

WE! RISE
TOGETHER
LEADERSHIP CIRCLE FOR COHORT MENTORING

**POWER
OF ONE**

**WOMEN EMPOWERING
WOMEN TO MAKE THE STRONGER**



| COHORT MEMBERS

NEST TIDINGS

PVR NEST's Power of One initiative continues to empower women from at-risk urban communities, equipping them with the tools, mentorship, and skills needed to break social barriers and create opportunities.

We work with a diverse spectrum of women, each with their unique challenges, that intersect across gender, societal, financial, and emotional barriers but having a common goal of building dynamic cohorts of women who can live independent of these barriers.

This month, we began developing a special leadership training curriculum for our 11 Cohort Members to help promote diversity and inclusivity in the Power of One program.

Aiming to empower our women with creative thinking, problem-solving, and developing unique & relevant solutions to the problems of the community, we leveraged the design thinking approach.

With an emphasis on empathy and innovativeness we brought in a wide range of perspectives for them. Right from encouraging out-of-the-box thinking, sharing their challenges, understanding the value of research, and prototyping their ideas, our women learned it all!

We offered them exposure and inspiration through a collaborative and non-hierarchical approach to help all these women become leaders in their own respect. They were exposed to the benefits of risk-taking, experimentation, and building confidence and resilience in helping them develop unconventional solutions to their challenges.

Happy Reading!

DESIGN THINKING BOOTCAMP

As part of their leadership journey, 11 cohort members participated in a transformative Design Thinking Bootcamp from November 18th to 22nd, led by Himanshu Singh from Sathi Ventures and Prathmesh Mahajani from Design for Impact.

Through this program, the women explored creative thinking, mastered research techniques, and developed problem-solving skills to address community challenges. They engaged in brainstorming sessions, listening circles, and prototyping exercises, laying the groundwork for building impactful cohorts and sustainable microenterprises.

The program concluded with a certification ceremony, graced by Shri Shambhu Pal, Assistant Commissioner, Central Zone, MCD, reaffirming our commitment to empowering women through the Garima Grih and Pink Centers programs.

Our Cohort Members also received a commendation from Ms Pooja M, IAS, Deputy Commissioner, MCD-CNZ for their efforts and enterprise.

NEST TIDINGS



| PROBLEM STATEMENT



| ROLE PLAYING



| EMPATHY MAPPING



| OUTREACH



| DRAWING



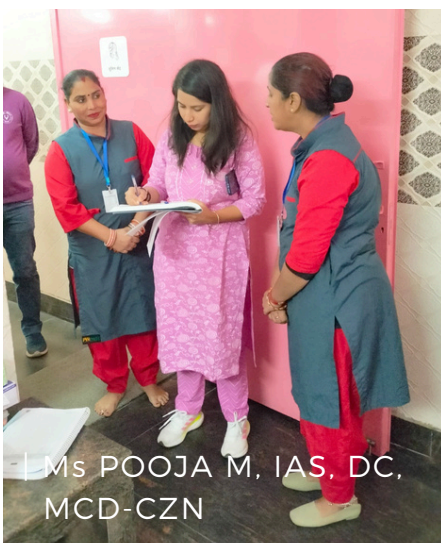
| PROTOTYPING



| LISTENING CIRCLE



| BUSINESS MODEL MAKING



| Ms POOJA M, IAS, DC,
MCD-CZN



| CERTIFICATION BY SHRI SHAMBHU PAL

WE!RISE

BEST PRACTICES & SUSTAINABLE PRODUCT SESSION

We organized a visit to Goonj's mega processing center for our 10 Cohort Members. They had the opportunity to witness the incredible work Goonj is doing to bring equity and dignity to people's lives. We are deeply grateful to Mr. Anshu Gupta for his inspiring session, where he shared insights on engaging more women in their journey toward empowerment and building a better future.



| COHORT MEMBERS WITH MR. ANSHU GUPTA (GOONJ)



| VISIT TO GOONJ



SPECIAL SCREENING CHILDREN'S DAY CELEBRATION

This Children's Day on November 14th, PVR NEST celebrated with over 300 incredible children who inspire us with their resilience and ability to find joy in every moment. Partnering with Salaam Baalak Trust Delhi, Janpahal Shelters, Udayan Care, SAFE Approach, Urdu Park Sofia, and HLRN, we hosted a special screening of **Maidaan**. A heartfelt thank you to Dr. Amita Joseph, BCF India, for her support in making this celebration truly special.



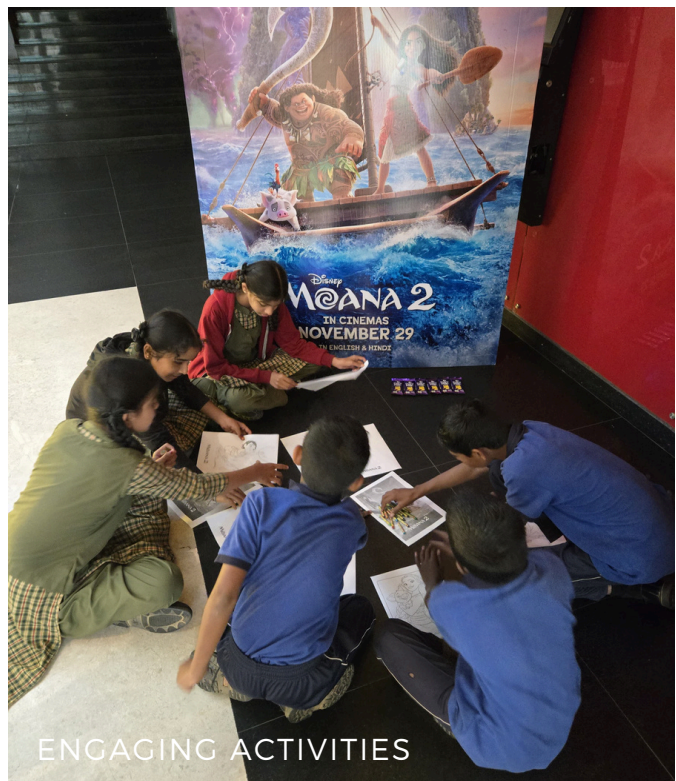
DELIEVER JOY

MULTI CITY SCREENING

In collaboration with LAM Research, a global technology leader, and PVR INOX, we hosted a multi-cinema screening of **Wild Robot** for over 2,000 children in Bangalore on November 30th. This special event brought together young minds for a day of fun, creativity, and inspiration. The children delighted in their Pepsi and popcorn as they immersed themselves in the world of cinema, and their enthusiasm was evident through their engaging creative expressions.



MULTI SCREENING FOR
2,000 CHILDREN



ENGAGING ACTIVITIES

WE!ART

ARTISAN COMMUNITY VISIT TO GARIMA GRIH

On November 6th, a group of 6-7 artisans from the migrant community near Swami Ramtirth Vatika, Jhandewalan visited Garima Grih. During their visit, they were given a comprehensive walkthrough of the center, where they learned about the various facilities and programs offered. They gained valuable insights into the sanitation, menstrual hygiene management (MHM), and handwashing facilities available at the center, which play a crucial role in promoting health and well-being. The group was also introduced to the skilling programs at Garima Grih, including stitching and tailoring, and beauty and wellness courses, which aim to empower women with the skills needed for financial independence and personal growth. The visit was an enriching experience, fostering awareness and potential collaboration for the future.



ARTISAN COMMUNITY MEMBERS VISIT TO GARIMA GRIH

IMPACT STORIES

My name is Geetanjali, and I am 29 years old. I am a regular user of the Pink Toilet, and I truly admire the services provided here. I really appreciate the staff as they are always welcoming and supportive. Whenever I get the time, I visit here—even during my lunch breaks—and enjoy spending time with them. I also share my thoughts and experiences with the staff, who make me feel comfortable and valued. I have been coming here for quite some time, and this place holds a special connection for me because of the amazing team and the safe, clean environment they maintain.



GEETANJALI
Vikaspuri



KAVITA
Amar Colony

My name is Kavita, and I work as a housemaid in Amar Colony. For the past three years, I have been a regular user of the Pink Center here. The center feels like a second home to me, offering a safe and clean environment where I can relax, have lunch, and take breaks up to 4-5 times a day. With limited space in the shops where I work, the Pink Center gives me much-needed relief. The staff here are incredibly supportive and always help me whenever I need assistance. They also guide me about new programs that can help me grow professionally. The Amar Colony Pink Center has become a place where I feel safe, valued, and empowered.

My name is Neha Bharti, I am 23 years old and have studied up to the 10th grade. As a housewife, I was inspired by my sister-in-law, who used to teach at Garima Grih, to enroll and start learning skills here. Now, I regularly attend classes, practice at home, and even provide basic services to neighbors. My dream is to open my own beauty parlor someday, and I'm working hard to make it happen.



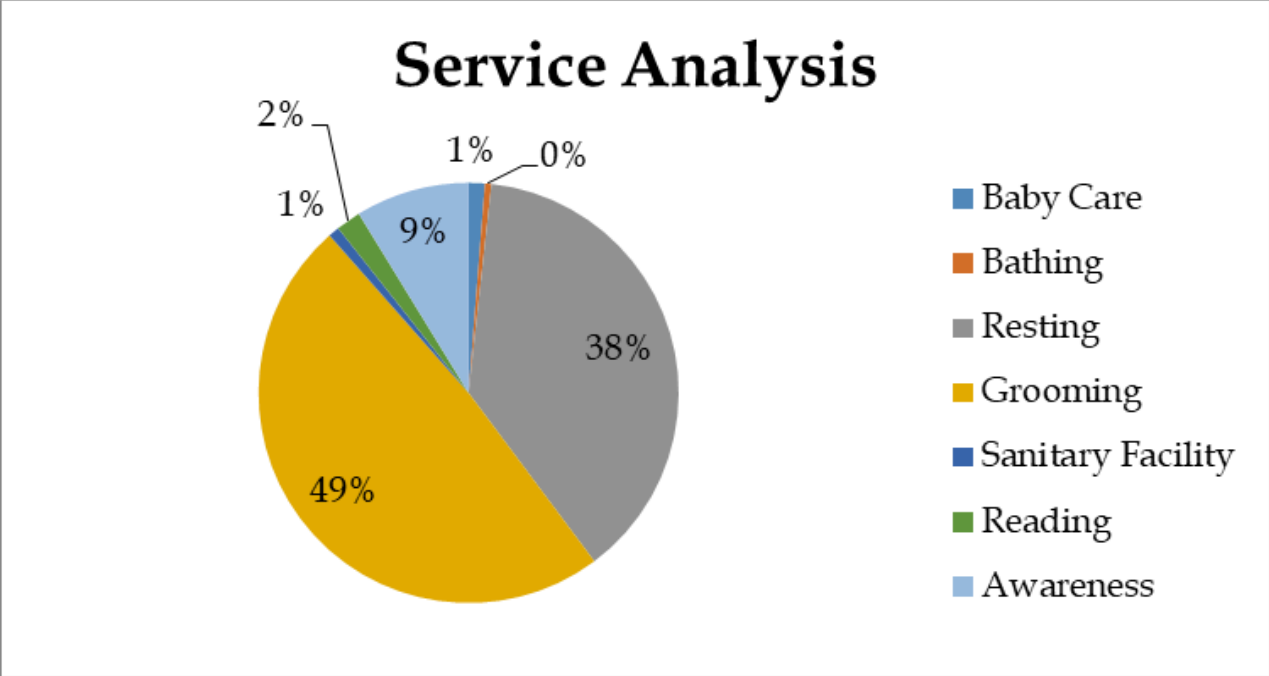
NEHA BHARTI
Garima Grih



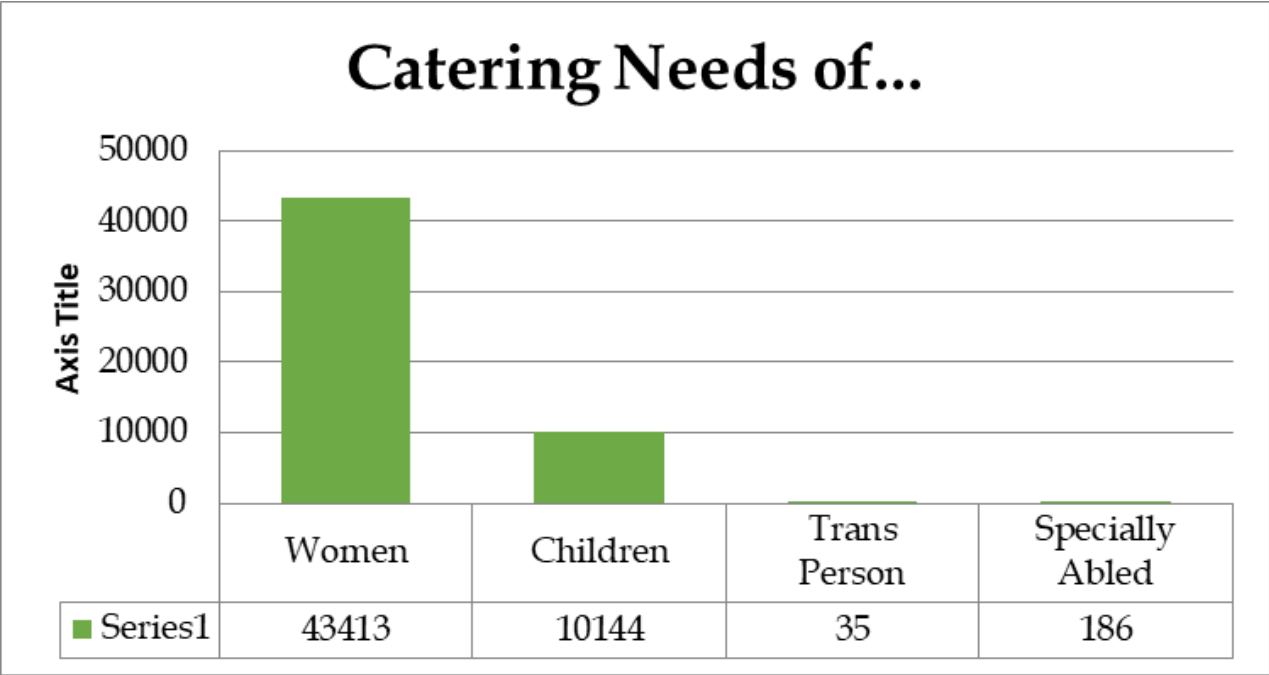
MAMTA
Gaffar Market

My name is Mamta, and I am 50 years old. I work in the market nearby and visit the Pink Washroom regularly. I appreciate the cleanliness and the availability of facilities here, especially the Western toilet, which is a great comfort for me due to leg pain. The washroom provides hand wash, sanitizer, and even sanitary pads. Additionally, they offer nutritious food for children, which is unique to this facility. These thoughtful services by PVR NEST make a real difference in our daily lives.

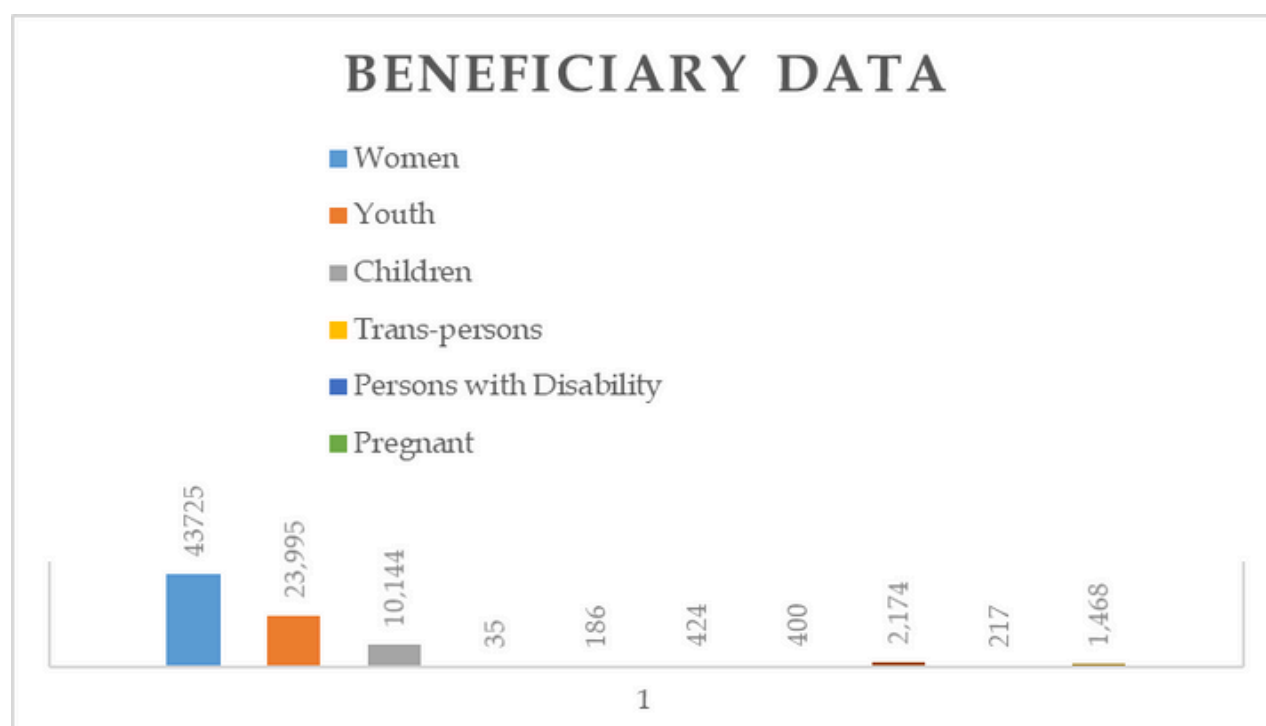
DATA INSIGHTS



Apart from utilising the various other services available at the centre, the most utilised service is grooming and resting. Together they contribute to 85 percent of the services at the centre



As the centers are getting retrofitted with facilities such as easy access of the centres, the specially abled can easily access the centre. The team of WASH Champions have had ample trainings so as to assist them if required.

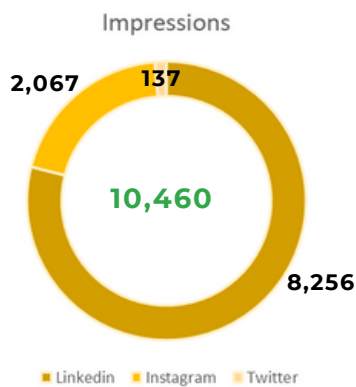
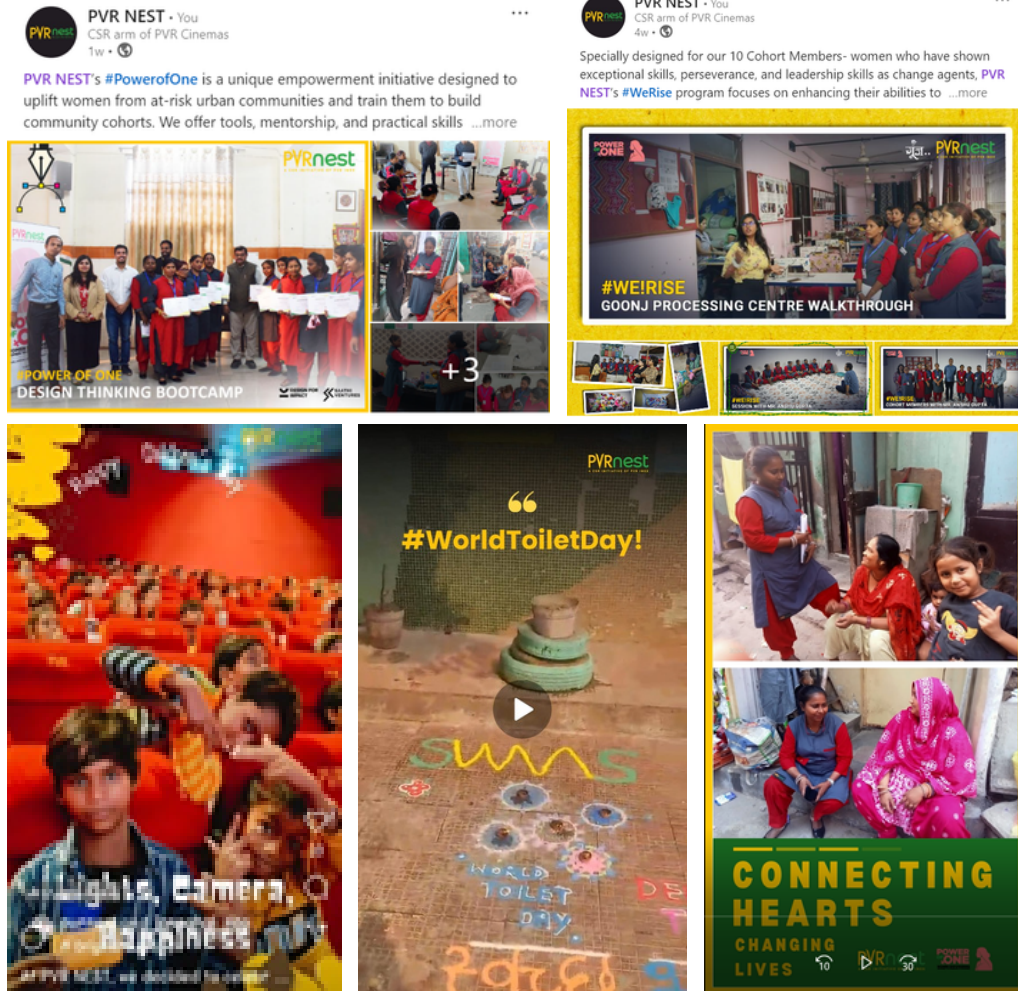


The retrofitting with safety and skilling in vision has enabled the team to outreach and share information regarding the additional services being introduced at the centres. This has enabled increased registration by the community of users for skilling programs

HIGHLIGHTS:

- **Youth Engagement:** Skilling programs and sanitation facilities have increased youth footfall by 75%. Women and young girls also benefit from changing rooms and grooming spaces.
- **Market Outreach:** Gaffar Market and Central Market account for 45% of youth beneficiaries, utilizing facilities like resting spaces, grooming, and personal hygiene.
- **Inclusive Infrastructure:** Retrofitted centers with easy access for the specially-abled have seen a 22% increase in users. Trained WASH Champions provide assistance when needed.
- **Increased Utilization:** Post-retrofitting, there's been an overall 30% increase in users, with growing demand for services like changing rooms, MHM, and resting spaces.
- **Community Engagement:** Outreach efforts by WASH Champions have led to a 59% increase in community registrations at retrofitted centers, compared to July 2024.

SOCIAL MEDIA CAMPAIGNS



Our social media presence continues to grow! In November 2024, our campaigns garnered 10,460 impressions across platforms, with LinkedIn leading the way at 8,256, followed by Instagram at 2,067 and Twitter at 137.



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