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CELEBRATING RESILIENCE AND HEALING HANDS

NEST TIDINGS

Newsletter (Vol - 25) JULY 2023

PVRnest
A CSR INITIATIVE OF PVR INOX



NATIONAL DOCTOR'S DAY | JULY 1ST

DR. BIDHAN CHANDRA ROY

National Doctor's Day commemorates the birth anniversary of Dr Bidhan Chandra Roy, a renowned physician and statesman who served as the second Chief Minister of West Bengal.

Dr Roy was born on July 1, 1882 and died on the same date in 1962. He dedicated his life to the medical profession, making significant contributions to the field of healthcare and public health.

National Doctor's Day celebrated on July 1st every year in India recognises the contributions of doctors and medical professionals, their selfless service towards society.



COVERAGE IN PODCAST SHOW, 'FIRST TIMES'

Ms. Deepa Menon, Founder of PVR NEST has been featured on FIRST TIMES, a Podcast Show, a place where wonderful women talk about their first times that led them onto the long & tedious but rewarding journey of Resilience and Grit. In this Podcast of 'Embracing Equity',



EpisodeS01E11: The First Times X Deepa Menon

The First Times

व्यक्तिगत प्रेरणा

इस पर सुनें: Apple Podcasts

Part-2 of "Embracing Equity". We wouldn't have imagined it without our gutsy Deepa Menon, Founder Head of PVR NEST, the CSR arm of PVR INOX Ltd. In this episode she shares her incredible journey of two decades; how DBI is at the center of her career run; how Garima Grah and Pink Houses came to be and how she found resilience within & among women whom she initially ventured to empower. [Strength we find in places we never imagine we would] Support the show

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और अधिक एपिसोड

she narrates her journey of setting up PVR NEST way back in 2006 and introducing the first Pink Toilet in the city, in association with NCPCR and MCD to provide safe sanitation facilities equitable for women and children of Delhi that build resilience for their safety and menstrual health.



#EmbracingEquity – Podcast
spApple:- <https://lnkd.in/dWHNajX2>
Spotify:- <https://lnkd.in/dfSbg9fc>

HELPING COMMUNITIES FUNCTION BETTER THROUGH OUTREACH



Community outreach helps to identify existing problems or challenges in communities and provide the means and resources to solve them. Outreach initiatives facilitate participation and positive social change in communities by creating awareness and sharing knowledge.

A well-planned outreach was conducted in July to engage and establish a meaningful relationship with the members of the community in the vicinity of Safe Centres. The continuous outreach has played a pivotal role in the 25% increase in usership of Pink Centres and Garima Grih. Garima Grih, the multi utility Health Centre witnessed 21,000+ beneficiaries attending all the sanitation and skilling programs conducted there.

UNDERSTANDING LIVES OF COMMUNITY THROUGH OUTREACH

The Pink Centre team at PVR Anupam Saket visited various shops in the shopping complex and interacted with the staff members of the establishments. Through the interaction, they provided information about the Pink Centre services for women and children.

The visitors and the staff of these establishments felt enriched on the knowledge shared and assured the Pink Centre staff to spread the word among more shoppers and visitors to the complex.

SOME IMPACTFUL INSIGHTS GAINED

Varsha, A Daily Wage Earner

Varsha, A Daily Wage Earner lives in a makeshift tent with her family. The Pink Centre near her abode comes as a blessing for her allowed her to access the sanitation facility without any fear. She finds the Wash Champions at the centre extremely friendly and helpful.

Mukesh Shukla, PAN Shop Owner

Mukesh Shukla, owning the PAN Shop near Pink Centre guides women and girls who enquire about a safe sanitation facility in the shopping complex. Women who accessed this facility acknowledge that it was clean and safe with bathing, resting & MHM facilities.



COMMUNITY OUTREACH HELPS IDENTIFY LACTATING MOTHERS

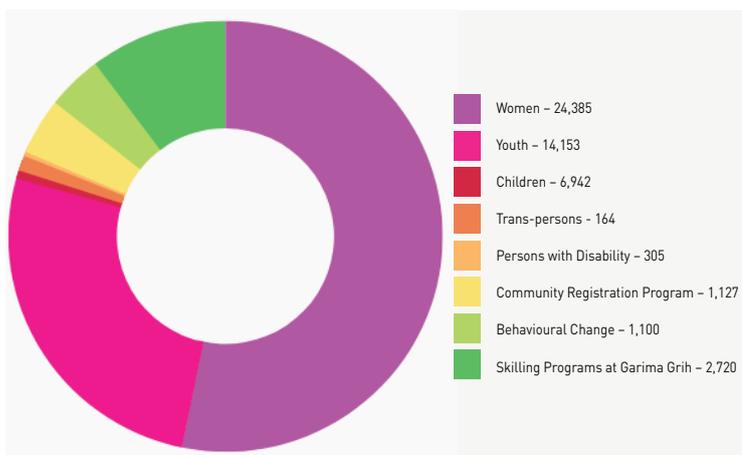
The outreach also helped to initiate conversation with lactating mothers and pregnant ladies who would look out for safe and hygienic spaces like Pink Centres. This survey provided the essential data to launch the various programs around 'World Breast Feeding Week' in August.

The testimonials of a group of mothers who accessed Pink Centres came handy to encourage the use of these protected spaces by other mothers in the community to feed their children.

BEAUTY AND WELLNESS CENTRE ATTRACTS WIDE ACCEPTANCE



USER-SHIP ANALYSIS AT VARIOUS SAFE CENTRES



Garima Grih Skilling programs have achieved a sustained growth in July on account of the steady increase in registrations. Among the various programmes, the 'Beauty & Wellness centre' has seen a spurt in demand by young women. A cumulative number of 886 beneficiaries visitations for the courses including facial, make-up, mehendi etc. during the month was noted. The interest of the participants was such that they were practicing at home and sharing their stories.



NEW THINKING. NEW POSSIBILITIES

The Skill Development programs at Pink Centres enable women from the underprivileged sections of society to transform their lives from the core. Though the attendants at the Pink Centres are trained on aspects like housekeeping, health and sanitation, they still possess other skills that are untapped. The 'Nayi Soch-Nayi Shakti' approach aims at identifying the hidden potential of the attendants to scale new heights in the skills that are not brought to the forefront.

PVR NEST conducts periodic skill identifying techniques among these women with a view to further sharpen their skills. Through the training received, these women have not only been able to enrich their skills but also been able to enhance their income through an alternate source of livelihood.

The cloth bags developed by these women at the Tailoring and Stitching Centre has resulted in creating a line of products that are finding wide acceptance in the market.

BENEFITING LIVES THROUGH CAPACITY BUILDING



9 year old Sandhya's confidence in English has grown since the time she enrolled at the library at Garima Grih giving her the opportunity to read new books. She aspires to be an English Teacher.

24 Year old Kajal is a recent entrant at the Beauty and Wellness Centre at Garima Grih. After gaining expertise through the Grooming course, she intends to become independent and pursue her dreams.



Jyoti, a Class XII Student had never worked on Computers. After enrolling for the Digital Learning Course at Garima Grih, she has now gained the skills and has become adept in using computers.

Newspaper Reading Program at Garima Grih has really picked up well in the Community. The program is seeing a steady increase in registrations with more than 1100 availing this facility. For the children and the youth, newspaper reading is providing a great sense of educational value by building their language skills and vocabulary. For the adults, the habit is widening their outlook and keeping them well informed and gain understanding of what is happening in our country and the whole world.

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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.

SPECIAL INITIATIVES

CHAMPIONING CHILD SAFETY AND PROTECTION



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

With the Mommy Bloggers Campaign, PVR NEST aims to make a lasting impact on cyber-safety for children. Through a powerful Public Service Announcement film, impactful mommy bloggers campaign will share vital safety insights at PVR INOX cinemas and will be actively promoted across PVR and INOX Cinemas. Additionally, to amplify the message of Children Safety, expert talks, school shows, and screenings nationwide are being planned. PVR NEST strives to create a safer environment for the precious children in our country.



In the Social Impact Assessment study conducted by PVR NEST, 92% women reported a significant increase in their productivity due to availability of MHM products at #GarimaGrih & #Pink Centres besides adherence to stringent SOPs.



WASH CHAMPION A DREAM REALISED

Grit and an unshakable self

Mithilesh was running a small tailoring shop but lost this source of livelihood due to some unprecedented circumstances. By working at Pink Centre, she was able to revive her economic condition and become independent again. Earlier confined to just the four walls of her house, she now confidently commutes by public transport. She is also showcasing her talent by producing samples for the skilling program being initiated.



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