

# AN EMPIRICAL STUDY ON WORKPLACE COUNSELLING AND ITS IMPACT ON EMPLOYEE WELL-BEING AND PRODUCTIVITY WITH SPECIAL REFERENCE TO VELL BISCUITS PVT. LTD., PUDUCHERRY

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**Abstract:** Workplace counselling plays a pivotal role in enhancing employee well-being and organizational performance. This study aims to empirically analyze the impact of counselling services on the psychological health and productivity of employees at Vell Biscuits Pvt. Ltd., Puducherry. Amid growing stressors in industrial environments, mental health support mechanisms are essential for sustaining a healthy and high-performing workforce. A structured questionnaire was administered to 100 employees selected via simple random sampling. Using tools such as percentage analysis, Chi-square, and ANOVA, the study uncovers high levels of counselling awareness but also highlights barriers like time constraints, stigma, and concerns over confidentiality. Findings reveal that counselling positively influences productivity, stress management, and work satisfaction. The research underscores the need for stronger leadership involvement, better communication from HR, and hybrid counselling models that combine digital and face-to-face options. This paper fills a notable research gap by focusing on an Indian SME in the manufacturing sector and offers actionable recommendations for improving employee mental health outcomes.

**Keywords:** Workplace Counselling, Employee Well-being, Mental Health, Productivity, Vell Biscuits, Indian Manufacturing Sector

## I. INTRODUCTION

Vell Biscuits Pvt. Ltd., established in 1994 in Puducherry, is a key player in India's biscuit manufacturing sector. In the context of India's growing food industry, companies like Vell Biscuits must not only focus on product quality and market expansion but also on internal factors like employee well-being. Workplace counselling has emerged as a strategic HR tool in improving employee mental health and fostering organizational growth. In labor-intensive industries, workplace stress can stem from repetitive tasks, tight schedules, and minimal psychological support—making it imperative to study counselling interventions tailored to such environments.

## II. REVIEW OF LITERATURE

The existing body of work confirms the positive influence of counselling on absenteeism, productivity, and mental health:

- **Attridge (2020):** EAP counselling reduces absenteeism and boosts productivity.
- **McLeod (2021):** Counselling leads to increased organizational commitment.
- **Langlieb et al. (2021):** Digital counselling models increase return-to-work rates.
- **Kabra (2023):** Workplace counselling in Indian firms enhances job satisfaction by 30%.
- **Medina-Garrido et al. (2023):** Work-family counselling services improve job performance.

However, most studies focus on MNCs and white-collar roles, overlooking SMEs and blue-collar workforces. This study addresses these gaps in the Indian SME context.

**RESEARCH GAP**

This study is significant as it addresses:

- Lack of empirical studies in Indian food-manufacturing SMEs.
- Limited insights on blue-collar worker mental health.
- Inadequate focus on counselling's measurable impact on productivity.
- Persistent stigma and cultural barriers around counselling.
- Sustainability and cost-effectiveness concerns in SME settings.

**OBJECTIVES OF THE STUDY****Primary Objective:**

- To evaluate how workplace counselling affects employee well-being and productivity at Vell Biscuits Pvt. Ltd.

**Secondary Objectives:**

1. Assess employee awareness of and attitudes toward counselling.
2. Compare the perceived effectiveness of counselling formats (digital vs. in-person).
3. Evaluate the role of leadership and HR in supporting mental health initiatives.

**III. RESEARCH METHODOLOGY**

- **Research Design:** Descriptive
- **Sample Size:** 100 employees
- **Sampling Technique:** Simple random sampling
- **Data Sources:**
  - **Primary:** Structured questionnaires
  - **Secondary:** Internal company documents, journals, and online sources
- **Tools Used:**
  - Percentage analysis
  - Chi-square test
  - One-way ANOVA

**DATA ANALYSIS AND INTERPRETATION (SUMMARY)**

Key findings based on questionnaire responses:

- **Demographics:** Majority are aged 18–35, balanced gender ratio, most earn below ₹40,000 per month.
- **Counselling Awareness:** 60% of respondents are aware; 59% believe it improves mental well-being.
- **Barriers:** Time constraints, confidentiality concerns, and stigma deter counselling participation.
- **Preferences:** 48% prefer face-to-face sessions, while only 36% find digital options more convenient.
- **Effectiveness:** Counselling is linked to improved focus, reduced sick leaves, and better performance.
- **Organizational Support:** Only 34% feel HR communicates wellness programs clearly; leadership support is rated low.

**Statistical Results**

- **Chi-Square Tests:** Significant correlation between awareness levels and counselling use.
- **ANOVA:** No significant variation in productivity perceptions across different demographic groups.
- **Correlation:** Positive relationship between perception of counselling and stress management.

**FINDINGS**

- High levels of counselling awareness but limited accessibility.
- Positive correlation between counselling and productivity.
- Managerial and HR communication on mental health needs improvement.
- Cultural stigma remains a moderate deterrent.
- Mixed responses on preference for digital vs. in-person counselling.

**SUGGESTIONS**

- Improve visibility and communication of available counselling services.
- Address confidentiality concerns through transparent HR policies.
- Encourage leadership involvement in promoting mental health.
- Provide both digital and face-to-face options to suit varied employee needs.
- Foster a stigma-free work culture through awareness campaigns.

- Evaluate counselling outcomes with productivity and wellness metrics.

#### **IV. CONCLUSION**

This study demonstrates the growing relevance of workplace counselling, even in mid-sized manufacturing setups like Vell Biscuits Pvt. Ltd. Counselling has a tangible impact on employee mental health, stress management, and productivity. However, efforts must be made to strengthen HR communication, managerial encouragement, and accessibility of such services. The company stands to benefit from adopting a more integrated and inclusive wellness strategy—aligning mental health support with broader organizational goals.

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