

## TINDER ROPES IN AUTHENTIC VOICES TO SPARK CONVERSATIONS ON CONSENT

**Launches video series featuring Amol Parashar, Aisha Ahmed, Leeza Mangaldas and more**

**India, 20<sup>th</sup> August, 2021:** Tinder, the world's most popular app for meeting new people, recently launched a new initiative to encourage conversations on consent in partnership with [Yuva](#) and [Pink Legal](#). As part of the **#LetsTalkConsent** movement, Tinder has launched a series of videos called 'How I learned about consent' in partnership with credible voices of today's generation.

Popular content creators and influencers such as [Leeza Mangaldas](#), [Amol Parashar](#), [Rytasha Rathore](#), [Yuvraj Dua](#) and [Aisha Ahmed](#) were seen sharing personal anecdotes on how they learnt the meaning of consent. The video series is accompanied by a new episode of the brand's ongoing property [Tinder Logs](#) on YouTube where these influencers come together to answer the most asked questions on consent while also sharing their personal experiences.

Actor [Amol Parashar](#) lays emphasis on how consent is put on the backseat and is not a concept introduced formally to people in India. He goes on to mention that learning about consent is an evolving process and through personal experiences he has come to a better understanding.

[Aisha Ahmed](#) talks about learning everyday when it comes to consent and takes the audience back to a very personal experience that opened her eyes on the idea of understanding and respecting consent - which can make all the difference in a relationship.

Tinder has unveiled a host of [safety features](#) over the last two years and recently introduced a dedicated in-app Safety Center for its members in India that includes a Consent 101 section. The 'Conversations on Consent' initiative is an extension of these resources meant to encourage a culture of consent in the community. The [letstalkconsent](#) guide, brought to you by Yuva and Pink Legal, contains information on the meaning of consent, navigating consent across stages of a relationship, how to ask and give consent as well as the nuance of withdrawing it.

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Additional assets available online: [Video \(3\)](#)

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