

TATA Steel

# QUEERious Challenge



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## Gender Identity

A person's internal, deeply held sense of their gender. People who identify as transgender internalize a different gender than the sex they were given at birth.

## Sexual Orientation

An persistent pattern of romantic or sexual attraction (or a combination of these) to individuals of the same sex or gender, the opposing sex or gender, both sexes, or more than one gender is known as sexual orientation.

## Why LGB (sexual orientation) and TQI (sexual identity) together?

*Because of the widespread call for gender expression and the fight against prejudice to be one's real self.*

## Gender Expression

External manifestations of gender, expressed through a person's name, pronouns, clothing, haircut, behaviour, voice, and/ or body characteristics.

WHO  
ARE  
WE?



## **Meet Harsh, Shanti and Aditi**

**Harsh** (*he/him*) is a 23 years, young male. He identifies his sexual orientation to be gay and is currently studying at an management institute perusing MBA. He has excellent grades and a very supportive family and friends.

**Shanti** (*They/Them*) is a 29 years old trans women. They have successfully undergone gender affirmation surgery last June. They don't have any formal education and currently is unemployed. Their earning source is ascertain.

**Aditi** (*She/Her*) is a 20 year old computer science engineering student. She is bi curious and is experimenting and questing her preferences. She is under therapy due to her anxiety issues she developed in college because of bullying.

# How do we access and employ our **LGBT+** community?

Firstly, why do we employ diversity?

According to McKinsey, gender diverse teams increases the likelihood of company financial outperformance by **25%**.

Aditi, is going through therapy, because of bullying due to her sexual preferences. About 42%<sup>1</sup> of the community members are suffering from mental illness.

Our business may target mental health support networks on YouTube, podcasts, and radio. We may promote our dedication to diversity and inclusion so that they can find their way around and explore for chances inside our company.

By establishing support call centers and informational pamphlets that aid in solving the problem, we may further support the cause. This would demonstrate the organization's genuine dedication to diversity and disseminate information about how pro-inclusive our company is.

## #SayGayOutLoud !

In a barstool test I found that 7 out of 10 queer individuals were more inclined joining a company who were vocal about LGBT rights in comparison to companies who were not, **even if they pay less!** We should campaign #SayGay to increase visibility.



**83%**

Says its important that managers to show they take LGBT+ inclusion seriously.

**70%**

Of the trans respondents agree that they should go gender reaffirmation surgery.

**70**

Countries still considers homosexuality – illegal.

## Coffee can help!

Shanti, was subjected to extreme social negligence, they are not educated but is passionate to work. They is a quick learner and wants to live dignified life.

Our company can set up a purely skill based jobs, for example, **Queer Café**, a eat out space within the company campus that employs only Trans individuals.



# How do we access and employ our **LGBT+** community?

**\$32 Billion**

India's loss in GDP due to homophobia and transphobia (*Radcliffe, 2016*)



## Can Dating Apps help?

A large portion of the LGBT+ community utilizes dating apps, including Harsh, Shanti, and Aditi. With twice as much screen time as the general population, more than half of the gay community uses dating apps.

By promoting our commitment to accepting diversity and the opportunities provided by us through these dating apps, we can reach the LGBT+ population at its most fundamental level.

## Rainbow Referrals

Shanti cohabitates with ten other trans women who all use traditional methods of earring. A strong network of LGBT friends exists for Harsh and Aditi.

We may offer **Rainbow Referrals** to existing LGBT employees, which will facilitate access to other community members.

They could be hired by the company based on their expertise.

Fri, 19 Aug, 9:42 PM

NGOs with trans welfare can be collaborated for developing employable skills

Instagram algorithm – for personalized advertisement for queer.

Pride Parade of cities are the biggest billboard to display allyship of company.



# True Inclusion – Advocating for safe space for all.

30%

Reduced efficiency in workplace, when gender expression is suppressed

62%

Of company employees find it 'awkward' to talk about sexuality and LGBT issues

41%

Of previously queer identified individuals go back to closet to prevent workplace discrimination



## Housing Crisis

Harsh and Aditi have very hard time finding living space, often rejected because of 'same-sex' partners. Shanti is completely denied of any space in societies.

Our company can provide several **housing benefits**, priming to providing living spaces helping find a inclusive space for LGBT+ individuals.

## Retire with pride!

Because of the existing social and law scenario, queer people often end up alone, unmarried and as they age, they need supporting hands.

Solution – Our company could provide **nursing** and medical benefits to the queer individuals to support their retirement. Often queer people spend their lives alone and as they age – they need support.

## Hello Buddy!

Shanti, is not aware of the existing gender norms, what place do women and men eat, or unwritten rules of the office that HR can't explain.

Solution – Buddy Program, allies can volunteer to buddy-up with a new LGBT+ member joined, they can help them understand the office dynamics very well. In addition, this would be an symbiotic relationship of learning where allies can better understand the community.

## 'Same-sex' Partner Benefits

Although gay marriages are not a legal tender in India, Harsh is optimistic about the laws and wants to marry his partner and adopt 2 kids.

Our company can recognize the importance and requirements of same-sex partner and allot those benefits to the LGBT+ employees.





# True Inclusion – Advocating for safe space for all.

## Resources for Allies

Incomplete or misinformation about the community results in biasness in allies for the LGBT+. We should prime for coexistence and safe space for all.

Solution – Empathy will be developed and inherent biases will be lessened by providing information about the community throughout each employee's tenure with the organization, from orientation through frequent engagement.

60% of LGBT+ is bi or questioning

Questioning and experimenting is a vital journey to understand the true self. Our company should encourage exploration

Solution – use of Stonewall standard global index for inclusion in company to support the cause and true inclusiveness.

Roadmap

Information booklet on LGBT+ during induction to the company to all



Rating the employees on standard 'queer-acceptance' index.



Movie screening and celebrating queer festivals.



A diverse, all inclusive company environment is established

General neutral washroom

Medical insurance coverage for mental health.

Gender reaffirmation surgery cost coverage and support.

No gender based dress code.

