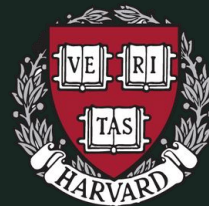


Project Elixir

A Social Change Project



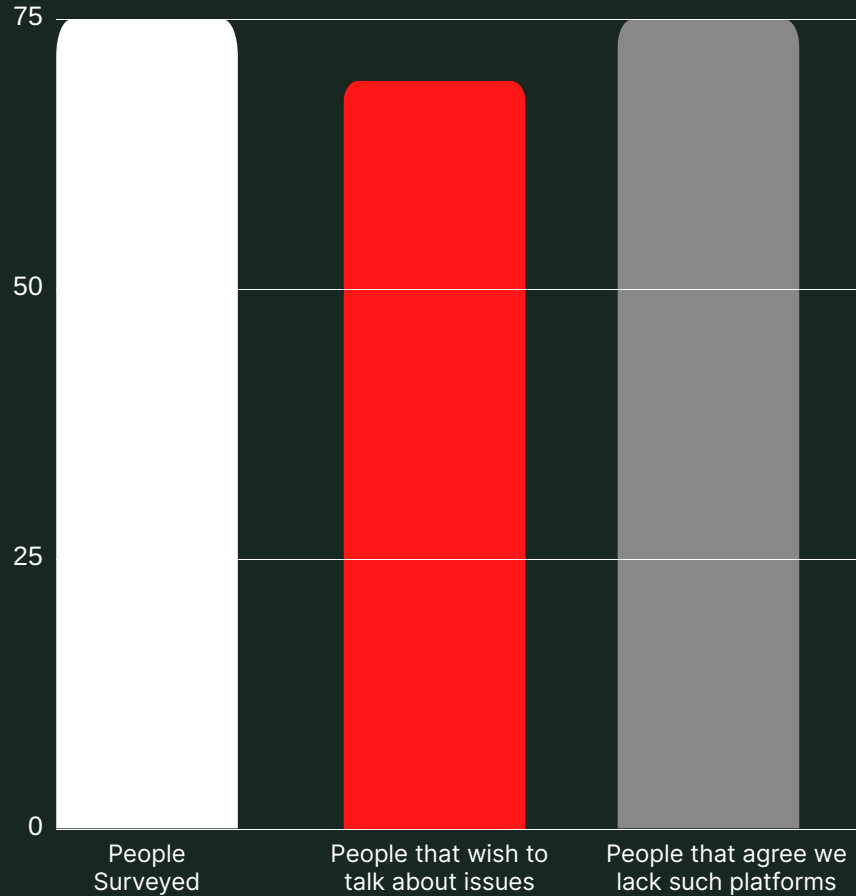
Problem Statement

- **Stigmatization of issues due to ideas written in holy scriptures, followed in culture and traditions**
- **Lack of a social platform to freely propagate forward thinking ideas**

Root Cause Analysis



- **Stigma and Stimulation of Intervention**
- **Political Influence over Media**
- **Mental Barriers**
- **Closed Mindset**
- **Fear of Acceptance**



Survey Statistics

Solution

Social Awareness Platform
to facilitate discussion on
stigmatized issues

Platform allows the
maintenance of **anonymity**

Monthly themes
(**'highlights'**) to lay special
emphasis on specific issues

Working

BLOG POSTS & TWEETS

Based on monthly
theme to raise
awareness

PODCASTS

Podcast serial available
on all common audio
platforms

ONE ON ONE PROGRAMS

Anonymous mentorship
with experts or peers

VIRTUAL LIVE STREAMS

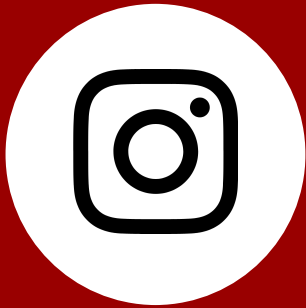
Popular invitees to
deliver lightning talks



Involved Cost:

\$0

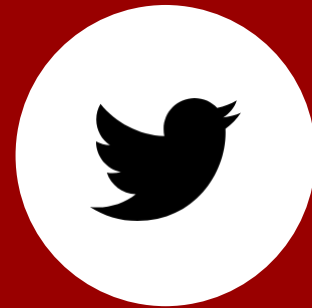
Current Progress



Instagram



Website



Twitter

Future Plans

EXPAND TO NEW PLATFORMS

Set up handles on Facebook, Snapchat and LinkedIn; recruit more interested individuals

COLLABORATE WITH SIMILAR ORGANISATIONS

Initiate a collaboration with like-minded organisations to expand purview

ORGANISE MEETUPS

Have monthly meetups to discuss the highlight with keynote speeches and plans for the following months

What You Can Do

Speak up - feel free to talk about your views, ideas, and opinions!

Spread awareness about such stigmatized issues within your community

Promote similar initiatives that give everyone a platform to discuss such issues



Thank you!

Questions?