

PADMAJAA IYER

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**STARTUP CITY 10 BEST
CORPORATE WELLNESS
STARTUPS - 2023***An annual listing of '10 Best Corporate Wellness Startups - 2023' represents not only the knowhow of companies offering innovative products and services, but also the ingenuity of young organizations revolutionizing the Industry*Honey Kumari
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Assistant Editor
STARTUP CITY**PADMAJAA IYER:** Creating Clusters of Conscious Creators through the Path of Self-DiscoveryPadmajaa Iyer,
Wellness Consultant & Performance Coach

Corporate Wellness has gained importance of late as an integral part of an organisation more so after the pandemic where we saw the masses awaken to the importance of mental health like never before. Corporate wellness consultants aid in the planning, management, and administration of wellness initiatives. They design and offer programs that not only encourage employees to adopt and sustain healthy lifestyle choices but also help them strategize, structure and develop the discipline and other necessary components required for enjoying a high quality life.

Padmajaa Iyer, a corporate wellness consultant and COO of Funwise Consulting, an organization founded by her mentor and spiritual teacher Nithya Shanti, is also the wellness mentor for the Tarun Sardesai Golf Academy-Kolar, The Aasraa Trust-Dehradun and a coach and mentor for the CEOs and heads of several organizations and institutions. Having worked as Head of Wellness at Mu Sigma Business Solutions and also being a certified students counsellor, Padmajaa Iyer

has almost two decades of expertise supporting people from all walks of life, including CXOs and CEOs, senior citizens, school children, children from underprivileged backgrounds, employees of educational and sports institutions, celebrities, and other public figures.

Padmajaa Iyer's work is centred around creating clusters of conscious creators through the path of self-discovery. Her goal is to assist organizations in changing their workplace culture towards wellness while fostering a sense of community among employees. With her innovative and result-oriented approach, Padmajaa is able to develop mindfulness based holistic wellness programs that are not only economical but also enriching and impactful for the individual client and the institution as a whole. Padmajaa offers a robust employee assistance program and an array of self-help tools tailored to help employees adopt a holistically balanced and healthy lifestyle. She works as a strategic partner with internal stakeholders, system owners, and leaders to identify the gap between performance competencies and organizational best practices, and develops performance improvement recommendations based on the business.

Her journey towards conscious living began in 1998 when she was diagnosed with a life-threatening degenerative illness. Her deep dive into self-healing and holistic practices led her to the realisation of the profound connection between the body, mind, and soul. Conscious living, in Padmajaa's opinion, is all about taking responsibility for one's experiences and not living life as a

victim to external influences, but developing the ability to tap into the inherent wisdom and knowledge within, that guides individuals towards their purpose in life and then what they eventually do unfolds effortlessly. "My intention is to add value to people's lives," shares Padmajaa Iyer.



I believe that it is of utmost importance for individuals to be made aware of their inherent potential and enable them to lead a fulfilling and purposeful life

The USP of her work is focusing on the 3 areas of a human being's life, Unburdening from the past, Unravelling the potential of the present moment and Unleashing an unlimited future.

Padmajaa holds certifications in several different healing modalities, including Theta Healing from the THINK Institute USA, Rebirthing Breathwork International, a qualified therapist in Inner Child Work and a gold medallist in Past Life Regression Therapy. She sets up zen spaces and plans workshops, seminars, mentoring, and leadership programs. Some of her signature initiatives help in overcoming anxiety and stress, build camaraderie, empathy & collaboration in teams and improve communication, focus and productivity. These programs along with many others are designed to help individuals evolve both personally and professionally. She is grateful to her family, children, all her mentors, teachers and individuals and all the experiences of her life that played a vital role in shaping her journey as a wellness mentor and coach. **ES**