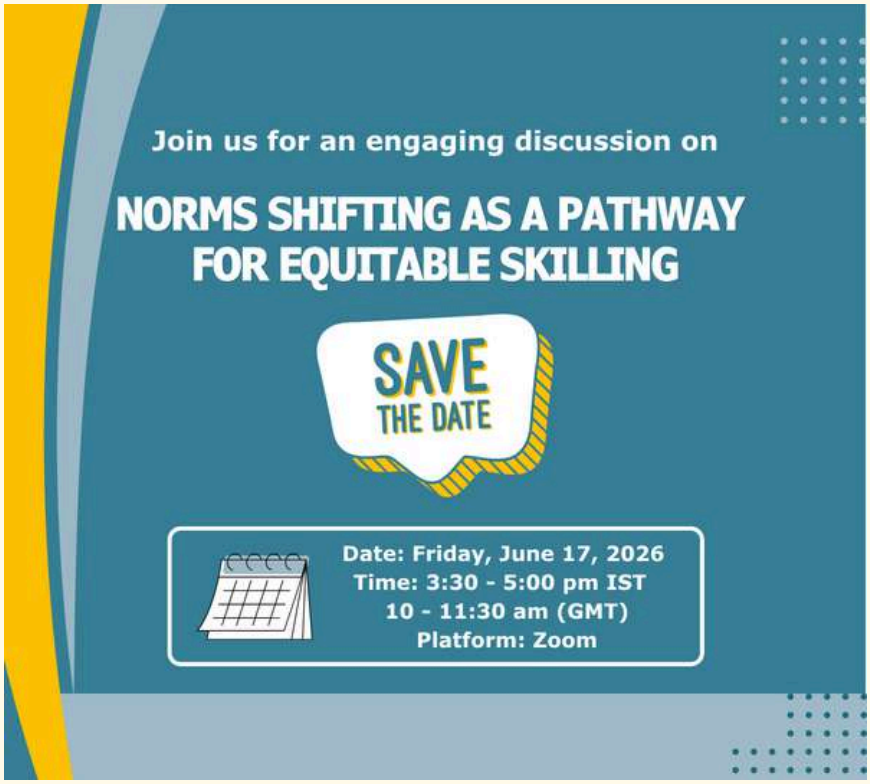


THE NORMS-LETTER

VOL 4, ISSUE 1
APRIL-JUNE, 2026

[WEBINAR ALERT]



Join us in the week of World Youth Skills Day, to explore how social norms shape young people's skilling choices and influence which opportunities are available to them. Stay tuned for updates!

#WorldYouthSkillsDay2026 #SkillsForASharedFuture

NEWSLETTER FEATURE

Allyship as the New Norm: Tackling Trans Exclusion in Workplaces

-By Tanya Aswani

SUMMARY

India has legislation that is designed to protect transgender individuals; however, there remains a gap between the legal provisions and the lived realities of transgender individuals regarding workplaces and employment. Transgender individuals have to face marginalization, transphobia, and systemic barriers when it comes to employment. True inclusion would require moving beyond legal compliance toward active allyship, change in behavior, and intensive sensitivity training in workplaces.

Gaps between law and reality

Landmark protections like the NALSA judgement and Transgender Protection Act prohibit discrimination in workplaces against transgender people in hiring, promotions, and terminations. However, these legal guarantees are often not translated into lived realities for transgender individuals, which points to a gap between the expectations of law and lived realities.

Case study

Jane Kaushik, a qualified trans educator, faced forced resignation from the school she worked at and another withdrawn job offer from a different school for her gender identity. She took her case to the Supreme Court of India, seeking justice despite legal protections already existing and looking for recognition of the discrimination trans individuals face during recruitment and employment.

ROOT OF DISCRIMINATION & POSSIBLE INITIATIVES

Lack of education, knowledge, training, and empathy for individuals who fall outside of societal norms causes cases of harassment and marginalization. There is a deficit of strict social sanctions within workspaces that would prohibit discriminatory behavior and encourage a sound reporting system for harassment.

Actionable steps for meaningful inclusion need to encourage a move away from passive compliance to active allyship. Organizations must implement sensitivity training and cultivate sympathy and respect to dismantle deep-rooted myths and misconceptions.

Meaningful inclusion of transgender employees is not only restricted to legal compliance, it requires transformation of workplace norms that promote conformity to inclusive laws and policies, and where all employees participate and lead the creation a respectful environment that openly recognizes diverse gender identities.

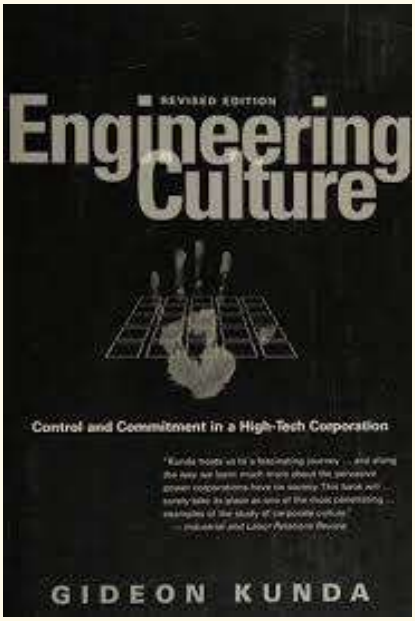
-Tanya



READ THE FULL BLOG HERE

SEMINAL PAPERS ON WORKPLACE NORMS

Engineering Culture: Control & Commitment in a High-Tech Corporation, Gideon Kunda



Gideon Kunda took inspiration from Amitai Etzioni's work on normative control and wrote his work, "Engineering Culture: Control and Commitment in a High-Tech Corporation", in 1992 about Corporate normative control, furthering Etzioni's work in the corporate sector.

His work asserts that modern corporations shape their workers' values and beliefs as a means of control instead of strict top-down approaches. Traditional corporate structures relied on utilitarian measures like economic rewards and strict bureaucratic compliance. Normative control, however, rewires employees' "self" to make them want to work and increase productivity in the company's interest without any external supervision required.

Companies lead employees to internalize member roles deeply. Employees are expected to internalize their roles so deeply that their personal desire for growth becomes synonymous with the company's productivity. Since there is no strict top-down approach, control is maintained via peer pressure, and the strictness gets hidden behind open cubicles, fluidity in networks, and casual dress codes. In this framework, the boundaries between self and the organization get blurred. The corporate sector relies on these emotional attachments; the framing they use is that of being like "family". The normative control that is manufactured thus pulls people in and causes burnout. The paper highlights these instances of burnout and invasions in personal lives and shows how corporate normative control operates through an ideological tyranny.

ANNOUNCEMENTS AND EVENTS

If you are looking for events and opportunities, this section is for you!

PFI's SnehAI receives Innovation Team Best Practices (ITBP) 2026 Award

On June 4, 2026, the Population Foundation of India's SnehAI chatbot was awarded at the Innovation Team Best Practices (ITBP) Awards in Paris, France. Presented by the European Institute for Creative Strategies and Innovation (EICSI) and the Sorbonne School of Economics, the award celebrates collaborative teams and impactful societal projects. SnehAI is a non-judgmental companion that delivers verified information on sexual and reproductive health, mental well-being, and online safety to youth in India via WhatsApp, Facebook Messenger, and a voice bot. It was launched in 2019 and has since served social good via inclusive, multilingual design. The chatbot has exchanged over 13.2 million messages with more than 320,000 users.



International Conference on Sexuality, Eroticism and Social Norms (ICESN-26)

Date: 28-29 August, 2026
Location: Jakarta Raya, Indonesia
Submission deadline: 03rd August, 2026
Submission Link: Click Here

International Youth Conference 2026

Date: 20th Sep 2026
Location: New Delhi, India
Submission deadline: 31st Aug, 2026
Submission Link: Click here





International Conference on Social Science, Humanities and Business Management (ICSSHBM)

Date: 02nd Sep 2026
Location: Beijing, China
Submission deadline: 06th August, 2026
Submission Link : Click here

This is a wrap from our end!

We would love to hear from you:

- Tell us if these resources were useful
- What else would you like us to cover
- And how you want to engage

Editorial Team: Anukriti Kotwal, Shubhangi Mishra, Vineha Tatkar, Ritu Kharayat

Write to us at
email: southasialc@gmail.com
and reach us at: https://socialnormscollaborative.net/

Stay connected