

A graphic of a sunburst with rays in various colors (green, blue, purple, yellow, orange, red) radiating from the left side.

Ally Challenge

Impact Report 2024



17 - 23 June



Virtual

www.thepridecircle.com/allychallenge



#BeTheAlly

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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 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.



17441

Allies
Mobalized



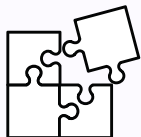
86

Participating
Countries



45

Participating
Organizations



12

Challenges



3

Bonus
Challenges



7

Days

June 17th to 23rd, 2024

IMPACT

2020, 2021, 2023 & 2024

	2020	2021	2023	2024
Allies	12,750	14,011	8,500	17,441
Participating Organizations	108	58	50	45
Participating Countries	58	54	63	86
No. of Challenges	21	16	15	15
Dates	1st - 30th June	21st - 27th June	12th - 18th June	17th - 23rd June
No. of Days	21 Days	7 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.

RRD GO Creative (62,254 followers) announced a partnership with Pride Circle for the Global Ally Challenge. The post highlights their commitment to creating a welcoming workplace and includes a registration link: <https://lnkd.in/gdY5Q6f4>. It also lists various hashtags like #PrideMonth, #DiversityandInclusion, and #AllyChallenge.

Rob Ewers (Director/Development Consultant) shared a thoughtful post about allyship, distinguishing between lowercase 'ally' and uppercase 'Allyship'. He emphasized that allyship involves understanding and supporting others, not just displaying symbols like the rainbow flag.

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.

Natasha Shirazi (Culture, Diversity & Inclusion) thanked the PRIDE India Chapter Core team and listed several individuals who supported the challenge. She mentioned gamification of learning and provided a registration link: [#Iwork4Dell #PRIDEMonth](#).

Parul Dhir reposted a post from **Pride Circle** (48,702 followers) announcing **Acuity Knowledge Partners** as the **Champion Sponsor** for #AllyChallenge 2024. The post includes a heartfelt thank you to Acuity Knowledge Partners and a call to action for participants to mark their calendars for June 17th to 23rd, 2024.

Pioneer Sponsors

DELL Technologies



Champion Sponsors



Advocate Sponsors

SUNTORY
GLOBAL SPIRITS

NOMURA

Synechron



45 Participating Organizations/Groups

S.No	Name of Organization/Group
1	Acuity Knowledge Partners
2	Applied Materials India Private Ltd
3	AstraZeneca
4	Aveva
5	Dell Technologies
6	Firstsource
7	HGS
8	Indian Institute Of Management
9	Infosys
10	John Deere
11	Khaitan & Co
12	KPMG Global Services
13	Kyndryl Solutions
14	LUMEN
15	Marsh McLennan Global Services
16	Midland Credit Management
17	MSCI
18	Nomura
19	Novartis Healthcare Private Limited
20	OCWEN
21	Philips
22	Merck India
23	PwC India
24	Rise Brands
25	RRD GO Creative

S.No	Name of Organization/Group
26	ServiceNow
27	Suntory Global Spirits
28	Sutherland
29	Synechron
30	Teach For India
31	The Bridgespan Group
32	Unilever
33	Walmart
34	Wipro Limited
35	Zensar Technologies
36	Anonymous
37	Anonymous
38	Anonymous
39	Anonymous
40	Anonymous
41	Anonymous
42	Anonymous
43	Anonymous
44	Anonymous
45	Anonymous



86 Participating Countries

S.No.	Country
1	Afghanistan
2	Albania
3	Algeria
4	American Samoa
5	Andorra
6	Angola
7	Anguilla
8	Antigua and Barbuda
9	Argentina
10	Armenia
11	Aruba
12	Australia
13	Austria
14	Azerbaijan
15	Bahamas
16	Bahrain
17	Bangladesh
18	Barbados
19	Belarus
20	Belgium
21	Belize
22	Bermuda
23	Bosnia and Herzegovina
24	Bolivia
25	Brazil
26	British Indian Ocean Territory
27	Brunei
28	Bulgaria
29	Cambodia
30	Canada
31	Cayman Islands
32	Chile

S.No.	Country
33	China
34	Christmas Island
35	Cocos (Keeling) Islands
36	Colombia
37	Comoros
38	Costa Rica
39	Cyprus
40	Ecuador
41	Ethiopia
42	Fiji
43	Gabon
44	Germany
45	Greece
46	Greenland
47	Haiti
48	Honduras
49	Hong Kong
50	Iceland
51	India
52	Indonesia
53	Iran
54	Ireland
55	Italy
56	Jamaica
57	Kazakhstan
58	Laos
59	Malaysia
60	Mauritius
61	Mayotte
62	Mexico
63	Nepal
64	Netherlands

86 Participating Countries

S.no	Country
65	Oman
66	Philippines
67	Poland
68	Puerto Rico
69	Qatar
70	Romania
71	Saint Helena
72	Saudi Arabia
73	Seychelles
74	Singapore
75	South Africa
76	Sri Lanka
77	Taiwan
78	Thailand
79	Tajikistan
80	United Kingdom
81	United States
82	Uganda
83	Vanuatu
84	Western Sahara
85	Yemen
86	Zimbabwe



Top 3 Winners:

Organisation/Group Category

4th EDITION



Ally Challenge

Winners - Organisational Category



Congratulations

TO ALL THE WINNERS



Top 10 Changemaker Organizations/Groups

Rank	Name of Organization/Group	Score	Allies
1	Infosys Limited	101	117,207
2	PwC India	1759	64,254
3	Sutherland	809	38,315
4	KPMG Global Services	321	26,799
5	Applied Materials	153	13,700
6	RRD GO Creative	205	8,599
7	Dell Technologies	81	8,499
8	MSCI	79	8,026
9	Phillips	75	7,478
10	Firstsource	109	6,948

Top 3 Winners:

Individual Category

4th EDITION



Ally Challenge

Winners - Individual Category

2



Subhransu Jena

1,11,510 Points

1



Balaram Mekap

1,13,310 Points

3



Arindam Ghosh

1,10,100 Points

Congratulations

TO ALL THE WINNERS

www.thepridecircle.com/allychallenge

#BeTheAlly

Top 50 Changemakers

INDIVIDUALS TOP 50

Rank	Participant Name	Score
1	Balaram Mekap	113,310
2	Subhransu Jena	111,510
3	Arindam Ghosh	110,100
4	Shadman Zehra	43,010
5	Susheel Taralekar	12,210
6	Nipun Banga	7,030
7	Sachin Hujare	5,040
8	Praveen Kumar Reddy Bheem Reddy	3,360
9	Subham Surana	2,260
10	Ankit Gugnani	2,154

12 Challenges

Ally Challenge
Gamifying Allyship Journeys in a Self-Paced Virtual Environment

17 - 23 June Virtual

Day 1 - Challenge 1

Learn about SOGIESC

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

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Ally Challenge
Gamifying Allyship Journeys in a Self-Paced Virtual Environment

17 - 23 June Virtual

Day 1 - Challenge 1

What does it mean to be a visible and vocal Ally?

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

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Ally Challenge
Gamifying Allyship Journeys in a Self-Paced Virtual Environment

17 - 23 June Virtual

Day 2 - Challenge 1

Unpacking Myths, Biases, Stereotypes & Microaggressions

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Ally Challenge
Gamifying Allyship Journeys in a Self-Paced Virtual Environment

17 - 23 June Virtual

Day 2 - Challenge 2

LGBT+ History and Milestones

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Ally Challenge
Gamifying Allyship Journeys in a Self-Paced Virtual Environment

17 - 23 June Virtual

Day 3 - Challenge 1

Supporting "Coming Out"

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Ally Challenge
Gamifying Allyship Journeys in a Self-Paced Virtual Environment

17 - 23 June Virtual

Day 3 - Challenge 2

Follow 3 LGBT+ Content Creators & Entrepreneurs

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

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Ally Challenge
Gamifying Allyship Journeys in a Self-Paced Virtual Environment

17 - 23 June Virtual

Day 4 - Challenge 1

Self Care & Well-being

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Ally Challenge
Gamifying Allyship Journeys in a Self-Paced Virtual Environment

17 - 23 June Virtual

Day 4 - Challenge 2

Rainbow Family: Nurturing a World of Love and Care

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Ally Challenge
Gamifying Allyship Journeys in a Self-Paced Virtual Environment

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Day 5 - Challenge 1

Inclusive communication & language

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Ally Challenge
Gamifying Allyship Journeys in a Self-Paced Virtual Environment

17 - 23 June Virtual

Day 5 - Challenge 2

Creating Safe Spaces for LGBT+ Students

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Ally Challenge
Gamifying Allyship Journeys in a Self-Paced Virtual Environment

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Day 6 - Challenge 1

LGBT+ Role Models Across Various Professions

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Ally Challenge
Gamifying Allyship Journeys in a Self-Paced Virtual Environment

17 - 23 June Virtual

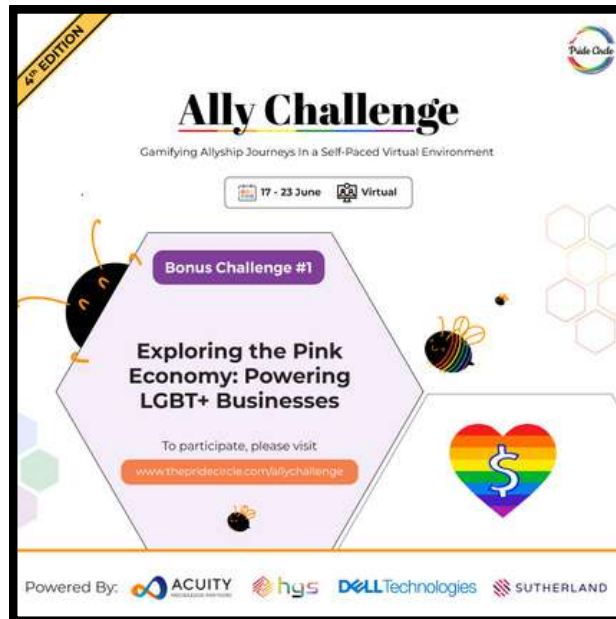
Day 7 - Final Challenge!

Take an Allyship Pledge!

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

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3 Bonus Challenges



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Ally Challenge
Gamifying Allyship Journeys in a Self-Paced Virtual Environment

17 - 23 June Virtual

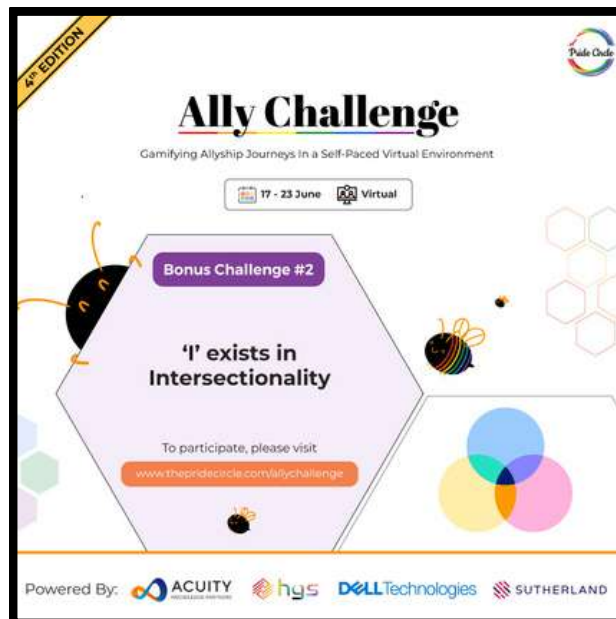
Bonus Challenge #1

Exploring the Pink Economy: Powering LGBT+ Businesses

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

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The poster features a central purple hexagon with the challenge title. To the right is a rainbow heart with a white dollar sign. The background includes a bee, a ball of yarn, and a honeycomb pattern. The 'Pink Circle' logo is in the top right corner.



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Ally Challenge
Gamifying Allyship Journeys in a Self-Paced Virtual Environment

17 - 23 June Virtual

Bonus Challenge #2

'I' exists in Intersectionality

To participate, please visit
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The poster features a central purple hexagon with the challenge title. To the right is a Venn diagram with three overlapping circles in blue, yellow, and pink. The background includes a bee, a ball of yarn, and a honeycomb pattern. The 'Pink Circle' logo is in the top right corner.



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Ally Challenge
Gamifying Allyship Journeys in a Self-Paced Virtual Environment

17 - 23 June Virtual

Bonus Challenge #3

Time to destress: Create some Rainbow ART!

To participate, please visit
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The poster features a central purple hexagon with the challenge title. To the right is an illustration of a hand holding several colored markers. The background includes a bee, a ball of yarn, and a honeycomb pattern. The 'Pink Circle' logo is in the top right corner.

4th EDITION



Ally Challenge

Gamifying Allyship Journeys In a Self-Paced Virtual Environment

We stand tall & proud with

17,441

Allies count

86

Countries

45

Organisations

Building a global community, championing equality,
& celebrating diversity!

Thank You for your participation

Until Next Time



www.thepridecircle.com/allychallenge

DEI@thepridecircle.com

#BeTheAlly

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.

