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**annihilate
the taboo**

180Degrees
CONSULTING
— SRI VENKATESWARA —



INTRODUCTION

Annihilate the taboo is a nascent NGO working in the gig-economy space, with the long term objective of making it a more developed and hospitable environment for female workers to increase their participation in the same.

180DC SVC was tasked to ideate strategies to overcome the barriers for the same and also create a content plan to spread ATT's vision and mission.

EXECUTIVE SUMMARY

GOALS



Reduce the barriers faced by women in joining the gig-economy, with a focus on their SRHR needs.

QUESTION



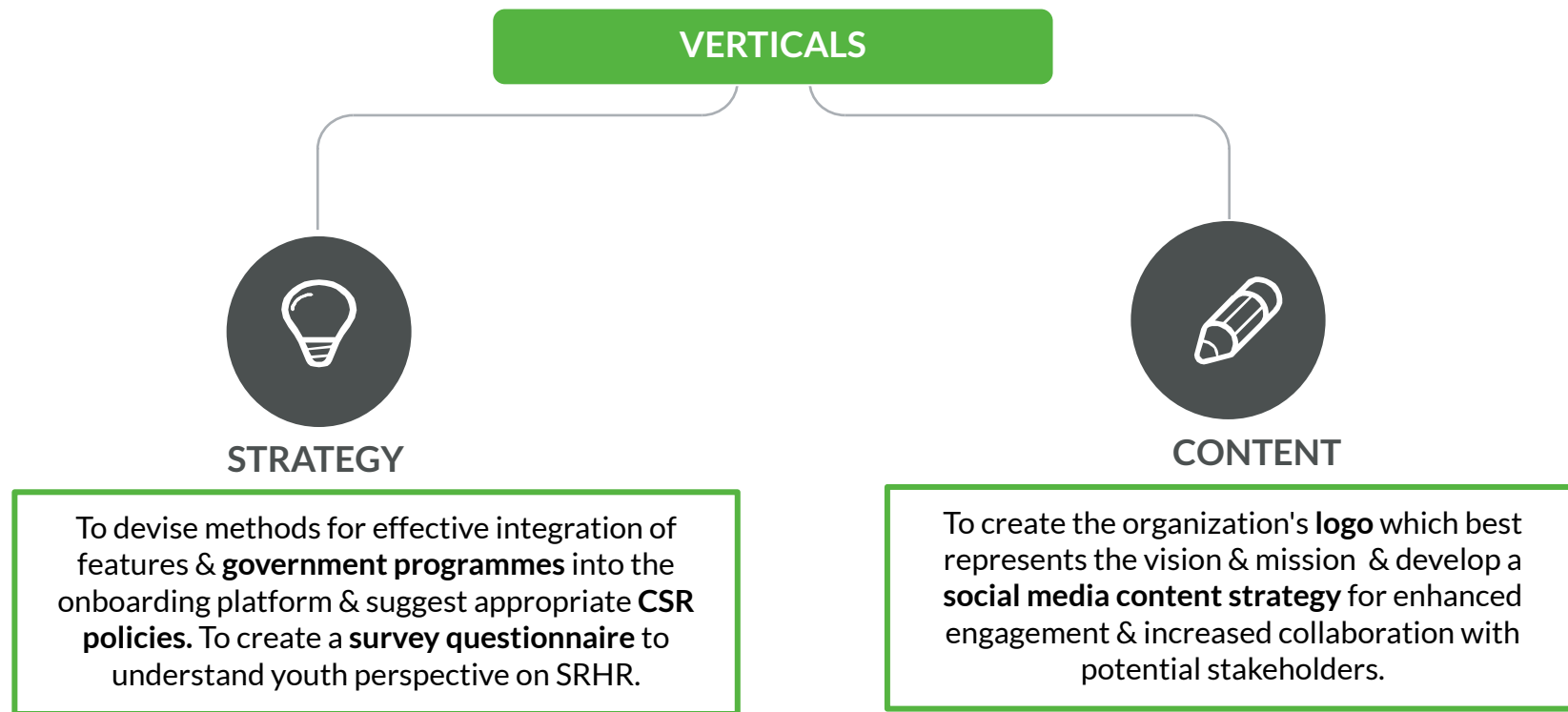
Understanding what are the different challenges faced by gig workers & how to address these and what mediums to use in doing the same.

STRATEGY

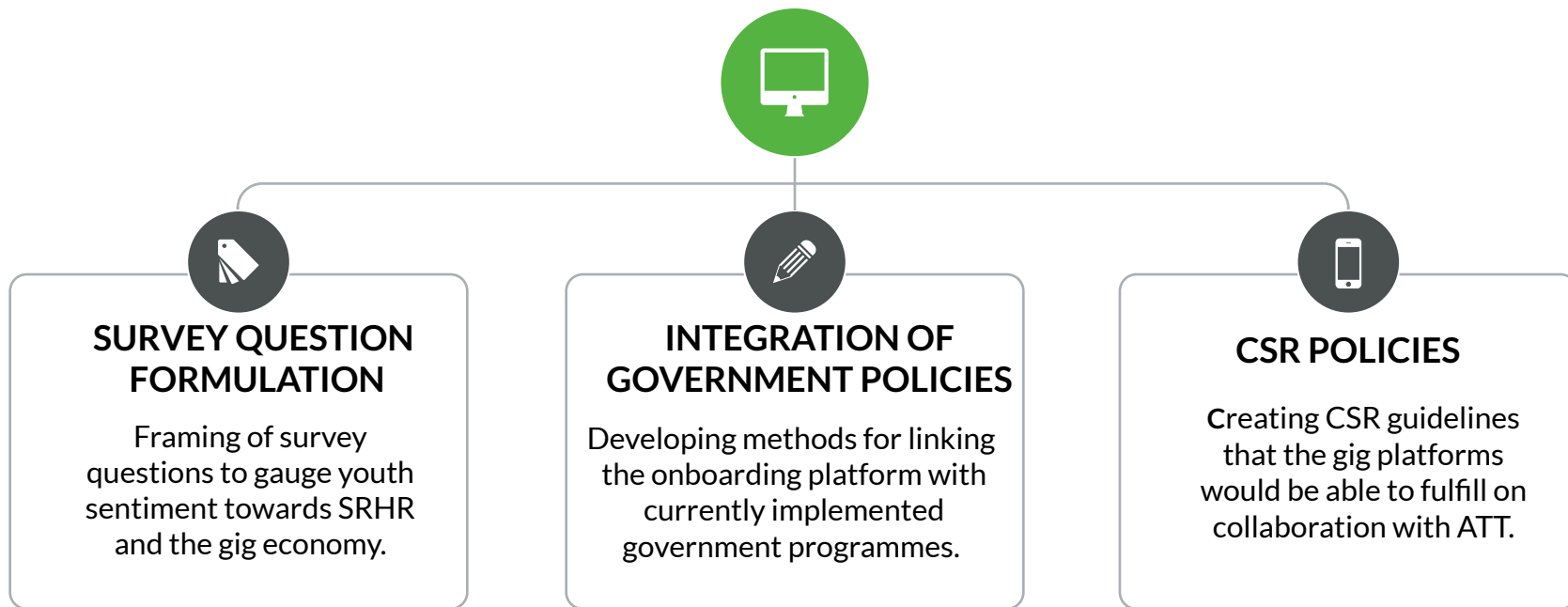


Implementing a comprehensive training plan on SRHR for workers, as well as leveraging the relevant government policies.

PROBLEM STATEMENT



STRATEGY



SURVEY QUESTIONNAIRE

YOUTH PERSPECTIVE ON SRHR & GIG ECONOMY

Our team conducted an on ground survey by involving youth across different colleges in Delhi, in the questionnaire filling & video testimonials procedure. By understanding the youth's perspective on SRHR and need for training modules, relevant content can be developed for the onboarding platform.

The screenshot shows a web-based survey form. At the top, it says 'CONTENT & STRATEGY' and 'Survey Questionnaire'. The first section is 'PERSONAL INFORMATION' with three questions: Q1 (age group), Q2 (gender), and Q3 (city of residence). Q1 has options: Under 18 years, 18-24 years, and Above 24 years. Q2 has options: Male, Female, Other, and Prefer not to say. Q3 has a description of Tier-1 and Tier-2 cities, followed by options: Tier-1 City, Tier-2 City, and Rural Area. The second section is 'SRHR AWARENESS' with two questions: Q5 (training modules for gig workers) and Q6 (contraception methods). Q5 has options: Menstrual Hygiene Management at Workplace, Rights and Reporting Sexual Harassment at the Workplace, and Laws, Rights and Help for Women in Cases of Domestic Abuse & Violence. Q6 has options: Barrier Contraceptives and Oral Contraceptive Pills.

CONTENT & STRATEGY
Survey Questionnaire

PERSONAL INFORMATION

Q1. Which age group do you belong to?

- a. Under 18 years
- b. 18-24 years
- c. Above 24 years

Q2. What is your gender?

- a. Male
- b. Female
- c. Other
- d. Prefer not to say

Q3. What is your city of residence?

(Description: Note: Tier-1 cities include Bangalore, Chennai, Delhi, Hyderabad, Kolkata, Mumbai, Ahmedabad and Pune. Tier-2 cities include cities like Bhopal, Patna, Vadodara, Surat, Jaipur, Indore, etc)

- a. Tier-1 City (Metropolitan or high population cities)
- b. Tier-2 City (Non-metro and developed cities)
- c. Rural Area

Q4. What is your marital status?

- a. Married
- b. Unmarried
- c. Other

SRHR AWARENESS

Q5. Which of the following do you think should be included in the training modules for gig workers? (Multiple option grid- ranking-females)


- a. Menstrual Hygiene Management at Workplace
- b. Rights and Reporting Sexual Harassment at the Workplace
- c. Laws, Rights and Help for Women in Cases of Domestic Abuse & Violence

Q6. Which method(s) of contraception are you aware about? (Checkbox)

- d. Barrier Contraceptives (such as condoms, diaphragms, femidoms, etc.)
- e. Oral Contraceptive Pills

ORGANIZATION DATABASE

To broaden the scope of our study, our team of consultants conducted an **exhaustive search** to find and engage with NGOs (Non-Governmental Organisations) working in the domain of SRHR & Women's Health. The goal aimed to use their community members and already-existing **Instagram networks** as an **outreach tool** for our survey and to reach a **broader demographic**.



Organisation	Email ID
Pratisandhi	collaborate@pratisandhi.com niyati@pratisandhi.com
Paint It Red	niharika@paintitred.in
Sampada	samtalksxsexed@gmail.com
Sex Shiksha	sexshikshayt@gmail.com
Amplify Change	enquire@amplifychange.org
WeTheYoungIndia	talent@wetheyoung.in
Myna Mahila Foundation	contact@mynaafoundation.com
The YP Foundation	enquire@amplifychange.org
Saday Sadev	contactus@sadaysadev.org
Sama Resource Group for Women and Health	samadelhi@gmail.com
Family Planning Association of India (FPAI)	fpai@fpaindia.org
Center for Health and Social Justice (CHSJ)	chsj@chsj.org
TARSHI (Talking About Reproductive and Sexual Health Issues)	tarshi@tarshi.net
CREA (Creating Resources for Empowerment in Action)	crea@creaworld.org
Sahayog	sahayog@bol.net.in
Swasti	hello@swasti.org
Ipas Development Foundation	idf@ipas.org
Prayas	health@prayaspune.org
MAMTA Health Institute for Mother and Child	mamta@mamtahimc.in
Janani	customer@janani.org

01 Creation of an extensive database to identify relevant organizations

02 Reaching out to such organizations via email ID, contact numbers & social media channel.

03 Providing organisations with survey links & relevant resources required to promote the survey effectively.

04 Collaborating with the NGOs help enhance diversity & representation of the data gathered, increasing quantity of responses.

SURVEY OUTCOME

Survey Questions

S.no	Question	Category	Objective
1.	Which age group do you belong to?	Personal Information	To examine how demographic factors impact varying perspectives.
2.	What is your gender?	Personal Information	To examine how demographic factors impact varying perspectives.
3.	What is your city of residence?	Personal Information	To examine how demographic factors impact varying perspectives.
4.	What is your marital status?	Personal Information	To examine how demographic factors impact varying perspectives.
5.	What topics should be covered in sex education?	SRHR Awareness	To ensure that sex education training modules are relevant, comprehensive and effective which covers topics that have been prioritised by the youth.
6.	Which method(s) of contraception are you aware about?	SRHR Awareness	To assess the level of awareness of the youth regarding socially stigmatised SRH topics.

[Access from here](#)

OBJECTIVES: SURVEY RESPONSE ANALYSIS

The objectives document defines the precise aims and functions of conducting the survey with reference to each specific question to better analyze and measure the responses for a comprehensive conclusion.

Question Categories:



Personal Information: To analyze & identify patterns, trends, & differences in responses based on age, marital status & gender.



Sexual and Reproductive Health and Rights To gauge the level of awareness that individuals have about sexual & reproductive health issues. This information helps identify gaps in understanding areas where education or awareness campaigns may be needed.

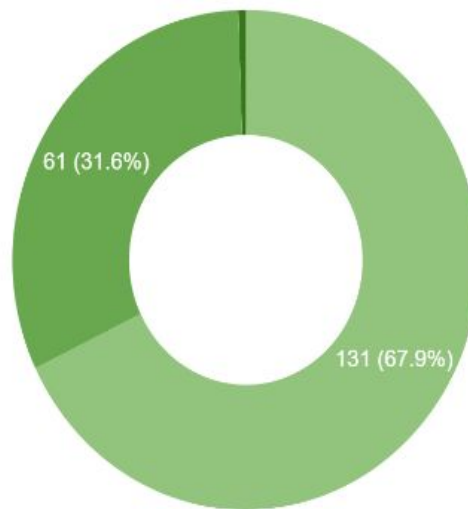
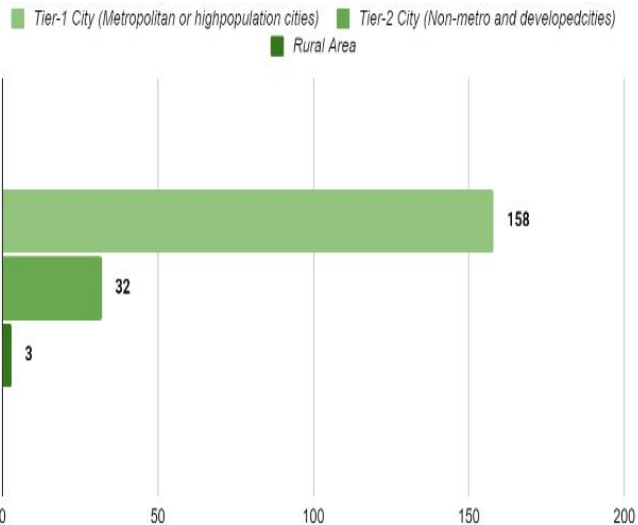


Gig Economy: To develop policies & regulations specific to the gig economy, based on customer interaction with the gig workers & need of different policies.



Government Initiatives: To evaluate policy effectiveness, identify needs, prioritize resources, & enhance public awareness. To understand the feasibility of integrating existing policies in the onboarding platform.

SURVEY ANALYSIS REPORT



- Female
- Male
- Prefer not to say

Response Count

190+

[Access from here](#)

POLICY INTEGRATION



Table of Content	
S.No.	POLICIES BY THE GOVERNMENT OF INDIA
1.	One Stop Centres (OSCs)
2.	Women Helpline Number
3.	Component for Working Women
4.	Beti Bachao Beti Padhao
5.	Palna Creche System
6.	Pradhan Mantri Matru Vandana Yojana
7.	Shakti Sadak

GOVERNMENT POLICIES INTEGRATION STRATEGIES

The 180DC SVC team formulate a **policy integration document** which would help smoothly incorporate scheme features for the **Onboarding Platform**



DESCRIPTION

Features of the policy and the resources and provisions it entails.



OBJECTIVES

What are problems that the policy aims to solve and identifying the stakeholders it benefits.

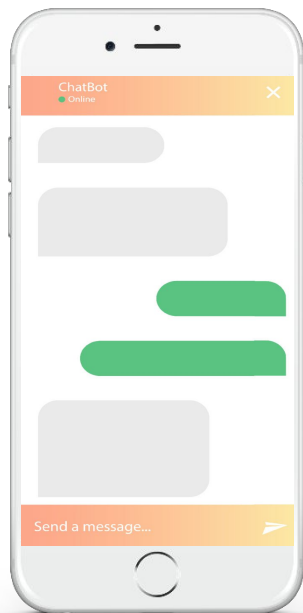


INTEGRATION STRATEGIES

The steps to apply the policy and the medium to be used for the same.

[Access it from here.](#)

CHAT BOT: APPLICATION FEATURE



INBUILT-CHATBOT SERVICES

The feature can be added in alignment with Mission Shakti's Women Helpline Number Scheme and provide help in facilitating redressal immediately.



SEEK HELP

The chatbot could guide the individuals seeking help and redressal through emergencies.



DISSEMINATING INFORMATION

Information regarding the Government's relevant schemes combating sexual violence could be facilitated.



LINKAGES WITH 108-SERVICE, WHN, ETC.

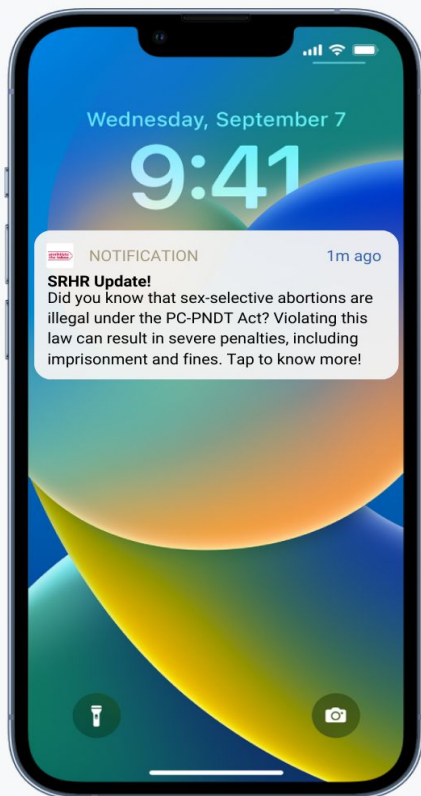
Linkages could be established with the 108-service, Women Helpline Number, One Stop Centres, etc. to help redressal.



PROVISIONS TO LOCATE

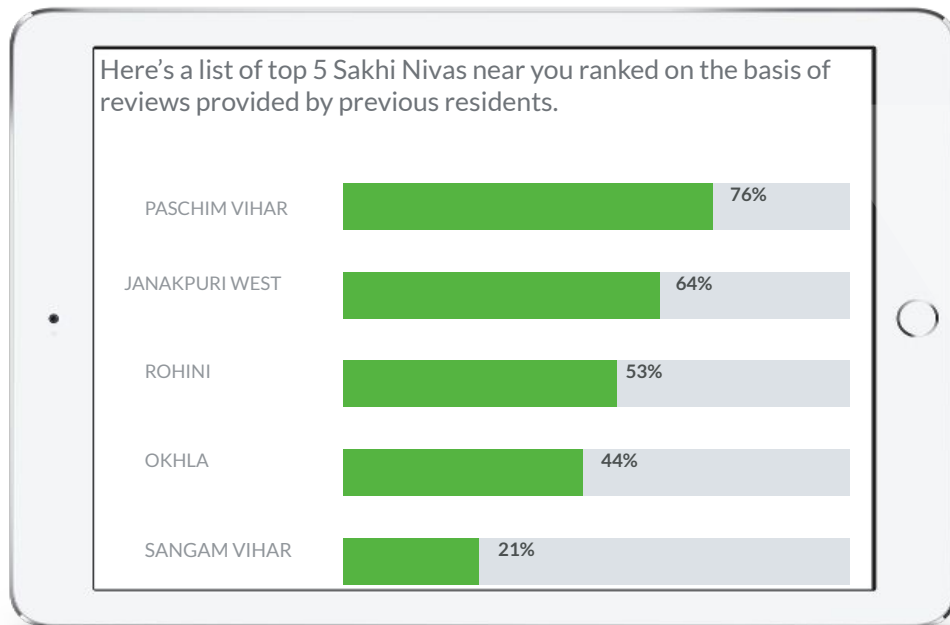
Provisions to locate the person in distress could be ensured for prompt action.

POP-UPS: APPLICATION FEATURE



- 01 Accessible resources:** The pop-ups provide employees with easy access to resources for reporting violations of SRHR laws, finding medical assistance for emergencies, and getting information about local services.
- 02 User-friendly interface:** The pop-ups are designed to be user-friendly, with clear and concise language that is easy to understand, making it more engaging and memorable for workers.
- 03 Regular updates:** The pop-ups will be regularly updated with new information and resources to ensure that employees have access to the latest and most accurate SRHR information.

GPS : APPLICATION FEATURE



Nearby Sakhi Nivas

Allows users to easily locate the **nearest Sakhi Nivas** based on their current location.

By leveraging location detection, the app provides accurate & real-time information about the closest Sakhi Nivas, ensuring that individuals seeking shelter or support can easily find a safe place nearby.

Additionally, the app must display information about the **amenities** available at each Sakhi Nivas, ensuring that users have a clear understanding of the facilities provided before making a choice.

MAPS : APPLICATION FEATURE



Inbuilt Map for Convenience

The app features an inbuilt map that offers convenience & accessibility.

Users can easily find nearby **toilet booths** and **sanitary napkin** vending machines through the integrated map functionality.

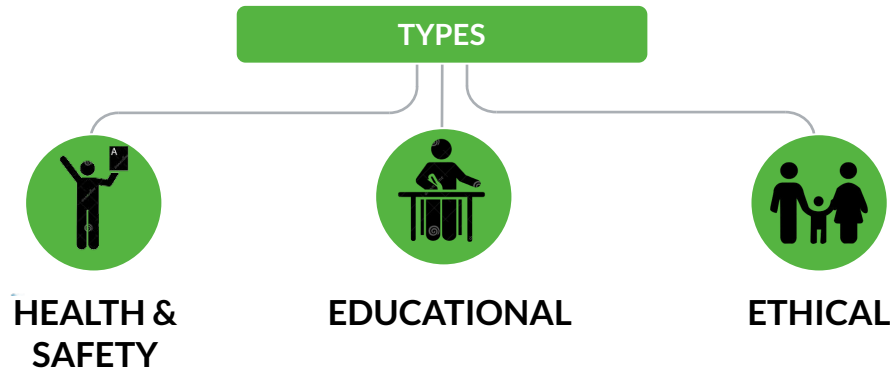
This helps individuals in need of these facilities to locate them quickly and efficiently, promoting their overall well-being and comfort.

CORPORATE SOCIAL RESPONSIBILITY

Under the application of government policies, corporate social responsibility is an essential step in allowing companies to have more accountability towards its stakeholders.

In the gig-economy this can be in the form of a better working environment for the workers, increased financial budgets, etc.

Corporate social responsibilities applicable in the gig-economy have been divided into three broad categories:



CONTENT



01

LOGO DESIGN

02

SOCIAL MEDIA CONTENT PLAN



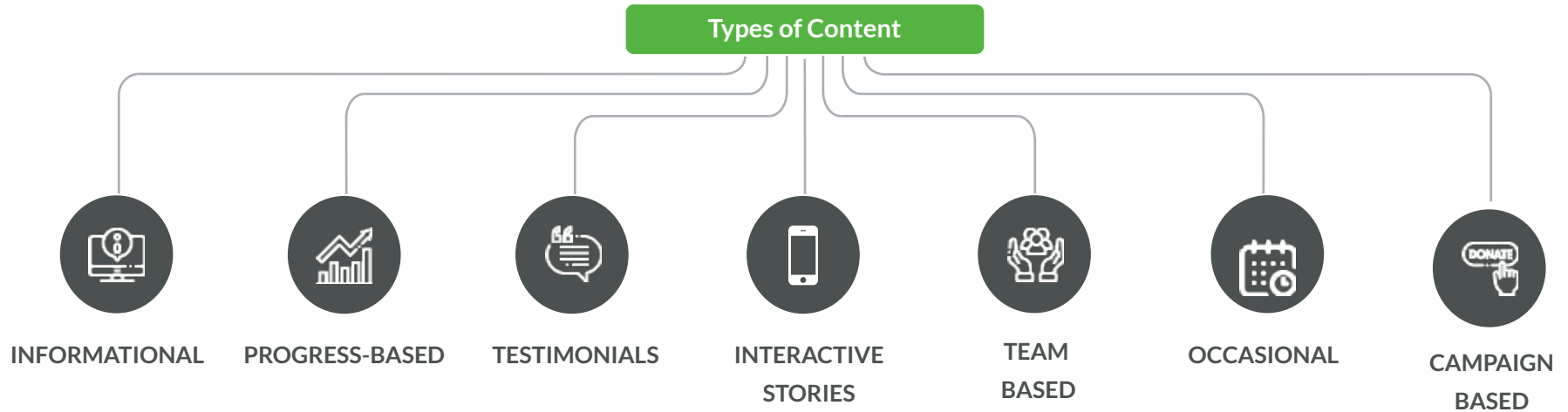
CONTENT PLAN

Our team worked on creation of a thorough **content plan** for the organization's instagram channel, with the goal of strategically engaging the target audience, **promoting** the organization's cause, and driving meaningful interactions.

The content strategy was created to assure **consistency**, **relevancy**, & **authenticity** while effectively exhibiting the organization's principles and offerings.



CONTENT PLAN



[Access Detailed Content Plan from here](#)

CONTENT CATEGORIES

01	INFORMATIONAL	To demonstrate ATT's knowledge and position it as a reliable source of information while educating, informing, and giving the audience useful insights .
02	OCCASION-BASED	To celebrate accomplishments, humanise the organisation, generate excitement, encourage interaction, expand reach, & keep a balanced content mix.
03	PROGRESS-BASED	To share ATT's progress, growth, & positive changes, ultimately strengthening its presence & connection with the audience, encourage collaboration with stakeholders .
04	CAMPAIGN -BASED	To increase awareness, drive engagement & participation, mobilise support, amplify reach, showcase impact, foster emotional connections, & facilitate impact measurement .

CONTENT CATEGORIES

05	TESTIMONIALS	To encourage prospective clients or supporters to interact with the organisation and see it as a trustworthy entity, provide evidence of value and the impact created on others.
06	INTRODUCTORY	To lay the groundwork for how the audience will see the organisation. To attract followers that share their mission and are more inclined to engage, support, or become stakeholders in the long run.
07	INTERACTIVE STORIES	This increased interaction increases the visibility and reach of the organization's stories while also cultivating a sense of community and connection with the audience.
08	SITUATION-BASED	To provide relevant & helpful tips, solutions to the audience or the gig workers in order to position itself as a valuable & resourceful organisation.

LOGO DESIGNS

The team worked on a creative and collaborative task to create a unique & **meaningful logo** for the organization. The objective was to design a visually appealing & **representative** symbol that would effectively communicate the organization's identity, values, & mission.

01

UNDERSTANDING ATT'S GOALS

Conduction of team **brainstorming** sessions to gather insights & ideas from various perspectives in order to align the logo with the **vision & mission**.

02

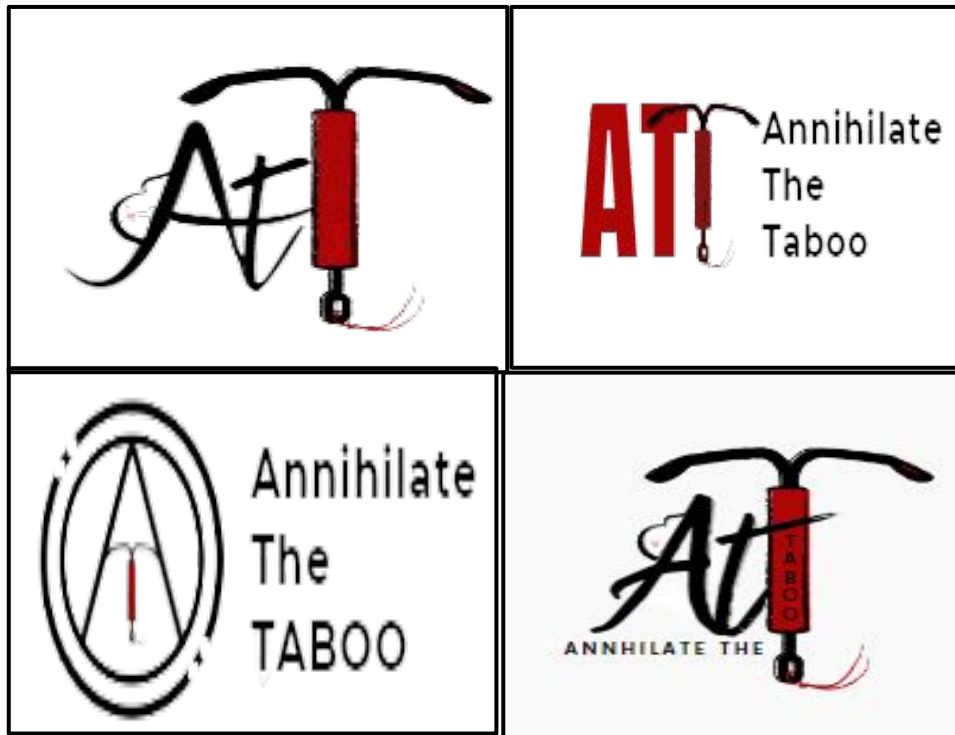
UNDERSTANDING DESIGNING ELEMENTS

Exploration of different **designing** concepts, typography, colour contrasts, colour schemes & **imagery** that could convey the essence of ATT.

03

USING DESIGNING TOOLS

Tools like Canva were used to transform the **ideated** designs into tangible logo symbols. Multiple layouts, colours & fonts were used to **experiment** & finalise the best representation.



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