

Tata Motors Insurance Broking and Advisory Services (TMIBASL): Investing in employee wellbeing

In FY2023-24, the 'Small Step Big Changes' campaign at Tata Motors Insurance Broking & Advisory Services (TMIBASL) targeted non-communicable diseases, focusing on hypertension, diabetes, and weight loss, including for employees' dependents. To ensure engagement and motivate employees, rewards were announced during the launch of the programme. Women-specific interventions were also introduced, featuring quarterly meetings, onsite gynaecologist consultations, and health awareness sessions, based on employee feedback.

TMIBASL conducted wellness activities, including webinars, camps, onsite sessions, and health check-ups. Challenges such as coordination with stakeholders and maintaining employee engagement were addressed by finalising wellness calendars, pre-session discussions, and mock sessions.

Context

Physical and mental health problems have been linked to the difficulties of working remotely, spending a lot of time sitting down, moving less, and interacting virtually. This has made the creation of a wellness programme essential to address the various issues that staff members face.

Result

The participation in the annual health check-ups has always been above industry standards ranging from 85-90% for TMIBASL. The company's commitment to a healthy workplace was recognised with a silver medal in the Aarogya Healthy Workplace Award, reflecting the success of its health initiatives over the past two to three years.

Success Factors

- Customised and relevant webinar topics
- Preventive health check-ups guiding future engagement sessions
- Interactive Q&A sessions enhancing programme engagement

Benefits

- Increased health awareness and proactive health measures among employees
- Strengthened client relationships through value-added services



**Tata Motors Insurance Broking And Advisory Services Limited
HAS WON THE PRESTIGIOUS
SILVER HEALTHY WORKPLACES AWARD.**



TATA MOTORS INSURANCE BROKING AND ADVISORY SERVICES LIMITED

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