

Accelerating Smart Power and Renewable Energy in India (ASPIRE)

Gender Equality and Social Inclusion (GESI)

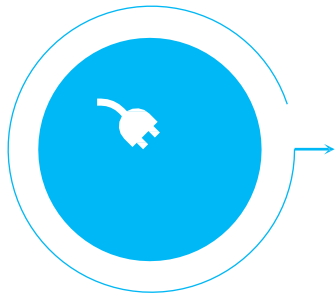
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August 2024



Gender Equality and Social Inclusion

(GESI)

GESI is an approach intended to eliminate existing barriers in order to increase access, enable decision-making and participation of marginalised populations. The industrial sector can draw a lot from this approach to ensure that marginalised populations are both equitably represented in the sector and benefiting from the value added by this industry.



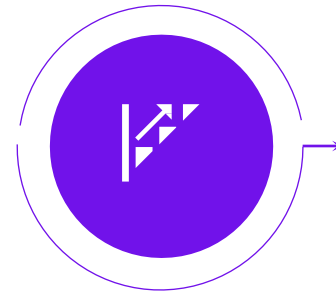
Energy Access

Affordable energy access can improve health, increase productivity, and enable paid work



Expanding Market Activity

Financing mechanisms that enable GESI groups to afford initial cost of equipment



Value Chain Opportunities

Energy transition opens new areas of work creating new job opportunities



Employment and Working Conditions

Creation of job opportunities; representation of marginalized groups in roles of authority

GESI is a key consideration for companies

Gender Equality and Social Inclusion (GESI) is a key area that companies have started and will need to continue to address to promote an inclusive society.



Current Industrial Sector Initiatives to improve GESI



Internal company initiatives

- Promoting Employee Resource Groups
- Embedding Gender-inclusive policies into company strategy
- Setting targets for recruitment of diverse workforces



External community initiatives

- Launching internships or insight programmes
- Providing resources and workshops
- Advertising and partnerships



Despite progress in some areas, firms are yet to progress on achieving targets on:



Women occupying board seats

As per current industry statistics, representation of women on board seats across the globe (especially in India) is very low



Widespread social mobility

Firms are increasingly implementing initiatives to improve social mobility, but more can be done to involve marginalised groups at all levels of organisations

Incorporating GESI initiatives has benefits....



Value creation

Companies can achieve full and productive employment as well as decent work for all women and men (including person with disabilities) and equal pay for work of equal value



Customer service

GESI initiatives can drive better customer outcomes by having more interactions between employees and customers who are more representative (look, think and sound similar) to the customerbase.



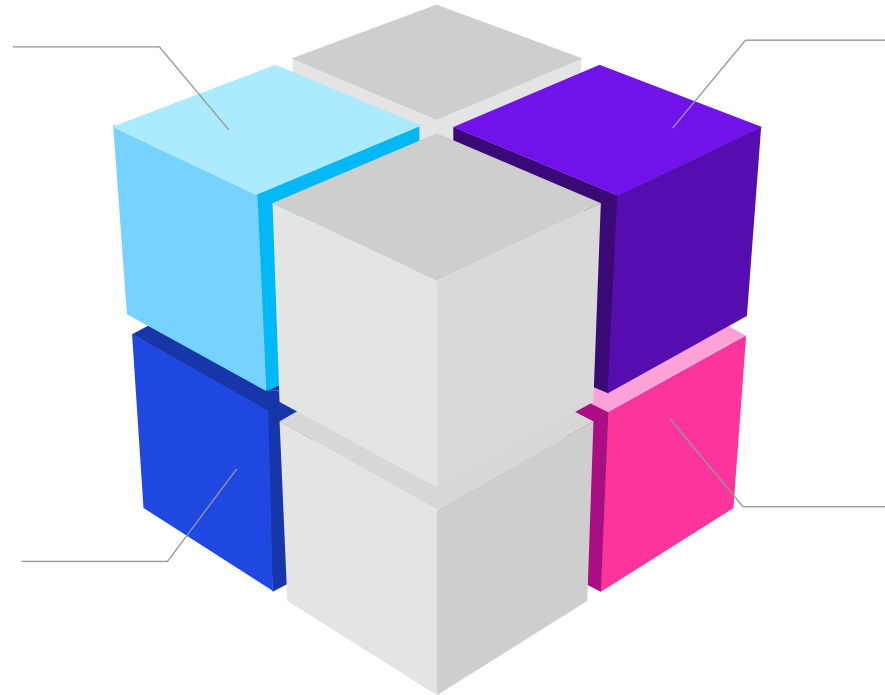
Innovation

The Industrial sector is going through a process of transformation and studies have shown a strong correlation between greater diversity in management and innovation



Profitability

Companies in the top quartile for gender diversity on executive teams were 25% more likely to have above average profitability than companies in the fourth quartile



Implementing GESI has challenges but there



The challenges come in many forms

- **Inequalities** are often **self-perpetuating**, and many excluded groups can fall into a cycle of underdevelopment reinforced by internal and external factors
- **Barriers** can be **economic, market-based, sociocultural and institutional**, in turn creating intersectional barriers
- **Solutions are complex:** **Co-ordinated and long-term interventions** that consider all factors creating barriers are needed and many global companies across the value chain are implementing them



Solving them together is key

- **Engage** employees to understand their views on current GESI initiatives and the company culture and whether there are any existing barriers to inclusivity
- **Involve:** Use **employee feedback** to create **multifaceted training programs** on GESI for all levels of employees and tie leaderships performance to GESI metrics to ensure action
- **Evolve:** Consider how to bolster GESI programs by adding the most **impactful approaches** identified by employees i.e. mentorships, formal sponsorships

5 key takeaways to guide GESI

Embed GESI into culture and corporate strategy

Develop an **inclusive approach** to employing, developing, retaining and progressing diverse talent and a culture where minority groups can speak with confidence

Form partnerships

Finding **local champions** in government, the private sector and civil society who want to work on tackling inequality and exclusion

Use participation quotas

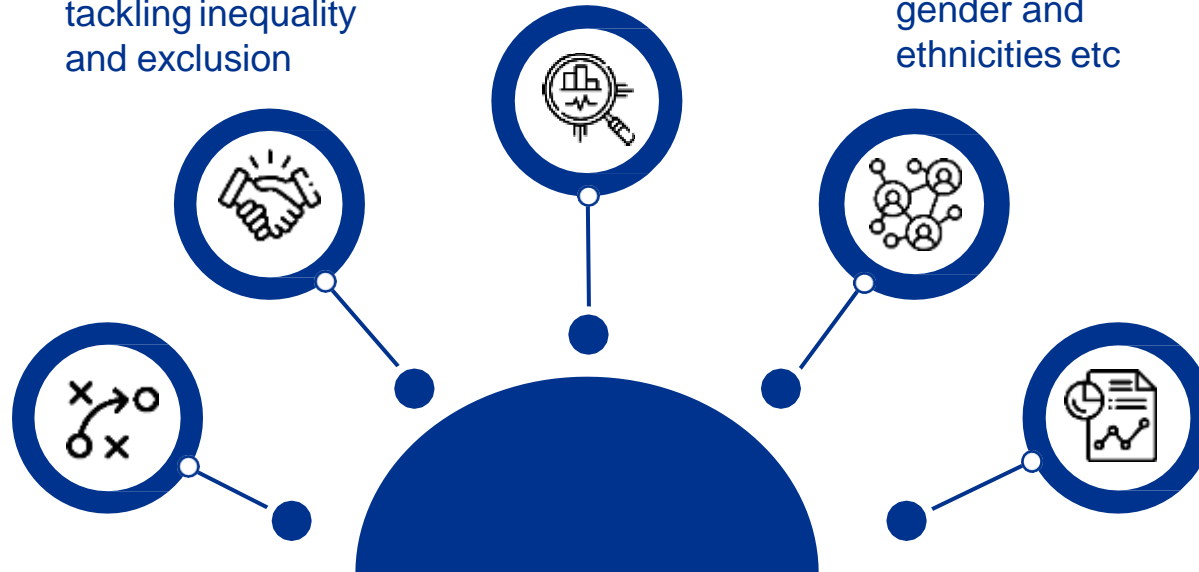
Participation quotas give clear goals to achieve for increasing the participation of excluded groups

Create GESI groups

Fulfil company's social mission in **unifying communities** and **bringing together people** of different backgrounds, ages, gender and ethnicities etc

Monitor, evaluate and report on GESI

Measure **pre-determined and agreed** GESI metrics and be transparent about progress as individual organisations and as a sector. **Monitor** who is included and how in meetings, events, decision making etc.



Case Examples on GESI in Indian Industries hosted on IDEEKSHA Platform

Companies across sectors have undertaken various initiatives to promote GESI (1/4)



JK Tyre & Industries Ltd.

- In FY 24, through their **Entrepreneurship Development Programme** for unemployed youths, provided necessary support to **17 unemployed women** to establish successful businesses in diverse sectors.
- Established the **Women in Motorsport wing** at the Federation of Motor Sport Clubs of India (FMSCI), where through annual Young Scholarship programme they actively support promising female talent pursue their motorsport dreams.
- Launched **Saheli Sangam Samiti** initiative where in FY24, **20 women** were trained to enhance their employability and income levels in their entrepreneurial endeavors.



Apollo Tyres Ltd.

- Launched **Navya**, a program that aims to **empower rural women** financially by engaging them in income-generating activities and enhancing their skills and capacities. **1,122 women** started income generation activities in the FY24.
- Through their '**Livelihood for underprivileged women**' initiative:
 - **10,000+ women** directly involved in decision making process
 - **16,000+ women** received income generating training
 - 100+ group enterprises established engaging **over 3,000 women** directly
 - ~ **3,600 women** have been linked with various government welfare schemes and in total, have availed benefits of **~7.38 crores**.

Companies across sectors have undertaken various initiatives to promote GESI (2/4)



CEAT Tyres

- Launched **Women Accelerator Programme** to enhance behavioral skills and nurture leadership capabilities for the holistic growth of women, through **workshops and mentoring programs**.
- Launched **EmpowHER**, a dedicated **employee resource group for women** which fosters inclusivity by providing a supportive environment for dialogue, idea exchange, and networking.
- Launched **Inweave internship programme** that facilitates the **re-integration** and professional growth of **women returning to the workforce** after a career break.
- CEAT's Nagpur facility has **~25% women associates** across shop floor functions, which is not a usual norm in heavy-duty industries.



Balkrishna Industries Limited

- **25% of the Board of Directors** in the company are **women**.
- Provided **livelihoods and vocational development** to **800+ community members** (mostly women) who have been trained in our pre-service teacher education center, 600 of whom are employed as teachers and teacher educators, through the CSR program.
- **Trained 7 community women** as teachers to teach 25 preschool children from their own community through their CSR program.

Companies across sectors have undertaken various initiatives to promote GESI (3/4)



Vardhmān

Vardhman Fabrics, Budhni

- Organize workshops in nearby villages to **promote women's empowerment**
- Follows policy of “**Equal work equal remuneration**”
- Introduced **social skill development programs** for women workers like “**PACE**”(Personal Advancement and Career Enhancement)
- Provide different platforms like **QC, and TPM for personality development and confidence building** of female workers



Vedanta Limited, Lanjigarh

- Targeting **50% hiring of woman employees** from campuses
- **Improving inclusion** of Women employees in **important Managerial Decision-making bodies** – at present with ~30%
- Targeting **30% of women employees** on the shop floor
- Hiring **LGBTQ personnel** and **sensitization training** to all employees
- Launched **project Sakhi** with an objective to make **women aware of their socio-economic and cultural status** in society and help them avail **their rights and privileges**



Hindalco

- Launched **Women at Hindalco (WAH) initiative** to provide equal opportunities to women employees
- Promoting inclusivity in its employees
 - **8.37% of total employees** are women
 - **Women account for 8.62%** of employees in management positions
 - **40% of all new graduate engineer trainees (GETs)** are female employees
 - **Hiring women employees** at lateral positions
- Established a dedicated **prevention of sexual harassment (POS) committee** to monitor crime against women

Companies across sectors have undertaken various initiatives to promote GESI (4/4)



- Launched **Asmita**, an initiative to generate **awareness among women** regarding empowerment, general health and hygiene
- Launched **Saksham**, an initiative to provide employment for differently abled people to bring them to par with the mainstreams of society.
- Launched **Hastkala**, a Crafts Training initiative to make women self-reliant
- Launched **Sreejana programme** to impart knowledge regarding menstrual & reproductive health and to create awareness among adolescent girls for the safe usage of sanitary napkins



J. K. Paper Limited

- Conducting **workshops** and **seminars** for vocational **skill training** and **capacity building** of youth (especially female)
- Organizing village level health camps to
 - Provide **female hygiene** and **reproductive healthcare** support through medical camps in multiple villages
 - Provide **malnutrition and vaccination support** for children
- Promoting **women empowerment** by:
 - Inter group savings and credit facilitation
 - Credit linkages with banks and other financial institutions
 - Training & capacity building on enterprise ideas

We request you to kindly visit the [IDEEKSHA platform](https://www.ideeksha.in/) and share your experiences of enhancing women participation in workforce for tyre manufacturing sector. These initiatives will be listed on the platform for wider outreach.

