

Proposal to create the ultimate reference guide to understand LGBTQIA+ community and spread awareness about their health

Proposal submitted by:

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Community Consultants: Ritash and Duha

Grant Ask: \$3,000

Background

The LGBTQIA+ community often finds itself in the middle of misinformation, malinformation and targeted disinformation. Research says that there has been a spike in misinformation against the community on Twitter in recent days. In India, the misinformation ecosystem around the community often is stemmed from biases, half-baked knowledge and not understanding the physiology and psychology of the people in the community. Due to the lack of representation from the members of the community across the board, the key stakeholders in various organisations lack the basic knowledge to be able to comprehend their challenges .

Objective of the Project

This project is aimed at creating an ultimate guide (digital and print) that educates and spreads awareness about the community, especially among the various key stakeholders of the society (media, educational institutions, judiciary, ministries)

Who is it for

- (a) News media Editors and Journalists reporting on LGBTQIA+ community,
- (b) Principals and Deans at Educational Institutions

- (c) Senior Members of the Judiciary
- (d) Bureaucrats and Ministers

A brief about the product

The product will combine digital resources (short myth buster videos, audio-visual narratives, text and graphic memes et al) and a limited copy print extension (coffee table book). While the digital resource stays as a ready reference for anybody in future and opens up self-sustainable revenue opportunities (through advertisements and sponsorships), the coffee table book will be presented to select members of the society to draw attention.

The guide (both online and print) is set to encompass 3 different sections:

<p>Section 1</p>	<p>Definitions and Glossary</p>	<p>This section will explain “What SOGIESC, GSRM, LGBTQIA+” mean (identities, labels , significance of pronouns, flags, symbols, etc.) through necessary visuals and text.</p> <p>In this section we will create a bank of 200+ FAQs that will act as ready reference for anyone needing to understand nuances of the community.</p> <p>Section in-charge: LGBTQIA+ community members</p>
<p>Section 2</p>	<p>Health and Care</p>	<p>This section will create lucid, factual and educational documentation on gender and sexuality for all.</p> <p>It will also document the LGBTQIA+ community’s health and care myths and misconceptions. . .</p> <p>Section in-charge: Trained LGBTQIA+ peer educators and counsellors,</p>

		Community sensitive and queer affirmative healthcare professionals.
Section 3	Voices	<p>This section will have interviews (audio, video, text) of various LGBTQIA+ community members narrating their healthcare challenges and needs from trained community peers, healthcare professionals, government and society.</p> <p>Section in charge: Editor(s) and LGBTQIA+ community members.</p>

Marketing and Distribution of the Product

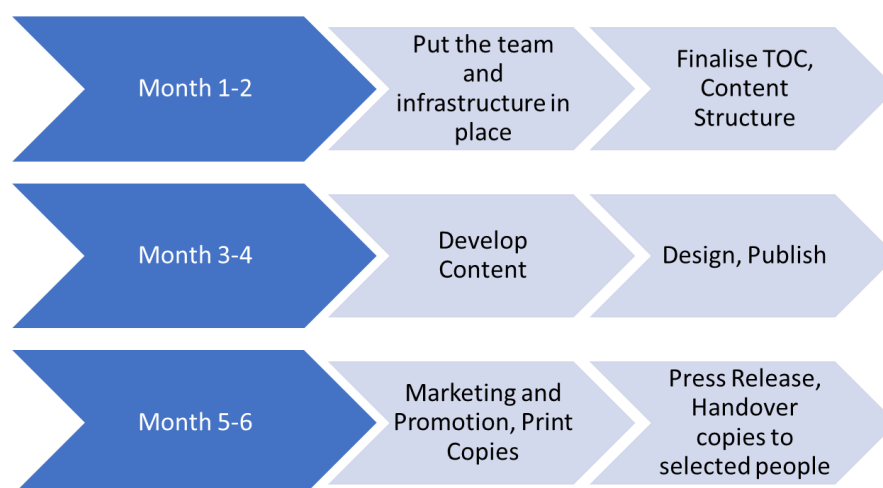
1. The web property will be promoted widely through Emails and Newsletters. Social Media campaigns/advertisements, interview bytes etc. will be run using all channels of THIP.
2. The print copy will be handed over personally to selected members of the society. [As of now, we have created a list of 50 such stakeholders including Supreme Court judges, Ministers etc.]
3. Additional copies will be made available through online book store for purchase.

Future Development for future sustainability

The web property will be supported through advertisements to meet its existential need (server etc.).

The resources (especially Section 2) will further be repurposed as online education courses targeted separately at adolescents and parents. The course will be managed and run through THIP Academy, an online education platform under The Healthy Indian Project. The amount earned from this will be used to develop the content resource further.

Timeline and Milestones



Estimated Budget

Head	Unit Pricing (INR)	Unit & Duration	Total Cost (INR)
Human Resources			
<i>Project Manager</i>	30000	1 person for 6 months	1,80,000
<i>Community Consultants</i>	10000	2 person for 6 months	90,000
<i>Consultant Healthcare Professionals</i>	25000	1 person for 3 months	75,000
<i>Book Editor</i>	30000	1 person for 3 months	90,000
<i>Designer</i>	75000	1 person/1 time cost	75,000
IT/Website/Server/ Software Licences	25000	For 6 months	1,50,000
Marketing	25000	For 2 months	50,000
Travel and Logistics	20000		20,000
Print	50000		50,000
Miscellaneous	30,000		30,000
Total			8,10,000
Total in USD (1 USD = INR 83)			9700

Grant Ask = USD 3000

THIP Commitment (in absence of further funding) = USD 6700