

Its Pleazure

#Why Shy India

Sex, gender, intimacy, sexual fantasies, physical pleasures etc. are some the topics which people avoid talking of in public or/ and in person. It is considered as a social stigma to discuss such topics openly. But why deny or suppress the basic physical pleasures of humans? Through these are very subjective activities, discussions and thoughts can be shared socially under certain limits without violating the rights and picturing it all right. Despite knowing the importance of a healthy, loving, and sexually satisfying relationship, the industry that promotes love is yet to become mainstream and be treated like any other industry that endorses physical, mental, and emotional wellness. This is what safe, consensual, and healthy sex does, right?

Why Shy India highlighted many such discussions to let people speak about their fantasies, their way of enjoying intimacy, their self pleasuring toys, etc. ItsPleazure deciding to do something to promote sexual wellness and intimacy in couple relations put up a contest to encourage people to share their views and also to accelerate India's sexual revolution.

Thinking of sex or fantasizing your sexual desires is easy, but who thinks of getting others involved in this process without making them feel embarrassed. ItsPleazure through this initiative and campaign conglomerated everything that Women Welfare NGOs, Sex Driven, social welfare institute for men and women try to bring out. "SPEAK UP, DON'T SHY, VOICE YOUR VOICE, etc" The hashtag #WhyShyIndia itself speaks a lot with its prompt question. Why shy from speaking for something that is a basic psychological and physical need. Why shy to speak on topics which are of importance in life and various aspects of life like marriage, relation, etc. The hashtag spoke with millions with just a campaign and contest. It got a wave of revolution among people. The most unique feature of this campaign was that it conveyed the most important and loud message for individuals in the society in a very subtle and easy way. All the audience had to do was click and comment to the answers asked in the contest. In return it did not matter who won or lost because in a way, everyone had taken their share of learning from each question shred in the contest. Here the reinforcement was given to push people to play the contest but the motive behind the reinforcement was to pull out the dumped and suppressed voices of individuals and boost people's confidence in speaking up for sexual wellness and sharing their sexual fantasies with us.

Why Shy India was an initiative by ItsPleazure taken in order to break the hesitations and barriers of the audience regarding sex, gender and sexual activities. It was a campaign which gave people a platform to speak and share their opinions about various sexual wellness related topics and also guided them through some self pleasuring activities and products. To reach people effectively

with our motive, we opted to take contest as our medium. Contest could fulfill both, our motive of not shying to speak and also gave audience the first push to break the barrier of shunning down on sex related topics. Simple to answer, the contest had been framed keeping all the aspects of sexual wellness and products in mind which would create curiosity and impel people to express their views. The campaign was run on Twitter and it indeed was huge success. People from all over took their step ahead to answer and boldly broke the stereotype thinking of the society. This itself shows how well the campaign has inspired people to speak up on topics which they want to discuss but are spacioously restricted to do so. It shows that people are open to come up and share thoughts on open forums but we need to provide them with trustworthy, healthy and open armed platforms.

This campaign was very a big success because of the unique features it carried. They are:

1. #WhyShyIndia campaign's main motive was to inspire and encourage people to speak up for sexual wellness and the importance of intimacy in one's life.
2. It helped clean the stigma attached to sex and sexual needs of individuals.
3. It brought into picture many ways of fulfilling one's sexual needs and also highlighted how fulfilling to your partner's sexual desires are of utmost importance.
4. People had all the liberty to share their views and thoughts with respect to their privacy on social media and in person.
5. ItsPleazure came down to the psychology of the laymen to promote this campaign by asking questions which were very practical yet modest.
6. The creatives used to promote this campaign too were very appealing which people just couldn't resist viewing.