

PERCEPTION AND PARTICIPATION OF HETEROSEXUAL CISGENDER PERSONS IN CHENNAI LGBTQ+ PRIDE

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ABSTRACT

Objective: *To understand the perception of heterosexual cisgender persons towards pride month and to study their participation in Chennai LGBTQ+ pride*

Method: *Quantitative research method* **Sample & Field:** *Fifty four UG and PG Students from 10 colleges located in Chennai*

Results: *The Study shows that 57% of the respondents have heard about LGBTQ+ pride out of which 12% of the participants attended pride in the past. 61% of the participants mentioned that they support queer inclusion and are vocal about it and 33% support queer inclusion but are not vocal about it. 30% of the participants mentioned that they faced harsh comments from their social circle for supporting queer inclusion. 52% of the participants mentioned that the message of LGBTQ+ inclusion is not effectively conveyed through the pride march.*

Conclusion: *It is important for any kind of demonstration to ensure and actively monitor that the idea that it tries to convey is reaching the majority and the current shows that though Chennai LGBTQ+ pride creates visibility amongst the general public about the queer community there is a gap in the message reaching the majority of the society which should be addressed by multiple stakeholders including queer communities, allies, educational institution, and government.*

Keywords: *LGBTQ, Queer, Chennai pride, Perception, Participation*