



**Lets
Celebrate**

2020



PRIDE MONTH

Together



Who We Are

About Us

India's premier Diversity & Inclusion consultancy with a mission to enable & empower organizations to foster LGBT+ Inclusion

Established in 2017

Holistic Offerings

Audit & Assessment, Sensitization, Hiring, Skill Building, Policy Review & Design, Mental Health, Research & Publication, Best Practices, Mentoring

150+ Trusted Partners

Our Presence (India)

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

2000+ LGBT+ & Ally Members

India's First

Intercompany LGBT+ Network, RISE, Road To RISE, RISING Star, OUT-GROW, Workplace Equality Index, T.A.G

30,000+ Lives Touched



What We Do

OUR FOCUS AREAS

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

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*

LGBTQI+ job fair to be held in Bengaluru in July: Here are the details

The job fair aims to bring together companies that are willing to stand with the LGBTQI+ community and provide them with livelihoods without discrimination.

Geetika Mantri | Follow @geetikamantri

Thursday, May 09, 2019 - 17:56



A job fair for the LGBTQ community

K.C. Deepika
BENGALURU, MAY 08, 2019 00:29 IST
UPDATED: MAY 08, 2019 00:29 IST

About 50 companies are expected to participate offering jobs across IT, front desk, admin and housekeeping

Close to a year after the decriminalisation of homosexuality in India, Bengaluru will host what is touted to be one of the country's first job fair for

News

India's first LGBTI job fair in Bengaluru on July 12

Our Bureau | Bengaluru | Updated on June 21, 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.

Article Continues Below

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

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.thepridecircle.com is

Job fair for LGBTI+ focuses on inclusive business space

TNN | Jul 13, 2019, 09:55 IST



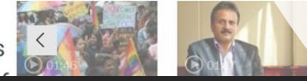
Pride Circle organised the event in Bengaluru on Monday

Get Notifications on latest News & Updates

BENGALURU: For members of the LGF community, Friday will go down as a

India's first LGBTI job fair crowd in Bangalore

By Rishi Iyengar and Jordan Ashmore, CNN
Updated 17:01 GMT (01:01 HKT) July 12, 2019



'I wish I was treated like anybody else'

... stated job candidates... country's first-ever... and 45 companies

... SE, a job fair for LGBTI... 35 firm... part. They gave instan... accepted by work... in 24 h...

... industry organisations, job... research and publications... The fair says, "We have... spread across white spaces... who that these were... address needs. What... our systems. We found... there were struggling... to reach out to the... within the LGBTI com... the same, the represent... the Indian and those... would be "safe" for... to bring different... and... that people could... "our jobs"...

... how to create... To create safe, diverse... and in... message has to come... from the... different cultures, ge... By ARNIKA THAKUR, Feb. 2... 02:14m



Uber supports India's first-ever LGRTO+ job fair in Bengaluru



... will Enhance... trainings fo... Comm... The Lalit

... will Enhance... trainings fo... Comm... The Lalit

... will Enhance... trainings fo... Comm... The Lalit

... will Enhance... trainings fo... Comm... The Lalit

... will Enhance... trainings fo... Comm... The Lalit

... will Enhance... trainings fo... Comm... The Lalit

... will Enhance... trainings fo... Comm... The Lalit

... will Enhance... trainings fo... Comm... The Lalit

... will Enhance... trainings fo... Comm... The Lalit

... will Enhance... trainings fo... Comm... The Lalit

... will Enhance... trainings fo... Comm... The Lalit

... will Enhance... trainings fo... Comm... The Lalit

... will Enhance... trainings fo... Comm... The Lalit

... will Enhance... trainings fo... Comm... The Lalit

... will Enhance... trainings fo... Comm... The Lalit

Pride Circle has been featured by National & International media





Next Big Disruption?



#21DaysAllyChallenge

#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”

Individual Sign-Up

- Login using Email (personal or official)/ Facebook/ Google/ Twitter
- Welcome to the #21DaysAllyChallenge. **“Your Entries”** is your total points and Total Entries are sum of all points earned by all participants active in the challenge
- Click on **“Activate your unique referral link by completing this challenge. Being an ally!”**
- **Congratulations!!** You have successfully completed the first action [Blue Tick against the task] and you have earned 5 entries/points for completing this action.
- Now click on **“Refer & Earn Bonus Entries (Points)”**, this will unlock your unique referral link
- You can now share this link (via email, Facebook, Twitter, Tumblr, LinkedIn, Pinterest) with your friends, family, etc. and encourage them to participate (more referrals means more points you earn)

Log in using...



Read the complete sign-up process document: [click here](#)

Group/ Organization Sign-Up

- The **authorized individual** on behalf of the organization should sign up with their official email id. This email id will be your organization's account.
- Welcome to the #21DaysAllyChallenge.
- Click on “**Activate your unique referral link by completing this challenge. Being an ally!**”
- **Congratulations!!** You have successfully completed the first action [Blue Tick against the task] and your organization has earned 5 entries/points for completing this action.
- Now click on “**Refer & Earn Bonus Entries (Points)**”, this will unlock your organization's unique referral link.
- Your organization can now share this link (via email) with your colleagues and encourage them to participate. This can be included as part of you internal communication (more referrals means more points you earn)

Log in using...



Read the complete sign-up process document: [click here](#)



How to Participate & WIN

Sign-up using your social handles or personal or official email id

Upon sign-up, unique Referral Link will be auto-generated & shared with the participant

Referral Link can be shared with colleagues/ friends/ family across the globe, thereby increasing your chances of winning

Sign-up & progress will be tracked real-time on 2 Leaderboards – *Individual & Group (Teams/ Organizations/ Institutions)*

Starts on June 1 and you must complete all 21 challenges by June 30, to qualify for rewards (non-monetary)

Earn 5 points per challenge, 10 Bonus points for Referral & successful sign-up

Top 10 scorers [*Individual & Group (Teams/ Organizations/ Institutions)*] will receive rewards (non-monetary)

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 campaign

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...



The Mystery Box
(Non-Monetary Reward)

** Will be announced soon

International Partners





HOLISTIC SOCIAL IMPACT

TARGET: Mobilizing 100,000 Allies

#21DaysAllyChallenge

BOOST PINK ECONOMY

Approx: USD 150,000

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

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

THANK YOU

Questions?

Interested to learn more, write to us at contact@thepridecircle.com

#21DaysAllyChallenge



@pridecircle



@pride_circle



@PrideCircles



@pride_circle