

TREADMILL MANTRA

PAUNCHY MANAGERS AND DIABETIC EXECUTIVES ARE HITTING THE GYMS

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COMPANIES ARE striving to make physical fitness part of their employee's lives. Besides the proven health benefits of exercise, physically fit employees can better cope with physical tasks, deal with stressful situations more easily and are lesser susceptible to illness and injuries. Companies are discovering the positive benefits of providing workplace fitness programs. They're realising that huge funds being spent on employee's medical health problems can be saved by proactively investing in appropriately designed corporate fitness programs. Statistics show that companies with corporate fitness programs enjoy (a) reduced Health Care Costs, (b) increased productivity and (c) reduced absenteeism. Not only this, recruitment and retraining costs are saved, improved employee concentration, and creativity, leading to better employee morale. For employee's it implies improved health and energy levels, decreased body fat, and a fit body.

Recent studies show that increased physical activity is a best way for employees to unwind. They are able to quit smoking easily. They drink less & are more patient with their colleagues & clients. As a result productivity and motivation increases. Companies are now incorporating this idea in their work culture either setting up corporate fitness memberships to the local gym or by setting up tennis or squash court and gyms within their offices premises.

Anil Bind, CEO of Solutions Infosys in Delhi, has incorporated a very well equipped gym for his staff. He initially got this idea from abroad and wanted to give the very best to his employees in India too. Working in IT company implies sitting in front of the computer the whole day, therefore he & his colleagues look forward to a workout

session with their personal fitness trainer. They claim "it's a party time".

Coca Cola set up the Corporate Gym during July 1998, and have one of the best equipped Corporate Gyms in North India. They also have a qualified instructor, who customise fitness programs for the users depending on their individual needs. Varghis Matthew (Senior Manager Administration & Leasing Coca-Cola) says it is like a personal trainer for each Gym user. They also have a fully equipped Doctor's Room, where a Doctor visits daily.

Varghis says "Employees spend more time at work than they do anywhere else. The main excuse people give for not exercising is that they don't have enough time. To get someone to exercise, we've got to help them to carve out the time. We've found that people are much more likely to join a Gym or exercise program, if they can find it at the work site, either before or after work."

"We established a Corporate Gym, in line with our standards worldwide. The facilities we provide like the Corporate Gym, the Table Tennis Room or the Badminton court only help facilitate them to incorporate physical activity into their daily lives" claims Varghis.

These days a Gym is part of the facilities provided in any of our large offices the new mantra is a healthy and fit employee is a more alert and productive. So facilities for Table Tennis, Badminton, Cricket Football Team etc are there.

On an average, about 20 to 30 employees use these facilities daily. Although no scientific study has been conducted, it is noticed that the state of health and well-being among the users of these facilities are higher.

Reebok launched a whole new - world of fitness at the Reebok Corporate Gym, at Signature Towers, South City, Gurgaon in 2001. Himanshu Bhardwaj, from Reebok says, "The Reebok Corporate Gym brings together a truly holistic approach to a healthy body through its inventive schedules, focused personal trainers, creative workout options and state-of-the-art equipment which include the Treadmills, cross trainers and cycles. Positioned in the heart of Gurgaon's new corporate development, with spacious premises and luxurious shower rooms and steam, it is attractively placed."

Taking from the brand ideology of enabling and popularising the concept of fitness, the employees of the company, especially younger age believes in living the brand by maintaining a high fitness level.



The gyms at these corporate offices are equipped with the best.

forcement are attempted to institute within a corporate wellness program. Employees are treated as individuals, with their own needs and goals. The trainer takes a note their personal and family health history, physical limitations, expectations and fitness goals. Their fitness level is evaluated. For employees with less physical jobs, it's ideal to measure cardio respiratory endurance, body composition and flexibility. For employees with more physically demanding jobs, measure of muscle strength and endurance is taken. A person with sedentary job might have nagging back problems. Carpel tunnel syndrome,

among person working on a computer most of the not unheard of. Incorrect body postures in any) also attended to. Hunching shoulders, stooping poor eyesight can all be taken care of by proper coing. Utilising the information from the initial coesul and fitness evaluation, an Individual Ex Prescription (IEP) for each participating employee ated. Exercise sessions include:

- Warm-up activities.
- Aerobic condition
- Toning.
- Strength training.
- Flexibility exercises.

Some other formats of fitness regimes followed at corporate gyms are: yoga, kickboxing, low impact, val training, body sculpt, Pilates, tai chi, Latin di Lunch & Learn' seminars, ergonomic assessment recommendations for the workplace, 'Corporate Wl Fairs', weight loss and nutrition program. For a ver corporate, who is always on the move, an expo

GYM SEASON

- With the increase in work related stress, companies are incorporating gyms in their premises.
- Corporate gyms help the employees to be physically fitter & mentally alert.
- It helps to increase productivity & reduce medical

