

Publicis Sapient's All-Encompassing DEI Plan





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COMPANY PROFILE



Year of incorporation in India:
1997



Country of origin:
USA



No. of employees in Indian operations:
10,000+



Website:
www.publicissapient.com

Publicis Sapient is an AI-powered digital business transformation company that helps established organizations navigate to their digital future.

Publicis Sapient is dedicated to creating a workplace where diversity is celebrated. Here's a quick overview of the Business Resource Groups (BRGs), which conduct engagement activities, expert-led sessions and celebrations.



VivaWomen:

Promotes gender equality and women's professional growth.



Egalite:

A supportive space for LGBTQ+ individuals and allies.



Enable:

Advocates for individuals with disabilities.



Caregivers:

Supports those with caregiving responsibilities, addressing unique challenges.



Body Mind and Soul Café:

Focuses on holistic wellness of employees.



MultiGenVerse:

Embraces generational diversity, valuing all age groups.

Voices of Inclusion:



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As a transgender person, I've faced subtle yet painful discrimination throughout my life, from school to the workplace. Snarky remarks, exclusion from meetings, and being overlooked for my work were all too common. These experiences left me questioning my identity and place in the corporate world. After quitting my previous job due to these challenges, I was determined to find a workplace that accepted me for who I am. That's when I found Publicis Sapient.

Here, I finally feel safe and supported. The inclusive policies and approachable leadership allow me to focus on my work without having to justify my identity. The environment has exceeded my expectations, and I have the freedom to reach out if any issues arise. In a positive turn, my parents have also come to accept my identity. For the first time, I feel I truly belong—both at work and at home.

Alav Siddique, Senior associate, Financial Services



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At 17, my life changed completely after a severe accident that left me blind. Despite the challenges, I refused to give up on my dreams. I was determined to pursue my passion for engineering, even when others doubted my abilities. Earning my engineering degree was one of my proudest moments.

When I joined Publicis Sapient's Cloud Engineering team, I found an environment where I felt truly included. My leaders were empathetic, and they worked with me to find solutions that helped me succeed.

My journey has taught me that disability is no barrier to success when you have determination and the support of an inclusive workplace.

**Abhisar Waghmare, Computer engineer,
Cloud engineering team**

Apart from BRGs, there are many other initiatives that endeavour to create true inclusion:

- ✓ **SPRING** – A flagship program that assists women returning to the workforce, providing mentorship and peer support.
- ✓ **The RISE Program**, which creates gender equity through skill development and leadership support for women at all career levels.
- ✓ **The Rainbow Internship Program**, which offers internships for transgender and non-binary individuals, with an 84% conversion rate to employment.
- ✓ **The Disability Confidence Program**, which focuses on affirmative hiring and ongoing support for persons with disabilities.
- ✓ **Mental Wellbeing Ambassadors**, who provide essential support through a helpline, ensuring a compassionate environment.
- ✓ Customized benefits for different groups. Examples: Support for employees working with critical illnesses, same-sex partner medical insurance coverage, HIV PReP coverage, and a comprehensive reasonable accommodation policy.
- ✓ Encouraging inclusivity among third-party vendors, contractors, transport teams, and external consultants.

How is technology harnessed to promote inclusion?



Using **masked profiles**, a tool to anonymize candidate profiles during interviews to eliminate unconscious bias and ensure a fair evaluation process.



Via **data dashboards** to monitor and reflect on representation metrics.



Through the **Accessibility Center of Excellence (CoE)**, which establishes standards for accessible digital processes, experiences, and capabilities.



Through the **'People Not Labels Campaign'** which creates video experiences for personal storytelling, highlighting individual journeys.

The Leader's Insight:

"We believe that diversity of perspective creates something very impactful. Nurturing diversity, and nurturing it through an authentically inclusive work environment, is the best way of creating sustainable businesses."

Sanjay Menon, India Managing Director, Publicis Sapient





Employing inclusive technology and AI and integrating it across the **SPEED** – Strategy, Product, Experience, Engineering, and Data – capabilities, promoting diverse perspectives and ensuring equitable technology solutions.



With the help of the annual **Accessibility Hackathon (HOWathon)** to develop innovative solutions for accessibility challenges, encouraging collaboration in addressing DEI needs.

Avtar's involvement in Publicis Sapient's DEI efforts:

Avtar's offerings

Benefits

Expertise in DEI consulting and benchmarking	Helped in refining strategies, measuring progress and ensuring that DEI efforts are both impactful and sustainable
DEI certification programs	Tools to enhance internal capabilities
Purpose-driven DEI conferences	Invaluable learnings and takeaways
Women advancement training programs	Fostering women's growth & leadership

KEY TAKEAWAYS



Targeted efforts to help employees understand the difference between equality and equity – the basis for DEI action.



Holistic approach to DEI which extends beyond the workplace, to the external parties too.



Solid understanding of the importance of inclusive benefits and their implementation.

