



#AllyChallenge

Impact Report 2023

June 12th to 18th, 2023

www.thepridecircle.com/allychallenge



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Overview

Part Two

#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 12 challenges & 3 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.



8500

Allies
Mobilized



63

Participating
Countries



50

Participating
Organizations



7

Days
June 12th to
18th, 2023



12

Challenges



3


Bonus Challenges



IMPACT

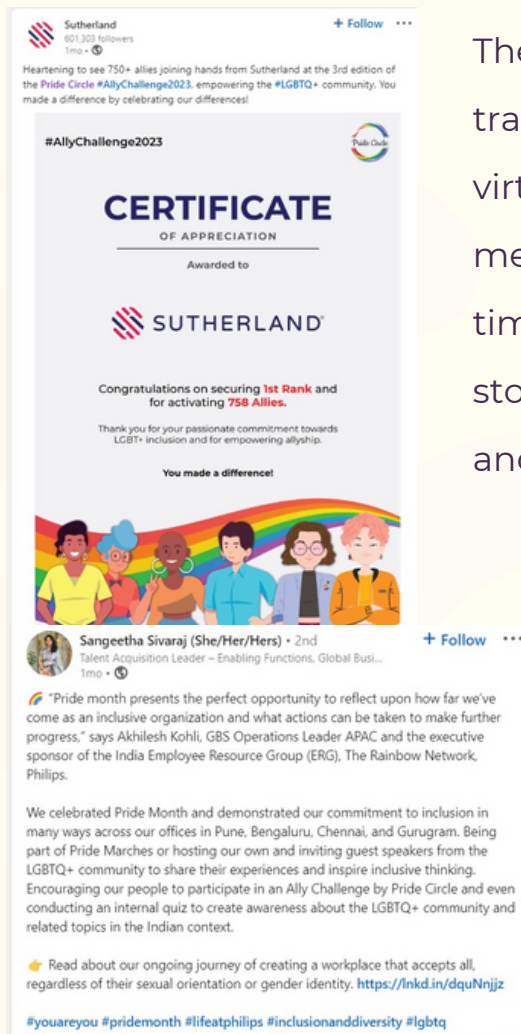
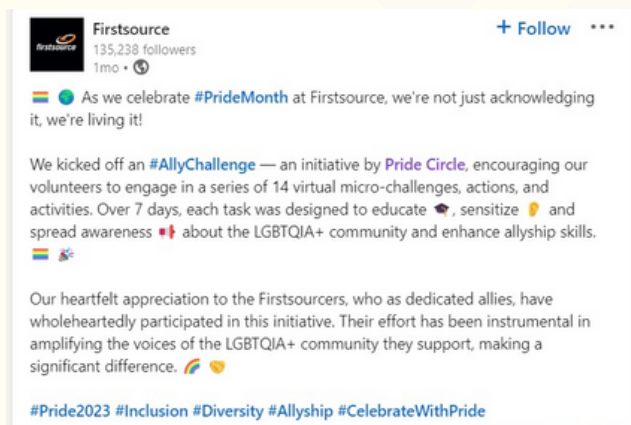
2020, 2021 & 2023

	2020	2021	2023
Allies	12,750	14,011	8,500
Participating Organizations	108	58	50
Participating Countries	58	54	63
No. of Challenges	21	16	15
Dates	1st - 30th June	21st - 27th June	12th - 18th June
No. of Days	21 Days	7 Days	7 Days



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.



Associate Sponsors



Challenge Sponsors



International Outreach Partners



50 Participating Organizations/Groups

S.no	Name of Organization/Group
1	Acuity Knowledge Partners
2	Applied Materials India Private Ltd
3	Athena Health
4	Beam Suntory India
5	Boston Consulting Group (BCG)
6	Collins Aerospace
7	D'frens Consulting
8	Dell Technologies
9	Delta Capita
10	Diageo India
11	Esper.io Software Services PVT LTD
12	ExxonMobil
13	Firstsource
14	Fractal
15	Indian Institute Of Management, Ranchi
16	Infosys Limited
17	Intuit
18	JLL
19	Kohler Co.
20	Louis Vuitton
21	Mastek
22	Merck India
23	Midland Credit Management
24	Morningstar
25	MSCI

S.no	Name of Organization/Group
26	MX Player
27	Northern Trust
28	NXP India Pvt Ltd
29	Philips
30	Pride@XL (XLRI, Jamshedpur)
31	PropertyGuru
32	PwC India
33	Rise Brands
34	RPG – Zensar Technologies
35	Sutherland
36	Synechron
37	Tata Motors
38	Teach For India
39	UBS
40	United Airlines Business Services Pvt. Ltd.
41	VMware
42	Walmart
43	WeWork India
44	Wipro Limited
45	Zetwerk
46	Anonymous
47	Anonymous
48	Anonymous
49	Anonymous
50	Anonymous



63 Participating Countries

S.no	Country
1	Afghanistan
2	Anguilla
3	Albania
4	Armenia
5	Angola
6	Antarctica
7	Argentina
8	Austria
9	Australia
10	Aruba
11	Azerbaijan
12	Bosnia and Herzegovina
13	Barbados
14	Bangladesh
15	Belgium
16	Burkina Faso
17	Bulgaria
18	Bahrain
19	Benin
20	Brunei Darussalam
21	Bolivia
22	Brazil
23	Bahamas
24	Bhutan
25	Bouvet Island
26	Belarus
27	Belize
28	Canada
29	Cocos (Keeling) Islands
30	Central African Republic
31	China
32	Colombia

S.no	Country
33	Costa Rica
34	Cape Verde
35	Czech Republic
36	Germany
37	Djibouti
38	France
39	United Kingdom
40	Guernsey
41	Greenland
42	Indonesia
43	India
44	British Indian Ocean Territory
45	Iran, Islamic Republic of
46	Iceland
47	Japan
48	Cambodia
49	Sri Lanka
50	Mexico
51	Malaysia
52	Netherlands
53	New Zealand
54	Philippines
55	Pakistan
56	Poland
57	Pitcairn
58	Puerto Rico
59	Romania
60	Sweden
61	Chad
62	United States of America
63	South Africa

Top 3 Winners:

Organisation/Group Category

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#AllyChallenge

Gamifying Allyship Journey In A Self-Paced Learning Environment

Winners - Organisational Category



Congratulations

TO ALL THE WINNERS



Top 50 Changemaker Organizations/Groups

Rank	Name of Organization/Group	Score	Allies
1	Sutherland	67515	758
2	Indian Institute Of Management, Ranchi	45219	155
3	Kohler Co.	38804	182
4	PwC India	28938	363
5	Walmart	27426	242
6	Philips	25699	94
7	Firstsource	21973	229
8	MSCI	18424	188
9	Wipro Limited	16191	66
10	Infosys Limited	14632	215
11	Collins Aerospace	8737	77
12	Acuity Knowledge Partners	6522	42
13	D'frens Consulting	6249	11
14	Fractal	5731	37
15	Rise Brands	5695	22
16	MX Player	5655	28
17	United Airlines Business Services Pvt. Ltd.	4370	70
18	JLL	4152	48
19	Delta Capita	3750	37
20	Synechron	3555	10
21	Midland Credit Management	3454	24
22	UBS	3200	37
23	Intuit	3145	28
24	Diageo India	3015	37
25	VMware	2653	27

Rank	Name of Organization/Group	Score	Allies
26	Northern Trust	2405	26
27	Applied Materials India Private Ltd	2395	34
28	Merck India	1914	26
29	NXP India Pvt Ltd	1794	24
30	RPG – Zensar Technologies	1760	15
31	Mastek	1685	13
32	Beam Suntory India	1562	15
33	Boston Consulting Group (BCG)	1555	23
34	Athena Health	989	6
35	WeWork India	795	6
36	Dell Technologies	210	6
37	Teach For India	210	8
38	Zetwerk	180	7
39	Esper.io Software Services PVT LTD	120	5
40	ExxonMobil	90	4
41	Louis Vuitton	50	1
42	Tata Motors	40	2
43	Morningstar	0	1
44	Pride@XL (XLRI, Jamshedpur)	0	1
45	PropertyGuru	0	1
46	Anonymous	NA	NA
47	Anonymous	NA	NA
48	Anonymous	NA	NA
49	Anonymous	NA	NA
50	Anonymous	NA	NA



Top 3 Winners:

Individual Category

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Winners - Individual Category

2



Nipun Banga
10,360 Points

1



Paras Vats
11,730 Points

3



Kavyashree SK
10,135 Points

Congratulations

TO ALL THE WINNERS



Top 50 Changemakers

INDIVIDUALS TOP 50

Rank	Name	Score
1	Paras Vats	11730
2	Nipun Banga	10360
3	Kavyashree SK	10135
4	Susheel Taralekar	8985
5	Rohan Dmello	6850
6	Juliet Laly	5003
7	Sherley M P	4410
8	RITIKA GARG	4390
9	Aayush Shrestha	3660
10	Priyank Gupta	3370
11	Praveen Kumar Reddy Bheemreddy	3055
12	Kiran Punjabi	2355
13	Anmol Saxena	2345
14	Sania Ahmed	1950
15	Tanvi Goyal	1875
16	Julien Brain	1805
17	Shreya Patil	1800
18	Kanishk Gupta	1440
19	Raveesh Wadhawan	1325
20	Vivek Irudayaraj	1280
21	Shekhar Choudhary	1255
22	Nithin Suresh	1220
23	Namrata Dubey	1215
24	SHASHI KUMAR	1050
25	Sunita Panda	1025

Rank	Name	Score
26	Shadman Zehra	1015
27	yeshwanth b	989
28	Yogesh Kochar	960
29	Rishabh Kumar	925
30	Vanitha Golla	924
31	Divya Chauhan	920
32	Shaik Sameer Basha	905
33	Priyanka Meena	900
34	Johan Sebastian Cortes	899
35	Moumita Saha	885
36	Lopamudra Priyadarshini	884
37	Aquib Khan	875
38	Melissa Koehler	865
39	Suriyaprabha P	858
40	Naina G	850
41	Dhananjay Tanpure	830
42	Thamaraiselvan Muthukumar	790
43	Davinder Singh	790
44	Sanchita Middha	775
45	Archana Kholamkar	768
46	Rashi Chandok	765
47	Adamya Kanswa	760
48	Sakina Jariwala	760
49	Mohammad Aquib Khan	750
50	Ganeswar Sahoo	750



12 Challenges

#AllyChallenge
Gamifying Allyship Journey In A Self-Paced Virtual Environment

Challenge Sponsor: Dell Technologies, Pride Circle

Day 1 - Challenge 1

Where are you on the Allyship spectrum?

To participate, please visit
www.thepridecircle.com/allychallenge

12 - 18 JUNE

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#AllyChallenge
Gamifying Allyship Journey In A Self-Paced Virtual Environment

Challenge Sponsor: Pride Circle

Day 1 - Challenge 2

The LGBT+ Alphabet Soup

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Challenge Sponsor: Pride Circle

Day 2 - Challenge 1

Learn about SOGIESC

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Gamifying Allyship Journey In A Self-Paced Virtual Environment

Challenge Sponsor: Pride Circle

Day 2 - Challenge 2

Unpacking: Myths, Biases, Stereotypes & Microaggression

To participate, please visit
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Challenge Sponsor: Synechron, Pride Circle

Day 3 - Challenge 1

Inclusive Language & Communication

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Challenge Sponsor: Pride Circle

Day 3 - Challenge 2

Know that 'I' exist in Intersectionality

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Challenge Sponsor: Pride Circle

Day 4 - Challenge 1

Self Care & Well-being

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Challenge Sponsor: Pride Circle

Day 4 - Challenge 2

Supporting 'Coming Out'

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Day 5 - Challenge 1

Support & Give Back - Volunteer & Donate

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Day 5 - Challenge 2

Powering LGBT+ Owned Businesses

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Challenge Sponsor: Pride Circle

Day 6 - Challenge 1

Share your learnings from the #AllyChallenge

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#AllyChallenge
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Challenge Sponsor: Pride Circle

Day 7 - Challenge 1

Take an Allyship Pledge

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3 Bonus Challenges



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Pride Circle

#AllyChallenge

Gamifying Allyship Journey In A Self-Paced Virtual Environment

BONUS CHALLENGE #1
Indulge in Queer Books,
Literature, Music, Art

To participate, please visit

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The poster features a rainbow graphic on the left and a circular illustration on the right showing a red box with stars and streamers. The background is a solid red color.



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#AllyChallenge

Gamifying Allyship Journey In A Self-Paced Virtual Environment

BONUS CHALLENGE #2
Refer 5 friends to participate
in #AllyChallenge

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The poster features a rainbow graphic on the left and a circular illustration on the right showing a red box with stars and streamers. The background is a solid yellow color.



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#AllyChallenge

Gamifying Allyship Journey In A Self-Paced Virtual Environment

BONUS CHALLENGE #3
Time to destress: Create
some Rainbow ART!

To participate, please visit

www.thepridecircle.com/allychallenge

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The poster features a rainbow graphic on the left and a circular illustration on the right showing a red box with stars and streamers. The background is a solid blue color.

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#AllyChallenge

Gamifying Allyship Journey In A Self-Paced Learning Environment

We stand tall & proud with

8500

Allies count

63

Countries

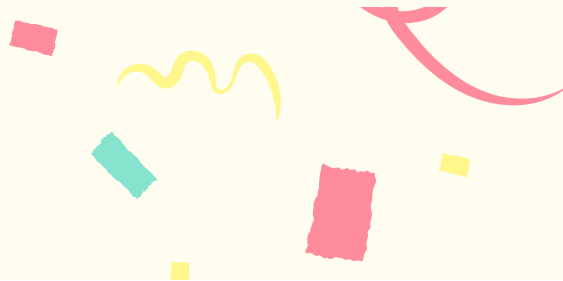
50

Organisations

Building a global community championing equality, celebrating diversity.

Thank You for your participation

Until Next Time



Ending Note

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.

