

A photograph of two women working together on a craft project. The woman on the left is wearing a pink headscarf and a patterned top, and is using scissors to cut a piece of fabric. The woman on the right is wearing a blue patterned top and is looking down at the work. They are in a room with a brick wall and a fan in the background.

**FORGING A MORE INCLUSIVE WORLD
FOR WOMEN COLLECTIVELY**

NEST TIDINGS

Newsletter (Vol - 33) March 2024



UNIFORMS: SYMBOLS OF PRIDE AND COMMUNITY EMPOWERMENT

Asha Ram & Sons comprehends PVR NEST's vision of ensuring the dignity of work for sanitation attendants and promoting the integration of women from marginalized backgrounds into the mainstream. With this goal in focus, the company generously supported the development of uniforms for 50 WASH Champions and trainers as a component of the 'Mahila Sashaktikaran' initiative at Garima Grih. These uniforms are expected not only to enhance the confidence of team members but also generate respect from the community that they interact with, on a daily basis. The presence of Asha Ram and Sons officials, Mr. Akshit Gupta & Mr. Shiv Gupta during the uniform distribution reaffirmed the company's commitment to this commendable cause.



Health Awareness Session by Dr. Surjit Gupta, Gynecologist, READ India

EMPHASIZING PREVENTIVE HEALTHCARE FOR OPTIMAL WELL-BEING

On the occasion of Holi, a health session was organized to promote wellness and safety amidst the festivities. The session emphasized the importance of maintaining hydration levels, prevent allergic reactions and protecting the skin and eyes from potential harm. Attendees were equipped with practical tips and insights to enjoy a vibrant and healthy Holi celebration.

Health sessions focusing on seasonal diseases play a crucial role in empowering individuals with knowledge and strategies to safeguard their well-being throughout the year. The Sessions conducted by READ India's Dr. Surjit Gupta are designed to educate communities about the prevalent seasonal illnesses, such as flu, allergies, and vector-borne diseases like dengue and malaria, which often peak during this specific times of the year.

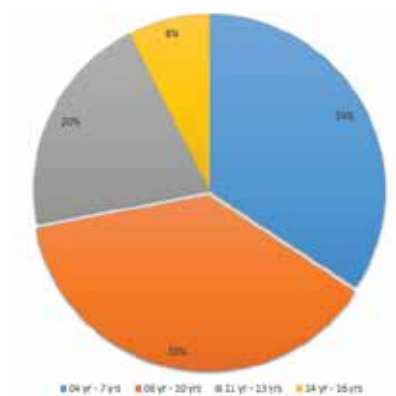
A group of young children are sitting on a bench, eating bananas. The child in the foreground, wearing a green and red striped shirt, is holding a banana and looking towards the camera. Other children are visible in the background, some also eating. The background is a pink wall.

**Promoting
A Foundation For
Healthier Communities**

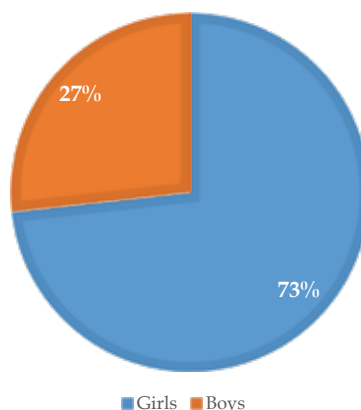


On December 28, nutrition program session commenced with the objective of creating awareness and knowledge about the importance of nutritious food and integrating it into their daily routines. This initiative holds particular significance this month due to the 'Poshan Pakhwada' program by the Ministry of Women and Child Development, which aims to promote activities centred on nutrition, health, and early childhood care. In the March 2024 session, 400 children were provided with nourishing meals.

NUTRITION PROGRAM BENEFICIARIES



Analysis of Age Group



Bifurcation of Beneficiaries

The nutrition program is becoming quite popular among the community of children. 72% of the beneficiaries comprised of 8-13 year olds. This has enabled us to provide more information about the benefits of nutritious food on their physical development and growth. The young individuals emerged as more inquisitive and careful now about the intake of food.



Pink Toilet, Vikaspuri

ROTARY PROPELS UPGRADE OF PINK CENTRES

Rotary has come forward to enhance three Pink Toilets situated in Vikaspuri, Central Market, Lajpat Nagar and RK Puram by retrofitting them into multi-utility complexes with beyond toilet facilities. This initiative envisions the active participation of women in various programs, ultimately fostering community development. The Consulting Engineers Association of India (CEAI) played a crucial role by facilitating through most effective design concepts in this transformation.

The first of the Rotary supported sites, Vikaspuri Pink Toilet, which is incidentally the first Pink Toilet of erstwhile SDMC, now MCD, is on the brink of completion with all the retrofitting being completed with facilities like baby care space, MHM installations, child handwashing area and seating space for women and children where various awareness & skilling activities could be undertaken.

Our Partners



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Baseline Survey

During the preliminary baseline survey which was conducted in the vicinity of Pink Toilets at Vikaspuri, Vasant Vihar, Lajpat Nagar & Garima Grih to assess the feasibility of 'Sanitation to Skilling' program at the facility, it was noted that the community, comprising families residing in slums, predominantly engages in multiple activities like rag picking, junk recycling, street vendors, vegetable selling, begging etc. These Pink Toilets caters to the needs of approximately 27,000 children, young girls, and women. Additionally, the Pink Toilets near the market complex draws considerable foot traffic, particularly from young girls employed there. There is a noticeable increase in the community's interest in skill development and education, aiming to advancement in life.



Voice for skilling program

Laxmi lives in Vikaspuri community who doesn't know how to do stitching and tailoring but is eager to learn. She has faced difficulties while the Pink Toilet, Vikaspuri was closed due to redevelopment. She has a 15 year old daughter who is also really keen to learn stitching and tailoring along with beauty and wellness..

SOCIAL IMPACT STUDY

The Social Impact Assessment Study 2024 aimed to comprehensively evaluate the Women Empowerment program undertaken by PVR NEST through its Pink Centres and Garima Grih in New Delhi. The objectives included examining user profiles, assessing economic impacts, exploring behavioral changes, examining societal shifts, and studying progress/regress from the previous study.

The study was conducted at four levels:

First-timers/occasional users: To understand initial experiences and perceptions of individuals visiting the centers.

Regular users: To investigate factors influencing continued usage and associated behaviors.

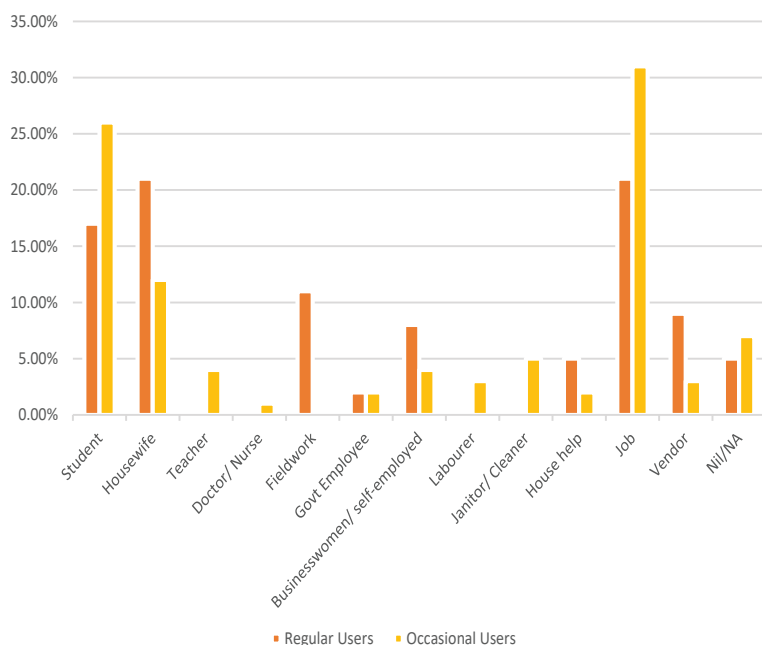
WASH Champions: To assess experiences and impact of employed women maintaining the centers.

Trainers at Garima Grih: To evaluate experiences of skill development trainers.

WASH Champions, representing a new generation of respected sanitation workers, were part of the earlier study. Trainers were introduced as new beneficiaries of the project.

A combination of quantitative and qualitative methods was employed, including detailed user group profiling and a five-point scale to measure satisfaction. The previous year's survey served as the baseline for assessing improvements.

User Profile



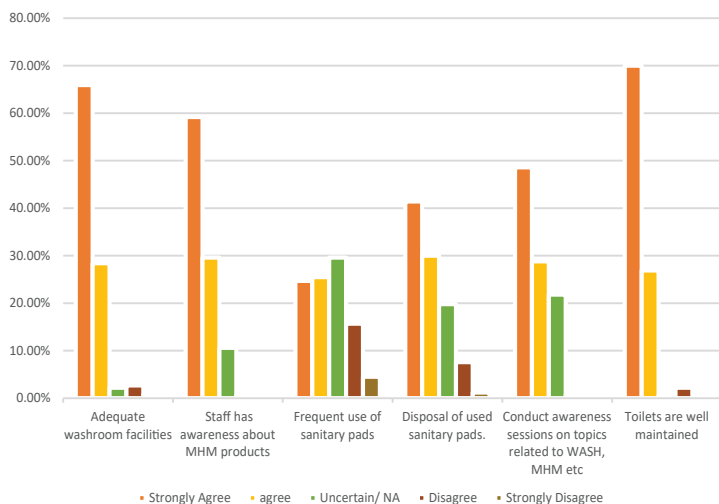
Highlights of SIA

- Majority of users are in age bracket of 18-35 years
- 97% of the users agree the Pink Centres was safe during anytime of the day
- Improved Sanitation behaviour observed among regular users and occasional users
- 96% of the WASH Champions agree to have voice and decision making power in the family

Key findings from the study include:

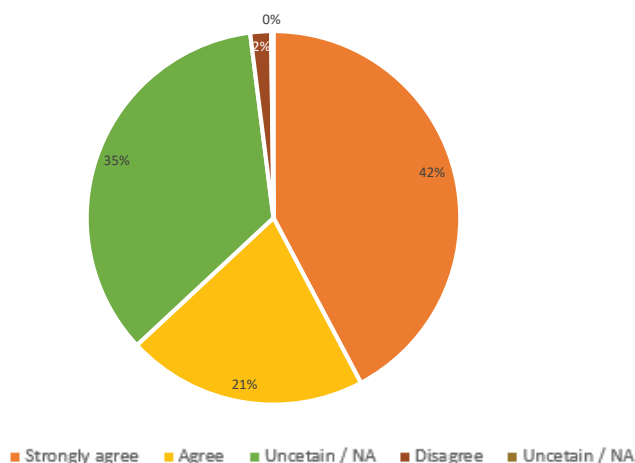
- 73% of the user base comprises financially independent women/girls, indicating a correlation between sanitation facilities and empowerment.
- There is a growing need for clean and safe sanitation spaces, demonstrated by an 8% increase in regular users traveling over 1 km.
- Pink Centres and Garima Grih are preferred over other sanitation spaces.
- WASH Champions have fostered better sanitation habits among users.
- Garima Grih users have benefited from various skill development courses.
- The majority of users and WASH Champions are aged between 18-35 and 26-45 years, respectively, with a focus on education and better futures.

Regular users say about Hygiene and sanitation



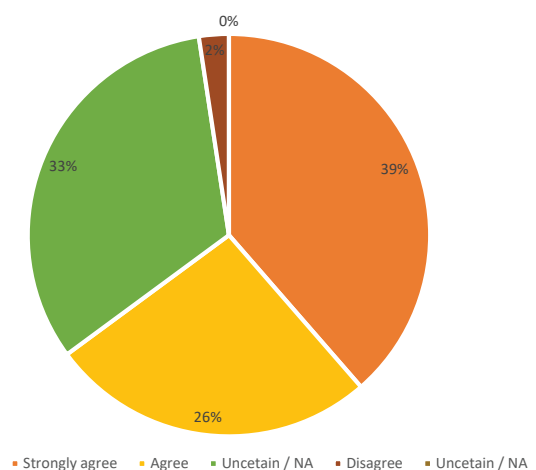
- Over 90% of users rate hygiene and sanitation in these centers as very good.
- Stigma related to sanitation jobs is decreasing, with increased awareness and friendly behavior of WASH Champions being lauded.
- In conclusion, the study highlights the positive impacts of Pink Centres and Garima Grih on user empowerment, sanitation habits, skill development, and societal perceptions. These findings can inform evidence-based decision-making for program enhancement and sustainability.

Behavioural Change Regular Users



63% of Regular users agree that sanitary pads are disposed of correctly while just 2% disagree. A significant 34% are uncertain, that could be that they have not paid attention. However, if they had seen them lying around, chances are they would have remembered.

flushing after urinating



Similarly, when it comes to observation related to flushing after urinating, 65% agree that this practice is followed, 2.40% say it is not and 32.7% are uncertain.

ENABLING LIVES FOR THE COMMUNITY

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Where this is a will, there is a way

Kiran, aged 27 and educated up to 12th grade, serves as a WASH Champion at Garima Grih. Additionally, she is actively pursuing a digital learning course at Garima Grih to further develop her skills and advance in her life.



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Reading and writing positively impacts children's grades

Shivani*, an 8-year-old attending first grade, has shown academic and communication improvement through regular visits to the library, where the staff provides guidance through reading and writing.



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Rediscovering lost passion amidst family responsibilities

Despite marrying at a young age, 23-year old Kusum* is resolutely pursuing her education. Her interest in stitching in school years has manifested in her enrolment in Garima Grih's stitching and tailoring course. By sewing clothes at home, she has achieved financial independence.



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A brighter future for youth through training in Beauty and Wellness

Alina*, a 17-year-old, is not only mastering the craft of enhancing people's appearance but also honing her interpersonal skills, fostering her self-confidence in the process.



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*Name changed for privacy purposes

MARCH 2024

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WASH

Data Collection of users is also the responsibility entrusted to the WASH Champions. There is a process in place to capture the usage of all amenities provided in the Safe Centre.

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SANITATION TO SKILLING

Skilling programs tap users of sanitation facilities at Pink Centres and Garima Grih, spurring steady growth and raising community aspirations for learning new skills.

SOCIAL MEDIA CAMPAIGNS



PVR NEST hosted a special screening of 'Ghoomer,' a movie depicting the unwavering determination and resilience of women, for civil society organizations like BCF, SPYM, Jamghat, Rainbow Homes, and Udayan Care in celebration of International Women's Day.



Women play a pivotal role in fostering community development and have the potential to instigate positive changes at the grassroots level. Garima Grih is rapidly evolving into a model that demonstrates how public facilities can be repurposed for skill development, thereby empowering women. The K.A.L.A Centre for Knowledge and Learning Assistance Program, initiated by PVR NEST and READ India at Garima Grih in Delhi, is providing skill-based training to underprivileged women in areas such as stitching & tailoring, grooming & wellness, reading & writing, digital literacy and frontline health worker training. These initiative contributes significantly to their financial independence.

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