



GULFTAINER  
CASE STUDY

# THE BUSINESS PLEDGE

SETTING TARGETS FOR SUSTAINABLE & RESPONSIBLE GROWTH

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# SETTING TARGETS FOR SUSTAINABLE AND RESPONSIBLE GROWTH

## 1. WHAT IS THE INITIATIVE THAT THE ORGANISATION HAS ESTABLISHED?

Positive Pulse was initiated by Gulftainer as part of their corporate wellness initiative which seeks to enhance employee engagement through promoting a healthy lifestyle. Instead of using a one-size-fits-all approach to Health and Mental wellbeing the initiative was made to suit every employee's personal preferences and needs.

## 2. WHAT WAS THE MOTIVE FOR ESTABLISHING THIS INITIATIVE?

The main motive behind 'Positive Pulse' was that it encompassed a wide spread of activities focusing on health and fitness, nutrition, mindfulness and team-building. Ever since its implementation on February 2017, the programme has had a widespread positive impact on its employee well-being, as employees have had the opportunity to consult dietitian and help those who haven't participated in any regular physical activity to start exercising, through activities like Marathons, Taichi and Yoga.



## 3. WHAT WERE THE WAYS IN WHICH THE ORGANISATION IMPLEMENTED THE INITIATIVE?

Partnerships with various health and wellness companies was one of the first steps taken by the company in order to implement this initiative, well known health and wellness brands such as "Bharat Thakur Yoga", "Fitness First" etc were collaborated with in order to provide world-class services to their employees. Additionally, marathons and other team building programmes were promoted in order to help employees bond and actively train together to become fit without any excuses.

## 4. WHAT WAS THE IMPACT THE INITIATIVE HAD ON THE ORGANISATION?

The major impact that "Positive Pulse" had on its employees was that by the end of the initiative, employees had consulted a dietician regarding their personalized diets and since the launch of Positive Pulse, those employees who did not participate in any regular physical activity have started exercising. In addition, the number of smokers in the company has now significantly begun to quit the habit. The company earned recognition for its corporate well-being programme, Positive Pulse, as this programme was not only able to get their employees to be consciously fit but it also built a strong sense of belongingness like a family would in light of their efforts they were awarded the 'Corporate Health and Wellness Initiative' category at the Daman Corporate Health Awards 2017.