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Gender Equity Readiness Scorecard (GERS) for hyperlocal companies

August 2025

Objectives and context

- **Objectives:** This tool is designed to score hyperlocal companies on their performance on gender equity, and identify areas of improvement
- **Context:** This tool
  - Is designed to be used by either the enterprises themselves or by independent evaluators
  - Is recommended to be used annually/ bi-annually to track progress
  - Has been designed to evaluate an entire enterprise, and not just one dark store in the enterprise or one city of operation
  - Does not include scores on parameters mandated by law (e.g., maternity leave)
  - Can be used effectively by a medium or large enterprise[1]

1. An enterprise with investment exceeding ₹25 crore or annual turnover above ₹100 crore (Source: Ministry of MSME)

How to use this tool

Whom to interview to score the organization

- Interview someone in the corporate team who has data on all DPs and dark stores, and information about key HR policies
- Ideally interview the HR Head of the enterprise, but in some cases, you could also interview the CEO (for medium enterprises) or senior HR manager (for large enterprises)

How to score the organization

- For each parameter, move to the next column only if there is a tick in the current column (starting with Score 1). This means:
  - If all conditions mentioned in Score 1 are met, give a tick in that cell
  - If there is no tick in Score 1, stop scoring the parameter and move to the next parameter
  - If there is a tick in Score 1 and all conditions mentioned in Score 2 are met, tick Score 2 column
  - If there is a tick in Score 1 and all conditions mentioned in Score 2 are not met, stop scoring the parameter and move to the next parameter
- Ask all questions related to one parameter and then write the column number where you made the last tick, multiplied by the multiplier number if any, in the “Final score” column. For example,
  - If for the parameter “Safety mechanisms”, the last tick is on Score 3, write 3 in the “Final score”
  - If you have not given any ticks for the parameter, write 0 in the “Final score”
  - If for the parameter “Women employees”, the last tick is on Score 3 and multiplier is 2, write 6 (=3x2) in the “Final score”
- Continue the scoring in a similar manner for other parameters
- Add the “Final score” across all parameters to calculate the total score

DP: Delivery Partner

Gender Equity Readiness Scorecard (GERS) for hyperlocal companies – Outcomes

Preliminary

Parameter	Score 1	Score 2	Score 3	Score 4	Final score
Women delivery partners	What % all DPs or # of DPs across all cities are women?				*(Multiply score by 2)*
	Tick if >=0.1% or overall 100+ women	*Tick if 0.2-1% or overall 501-1,000 women*	*Tick if 1-5% or overall 1,000-5,000 women*	*Tick if >5% or overall 5,000+ women*	

DP: Delivery Partner

Gender Equity Readiness Scorecard (GERS) for hyperlocal companies – Recruitment practices

Preliminary

Parameter	Score 1	Score 2	Score 3	Score 4	Final score
Inclusive hiring practices	For DP roles, have you created recruitment collaterals (e.g., flyers, job ads) with gender-neutral language (e.g., "both men and women can apply")? *Tick if Yes*	Have you shared at least 1 social media post in the last 6 months, inviting women to apply for DP roles, or highlighting women's experiences (e.g., testimonials) as DPs? *Tick if Yes*	Do you provide additional incentives for successful women DP referrals, as part of your paid referral programs? *Tick if Yes*	Do you provide any additional financial incentives to community mobilizers, NGOs, or staffing vendors for hiring women DPs? *Tick if Yes*	
Document-ation and mobility support	Have you shared any collateral (e.g., poster, website links) to inform all potential women DPs about 2-wheeler access (e.g., rental options)? *Tick if Yes*	Have you partnered with EV rental firms to facilitate access to EVs for women DPs? *Tick if Yes*	Do you provide documentation support to all potential women DPs (i.e., support in filling/ submitting applications for PAN/ Aadhaar)? *Tick if Yes*	Have you partnered with any financial institution to offer 2-wheeler loans at discounted terms, or with EV rental firms for subsidized 2-wheeler rentals for women DPs? *Tick if Yes*	
Onboarding support	Do onboarding sessions or videos for DPs cover detailed break-up of the earnings structure and incentives? *Tick if Yes*	Do onboarding sessions or videos for DPs cover grievance redressal policies (e.g., how to raise a complaint, typical response timelines)? *Tick if Yes*	Do you provide in-app videos/ FAQs for DPs on using different app features (e.g., step-wise instructions on how to accept an order) in Hindi/ local language? *Tick if Yes*	Do you require PoCs or team leaders to shadow the first 3–5 deliveries of a woman DP? *Tick if Yes*	

DP: Delivery Partner, EV: Electric Vehicle, NGO: Non-Governmental Organizations, PAN: Permanent Account Number, PoC: Point of contact

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Gender Equity Readiness Scorecard (GERS) for hyperlocal companies – Policies

Preliminary

Parameter	Score 1	Score 2	Score 3	Score 4	Final score
Safety mechanisms	Do you have an SOS button or and an emergency response helpline (e.g., in case of accidents, vehicle breakdown) for women DPs? *Tick if Yes*	Do you provide safety kits (e.g., alarm keychains, pepper spray) to women DPs? *Tick if Yes*	In the last 1 year, have you conducted any training session for women DPs on safe practices at restaurants/dark stores, customer locations, and on roads? *Tick if Yes*	Do you allow women DPs to report (or) opt-out of unsafe zones..? *Tick if Yes*	
DP health and well being measures	Do you provide well-being kits (e.g., sanitary and first-aid products) to women DPs? *Tick if Yes*	How many partnerships do you have with restaurants, petrol pumps, or other local businesses pan India, for washroom access for women DPs? *Tick if >=100*	Do you provide health insurance to women DPs that includes coverage for maternity related expenses? *Tick if Yes*	In what % cities with women DPs do you have a designated rest area for DPs? *Tick if >=75%*	

DP: Delivery Partner, SOS: Save Our Souls

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Gender Equity Readiness Scorecard (GERS) for hyperlocal companies – Governance

Preliminary

Parameter	Score 1	Score 2	Score 3	Score 4	Final score
Diversity training	In the last one year, have you conducted any training sessions or shared DIY video trainings with recruiters/ tele callers/ city operations managers to curate their hiring pitch to attract women DPs? *Tick if Yes*	Are the training documents or videos available to all recruiters/ tele callers and city operations managers for offline access? *Tick if Yes*	In the last one year, have you conducted any training sessions or shared DIY video trainings with city operations managers to build their skills for retaining women DPs (e.g., how to support them on day-1)? *Tick if Yes*	In the last one year, have you conducted any training session for your managers/ business heads to reduce gender bias? *Tick if Yes*	
Diversity tracking	Do central teams have access to a dashboard that tracks # of men and women DPs at city-level[1]? *Tick if Yes for all cities*	Has the organization internally announced a diversity target for DP roles? (e.g., CXO quote, press release, enterprise-wide email) *Tick if Yes*	Have you appointed a PoC (e.g., gender champion) for managing and tracking gender diversity initiatives for DP role? *Tick if Yes*	Are financial incentives of leadership and managers linked to diversity KPIs for DP role? *Tick if Yes*	

Total score:

DIY: Do it yourself, DP: Delivery Partner, KPI: Key performance indicator, PoC: Point of Contact

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