



# #ALLYCHALLENGE

## Impact Report 2021

21<sup>st</sup> to 27<sup>th</sup> June 2021

[www.thepridecircle.com/allychallenge](http://www.thepridecircle.com/allychallenge)

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# OVERVIEW

#AllyChallenge, a one-of-a-kind initiative conceptualized by Pride Circle, India's premier Diversity & Inclusion Consultancy, became instrumental in bringing together Allies from all strata of the society - from parents and individuals to corporates, non-profits, and academia. The initiative, inherently, is meant to unite people all over the world to build an active community of Allies and promote the inclusion of the LGBT+ community.

The #AllyChallenge, with its aim of contributing to a holistic social change, engaged participants for 7 consecutive days with its 14 challenges & 2 bonus challenges in June. Every participant earned points upon successful completion of challenges as well as by referring others in their network to register & participate. The participation was open to individuals and groups/organizations, with a Leaderboard to track progress.

14,011

Allies mobilised

54

Participating  
Countries

58

Participating  
Organisations

14

Challenges

2

Bonus  
Challenges

7

Days

(21<sup>st</sup> to 27<sup>th</sup>  
June 2021)



# IMPACT

	2020	2021
Dates	1st – 30th June	21st – 27th June
Number of Days	21	7
Number of Challenges	21	16
Allies	12,750	14,011
Participating Organisations	108	58
Participating Countries	58	54



# QUEER RELIEF FUNDRAISER



As part of the #AllyChallenge in 2021, Pride Circle partnered with a few NGOs across India to showcase & amplify their COVID relief efforts for the LGBT+ community.

A segment dedicated to this 'Queer Relief Fundraiser' was created on the #AllyChallenge web page where interested users could donate to these NGOs by simply clicking on their logos displayed.



KESHAV SURI FOUNDATION

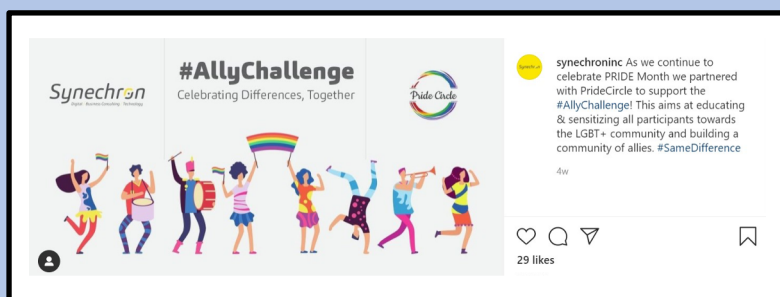
Lakshya Trust



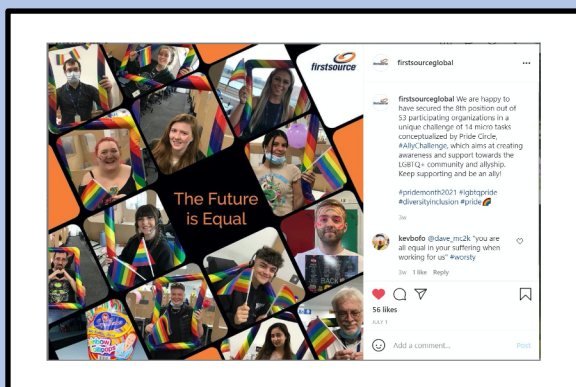
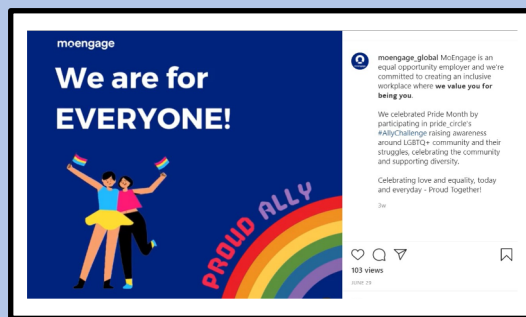


# SOCIAL MEDIA IMPRINT

The annual #AllyChallenge, with awareness and sensitization at its core, saw enthusiastic participation from many individuals and organizations worldwide.



The 7-day challenge continued its tradition of leaving impressive virtual footprints across social media channels, filling our timelines with heartwarming stories on the micro-challenges and tasks of Allyship.





## POWERED BY

ABInBev



Deutsche Bank



## REWARDS PARTNERS

Beam SUNTORY

DoYOU



## INTERNATIONAL OUTREACH PARTNERS



Stonewall

# 58 PARTICIPATING ORGANISATIONS



SI No.	ORGANISATION
1	[24]7.ai Customer Private Limited
2	AB InBev
3	Acuity Knowledge Partners
4	AIESEC in Patiala
5	Attra
6	Badlav
7	Beam Suntory
8	BNP Paribas Global Securities Operations Pvt Ltd
9	CIENA
10	Citrix
11	DoYou
12	Dell Technologies
13	Deutsche Bank
14	Estee Lauder Companies India
15	Ezetap Mobile Solutions Pvt Ltd
16	FELGTB
17	Firmenich
18	Firstsource Solutions Ltd
19	Ford
20	Gap Inc.
21	GE India Industrial Pvt. Ltd.
22	Halliburton
23	Hangar Worldwide
24	Hidesign
25	Hindustan Unilever Limited
26	Hogarth India
27	HSBC
28	Huron
29	IBM

SI No.	ORGANISATION
30	Indian Institute of Management, Ranchi
31	Infosys Limited
32	Intuit
33	Lockheed Martin RMS
34	Maersk IBS
35	MDI Gurgaon
36	MiQ
37	MoEngage
38	MSD
39	MSD GDO - Chocolate & Cheese
40	Myntra
41	Northern Trust
42	Nupur Mall
43	OML Entertainment
44	Owens Corning
45	Oxford Policy Management Limited
46	Paytm
47	PayU
48	Pepsico Hyderabad
49	PTC
50	Salesforce
51	Soho House
52	Star and Disney India
53	Sutherland
54	Synechron
55	UBS Business Solutions India Pvt Ltd
56	Western Asset Management
57	WICCI Social Media Council
58	Willis Towers Watson

# 54 PARTICIPATING COUNTRIES



SI No.	COUNTRY
1	Argentina
2	Australia
3	Austria
4	Azerbaijan
5	Belgium
6	Brazil
7	Bulgaria
8	Canada
9	Chile
10	China
11	Costa Rica
12	Czechia
13	Denmark
14	Dominican Republic
15	Egypt
16	France
17	Germany
18	Greece
19	Guatemala
20	Hong Kong
21	India
22	Ireland
23	Israel
24	Italy
25	Japan
26	Kuwait
27	Lithuania

SI No.	COUNTRY
28	Malaysia
29	Mauritius
30	Mexico
31	Nepal
32	Netherlands
33	New Zealand
34	Oman
35	Pakistan
36	Philippines
37	Poland
38	Romania
39	Russia
40	Saudi Arabia
41	Serbia
42	Singapore
43	South Africa
44	Spain
45	Sri Lanka
46	Sweden
47	Switzerland
48	Taiwan
49	Turkey
50	Ukraine
51	United Arab Emirates
52	United Kingdom
53	United States
54	Vietnam



# TOP 3 WINNERS



## #AllyChallenge

*Winners*

Organization Category

 <b>IIM RANCHI</b> बहुमुखी विकासो गन्तव्य	 <b>NORTHERN TRUST</b>	 <b>Infosys</b> Navigate your next
<b>RANK 1</b>	<b>RANK 2</b>	<b>RANK 3</b>
1,24,160 POINTS 675 Allies	63,260 POINTS 520 Allies	54,090 POINTS 339 Allies

[www.thepridecircle.com/AllyChallenge](http://www.thepridecircle.com/AllyChallenge)





## #AllyChallenge

*Winners*

Individual Category

		
 <b>Suryam Gorti</b> 14660 Points	 <b>Anil Kumar</b> 13720 Points	 <b>Nitish Behal</b> 13450 Points

[www.thepridecircle.com/AllyChallenge](http://www.thepridecircle.com/AllyChallenge)

Powered by



Rewards Partner



# TOP 50 CHANGEMAKERS ORGANISATIONS



Rank	Name	Score	Allies
1	Indian Institute of Management, Ranchi	124160	675
2	Northern Trust	63260	520
3	Infosys Limited	54090	339
4	HSBC	44230	319
5	Sutherland	35560	235
6	AB InBev	34495	259
7	Deutsche Bank	18200	163
8	Firstsource Solutions Ltd	15780	106
9	Dell Technologies	14455	102
10	IBM	12725	59
11	Hindustan Unilever Limited	12010	126
12	Salesforce	11355	71
13	Beam Suntory	11290	54
14	MiQ	10965	55
15	Acuity Knowledge Partners	7245	46
16	GE India Industrial Pvt. Ltd.	6365	59
17	Nupur Mall	4520	29
18	Pepsico Hyderabad	4320	16
19	Attra	4260	30
20	Soho House	3465	38
21	Star and Disney India	2995	16
22	Citrix	2870	25
23	Synechron	2750	32
24	Ford	2600	18
25	[24]7.ai Customer Private Limited	2545	19
26	MoEngage	2465	19
27	UBS Business Solutions India Pvt Ltd	2360	12
28	Maersk IBS	2265	26
29	Hangar Worldwide	2080	13
30	Estee Lauder Companies India	1860	20
31	Intuit	1425	18
32	PayU	1370	10
33	BNP Paribas Global Securities Operations Pvt Ltd	1365	4
34	Lockheed Martin RMS	1340	8
35	Hogarth India	1265	16
36	Firmenich	1265	13
37	Gap Inc.	885	12
38	Owens Corning	755	4
39	MSD	745	6
40	Halliburton	730	7
41	Badlav	525	3
42	Myntra	485	7
43	WICCI Social Media Council	470	5
44	Western Asset Management	445	3
45	Ezetap Mobile Solutions Pvt Ltd	330	6
46	CIENA	270	2
47	Oxford Policy Management Limited	235	2
48	Willis Towers Watson	185	1
49	Hidesign	180	3
50	OML Entertainment	140	2



TOP  
50

# CHANGEMAKERS

## INDIVIDUALS



Rank	Name	Score	Country
1	Suryam Gorli	14660	India
2	Anil Kumar	13720	India
3	Nitish Behal	13540	India
4	Pinkey Rajput	9360	India
5	Jaykumar	8750	India
6	Shaina Shingari	5920	India
7	Ajay Jain	5160	India
8	Sai Nithya Amarneni	4460	India
9	Vijayalakshmi K	4180	India
10	Renu Jethani	2940	India
11	Rubandass	2610	India
12	Maninder Singh	2400	India
13	Sneha Shree	2145	India
14	Minti Choudhary	2080	India
15	Sumaiya Parkar	1980	India
16	Himanshi Rajput	1900	India
17	Rajini G	1860	India
18	Anmol Gupta	1820	India
19	Tapan Jain	1640	India
20	Karthik Sv	1580	India
21	Vikas Vimal	1540	India
22	Ankur Mahajan	1520	India
23	Abhayraj Kute	1400	India
24	Pooja Kalled	1260	India
25	Steve Joanes	1240	India
26	Carlos Omar Vela Soto	1070	Mexico
27	Pruthvi Ramesh	1050	India
28	Inba Thamilan I	1030	India
29	Nagadharrao	1010	India
30	Deeksha Sachdeva	970	India
31	Manish Gopal Rathi	960	India
33	Karishma Dhage	960	India
34	Shamma Choudhary	960	India
35	Jasleen Kaur	950	India
36	Ruchika Gupta	930	India
37	Vaanya Kalra	895	India
38	Abhishake Jain	895	India
39	Ishween Kaur	880	India
40	Abhinav Bansal	860	India
41	Rajan Thakur	850	India
42	Kelvindias	800	India
43	Arnab Das	800	India
44	Sandeep Singh	785	India
45	Hanasoge Shruthi	780	India
46	Sandesh S Panchal	770	India
47	Joy Chrisolite	760	India
48	Bishal Dash Kaushik	760	India
49	Afridi	745	India
50	Somesh Kalwani	740	India



# WINNERS' SPEAK

## ORGANISATIONS



“ We participated in the #AllyChallenge last year, and saw our seniors put in a lot of effort for it. This created curiosity and thus a lot more sign ups by the students at IIM-Ranchi.

Our main motive was to continue the efforts of last year, this time including the juniors as well, where we explained to them about this initiative by Pride Circle.

Last year, we were in the top 10 and this year, hoped to maintain the position. Every individual from IIM-Ranchi involved in the #AllyChallenge, put in a lot of effort and thought process, to not just make it a 7-day or a one-month effort, but to have an everlasting impact.

”

Kanika Dudeja

Final year student, member of Gender Sensitisation Committee

IIM-Ranchi

“ It has been two consecutive years and feels great to continue the momentum. The bedrock of a successful campaign lies in the strong commitment of Northern Trust to their D&I strategies.

The Pride ERG took this campaign forward by collaborating with 6 different countries to garner support. They created awareness by sending out teasers and built excitement and buzz around the event. This was followed by executive level messages coming out to people, where the senior leadership was at the forefront to ensure that there is enough and more support generated.

Once the challenge was in play, there were daily updates which made sure the momentum, passion and energy did not fade away. These points and of course, stemming from our strong D&I support were what helped us gather support for the challenge.

”

Mitesh Sharma

Executive sponsor for Pride ERG, member of local Executive Management team

Northern Trust

“ In terms of the #AllyChallenge and participation of everyone at Infosys, we had a very short window to socialise the program. We came in a little late, but we did it nevertheless, and I'm happy with the results!

This is not about checking the boxes or learning definitions. The learning in the #AllyChallenge is designed to reflect deeper, something that we pay very little attention to in this fast-paced life.

I wish we could continue the challenge throughout the year and engage the employees on this. We've had a number of pieces of feedback from various stakeholders around continuing to strengthen this kind of engagement. I think this whole piece about gamifying learning is clearly a wonderful way to initiate some action in that regard.

”

Aruna C Newton

Global Head of D&I, Head of Sustainability, Governance and Reporting

Infosys

# WINNERS' SPEAK

## INDIVIDUALS



“

*I had a preconceived notion that it was not an easy feat to convince someone to be an ally. But this campaign has changed my mind about that. By just explaining about how the #AllyChallenge by Pride Circle works, I could bring people on-board to participate and thus, become allies. This part of the experience was the most rewarding.*

*The #AllyChallenge on its own was filled with fun and interesting tasks. One learning that I have taken back and that has impacted me a lot, is that we should not judge others without having a proper understanding of their side of the story.*

**Suryam Gorli**

**Rank #1, Winner of #AllyChallenge 2021**

”

“

*While participating in the challenge, I never thought that the campaign would lead me to meet different allies & educate them about the real purpose behind this competition. During these seven days, I learnt a lot of things about the LGBT+ community & their efforts which gave me a different perspective about the community. I have seen that a lot of us don't know much about the community. The challenges on their own helped me convince people to participate and also become vocal allies. I will definitely want to participate next year as well and mobilise many more allies.*

**Nitish Behal**

**Rank #3 Winner of #AllyChallenge 2021**

”





# REWARDS



## #AllyChallenge

3 MYSTERY BOXES TO BE WON

*each worth*

INR 30,000

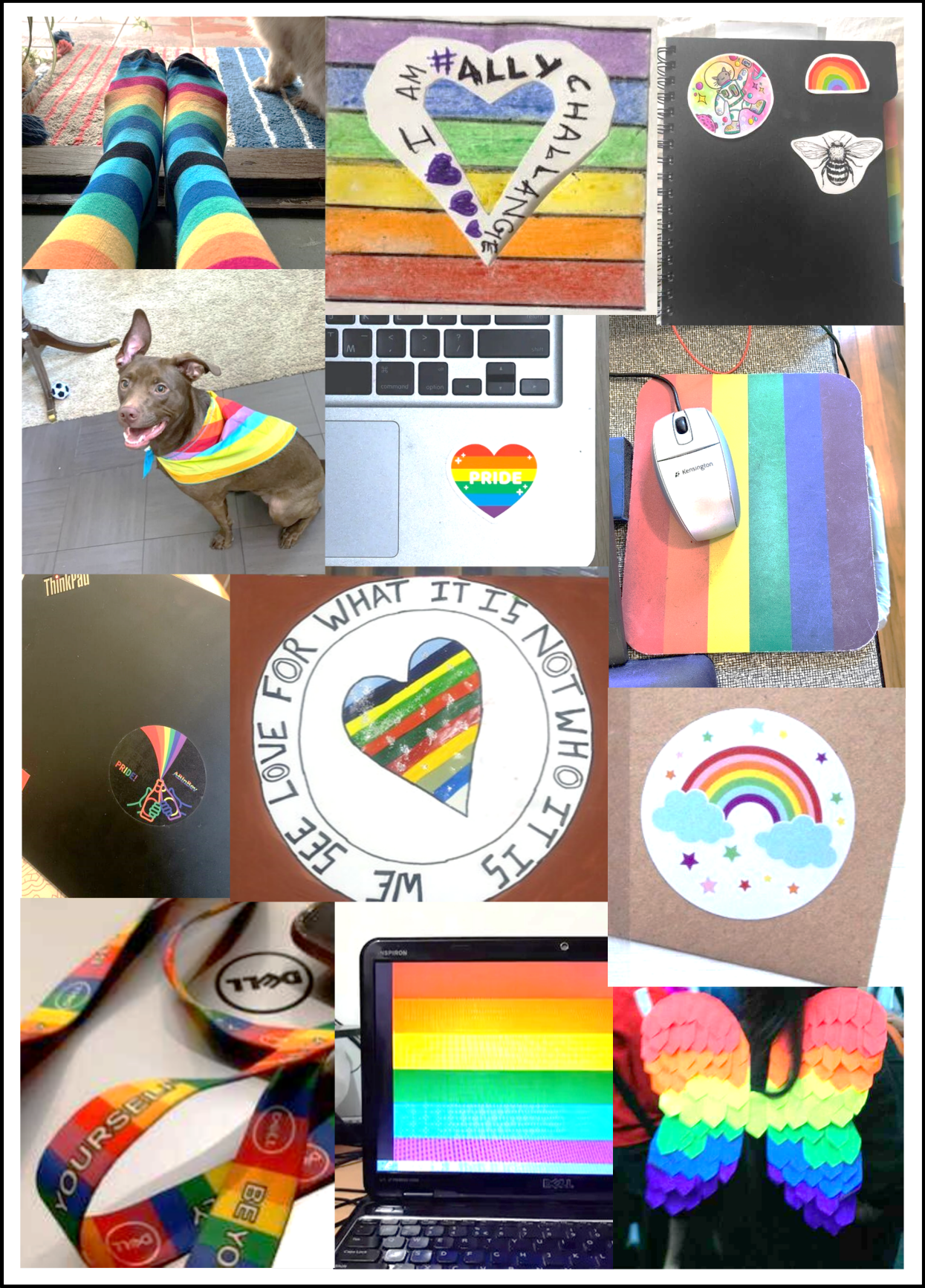
[www.thepridecircle.com/allychallenge](http://www.thepridecircle.com/allychallenge)

REWARDS PARTNER





# WALL OF ALLYSHIP



# CHALLENGES

Day 1  
CHALLENGE 1

Learn about the laws for LGBT+ in your country

#AillyChallenge

To participate: [www.thepridecircle.com/aillychallenge](http://www.thepridecircle.com/aillychallenge)

Activities:                                                       <



# SPREAD THE WORD



#AllyChallenge

**REFER & WIN**

Each referee who signs up will get you **+20 points**

**REGISTRATIONS ARE NOW OPEN**

[www.thepridecircle.com/AllyChallenge](http://www.thepridecircle.com/AllyChallenge)



**IF IT DOESN'T CHALLENGE YOU, IT DOESN'T CHANGE YOU...**

#AllyChallenge

**REGISTRATION OPENS ON JUNE 13**

[www.thepridecircle.com/allychallenge](http://www.thepridecircle.com/allychallenge)



**PRESENTING THE GLOBAL**

**AllyChallenge**

**REGISTRATIONS ARE NOW OPEN**

[www.thepridecircle.com/AllyChallenge](http://www.thepridecircle.com/AllyChallenge)

**#AllyChallenge**

21 June - 27 June

**REFER, EARN & WIN**

- 1 Register/ Login
- 2 Generate your referral link
- 3 Share your referral link
- 4 Your friend registers using your referral link
- 5 You earn **+20 points!**

[www.thepridecircle.com/AllyChallenge](http://www.thepridecircle.com/AllyChallenge)

#AllyChallenge

**Celebrating Differences. Together**

21 June - 27 June

**REGISTRATION OPENS ON JUNE 13**

[www.thepridecircle.com/AllyChallenge](http://www.thepridecircle.com/AllyChallenge)



#AllyChallenge

**QUEERelief Fundraiser**

**LET US DO OUR BIT**

With the 2nd wave of the COVID-19 pandemic raging through India, the LGBT+ community faces unique challenges. Many have lost their daily wages, challenges in accessing government schemes, and those in the closet stuck with their parents have no support systems.

Pride Circle has partnered with NGOs working towards providing immediate relief for the LGBT+ community across the country.

[www.thepridecircle.com/AllyChallenge](http://www.thepridecircle.com/AllyChallenge)

**PARTICIPATE, AND MAKE A DIFFERENCE!**

#AllyChallenge

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

- \$ Pink Economy
- Inclusion Movement
- Giving Back
- Smiley Safer World

[www.thepridecircle.com/AllyChallenge](http://www.thepridecircle.com/AllyChallenge)



#AllyChallenge

21 June - 27 June

**Stay tuned for more!**

in f t i g y



Pride Circle, through its experiential solutions, strives to help organizations create & sustain an inclusive work environment where everyone feels belonged. It is only when employees truly feel valued & empowered that they actively contribute to fulfilling the business goals, the core of which lies in fostering Allyship.

Hope you enjoyed reading this impact report as much as participating in the 7-day #AllyChallenge. More exhilarating challenges & delightful experiences await us next year.

Till then, keep up the spirit of Allyship wherever you go.



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Pride Circle



[www.thepridecircle.com](http://www.thepridecircle.com)



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# Thank You