

Jio-bp's Visionary Path in DEI Leadership





COMPANY PROFILE



Founded:
2020



Headquarters:
Navi Mumbai



No. of employees:
2,000



Year when targeted DEI efforts started:
2022



Website:
www.jiobp.com

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Jio-bp, a Reliance and bp joint-venture aims to be India's trusted fuel and mobility brand with differentiated offerings like additivized fuels, seamless forecourt experiences, doorstep fuel delivery, Castrol lubricants, and advanced mobility solutions.

Research shows that equal participation of women in the automotive/mobility sectors is critical to achieve clean energy goals. Jio-bp's extensive initiatives for women stakeholders, whether as employees or as customers, shows that they are well-aware of this point.

A compelling DEI-driven story from Jio-bp:

The mindful focus on diversity and inclusion at Jio-bp has helped them serve their customers better, boosting customer satisfaction. Here's an example:

We know that most women in India hesitate to go on long road trips, and if they do, they drink very little water before and during the trip. Why? Because clean and safe women's public restrooms are unavailable in India. Jio-bp's gender-diverse employee base and their commitment to inclusion helped them recognize this problem. They made it a priority to solve this. As a result, Jio-bp's mobility stations are equipped with clean restrooms along with a variety of food options. These stations are carefully designed and equipped to meet all the needs of women, children, and families.

Jio-bp has been receiving admiring reviews for their fully equipped stations – an outcome of their DEI focus for customers.



An overview of the important DEI measures taken at Jio-bp for employees:

- ✓ Periodic expert-led sensitization programs
- ✓ Open communication and outreach on DEI initiatives
- ✓ Focussed hiring to improve gender representation
- ✓ Diverse interview panels
- ✓ Regular reiteration of POSHA guidelines
- ✓ ERGs (Employee Resource Groups)
- ✓ Coaching and mentoring for women leaders
- ✓ Exclusive D&I categories in annual awards
- ✓ Infrastructure preparedness to foster LGBTQ+, PwD, and generational inclusion – For example, dedicated parking for PwD
- ✓ I-Connect – Mentoring sessions by senior leader for female employees

More specifics about Jio-bp's measures to enable women's inclusion:



R-Aadya: A career advancement initiative that empowers women to reach their full potential in the workplace.



Her Story: A fortnightly feature that features 1 woman employee and her journey with Jio-bp.



Her Vibe, Her Tribe: An exclusive ERG for women, led by senior women leaders

The Leader's Call to Action:

"A company is a microcosm of our society. It will not just be difficult but impossible to achieve our ambitions without including certain pockets of people. Corporate conversations around improving gender diversity are only half the story. It is critical to recognize diversity in totality. Whether it is around sexuality, around generation, around nationality and others, a responsible corporate must be mindful of all of them. We realize that DEI Investment is the right thing to do. As leaders, it is our responsibility to build an equitable respectful society for our future generation."

Harish Mehta,
Chief Executive Officer, Jio-bp



The biggest challenge Jio-bp faced and Avtar's solutions:



Challenge:

Need to understand current state of DEI, chalk out the aspiration and roadmap specific and relevant for Oil & Gas retail industry.



Solution:

Partnering with a DEI specialist organization (Avtar) and understanding the nuances of DEI. In particular,

- Jio-bp's level of DEI preparedness
- DEI benchmarks to be met through Avtar & Seramount's BCWI and MICI listings
- Policy audit for equity and fairness by Avtar
- Jip-bp's inclusion capability through culture assessments by Avtar

This resulted in the creation of a tailor-made DEI roadmap for Jio-bp.

KEY TAKEAWAYS



Innovative ideas to leverage diversity and offer a superior experience to their customers.



Openness to seeking assistance/learning in their DEI journey and passion for continuous improvement.



Leadership's active support to promote inclusion.

