



## IMPROVING WELL-BEING OF MOTHERS AND CHILDREN

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To celebrate World Breastfeeding Awareness week, Dr. Rajib Dasgupta, Chairperson of the Centre for Social Medicine and Community Health at Jawaharlal Nehru University was invited by PVR NEST for an expert talk. Through an insightful Q&A session, Dr. Rajib provided valuable guidance to pregnant women, lactating mothers, and caregivers, helping them gain a better understanding of the necessary changes in attitude and behaviour to prioritize health and mitigate potential risks. Workshops on breastfeeding were also conducted by Aanganwadi Teachers and Asha workers, which saw large participation of community women.

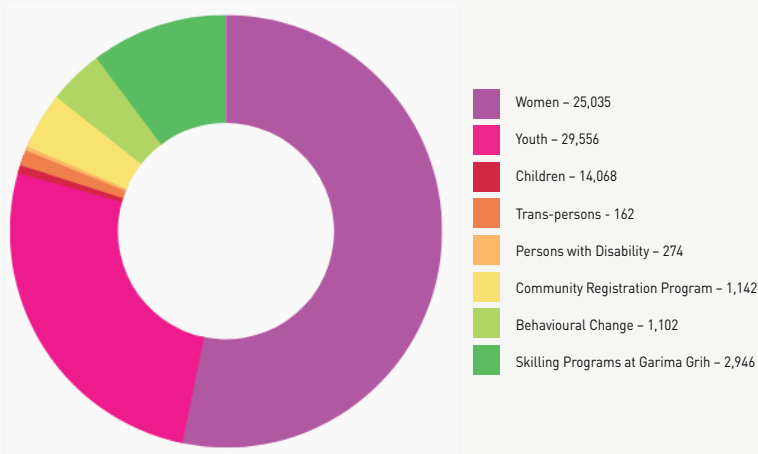


# IMPROVING COMMUNITY FUNCTIONALITY THROUGH OUTREACH EFFORTS

The programs of PVR NEST have been in line with the UN SDGs, especially SDG 11, which calls for sustainable cities and communities. All of our facilities are referred to as "safe centers" because they offer a clean, safe environment where a woman is free to take care of herself, nurse her babies, change diapers, or simply take some time for herself.

The first week of August designated as "World Breastfeeding Week," witnessed an encouraging turnout among mothers thanks to the extensive outreach efforts carried out by the wash champions in the community. It was heartening to see the moms interacting with one another and taking active participation in the center's events. The focal point for information transmission was Garima Grih and all the pink centers and the women went back satisfied with their new learnings and information sharing.

## USER-SHIP ANALYSIS AT VARIOUS SAFE CENTRES





## GHOOMER MAGIC WITH PVR NEST

PVR NEST launched its most progressive program, 'Garima Shakti' centered on women becoming effective agents of change in their community interventions. The program empowers women through training in entrepreneurship skills to become self-reliant. The star cast of 'Ghoomer', a movie about resilience and transformation of a women paraplegic sports person graced an event at PVR Plaza, Delhi on August 16 to encourage the women beneficiaries of this program.

PVR NEST has empowered and transformed over 100 women who play pivotal roles in managing Safe Centres (public spaces and toilets) in association with Municipal Corporation of Delhi granting access to one million women in Delhi. These centres are remodelled to run community led institutes, multi-purpose services and community gathering spaces beyond sanitation. 'Garima Shakti' is the second phase of this transformative journey whereby these 100 women are economically empowered through skilling and training in entrepreneurship skills to become self-reliant.

The event also marked the unveiling of 'Shakti Cart' to nurture women entrepreneurs through their self-made products.

The Annual Report and Film of PVR NEST highlighting the transformation of women was also unveiled on the occasion.







# SAFEGUARDING CHILDREN AGAINST THE DANGER OF ONLINE CHILD TRAFFICKING

Children can be easily be trapped by perpetrators to create sexual images and videos, which are then used to threaten them. PVR NEST in association with The Missing Link Trust (MISSING) and CyberPeace (CP) launched the #SOS “Stop Online Stalkers”, a nationwide campaign at PVR INOX Cinemas to safeguard children against online child trafficking.

#SOS campaign includes screening of the first of-its-kind Public Service Announcement film in PVR INOX Cinemas. An innovative chatbot provides assistance to parents and children on this issue. There is direct engagement with schools through interactive talk shows. The voice of mom and dad bloggers raises awareness about safety & protection of children.

Safeguarding children against online child trafficking not only protects the rights and well-being of children but also contributes to the broader agenda of sustainable development by addressing poverty, inequality, health, education, gender equality among other factors.



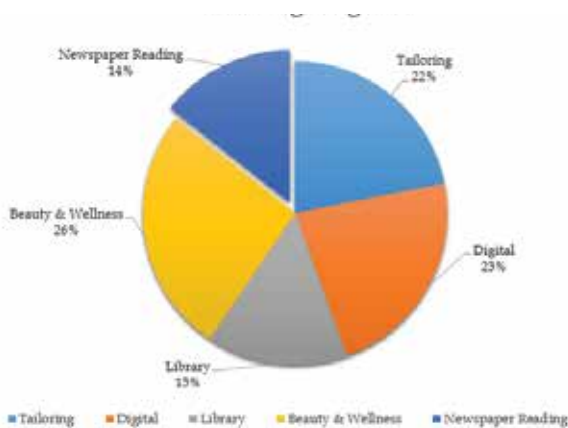


# SANITATION TO SKILLING

Community women trained at the Tailoring and Stitching programme are provided livelihood opportunities by sale of eco-friendly and sustainable homemade products and handicrafts. Rakhi Stalls were set up at the PVR INOX Corporate Office in Gurugram on August 29th and on 30th at Garima Grih Jawahar Camp Kirti Nagar, New Delhi where products that they have learned to make such as tote bags, coin bags, cushion covers and daily wears of women through recyclable materials were sold.

Unsustainable patterns of consumption and production are root causes of climate change, biodiversity loss and pollution. Garima Shakti women through their efforts have contributed to Goal 12 of SDGs of ensuring sustainable consumption and production patterns, improve resource efficiency, reduce waste and pollution, and shape a new circular economy.

**Skilling Program**



The cumulative monthly number is 2500 for the various skilling program. The habit of news paper reading is being included in the life of community which would enable them to be aware and take conscious decisions



Skill registration Booth camp

## **PINK CENTRES AND GARIMA GRIH BECOME FOCAL POINTS FOR SKILL DEVELOPMENT**

During August 2023, the skilling program experienced a substantial increase in registrations. The enrollment figures for all the skilling programs at Garima Grih have been exceptionally promising.

The outreach and information sharing efforts for various campaigns led by the Wash Champions at the Pink Centre generated huge enthusiasm. The team received numerous inquiries from the community about their need for various skilling opportunities to enhance employability. The consistent interactions and discussions have now evolved into an outreach and registration program that the team plans to launch on the ground. This initiative aims to gain a deeper understanding of the community's aspirations related to skills and employment.

We have received maximum skilling registrations for Digital and Stitching & Tailoring.



**AUGUST 2023**

**2**

**4+**

**9**

**4+**

**8**

**USERS**



# WASH CHAMPION A DREAM REALISED

## Independence Day observed with a strong sense of national pride

Independence Day was joyously celebrated with remarkable enthusiasm at both the Pink Centers and Garima Grih. The users at these facilities actively engaged in the various planned activities. At Garima Grih, a flag hoisting ceremony was conducted, and it witnessed the enthusiastic participation of both the Garima Shakti Program students and their parents, who wholeheartedly engaged in all the organized events.

## A journey of self-discovery and self-improvement

Kavita's personal transformation is a source of immense joy for her, a transformation she speaks of with great happiness. Two years ago, before joining Pink Centers, she was a reserved individual, and independent travel was a daunting task for her. Today, through her unwavering dedication and hard work, she has forged her path. Kavita now effortlessly fulfills her responsibilities across all the Pink Centers. She plays a crucial role in gathering data for daily reports and compiling staff attendance records. She takes great pride in her personal development journey



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