



POWER OF ONE

**WOMEN EMPOWERING
WOMEN TO EMERGE STRONGER**

Supporting,
Inspiring, and
Empowering
Women
Changemakers

For over six years, PVR NEST in partnership with the Municipal Corporation of Delhi, through its Garima Grih and Pink Centers has been mainstreaming women into new and emerging growth areas. We have impacted the lives of lacs of women through inclusive sanitation and focused livelihood opportunities.

We strongly believe that women are the strongest agents of change. When they come together to challenge and transform attitudes, they bring long-lasting change not just for themselves but also for future generations. With this thought, we gradually began strategically investing in our women to help them become key drivers of change in their communities.

For over a year we created strategies for empowering these women. Regular outreach and leadership training sessions led to these women raising their hands and assuring us of their meaningful participation in our programs.



This led to what we call 'Power of One'. It is a unique initiative that aims to create cohorts of empowered women in 23 urban slum communities that PVR NEST operates in. Central to this change will be our 10 community trainers. These are the women who have shown courage and demonstrated ideas and experiences to network, share their learnings, and influence others to change. Beginning the Power of One journey with us is VFS Global, the world's leading outsourcing and technology service specialist for governments and diplomatic missions worldwide.



POWER OF ONE Logo Unveiling



KBZ DC Commissioner Shri Abhishek Kumar Mishra, Yummi Talwar (COO, South Asia, VFS Global)



Ria Vaidya (AVP- CSR and Corporate Communications, VFS Global) with cohort members

On October 1st, 2024, the "Power of One" program was officially launched at Garima Grih in the presence of distinguished guests, including KBZ DC Commissioner Shri Abhishek Kumar Mishra, Yummi Talwar (COO, South Asia, VFS Global), and Ria Vaidya (AVP-CSR and Corporate Communications, VFS Global). The highlight of the event was the presentations by seven cohort members—Reena, Kusum, Anjum, Chandni, Kavita, Kiran, and Mithilesh—who shared their inspiring journeys from trainees to trainers.

Other Highlights



Nayana Bijli with Cohort Members

Our community trainers were appreciated for their pathbreaking work and offered a promotion and commendation letters by Ms. Nayana Bijli, an active member of PVR NEST and Lead- Distribution and Licensing, PVR INOX Limited.

Nutrition Week Celebration

PVR Nest actively participated in Nutrition Week, celebrated from 1st to 7th September at its Pink Centres and Garima Grih. In association with the local Anganwadi, we conducted nutrition education sessions for women and children under our weekly feeding program. Special emphasis was placed on dietary needs and nutrition for pregnant and elderly women.

Jahnavi Rudra from Feeding India, a Zomato giveback, also conducted a fun and interactive session on the importance of nutrition and balanced meals for the children at Garima Grih.



Jahnavi Rudra, Feeding India, Interacting with children



Centre Walkthrough



Drawing activity organised by Jahnavi Rudra, Feeding India

Visit to Tech Mahindra SMART Academy for Healthcare

Supporting our partner Project Equal, a youth action group that actionates rehabilitative programs for the elderly community, we powered other important community interventions.

On 5th September, a visit to Tech Mahindra Smart Academy was organized. The focus was on the General Duty Assistant (GDA) and Home Health Aide courses provided by the academy. A total of 24 participants took part in the orientation program. The session aimed to equip attendees with vital skills to build successful careers in the healthcare industry.

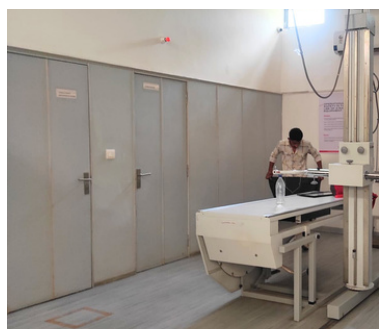
On 24th September, a second visit to Tech Mahindra Smart Academy was organized by Lineage Lore and PVR Nest, with active participation from the Ashadeep Foundation. A total of 43 participants attended the orientation program, gaining a deeper understanding of the curriculum and opportunities these courses provide.



Labs at Tech Mahindra Smart Academy



Tech Mahindra Smart Academy

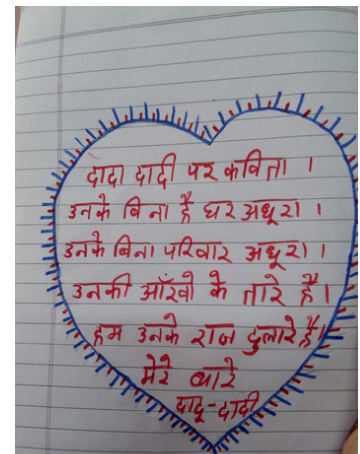
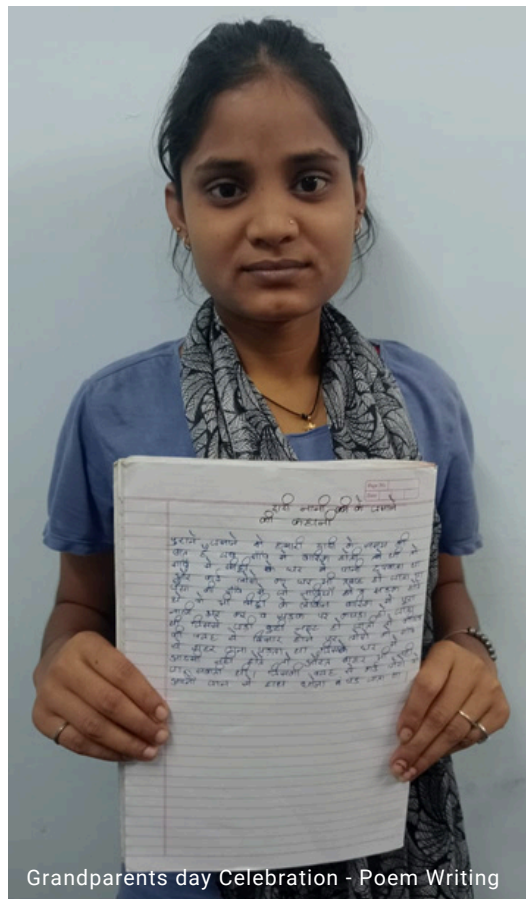


Special well-being screening for the elderly & Grandparents Day Celebration

A special screening of the hit film *Stree 2* was organized for the staff of Delhi State Government Oldage Home, offering them a well-deserved break and a chance to enjoy a fun movie together.

Our on-ground team engaged with seniors and youth, capturing heartwarming anecdotes that reflect the beauty of shared experiences.

One touching testimonial from a child at the center highlighted the wisdom of the elderly: "We were fortunate to hear fascinating stories from our grandparents. They shared how they used to make rotis on the chulha (traditional stove) with love and care. They reminisced about the simpler, more beautiful times in their lives, emphasizing the warmth and togetherness of family, along with cherished conversations and memories."



Donation for Pink Center



Our outreach team at the Pink Centers has been actively sharing information about the programs and services offered at each center. We also display products made by our women at various locations to engage the community.

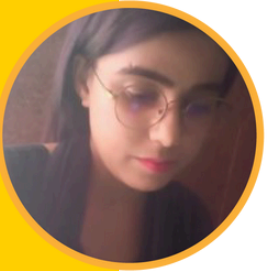
At the Amar Colony Pink Center, Pooja recently received a valuable donation of fabric cut pieces from Ms. Kulwinder Kaur, owner of Pehnawa boutique in Amar Colony Market. This contribution will support the center's efforts to empower women through skill-based product development.

Impact Stories



Snehlata | Garima Grih

My name is Sneh Lata. I'm a housewife and a mother, but I've always wanted to do something more. Despite my busy life at home, I found time to join the sewing classes at Garima Grih after a neighbor told me about the opportunities here. Since joining, I've learned to sew petticoats, blouses, and pants for my family, and I'm excited to keep learning. My goal is to use these skills to start taking orders and support my family. Garima Grih has given me the confidence to dream bigger.



Vaishali | Gaffar Market

My name is Vaishali, and I'm 23 years old. I've been visiting the Pink Center for over a year, and I love it here. The washrooms are always clean, and they provide all the essentials for free. Even sanitary pads are available for just ₹5. I feel comfortable here, and I often sit for 10-15 minutes to relax in the clean, peaceful space. It's a relief to have such a safe and hygienic place to visit every day.



Pratima Devi | Saket

My name is Pratima Devi, and I've lived here for 30 years. I'm known as the "Doggy Mother" in the community. I've been using the Pink Toilet since it was built, as it's close to my home. I love it here—I take my baths, use the washroom, and relax comfortably. The staff is always kind and helpful. At 70 years old, I truly appreciate having such a clean and welcoming space.



Farah | Gaffar Market

My name is Farah, and I'm 30 years old. I've been working in Gaffar Market for the past two years, and I've been using the Pink Toilet regularly. Now, 8 months pregnant, I really appreciate the clean, comfortable environment. It's a place where I can rest for 10-15 minutes and feel refreshed before heading back to work.

Data Insights

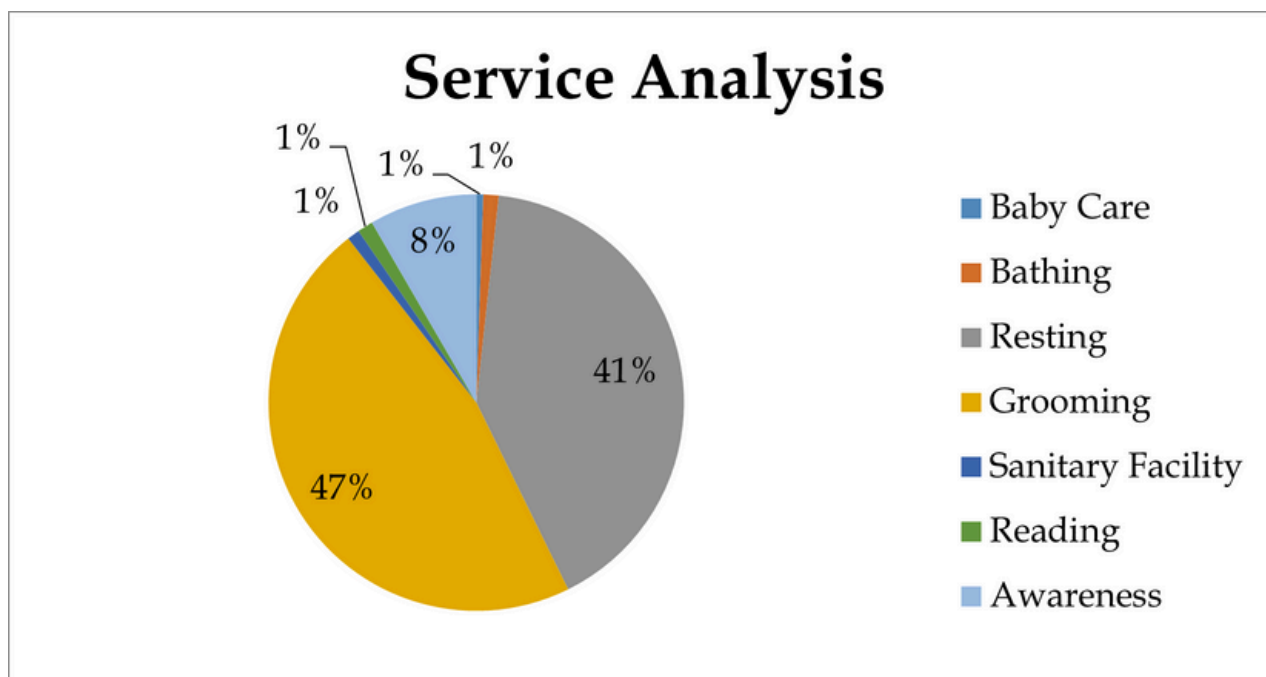


Fig 1. The data depicts increased usage of the centre for resting and grooming. The WASH Champions utilise this time span to impart information about various skilling opportunities at the centres and doing an outreach to understand scope of newer skilling aspirations

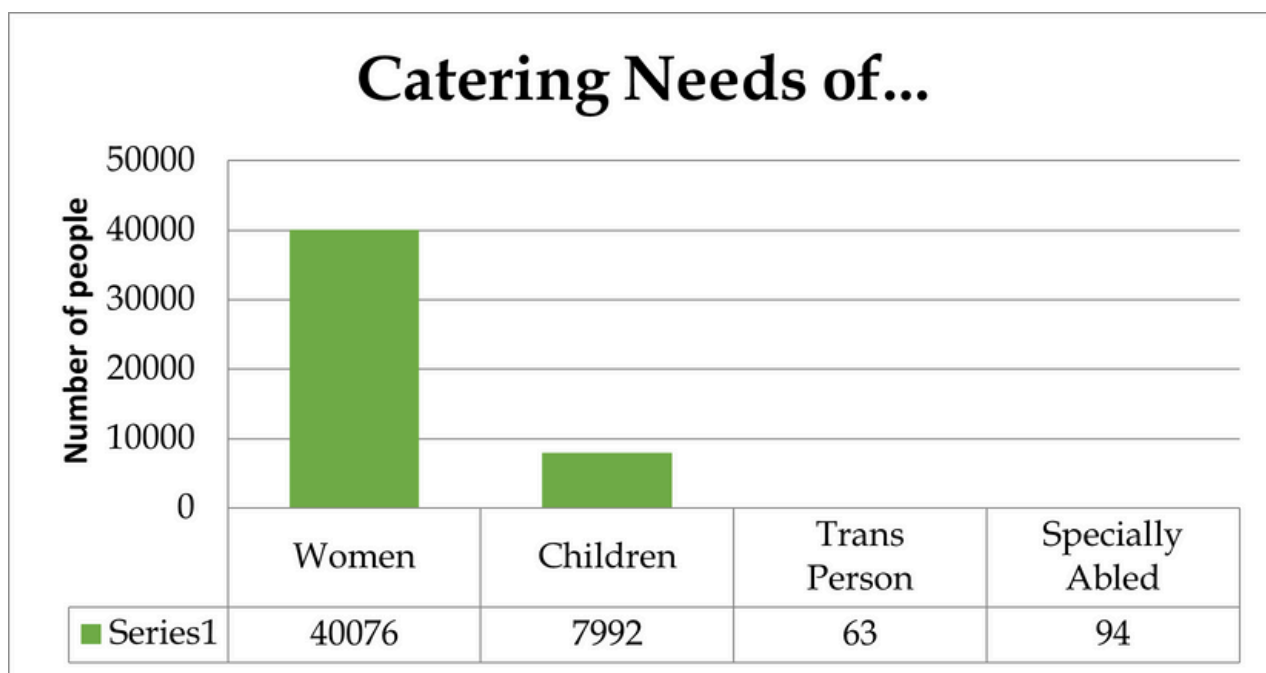
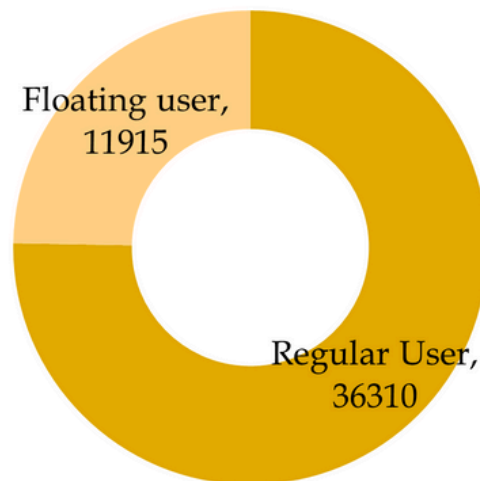


Fig 2. The centres are information dissemination hubs for various programs. The WASH Champions at the centre provide information on nutrition to children, young mothers and lactating mothers.




- **Youth in Focus:** 77% of Garima Grih's visitors are children and youth, benefiting from both skilling programs and nutrition education, along with a dedicated play area.
- **Peak Hours:** Afternoons are our busiest, as women and girls stop by after work or college, making full use of our facilities.
- **Safe Spaces Matter:** 57% of Pink Centre's users are young girls and children. The safe, hygienic environment is a key reason for the high footfall, as more women venture out for work, relying on our centres for their personal hygiene needs.
- **Gaffar Market-** A high demand centre: Our busiest site is Gaffar Market, where street vendors and hawkers depend on sanitation facilities.
- **Empowerment through Grooming:** 47% of users at the centre use grooming services, such as changing rooms and menstrual products. These facilities offer safety and rest, while our WASH Champions encourage them skill-building and empowerment.
- **Knowledge Sharing:** Centres serve as information hubs, offering essential nutrition guidance to children and mothers.
- **Growing Community:** Nearly 2,000 community members are now registered at three centres, showing strong engagement!

Social Media Campaigns

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Want to work while helping people? We invite you to register/ nominate youth groups for a specialised and rewarding training opportunity to get a job as a general duty assistant/ home health aide. The new batch for ...more



LINEAGE LORE
Youth Initiatives for the Elderly
invites
NGOs
SUPPORTING HEALTHCARE TO
NOMINATE ITS YOUTH MEMBERS
for

**SPECIALISED & CERTIFIED TRAINING PROGRAMS
ON GENERAL DUTY ASSISTANT AND HOME HEALTH AIDE**


PRO-BOND TRAINING PROGRAM | PRACTICAL TRAINING
MODULES | PAID INTERNSHIPS FOR DESERVING CANDIDATES
100% PLACEMENT ASSISTANCE

QDA COURSE: 10TH PASS (18 - 27 YEARS)
DURATION: 6 MONTHS, MANDATORY 3 MONTHS
ON-THE-JOB TRAINING

HOME HEALTH AIDE COURSE: 8TH PASS (18 - 27 YEARS)
DURATION: 4 MONTHS, MANDATORY 1 MONTH
ON-THE-JOB TRAINING

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Women, especially those at-risk and living in informal urban communities, face specific vulnerabilities when it comes to inclusive and ...more




COMING SOON!

REIMAGINING GENDER-INCLUSIVE
URBAN PUBLIC SPACES
FOR SAFE SANITATION AND EMPOWERMENT

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We are happy to share that with **VFS Global**, the world's leading outsourcing and technology service specialist for governments and diplomatic missions worldwide, **PVR NEST** is launching India's first cohort of empowered ...more



POWER ONE

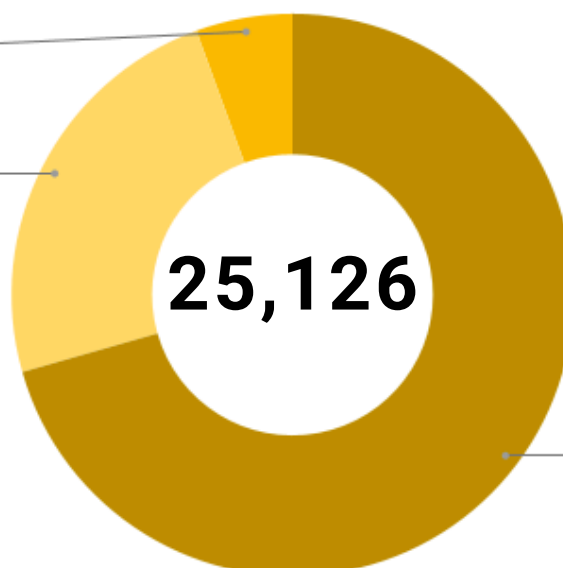
Impressions

Twitter

5.6%

Instagram

23.9%



LinkedIn

70.6%



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