SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 5 | May 2026 - Peer Reviewed Journal

STRESS MANAGEMENT – TTK HEALTHCARE

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INTRODUCTION

Stress management refers to the techniques and strategies adopted by individuals and organizations to control stress and maintain physical, emotional, and mental well-being. In modern organizations, employees often experience stress due to workload, deadlines, work pressure, role conflicts, and lack of work-life balance. Excessive stress negatively affects employee productivity, job satisfaction, motivation, and organizational performance. Therefore, organizations focus on implementing stress management practices such as employee counseling, flexible working conditions, training programs, wellness initiatives, and supportive leadership.

In the healthcare and pharmaceutical industry, stress management becomes even more important because employees work under high responsibility and demanding conditions. Effective stress management helps employees remain productive, committed, and emotionally balanced. Organizations that provide a healthy work environment and proper support systems can reduce employee stress and improve overall organizational effectiveness.

INDUSTRY PROFILE

The healthcare and pharmaceutical industry is one of the fastest-growing industries in India and contributes significantly to economic development, employment generation, and public health improvement. The industry includes pharmaceutical manufacturing, medical devices, healthcare products, wellness products, hospitals, diagnostics, and consumer healthcare services. Technological advancements, rising healthcare awareness, population growth, and increasing demand for medical products have accelerated the growth of this sector.

The Indian healthcare industry has expanded rapidly due to increased investments, government support, and innovations in medical technology. The industry plays a vital role in producing medicines, medical devices, personal care products, and healthcare solutions for domestic and international markets. Employees working in this sector often face work-related stress because of strict quality standards, production targets, and customer expectations. Therefore, stress management practices are highly important in maintaining employee efficiency and organizational productivity.

COMPANY PROFILE

TTK Healthcare is one of the leading healthcare and pharmaceutical companies in India. The company was established in 1928 and is headquartered in Chennai, Tamil Nadu. It operates in multiple segments including pharmaceuticals, consumer products, medical devices, protective devices, foods, and animal welfare products. The company manufactures and markets a wide range of healthcare and consumer products across India and international markets.

TTK Healthcare is known for products such as Woodward's Gripe Water, EVA personal care products, Skore protective products, orthopedic implants, and the TTK Chitra Heart Valve. The company has established a strong reputation for innovation, quality management, and customer satisfaction. It also focuses on employee welfare, workplace safety, and organizational development.

The organization follows modern manufacturing practices and emphasizes research and development to improve product quality and healthcare solutions. The company operates through several divisions including consumer products, medical devices, orthopedics, animal welfare, and publications. TTK Healthcare has a strong distribution network across India and exports products to international markets.

REVIEW OF LITERATURE

According to Hans Selye, stress is the body's non-specific response to any demand placed upon it. He explained that moderate stress may improve performance, but excessive stress can affect physical and psychological health. Occupational stress has become a major concern in organizations because it influences employee behavior, productivity, and job satisfaction.

Robbins and Judge explained that workplace stress occurs when employees are unable to cope with job demands and organizational pressures. They emphasized that heavy workload, poor communication, role ambiguity, and lack of support are major causes of stress in organizations.

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Cooper and Marshall identified organizational factors such as long working hours, job insecurity, poor interpersonal relationships, and inadequate participation in decision-making as major stressors affecting employee performance and satisfaction.

A study by Sharma and Devi (2020) found that employees working in manufacturing and healthcare sectors experience stress due to performance pressure and target-oriented work culture. The study suggested that counseling programs, wellness initiatives, and employee engagement activities help reduce workplace stress.

Kumar and Ramesh (2021) analyzed stress management practices in Indian companies and concluded that supportive leadership, flexible working conditions, and employee recognition programs significantly reduce occupational stress and improve employee morale.

Another study by Singh (2022) emphasized that stress management training programs improve employee confidence, emotional stability, and organizational commitment. The research also highlighted that organizations investing in employee well-being experience lower absenteeism and turnover rates.

RESEARCH METHODOLOGY

Research methodology refers to the systematic process used to conduct research and analyze information. The study on stress management at TTK Healthcare adopted a descriptive research design to understand employee stress levels and organizational practices related to stress management.

Both primary and secondary data were used for the study. Primary data was collected through structured questionnaires distributed among employees. The questionnaire included questions related to workload, working conditions, job pressure, communication, leadership support, work-life balance, and stress management practices.

Secondary data was collected from books, journals, company reports, articles, and websites related to stress management and organizational behavior.

The study used simple random sampling for selecting respondents. A sample size of 120 employees was considered for analysis. Statistical tools such as percentage analysis, correlation analysis, chi-square test, and ANOVA were used to interpret the collected data.

DATA ANALYSIS

The analysis of employee responses revealed that a majority of employees experienced moderate levels of stress due to workload and production targets. Many respondents stated that time pressure and role responsibilities were major causes of workplace stress.

A significant percentage of employees expressed satisfaction with the company's working environment and leadership support. Employees appreciated teamwork, communication with supervisors, and organizational policies aimed at employee welfare.

The analysis also showed that some employees experienced stress due to work-life imbalance and limited career growth opportunities. Employees suggested that flexible working hours, recreational activities, and stress management training programs would help improve employee well-being.

The percentage analysis indicated that employees who received support from supervisors and colleagues experienced lower stress levels compared to employees who lacked organizational support. Statistical analysis further revealed a relationship between workplace environment and employee stress levels.

FINDINGS

The study identified several important findings regarding stress management practices at TTK Healthcare.
Most employees experienced moderate occupational stress due to workload, deadlines, and job responsibilities.
Employees who received support from supervisors and coworkers reported lower stress levels and higher job satisfaction.
The organization maintains a positive work environment that supports employee engagement and teamwork.
Some employees expressed concerns regarding work-life balance and career growth opportunities.
Stress management initiatives such as employee counseling, training programs, and communication support were found to positively influence employee morale.
Employees believed that recognition programs and flexible working arrangements would help reduce workplace stress and improve productivity.

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The study also revealed that effective leadership and transparent communication significantly contribute to employee emotional well-being.

SUGGESTIONS

The organization should introduce regular stress management training programs and workshops to help employees handle workplace pressure effectively.

TTK Healthcare can improve work-life balance by offering flexible working hours and wellness initiatives for employees. Management should encourage open communication between supervisors and employees to reduce misunderstandings and work-related anxiety.

Employee counseling and mental wellness programs should be strengthened to support employees facing occupational stress. Recognition and reward systems can motivate employees and reduce stress caused by lack of appreciation.

The company should organize recreational activities, team-building programs, and health awareness sessions to improve employee morale and engagement.

Career development opportunities and skill enhancement programs should be provided to reduce employee frustration and improve organizational commitment.

CONCLUSION

Stress management is an important aspect of organizational success because employee well-being directly affects productivity, efficiency, and job satisfaction. The study conducted at TTK Healthcare shows that employees experience moderate stress due to workload, deadlines, and organizational responsibilities. However, the company maintains a supportive work environment that helps employees manage stress effectively.

The study concludes that leadership support, communication, teamwork, and employee welfare initiatives play a major role in reducing workplace stress. Organizations that prioritize employee well-being and stress management practices create a healthier and more productive workforce. By implementing effective stress management strategies, TTK Healthcare can further improve employee satisfaction, reduce turnover, and enhance organizational performance.

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