Celebrate Together

Let's Celebrate PRIDE MONTH Together

www.thepridecircle.com
About Us
India’s premier Diversity & Inclusion consultancy with a mission to enable & empower organizations to foster LGBT+ Inclusion

Holistic Offerings

Our Presence (India)
Bangalore (HQ), Delhi, Mumbai, Pune, Hyderabad, Chennai, Kolkata, Jaipur, Chandigarh, and Jamshedpur

India’s First
Intercompany LGBT+ Network, RISE, Road To RISE, RISING Star, OUT-GROW, Workplace Equality Index, T.A.G

Who We Are
Established in 2017
150+ Trusted Partners
2000+ LGBT+ & Ally Members
30,000+ Lives Touched

www.thepridecircle.com
contact@thepridecircle.com
### Community
- Meet-up: India & Beyond
- WhatsApp Groups: 10 Cities
- June Pride Month: Celebrations & events
- LGBT+ Marketplace: Entrepreneurship & Supplier Diversity
- Corporate Social Responsibility: Giving Back & Volunteering
- Counselling & Mental Health
- Road To RISE: Skill Building Workshops
- T.A.G: Referral Program

### Organisations
- OUT-Hire: Hiring, Placements, Job Fair
- OUT-Reach: Webinar series on 6 steps to LGBT+ Inclusion
- OUT-Grow: LGBT+ Mentoring Program
- OUT-Learn: LGBT+ Reverse Mentoring Program
- OUT-Speak: LGBT+ Speaker Bureau
- OUT-Standing: Spotlighting LGBT+ & Allies
- Industry Connect: D&I Roundtable
- Assessment & Audit, Consulting & Sensitization

### Research & Content
- LGBT+ Terminology 101
- Ally Guide - For Individuals & Organizations
- Parents guide
- Trans Inclusion Report
- Workplace Equality Fact Sheet
- LGBT+ Art Bank
- Ask Me Anything (AMA)
- Blogs & Articles

What We Do

www.thepridecircle.com

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Our Trusted Partners
...a few

www.thepridecircle.com
3 Years of Disrupting the Ecosystem

2017
PRIDE CIRCLE
India’s First LGBT+ Corporate Forum

2018
OUT-GROW
India’s First LGBT+ Mentoring Program

2019
RESUME TOOL
India’s Largest LGBT+ Resume Database & Talent Pool

2019
RISE
India’s First & Biggest LGBT+ Conference, Job Fair & Marketplace

2020
Road To RISE
Skill Building & Coaching Program for LGBT+ Job Seekers

2020
IWEI
India First Workplace Equality Index

... and the journey continues
India's first LGBTI job fair in Bengaluru on July 12

Our Bureau | Bengaluru | Updated on June 23, 2019 | Published on June 21, 2019

Bangalore to host country’s first LGBTI job fair - Reimagining Inclusion for Social Equity (RISE) on July 12 at hotel The Lalit Ashok, Bengaluru.

The fair is organised by the Pride Circle, a platform that engages with working individuals - queer and allies - including influencers from top multinationals companies (MNCs) to Indian corporations, across the country.

Pride Circle: www.theridecircle.com

Pride Circle has been featured by National & International media
Next Big Disruption?
#21DaysAllyChallenge

**OBJECTIVE**

- Build a community of passionate LGBT+ Allies
- Take conscious steps to recognize & neutralize biases and stereotypes about LGBT+ community
- Holistic Social Impact

**WHY 21 DAYS?**

- Scientifically proven that it takes 21 days to form a new habit, to build a new thought process or perspective

**GAMIFYING ALLYSHIP**

- Leveraging gamification framework where participants across the globe compete, get educated, sensitized, become more aware, get incentivized and encouraged for behavioural change
- Participate, Nominate and Win Together
- Series of 21 challenges spread over 21 days in June (Pride Month)
- Earning of points & badges, featuring on leaderboards, amplifies participant engagement and motivation, enhancing learning outcomes
- For Individuals, Companies, Educational Institutions, Parents Collectives, and everyone who is/ wants to be an “ally”
#21DaysAllyChallenge - How to Participate & WIN

<table>
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<tr>
<th><strong>Sign-up using your social handles or personal or official email id by May 30</strong></th>
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<td><strong>Upon sign-up, unique Referral Link will be auto-generated &amp; shared with the participant</strong></td>
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<td><strong>Referral Link can be shared with colleagues/ friends/ family across the globe, thereby increasing your chances of winning</strong></td>
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<td><strong>Sign-up &amp; progress will be tracked real-time on 2 Leaderboards – Individual &amp; Group (Teams/ Organizations/ Institutions)</strong></td>
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<td><strong>Starts on June 1 and your must complete all 21 challenges by June 30, to qualify for rewards (non-monetary)</strong></td>
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<td><strong>Earn 5 points per challenge, 10 Bonus points for Referral &amp; successful sign-up</strong></td>
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<td><strong>Top 10 scorers [Individual &amp; Group (Teams/ Organizations/ Institutions)] will receive rewards (non-monetary)</strong></td>
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Sample Challenges

Day 1 Challenge
I will watch LGBT+ short film

Refer
List of short film to choose from

Call To Action**
Sharing my take away on my social handles

Reward
5 Points Earned

Outcome
Get listed on the Leader board (Your Rank)

Day 2 Challenge
I will learn about SOGIESC

Refer
Reference materials, articles, etc.

Call To Action**
Sharing my learnings on my social handles

Reward
5 Points Earned

Outcome
Get listed on the Leader board (Your Rank)

** Call To Action will be different for each challenge
How to support this initiative

Partnership & Outreach

Organization

(NGOs/ CBOs/ Collectives/ Parent Groups/ Education Institutions/ SMB/ Industry bodies)

• Participation FREE
• Encourage employees to participate
• Promote internally leading up the launch and during the campaign
• Encourage employees, stakeholders to refer & influence colleagues, family, friends, to participate
• Building an internal story/ vblog on the reasons to participate & promoting it on social platforms

Individual

(Influencers/ Artists/ Film makers/ Actors/ Writers/ Entrepreneurs/ Festival & Event Organizer)

• Participation FREE
• Encourage allies to participate either alone or form a team/ group/ clan
• Give a shoutout on social media
• Promote in your network and Social Media leading up to the launch and during the campaign
• Refer & influence your colleagues, family, friends, to participate, Together is Better.

• Be one of the 5 organizations – “Powered by” the #21DaysAllyChallenge
• End rewards (non-monetary) for the top 10 individual winners (The Mystery Box)

SPONSORSHIP OPPORTUNITY
High Stakes – Winner takes ALL…

Contribute to the “Mystery Box” by choosing to sponsor any of the products as giveaways.

- Laptop Bag (Quantity: 10)
- Kindle/Tablet (Quantity: 10)
- PS4 (Quantity: 10)
- Smartwatch (Quantity: 10)
- Gift Vouchers (Quantity: 10)
- GoPro (Quantity: 10)
- Mobile (Quantity: 10)
- Apparel (Quantity: 10)
- Duffle Bag (Quantity: 10)
- Headphone (Quantity: 10)
- Mobile Printer (Quantity: 10)
- Amazon Echo (Quantity: 10)
- Suction Cup (Quantity: 10)
- Power bank (Quantity: 10)
International Partners
# HOLISTIC SOCIAL IMPACT

## TARGET: Mobilizing 100,000 Allies

### BOOST PINK ECONOMY
- Contribute & Support LGBT+ Entrepreneurs, Film-makers, Authors, Musicians, Artists, Influencers, etc.
- Promote LGBT+ friendly brands & their services
- Attend LGBT+ events (virtual/ in-person)

(Approx: USD 150,000)

### INCLUSION MOVEMENT
- Commitment & pledge by organizations, individuals, parents, educational institutions, etc.
- Form Pride support groups
- Anti-bullying, discrimination campaigns
- Inclusive policies & benefits
- Visible Allyship

### CSR/ GIVING BACK
- 400,000 Volunteering hours & Giving to LGBT+ NGOs/ CBOs
- Advocate the work of LGBT+ groups/ collectives
- Educate family, friends, and colleagues about LGBT+ history, issues, and current events

### SAFER WORLD
- Reducing bullying (physical & digital), discrimination, bias & stereotypes
- Appreciation for pronouns usage & gender identity
- Equitable & Inclusive society
- Onboard more committed & passionate allies
- Understand & appreciate intersectionality

#21DaysAllyChallenge
THANK YOU

Interested to learn more, get in touch with us

contact@thepridecircle.com

#21DaysAllyChallenge