

NEWS TIDINGS

Newsletter (Vol - 24) | SEPTEMBER 2023

MAHATMA AWARD

HIGHEST HONOUR FOR SOCIAL IMPACT



Ms. Deepa Menon is the proud recipient of the Prestigious 'Mahatma Award for Leadership in Social Responsibility, Social Good and Impact 2023'.

GARIMA GRIH COMMUNITY IMPACT INVITES AUSTRALIAN HIGH COMMISSION

India and Australia hold long-standing people-to-people ties, trade relations, and strategic partnerships.

The Australian High Commission has been PVR NEST's long term partner and they keep abreast of our social impact that we are creating through women empowerment program among marginalized sections of the society.

The Program in-charge Ms. Pallavi Nayak visited Garima Grah to understand the beyond toilet services of Garima Grah and how it has led to community welfare.



Pallavi Nayek, Senior Program and Research Officer, Australian High Commission, New Delhi

MCD COMES FORWARD TO EXTEND THEIR WHOLEHEARTED SUPPORT TO THE VISIT



Garima Grah Walkthrough: Shri Kumar Abhishek (IRS), Deputy Commissioner (KBZ) of MCD,

Before the visit of the Australian Senator, Mr. Kumar Abhishek, DC, Karol Bagh Zone along with his team of officers from DEMS, Horticulture, Fumigation, Waste Management etc. visited Garima Grah to understand the scope of assistance that could be provided to Garima Grah for enhancing the experience of all the delegates.

Prior to the Australian Senator's visit, Mr. Kumar Abhishek, DC of Karol Bagh Zone, along with a team of officers from various departments including DEMS, Horticulture, Fumigation, and Waste Management, visited Garima Grah to assess how they could enhance the environment around Garima Grah to make the visit of the visiting delegates a memorable one.

TRANSFORMATION FROM SANITATION TO SKILLING

Repurposing Pink Centres dignified the work of the sanitation workers and with Pink Centres shaping as Garima Grah, PVR NEST transformed these women as operators to learn market-driven skills and enhance their employability beyond sanitation. This would create a cohort of women who can join the work force.

Skilling programs for the community serviced by Pink Centres and Garima Grah has seen a steady growth of users aided by the support of likeminded partners who are guided by the same vision of PVR NEST. Seeing the cascading effect on the transformation of these women, the aspiration levels of the community has risen with an eagerness to learn new skills.

Financial independence among these women will improve their overall quality of life and break the cycle of poverty.



Youth are often an untapped resource due to their inexperience and belonging to low income communities. PVR NEST intends to invest in efforts that increase financial inclusion, catalyze job opportunities for youth to building economically vibrant communities.

By tracking young people, researchers conclude that vocational education and training assists the transition to work. An outreach was undertaken by WASH Champions around Pink Centres & Garima Grah to explore and describe the vocational training needs of 15 - 25 years old out-of-school youths or studying to examine their vocational training needs.

The inferences of the data collected will help to design a framework that operationalize meaningful youth engagement in youth employment programs.

Youth Leading the Way to drive SDGs forward

PVR INOX wants youth to play active roles as agents of positive and constructive change for achievement of SDGs. Action for 17 SDGs will invite youth of the country to make short films on any of the issues related to SDGs that touches their heart. These will be showcased on PVR INOX Screens and other digital platforms to connect millions of citizens to the cause.

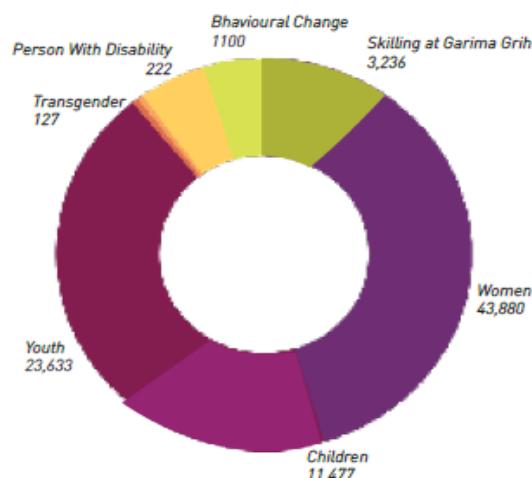
PVR INOX will give an option to its customers whilst buying online movie tickets on PVR and INOX Website and Mobile App to donate to 'Action for 17 SDGs'. The amount collected would be transferred to Ummeed Ray of Hope Society who shall use the donation for conducting awareness, advocacy and action projects on SDGs with active involvement of youth.



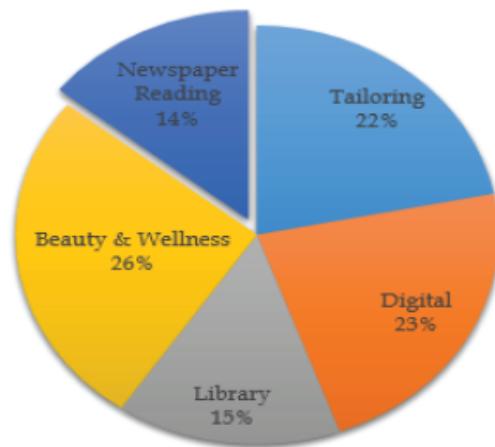
Action for 17 SDGs

ACCEPTANCE OF SAFE CENTRES FACILITIES SHOW IN USERSHIP GROWTH

Usership Insights



Program Insights



We are witnessing a notable and gradual increase in usership among various demographic groups at Pink Centres and Garima Grih. By including diverse voices usually overlooked and marginalized, community members are feeling empowered and are actively participating in the various programs being conducted at these centres. They are contributing meaningfully and developing their functional capabilities.

The development of skills can contribute to the nation's economic growth by enhancing employability and labour productivity. WASH advocates at Pink Centre and Garima Grih also inspire beneficiaries to enroll in various skill development programs. Garima Grih saw 3427 beneficiaries registering for driving, computer training, beauty culture, English language courses among others.

ENHANCING QUALITY OF LIFE AMONG USERS OF SAFE CENTRES



Hema's transformation is truly impressive. She has achieved self-sufficiency, not only in her social interactions but also in her financial independence. Her influence and participation in household decision-making has substantially grown.

Thanks to added family earnings, her husband was able to purchase a motorcycle and frequently drops her at the Pink Centre.

Anita having completed her eighth-grade education, resides within the



Jawahar Camp community. She is currently learning stitching and tailoring and has plans to explore additional skill-based courses. Her goal is to create multiple opportunities for herself, enabling her to earn a livelihood and achieve independence.

OBSERVING TEACHERS' DAY FESTIVITIES AT SAFE CENTRES



Aanganwadi workers visited Garima Grih on September 5 commemorating Teachers Day. They raised awareness among community women encouraging them to enhance their dietary habits by including nutritious whole grains in their meals.

They also spoke about various food items and delicacies based on coarse grains to demonstrate how they can be incorporated even in less economically privileged households for better nutrition

Collaborating with partners with a shared commitment

PVR NEST is on the lookout to forge collaborative partnerships with like-minded organizations to set up more Garima Grih centres at RK Puram, Vikaspuri and Central Market, Lajpat Nagar. It engaged in discussions with multiple prospective partners to arrive at a common area of interest.

It participated in conversations with several potential partners to identify a shared area of mutual interest. This included Nasscom Foundation, India's sole Not-For-Profit entity representing the tech industry. Being the first to advocate digital literacy and tech-based skilling, their goal is to empower rural women through technology and digital skills training. The meeting with Toilet Board Coalition reached an advanced stage of discussions. Its leading Members, Unilever, Kimberly-Clark and LIXIL have come together with a belief that the fastest way to solve the humanitarian crisis of sanitation is to turn it into an economic opportunity. It also engaged in discussions with YES Foundation, the Charitable Trust of YES Bank which is focussed on building innovative and inclusive ecosystems to catalyse social transformation.

BUILDING HEALTHY COMMUNITIES AT GARIMA GRIH, JAWAHAR NAGAR



Access to health care and health education are important for a healthy life. The health of communities is critical to the growth and development of any region. Garima Grih is taking active steps towards women's health through the monthly health sessions conducted by Dr. Surjeet Gupta, MBBS, Gynaecologist.

On the occasion of World Contraception Day on September 26th, Dr. Gupta conducted an awareness session on contraception benefits and how youth can make informed choices on their sexual and reproductive health.

She also educated women and girls on seasonal diseases like typhoid, malaria and dengue, and life style diseases like hypertension, blood pressure and piles. She also educated and raised awareness on stigma of breast cancer about screening, symptoms, prevention and treatment.



**CULMINATION OF #SOS
CAMPAIGN IN PARTNERSHIP
WITH**

MISS NG



PVRnest
A CIB INITIATIVE BY PVR INOX

The SOS Campaign kicked off with a first-of-its-kind awareness-building Public Service Announcement (PSA) film on the issue shown at PVR INOX Cinemas to educate nearly 20 million parents, families, and children. The PSA film introduced the SOS Child Online Safety Desk, an innovative WhatsApp-based tool that provides 24/7 information and assistance to parents and children grappling with this issue. Talk Show in schools gave a safe platform for children to express their concerns and experiences.

SOS Mums, a group of proactive mothers raised awareness about the #SOS campaign and the underlying issue. The Campaign concluded with an event on 15th September at PVR Juhu with open discussion on children's online safety with subject matter following the special screening of 'From the Shadows', an award-winning documentary film on Child Trafficking in India.

SEPT 2023



WASH TOILET LOO WASH

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.



PVR NEST TEAM FELICITED BY PVR INOX FOR WINNING THE MAHATMA AWARD FOR LEADERSHIP IN SOCIAL RESPONSIBILITY

Mahatma Award recognizes and celebrates impact leaders and change-makers across the globe, who are making a social impact and leading the way to a sustainable future. Some of the notable past recipients are Mr. Ratan Tata, Ms. Rajashree Birla, Mr. Azim Premji, Ms. Shabana Azmi, Mr. Bindeshwar Pathak.

The Mahatma Award, supported by Aditya Birla Group is founded and instituted by Social Entrepreneur and Philanthropist Mr. Amit Sachdeva, a stout Gandhian and more famously known as 'The CSR Man of India'.



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

