT APPROACHES FOR WORKFORCE RETENTION AT HERO MOTOCORP

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ABSTRACT: Employee stress has become a serious problem in large industrial firms, harming productivity, job happiness, and long-term employee retention. This paper looks at the stress management tactics used by Hero MotoCorp, India's leading two-wheeler manufacturer, and evaluates their effectiveness in improving organizational stability and employee well-being. The report examines major workplace stressors such as production limits, shift patterns, ergonomic issues, and technology improvements using a descriptive research design and secondary data. The paper focuses on Hero MotoCorp's activities, which include employee assistance programs (EAPs), career counseling, wellness sessions, skill enhancement training, safety enhancements, and collaborative work culture practices. The findings show that systematic stress management frameworks can reduce fatigue, enhance motivation, and retain more employees by creating a good and exciting work environment. According to the survey, for the automotive industry to function smoothly and have a devoted workforce, consistent investments in employee well-being, good communication, and employee-involved HR policies are required.

Index Terms: *Employee Stress, Stress Management, Employee Wellbeing, Workplace Stressors, Employee Assistance Programs (EAP), Job Satisfaction,*

1. INTRODUCTION

Businesses develop and implement retention strategies to reduce turnover, keep employees motivated, and avoid attrition. Although some employee turnover is unavoidable, a company can save time and money by developing a retention plan to keep as many people as possible from going. Continuously recruiting new staff is far more expensive and complex than educating and developing current employees.

In today's competitive business world, organizations are rapidly recognizing that their most precious asset is their workers. The retention of skilled and engaged staff is becoming more important to the organization's long-term performance. High turnover rates can result in substandard production, a loss of institutional knowledge, and greater expenditures. Recognition is one of the most important techniques for retaining employees. Employees are significantly more likely to remain devoted, engaged, and loyal to the organization's goals when they believe their contributions are respected and acknowledged.

HR interventions are intentional efforts to improve a company's operations by increasing employee productivity, adaptability, and dedication.

They can be classed according to their areas of competence, which include human resource management, strategic transformation, technology, and human processes.



Effective interventions are tailored to the organization's specific needs and are based on a thorough understanding of its goals.

A successful implementation should be organized by considering the organization's preparedness for change and the change agent's level of expertise.

Proactive retention techniques help to create a positive workplace culture by tailoring work circumstances, encouraging openness, and providing possibilities for promotion.

- Mindfulness, exercise, and open communication in the workplace have been found to promote employee well-being and reduce stress.
- When traditional stability is mixed with new freedom, people are more engaged, satisfied with their jobs, and more likely to stay with the business for a longer duration.

Stress management and employee retention are two essential company success aspects. Retaining skilled people is critical to long-term success and stability. They are happier and healthier when tension is well managed. Businesses that focus creating an environment in which employees feel valued, engaged, and supported while also lowering employee turnover.

When deadlines are approaching and expectations are high, attempting to manage tension is like trying to find a needle in a haystack. However, what if we told you that stress-reduction tactics are not only possible, but also necessary for building a positive company culture? Take a look at some practical ideas for changing tension from a silent foe to a manageable workplace issue.

Meditation and deep breathing exercises are two mindfulness techniques that have gained popularity due to their ability to reduce tension. It is beneficial for your staff to take short, concentrated breaks throughout the day to refuel. Implementing these strategies does not need a full restructuring of the organizational culture. You might start using them by taking part in online platforms that provide guided sessions or seminars. Mindfulness is an excellent choice because it is applicable in both domestic and professional situations.

Another excellent way to support youngsters is to encourage them to participate in physical activity. Exercise has been demonstrated to alleviate tension by releasing endorphins, the body's natural stress relievers. This can be accomplished by adopting a company-sponsored fitness program or just making training equipment available. Flexible schedules allow employees to set aside time for physical activity, promoting a healthy work-life balance. Virtual fitness challenges, yoga classes, and walking clubs are just a few examples of how these possibilities can be tailored to each employee's specific requirements and preferences.

It is also necessary to create an environment in which employees feel comfortable addressing their stressors. Managers can spot stressors early and collaborate to develop solutions by doing regular one-on-one check-ins and feedback sessions. Establishing a network of support among coworkers can help to create a community in which all members' well-being and health are valued, as well as promote the sharing of stress-reduction measures.

2. LITERATURE SURVEY

Kachi et al. (2020) undertook a large prospective cohort paper to look into the relationship between occupational stress and employee turnover in a varied group of Japanese workers. Using validated stress assessment instruments, the paper investigates job demands, task control, workplace support, and psychological strain as determinants of both intended and actual turnover over time. The findings show that employees who experienced high levels of stress were significantly more likely to lose their jobs than those who experienced low levels of stress. Even after controlling for organizational features and demographics, stress has a significant impact on attrition. Furthermore, the paper highlights specific employment categories that are more vulnerable to stress-related attrition. These findings emphasize the necessity of quickly recognizing hazardous working circumstances and taking immediate action. The authors claim that reducing occupational stress is critical for an organization's long-term stability and improving staff retention.

Eklund, C., Söderlund, A., & Elfström, M. L. (2021) A randomized controlled paper will be conducted to determine the efficacy of My Stress Control, a web-based stress management software created for Swedish adults facing work-related stress. The program's arranged modules centered on self-reflection, cognitive processes, and behavior adjustment strategies. Participants were assessed for stress, coping skills, and overall well-being after being randomly allocated to either the intervention or a waiting control group. The findings revealed that intervention participants experienced much lower levels of stress than controls. Furthermore, overall mental health and coping skills were improved. Individuals were able to engage with the content in the way that was most appropriate for them because to its digital format. The findings suggest that online therapies could be useful and user-friendly solutions for employees suffering high levels of stress. The authors believe that these programs have the potential to be broadly implemented in occupational health care settings.

Nixon, P., Ebert, D. D., Boß, L., Angerer, P., Dragano, N., & Lehr, D. (2022) This randomized controlled trial (2022) Evaluated the effectiveness of an online stress management program designed for employees with poor working conditions. The paper looked at the program's impact on stress reduction and the potential involvement of occupational self-efficacy as a mediator in this relationship. Employees from various industries were recruited and randomly allocated to one of two groups: experimental or control. The intervention included modules on cognitive restructuring, affective regulation, and coping techniques. The results showed that the digital program considerably reduced tension symptoms when compared to the control group. Furthermore, it was discovered that occupational self-efficacy influenced the intervention's ability to reduce stress effects. The findings highlight the need of including psychological empowerment in digital stress management measures. The intervention proved effective, scalable, and relevant in tough work contexts.

Maylor et al., 2023 This cluster randomized controlled paper assessed the effectiveness of a multicomponent workplace intervention intended to minimize and interrupt prolonged sitting. The paper focused on how the intervention affected office workers' productivity, subjective

stress, and physiological stress. Twelve clusters of 89 employees took part in an 8-week intervention that measured self-reported stress levels, work performance indicators, and cortisol concentrations (a physiological stress indicator). Exploratory analysis revealed that the intervention group had a significant effect size ($d = 0.79$) on lowered cortisol concentrations at 8 weeks. However, the major group \times time interaction was not statistically significant. The intervention group had significantly higher levels of cognitive vitality and vigor compared to the control group ($P < 0.05$). The authors interpret these data as implying that reducing prolonged sitting may have physiological and occupational benefits, despite the need for more extensive research. They also point out that quantifying physiological stress at work can be challenging due to practical issues. The paper expands understanding of the potential impact of behavioral ergonomics therapies, as well as psychological ones, on tension and performance outcomes in professional contexts.

Sasaki, N., Ogawa, S. Tsutsumi, A., & Imamura, K. (2024) This randomized controlled trial evaluated the effectiveness of a stress management program designed exclusively for employees of micro and small businesses and based on online text. The intervention focused on practical stress-coping techniques, self-monitoring, and cognitive-behavioral strategies delivered in succinct, ordered text pieces. Participants were randomly assigned to one of two groups: intervention or control. Before and during the intervention, they were assessed for productivity, mental well-being, and stress levels. Employees who attended the program reported significantly lower levels of stress and psychological anguish. Emotional health and job satisfaction also improved. Because of its text-based format, the application was inexpensive, user-friendly, and practicable for small businesses with minimal resources. The paper shows that small business employees' mental health can be enhanced by using digital text-based therapy. The authors recommend that more people use these stress-reduction measures, which are generally applicable.

3. TYPES OF EMPLOYEE STRESS MANAGEMENT PROGRAMS



There are various excellent employee stress-management strategies, such as:

Workshops and Training:

Offer courses on relaxation, mindfulness, and stress management.

Employee Assistance Programs (EAPs):

Provide private counseling and mental health assistance to employees who are dealing with stress or other personal problems.

Wellness Initiatives:

Encourage people to make healthy choices such as eating a well-balanced diet, exercising regularly, and getting enough sleep.

Flexible Work Arrangements:

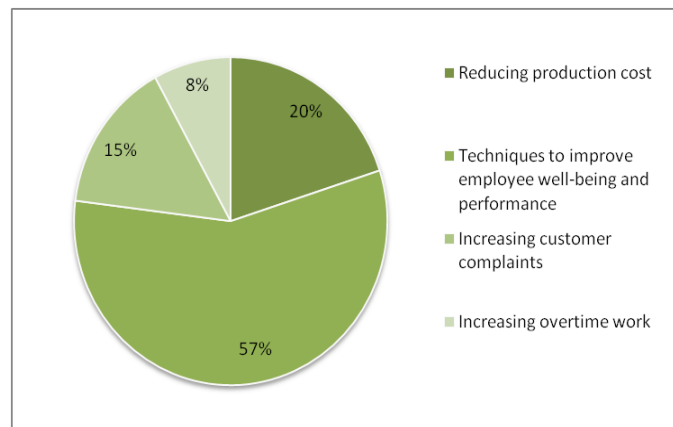
Flexible work arrangements can help to reduce workplace tension and enhance work-life balance.

Mindfulness and Meditation Programs:

Teach your staff how to remain attentive in order to help them manage stress and stay focused.

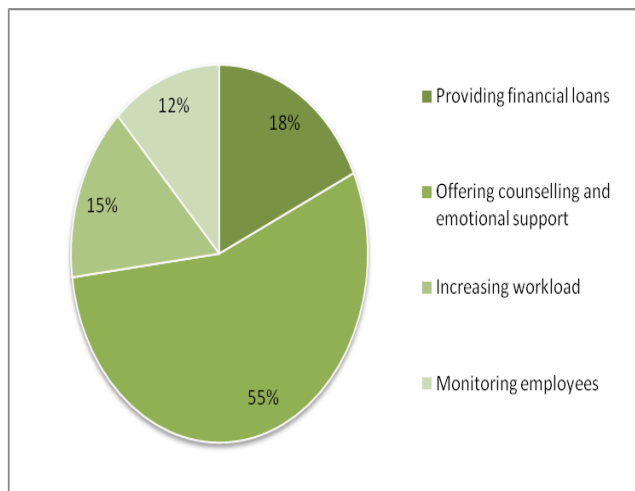
4. DATA ANALYSIS AND INTERPRETATION

1. Which option best describes stress management practices implemented at Hero MotoCorp?



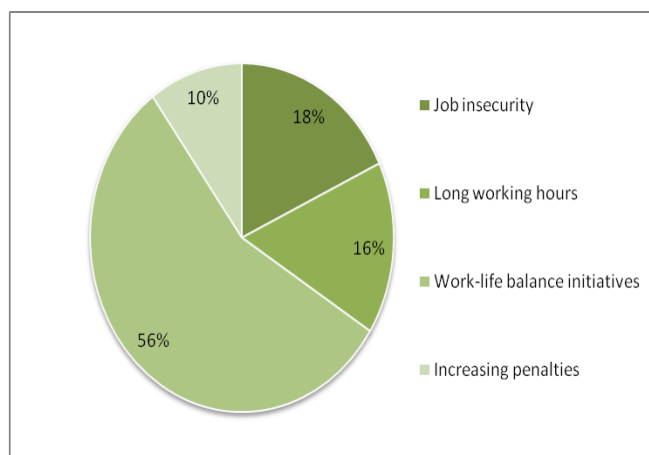
According to 57% of respondents, the most important concern is developing strategies to improve employee performance and well-being. This demonstrates their understanding of workforce-related efforts. A smaller percentage (20%) cited difficulties that needed to be resolved, such as decreased manufacturing costs, increased consumer complaints (15%), and increased overtime work (8%). This demonstrates that certain issues are less important than others.

2. What is the primary focus of Hero MotoCorp’s Employee Assistance Programs (EAP)?



The majority of respondents (55%), believe that emotional support and therapy are the most important steps to adopt while dealing with workplace tensions. Other factors, such as lending money (18%), assigning extra tasks to employees (15%), and monitoring them (12%), were less important.

3. Which approach helps Hero MotoCorp reduce employee attrition through stress reduction?



The majority of responders (56%) ranked work-life balance programs as the most important component, demonstrating their understanding of their potential to reduce stress and retain people. Long hours (16%), growing fines (10%), and job insecurity (18%) were the perceived less major but still substantial stressors.

5. CONCLUSION

Long-term staff retention and worker well-being require effective stress management. Organizations can significantly reduce employee unhappiness and burnout by implementing structured wellness programs, flexible work practices, supportive leadership, and a fair division of labor. These proactive actions create a pleasant work atmosphere in which employees feel encouraged, supported, and appreciated. Furthermore, firms that invest in

stress-reduction measures improve employee happiness, productivity, and the overall organization. When employees are happy and have less stress at work, they are more likely to be loyal, passionate, and committed to the firm. As a result, it is critical to employ all current stress management measures in order to build a resilient, engaged, and stable staff.

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