

**PVR** nest  
A CSR INITIATIVE

# NEST TIDINGS

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**BE MINDFUL. BE GRATEFUL.  
BE POSITIVE. BE TRUE. BE KIND.**

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# MENTAL HEALTH ESSENTIAL FOR LEADING A HAPPY LIFE



Mental Health Awareness Month began in the United States in 1949 and was started by the Mental Health America (MHA) organization. Since then it is celebrated in May and is a time to raise awareness of those living with mental or behavioral health issues being an important part of our overall well-being.

Depression is the no. 1 cause of ill health and disability worldwide and it is estimated that more than 300 million people worldwide suffer from depression. According to a World Health Organization (WHO) report, India has the highest number of depressed individuals in the world. This means that one out of three individuals in India suffers from depression.

Depression is not simply feeling low or sad. It is a genuine mental health concern that can be triggered by several causes. This can be biological, alcohol and substance abuse, gender-related, adverse medical conditions, social and genetic.

## How can you help yourself if you are suffering from depression?

- Seek professional help as soon as possible
- Engage in regular physical exercise or activities that can help enhance your mood
- Set realistic goals for yourself by breaking down large tasks into smaller ones
- Try not to isolate yourself and spend time with a trusted friend or family member
- Increase your awareness about the illness by learning from trusted sources
- Expect your mood to improve gradually and not immediately



# OUR ENDEAVOUR TO BUILD A SAFER SOCIETY

ASSOCIATING WITH MISSING LINK AND CYBER PEACE FOUNDATION



*Public Service Announcement film*

PVR NEST places great emphasis in creating safe spaces for making cities more liveable for women, children and marginalized communities. It joined hands with Missing Link Trust (MISSING) and CyberPeace Foundation (CPF) to bring awareness to combat the heinous crime of online child trafficking.

A first-of-its-kind Public Service Announcement (PSA) video was released as part of a public advocacy initiative at PVR Sangam cinema, R K Puram, New Delhi presided by the honorable chairperson of The National Commission for Protection of Child Rights (NCPCR), Shri Priyank Kanoongo, and was graced by the director of NBT, Shri Yuvraj Malik, as a special guest. Missing Link Trust, CyberPeace Foundation and PVR NEST have collaborated by investing in preventative measures against cybercrimes, especially child trafficking.

The PSA serves as an influential tool to engage the public and evoke emotional responses that can lead to positive change. A panel discussion on the subject of child safety which intensified post pandemic was organized on the occasion where experts from NCPCR, Meta, CyberPeace Foundation, The Missing Link Trust discussed possible solutions.



*Mr Priyank Kanoongo, Chairperson, NCPCR*

# गरिमा गृह

शौचालय | महिला सशक्तिकरण केंद्र | जन सेवा केंद्र

## ENGAGING THE COMMUNITY THROUGH HOLISTIC DEVELOPMENT AT GARIMA GRIH

### Promoting personal hygiene for community well-being

The month of May has seen the usership reaching 18,000 with over 50% users being women followed by 46% by children at Garima Grih. It is seeing increased usership among physically challenged and the aged on account of the accessible toilet. It is also providing the much needed relief to pregnant women who are easily susceptible to infection.

A marked difference in the behavioural pattern have been observed among women and children. The registration for the new batch has risen to 137 which includes enrolment in all the three programs i.e. stitching and tailoring, digital literacy centre and library, reading and writing centre & grooming centre.



*Community Behavioural Change*

25 year old Shobha Singh is pregnant with her first child. She has been a regular user of Garima Grih. She earlier used the Indian toilet, but with the advancement of her pregnancy, she finds it convenient to use the accessible toilet. Shobha says, "The toilet is so clean and sanitised, I don't have any apprehension of contacting any infection. It seems that I am using a toilet at home".



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PROGRAM PARTNERS



पश्चिम जिला विधिक सेवा प्राधिकरण  
West District Legal Services Authority



THE RANI  
FUND



## EXPANDING OPPORTUNITIES FOR WOMEN

Tailoring | Digital | Library | Reading & Writing

With the first batch of 41 students passing out from the skilling program at Garima Grih, there has been a flow of beneficiaries who are the new brigade of learning champions at the centre. A total of 2500 women and children's visitations are recorded on an average everyday in the Tailoring, Digital, Library and Newspaper Reading and the sanitation programmes during the month.

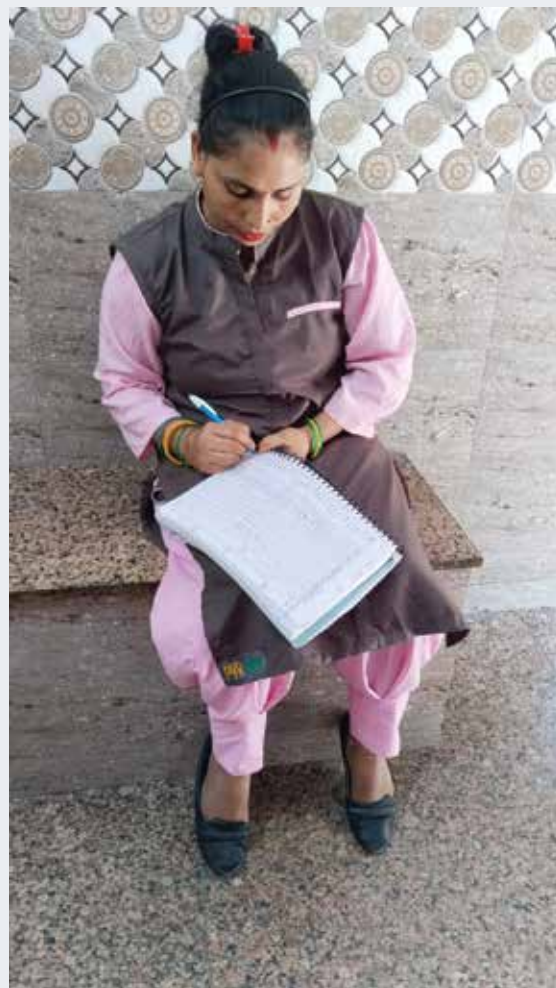
## BUILDING A HEALTHY COMMUNITY



*Dr. Surjeet Gupta, Gynaecologist*

Community health impacts everything—educational achievement, safety, people's ability to work and be financially healthy, life expectancy, happiness and more. Dr. Surjeet Gupta, Gynaecologist conducts health awareness session on a weekly basis where topics such as HIV & AIDS awareness, common ailments during summers, awareness on animal bites, rabies, precautions, signs and vaccination, effect of anaemia and infection caused due to bacteria and worms. An average of 15-20 community women attended the health awareness session every week and showed enthusiasm during the sessions.

## WHERE THERE IS WILL THERE IS A WAY



Monika feels that the day she was rejected on the day of interview at Pink Centre was her lucky day. It was game changer for her. She had worked one day as a reliever at the Pink Centre and she realised that she had to gather user data, some details that needed to be written down and she was not able to do the same due to lack reading writing skills. She voluntarily went to the Lajpat Nagar centre and worked diligently and rigorously with the WASH attendant and practiced the data gathering system. Her husband was equally supportive and in 8 days she was able to fulfil the data filling requirements. Today, she feels so empowered that she doesn't squirm to report to any site and can independently handle any centre assigned to her.





3D DESIGN OF RE-PURPOSED INFRASTRUCTURE

## GARIMA GRIH'S VISION OF BECOMING A CATALYST TOWARDS GENDER EQUALITY IS GAINING MOMENTUM

The social significance and impact of Pink Centres inspired PVR NEST to broaden the scope of Safe Centers beyond safe sanitation for underprivileged communities to providing opportunities for holistic growth and development. Garima Grih – A multi-utility Public Health Infrastructure was born out of this vision. After setting up the first Garima Grih at Jawahar Camp, near Kirti Nagar, Delhi, PVR NEST intends to set up more Garima Grih centres to give scale to its vision. It is making rapid progress towards converting its Pink Centres at RK Puram, Viaspuri and Central Maket, Lajpat Nagar to Garima Grih.

An introductory meeting with Dr. Angel Bhati Chauhan (IAS), Deputy Commissioner, South Zone was held to present the concept of the Garima Grih.



Visits were conducted by Ms. Ankita Puwar and Ms. Shelly Rathee DANICS officers to examine the sites who thereafter asked PVR NEST to submit the site-layouts. PVR NEST has submitted the proposal to MCD for the conversion of Pink Toilets to Garima Grih.

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**USERS**

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 Pink Centre.

## MORE NGOS GET INSPIRED TO SUPPORT GARIMA GRIH



Sun Foundation officials comprising of Ms. Ramneet Kaur, Head of Corp Comm and Strategy and Ms. Sirat Ohri, Deputy Director visited Garima Grih for a proposed partnership for the MHM program at the Safe Centres. The NGO was established in 1998 with the objective of helping and empowering under-privileged sections of society and providing them equitable growth opportunities.

## SUPPORTING ENDEAVOURS FOR BUILDING SAFE PUBLIC SPACES FOR WOMEN AND CHILDREN

PVR NEST has partnered with Desmania, one of the top 3 multi-disciplinary design companies in India founded by the alumna of National Institute of Design, with over 25 years of design excellence for the SPACE FOR HER, Social Impact Campaign to make Delhi's Saket Complex the First Inclusive Public Space for Women. Through its private-public partnership with MCD and Desmania, PVR NEST aims to work for enhancing safety for women through its unique alliance.

The Phase-1 of the campaign involves Research & Report creation while Phase-2 and Phase-3 entails awareness campaign and public space intervention. The research comprises participation of women and men aged 18-40 in one-of-a-kind survey with analysis of collected data + insights and implementable design tools & recommendations.

The 7 recommendations that it has submitted to MCD include establishing Levels of lighting + Clear signage and maps that provide a sense of safety and services at PVR Saket to show that it meets safety and inclusivity criteria for women. Other recommendations include developing a community space for the arts, cultural events & shows, a Microsite for amplifying ongoing research, events and updated info on activities, forming a women-run association for governance & community participation, setting up a De-centralised waste management system and Toilet Pass: a toilet aggregator to solve for the lack of public restrooms in the area.

## KNOWLEDGE ENRICHING THROUGH STORY TELLING



An interactive story telling workshop was conducted by Katha. Narrated by Rajni Kumar, the Story 'Kokila Ka Mast Matka' has been written by Ms. Geeta Dharmarajan, a writer, teacher and editor much recognised for her work in literature and education.

A Padma Shri awardee, Ms. Geeta Dharmarajan is the founder and head of Katha and her pedagogy is presently in use at the Katha Lab School and in more than a 100 government schools in India.

Katha's work is driven by the idea that children can bring change to their communities that is sustainable and real.



# EMPOWERING WOMEN THROUGH MENSTRUAL HEALTH AND HYGIENE



*Community workshop on MHM*

Menstrual Hygiene Day is an annual awareness day on May 28 to highlight the importance of good menstrual hygiene management at a global level. To celebrate this occasion, the National CSR Network conducted a Menstrual Hygiene Management Drive on the theme, 'Healthy Periods Happy Women'.

The workshop was conducted by Ms. Perna Gupta Assistant Director at National CSR Network. A social entrepreneur, Ms. Gupta is a strong advocate of feminine health and hygiene rights, particularly in the rural community. In 2018, with the objective of normalizing menstruation in India, she started an initiative and is serving as Mensural Educator for more than 4 years.

The workshop was supported by Tessa, a women's health brand that is dedicated to improving menstrual care. Its flagship product, Tessa menstrual cup is a sustainable, comfortable and cost-effective alternative to traditional menstrual products such as pads and tampons.



*Ms. Perna Gupta, Asst. Dir. National CSR Network*



PVR Ltd, Bldg 9A, DLF Cyber City, DLF Phase 3, Gurugram, Haryana 122002

