

CSR Initiatives

ENSURING SAFETY AND SUSTAINABILITY

We are committed to having a positive social impact among the most disadvantaged sections of society. PVR NEST (Network for Enablement and Social Transformation) is our flagship and the first cinema CSR trust that provides financial assistance and (volunteer services) to underprivileged people living in cities and acts to mitigate the vulnerability that exists in their daily lives. Our initiatives are designed to provide long-term solutions to the most pressing issues that the underprivileged confront, such as safety, health, education, and employment.

OUR CSR VISION

In alignment with our sustainable Development goals, to work via Public Private Partnership models towards transforming urban spaces and facilities to make them more safe, inclusive, accessible and cater to the basic needs of people from the marginalised communities and make cities more liveable.

OUR CSR MISSION

Building capabilities of spaces in urban areas, which will especially empower people from economically weaker and marginalised sections of the society.

Fostering inclusion by building awareness, acceptance and understanding about intersectionality of issues faced by economically weaker sections of the society.

STANDING BY COMMUNITIES IN TIMES OF CRISES

The unprecedented and dynamic challenges during the pandemic were taken by PVR NEST Team head-on by reskilling, reworking, and re-strategising. Our team feels relieved for being helping hands through various partnerships, alliances, and associations which have introduced an interdependent and effective eco-system of support, for the vulnerable.

A series of online meetings with various Government Departments, Deputy Commissioners of Municipal Corporation of Delhi and likeminded organisations namely UN Women, UNICEF India, Swachh Bharat Mission, Department of Women & Child Development, National Commission for Protection of Child Rights etc. were conducted. The aim was to strengthen our current corpus and programmes.

Although the pandemic hampered our plans of ongoing initiatives such as Aanchal Childscapes, Childscapes Child Friendly Railway Stations and Pink Toilets, it brought with it current needs that we could respond to and make a difference to the evolving needs of the community. One such project that we are thrilled about is the distribution of Peanut Butter from ConAgra as a supplement to children's diet in the slums and resettlement camps in Delhi with this protein-rich food. Additionally, we contributed to the PM Cares Fund. In Harikesh Nagar, Delhi, we worked with SEWA to offer COVID-19 assistance to women informal workers and their families. Additionally, food and sanitary kits were provided to migrant workers with the aid of Oxfam India.

REAPING THE REWARDS

In July 2021, we completed CineGreen, an education programme on environmental sustainability and stewardship launched in 2020, through collaboration with American Express, Samhita and Swechha. Over 2,500 students participated in the virtual finale.

We successfully incubated and guided 10 innovative green solutions under ECO Grants, an initiative in partnership between PVR NEST, Plan India, and Centre for Youth (C4Y). We provided young teams across five categories connected to environmental concerns with a grant of up to ₹ 5 Lakhs per project (Accessible Green Space; Air Pollution and Health Effects; Sanitation and Hygiene; Waste Management; Water Security) in the five cities, National Capital Region (NCR) of Delhi, Dehradun, Jaipur, Lucknow and Udaipur.

PARTNERSHIP WITH UNICEF

We partnered with UNICEF to dispel myths and misconceptions around COVID-19 vaccines for frontline workers. Dr. Rajib Dasgupta, Chairman, Jawaharlal Nehru University's Centre For Social Medicine and Community Health, answered the attendees' questions.

ENVISIONING SAFE AND LIVEABLE CITIES FOR WOMEN AND CHILDREN

Sanitation workers are one of India's most disadvantaged groups, with unfavourable perceptions attributed to them, resulting in a lack of respect from the general public. Therefore, PVR NEST conducted a programme to empower women who work at the Pink Toilets in Delhi. The aim was to equip them with skills, which would encourage their upward mobility.

Pink toilets are specifically designed to meet the needs of women, adolescent girls and children. These are public rooms fitted with sanitary napkin vending machines, incinerators, and areas for breast-feeding/

changing, as well as a lounge-like space for simply taking a break. Each toilet has two attendants who work in two shifts of 6-8 hours each to ensure that the facilities are always clean and sanitised. Over the past two years, 4 of these spaces witnessed a footfall of 1.5 Lakhs. This is an initiative undertaken by PVR NEST in collaboration with the Municipal Corporations of Delhi, and it enables women to step out of their homes and work for a living.

During the year, we laid down the groundwork to focus more on the people who help maintain and manage these toilets. Various workshops were conducted for

stakeholders to understand women's needs in terms of usage patterns, menstrual health management, POSH, Child Protection Policy, Youth Safeguarding Policy, operations and community ownership of these spaces.

1,39,584
Footfall recorded at Pink Toilets
between January 2020 and
June 2021.



Workshop organised by UNICEF delivered by Dr. Rajib Dasgupta, Chairman, Centre for Social Medicine and Community Health, Jawaharlal Nehru University to address the myths and misconceptions around COVID vaccinations for the frontline workers.



Left to right Dr. Rajni Wadhwa - Director Programme Implementations - Plan India, Dr. Sonal Swaroop (IAS) Dy. Comm. MCD South Zone (in the centre) and Pink Toilets Staff in uniform during Woman Empowerment Programme.



No Child Should Go Hungry