



K.A.L.A GETS LAUNCHED WITH INTERNATIONAL SUPPORT

NEST TIDINGS

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PVRnest
A CSR INITIATIVE OF PVR INOX





Sanitation attendants at Pink Centres and Garima Grih lack the resources to pursue formal vocational training. With the 'Sanitation to Skilling' programs, these women can envision a future beyond sanitation by gaining the skills needed for self-employment and well-paying job opportunities. This has the potential for significant, widespread impact, benefiting not only the individuals but also their families, communities and societies at large. This can have a cascading effect on future generations, breaking the cycle of poverty.

PVR NEST introduces 'K.A.L.A - Center for Knowledge and Learning Support,' which seeks to cultivate vital life skills in underprivileged women and youth from migrant backgrounds who use the community sanitation facilities at Pink Centre and Garima Grih. By acquiring these life skills, these women and youth can build the confidence to engage with others, thereby unlocking a myriad of opportunities.

The 5 Year program would comprise of a baseline study to understand the current situation and identify the gaps to develop appropriate interventions. Establishing a resource center would facilitate resource acquisition and skill-based training, while creating market connections through job fairs, corporate collaborations, apprenticeships, and on-the-job training would contribute to financial empowerment.

K.A.L.A RECEIVES DIRECT AID PROGRAM FROM AUSTRALIAN GOVERNMENT

On an eventful day on October 9th, Garima Grih, PVR NEST's multi-utility safe sanitation complex at Kirti Nagar, New Delhi welcomed Senator the Hon. Senator Sue Lines President of the Australian Senate, HE Philip Green OAM, Australian High Commissioner and Mr. Kumar Abhishek, Deputy Commissioner, Karol Bagh Zone, Municipal Corporation of Delhi to launch the Sanitation to Skilling initiative.

The dignitaries officially announced PVR NEST receiving the patronage from the Australian High Commission through the Direct Aid program to kick-start K.A.L.A teaching essential life skills to women and youth in the informal sector to earn their livelihood. K.A.L.A has established enduring collaborations with READ India, UMMEED RAY OF HOPE, and Desmania Design for Good to create sustainable livelihood opportunities for more than 2 million* women and youth within the communities surrounding Pink Centres and Garima Grih in Delhi NCR.

PVR NEST is eager to welcome additional partners who share similar goals in order to expand and amplify this initiative.

*Expected

**ASPIRING
FOR A
LIFE
BEYOND
SANITATION**



Launch of Shakti Cart



K.A.L.A Popup Stall



Australian Senate, President Sue Lines & Australian high Commissioner



K.A.L.A Journey



PVR NEST Team, DC Karol Bagh, Kumar Abhishek & Australian Govt. Delegation



Garima Grih Walkthrough



Introduction of K.A.L.A Team



Garima Grih Introduction



Certification of Team

GARIMA GRIH: A PROVEN MODEL FOR EXPANDING ADDITIONAL CENTERS

Receiving direct recognition through the Direct Aid Program (DAP) by the Australian High Commission for Garima Grih towards creating social impact in the community has provided the much-needed impetus to scale up Garima Grih to further centres.

In collaboration with the Municipal Corporation of Delhi, PVR NEST is poised to initiate the transformation of the Pink Centres at Lajpat Nagar, RK Puram, and Vikaspuri during the first phase, transitioning them into 'Garima' centers. This transformation will be made possible through infrastructural development assistance from Rotary India and technical support from READ India.

These centres will undergo a complete redesign and makeover to operate as K.A.L.A centres. In the second phase, Pink Centre Anupam Saket Complex and Pink Centre at Priya Complex are envisioned to be further developed into Garima Grih.



K.A.L.A Pop-Up store at Dainik Bhaskar Office, Noida



K.A.L.A Pop-Up store at JLL Office, Gurgaon

BUILDING MARKET LINKAGES VIA CORPORATE PARTNERSHIPS

Community livelihood initiatives have to be linked to market and promotion for them to be sustainable and continue the production chain.

The Kalakars (Artists) of K.A.L.A (A Centre for Knowledge and Learning Assistance), composed of community youth and women, displayed their newfound skills at the Festival Fairs held at Dainik Bhaskar Office in Noida, JLL Office in Gurgaon and PVR INOX Corporate Office in Gurugram.

K.A.L.A's mission is to empower sanitation attendants from Pink Centers and Garima Grih, along with their families, by providing skill-based learning to help them aspire for a better life.



K.A.L.A Pop-Up store at PVR INOX Corporate Office, Gurgaon

PARTNERING WITH LEADING GLOBAL PROVIDER OF HYGIENE



Garima Grih Walkthrough by Mr. Anil Kumar Nair and Ms. Komal, Diversey



Women are essential contributors to society, and their advancement is crucial for overall societal progress. Diversey's mission is to protect and care for people through leading hygiene, infection prevention, and cleaning solutions. In line with Diversey's vision of promoting equality, inclusion, and a sense of belonging, PVR NEST is eager to create a team of WASH Champions with Diversey's backing to drive women-led development.

UNDERSTANDING THE COMMUNITY BETTER THROUGH RESEARCH

The M.Sc. students of Lady Irwin College are participating in Transect Walks to gain insights into the community's diversity in terms of geographical terrain, flora and fauna, housing styles, roadways, drainage systems, waste disposal sites, and communal water sources.



Garima Grih Walkthrough by Lady Irwin College Students

TAKING ACTION TO CREATE LASTING CHANGE IN COMMUNITIES

Solving real problems takes real commitment and vision. For more than 110 years, Rotary International have used their passion, energy, professional experience and knowledge to take action on sustainable projects. PVR NEST is proud to have Rotary as their partner helping them in community building projects that have lasting impact on people's lives.

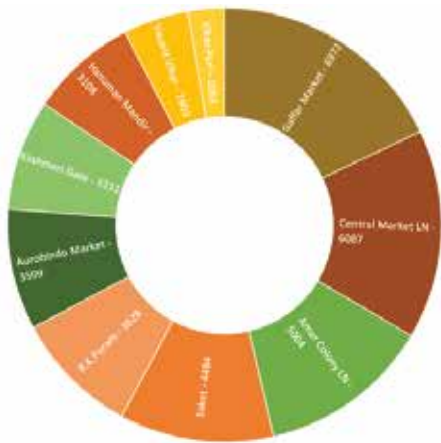
Mr. Sharat Jain, Mr. Jitender Kejriwal & Mr. Shiv Kumar from Rotary visited the Pink Centres sites at RK Puram, Lajpat Nagar and Vikaspuri to conduct a feasibility study for conversion of the 3 proposed sites to Garima Grih.



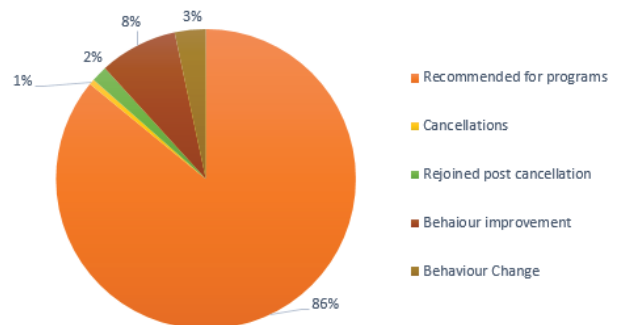
Walkthrough: Mr. Sharat Jain, Mr. Jitender Kejriwal and Mr. Shiv Kumar from Rotary India



ADOPTION OF SAFE CENTERS IS EVIDENT IN THE GROWTH OF USER BASE



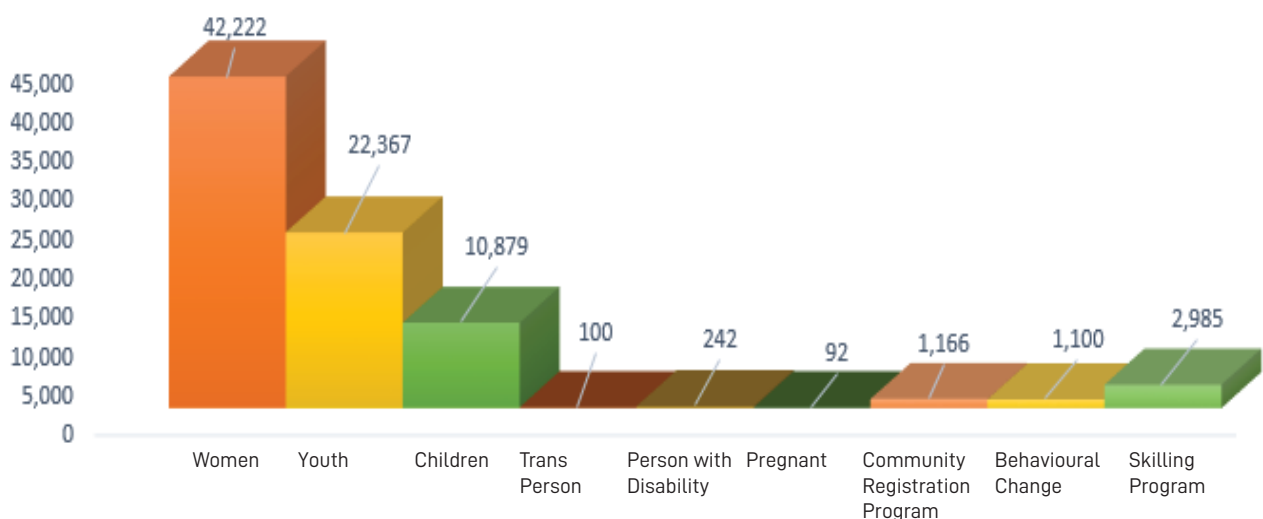
SHAPING SKILLS FOR LIFE LONG LEARNING



During October, Garima Grih observed a notable increase in usage by children with over 55%, underscoring the high priority of safety and protection for this particular user age group. Due to the programs tailored for the youth, the utilization rate within this demographic has surged by 34%. Ghaffar Market drew the highest number of users, followed by Central Market and Amar Colony in Lajpat Nagar.

The Beauty and Wellness program has garnered the highest number of registrations from young participants, with the Tailoring programs being particularly popular among women. Additionally, Digital Literacy, Library use, and Newspaper Reading have become ingrained as daily habits, especially among the children & youth.

Safe Centre User Analysis



28% of the usership is the youth population and they are not only the beneficiaries for the Sanitation and Hygiene program but also avail various skilling options provided at the Safe Centre. The inclusive nature of the Safe centres can be seen with the usage of the centre by 240+ persons with disability & 100+ transpersons using the facility for their personal hygiene and safety

LET'S START DOING GOOD (ACTIONS ON 17 SDGS)



HOLISTIC DEVELOPMENT FOR STRONGER FOUNDATION OF CHILDREN

EkStep Foundation has partnered with PVR NEST's 'Let's Start Doing Good initiative' under the 'Bachpan Manao Badhte Jao' mission to showcase the 'Bachpan Manao' short film as a public service message in over 1000 screens of PVR INOX theatres across the country. The film encourages viewers to "Celebrate Childhood, Keep Growing" and opens their hearts and minds to the magic of the early and foundational years of every child.

The 'Bachpan Manao, Badhte Jao' mission is a collaborative effort of over 80 organizations recognizing that children learn through PLAY, living moments are learning moments, children need holistic development and children need to be given 'Seekne Ki Aazadi'

Health Awareness Sessions



DR. SURJIT GUPTA, MBBS, GYNAECOLOGIST - READ INDIA

Public health awareness camps aims to enhance personal hygiene, prolonging life, preventing hazards, and controlling the spread of infectious diseases in the communities.

Dr. Surjit Gupta conducts regular health awareness sessions addressing a range of health concerns, including topics like viral fever and dengue. She also emphasizes on the importance of healthy and nutritious diet as defence against chronic non-communicable conditions like heart disease, diabetes, and cancer.

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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 Safe Centre.

CiSS CHILDSCAPES

PROGRAM FOR CHILDREN IN STREET SITUATION

AN INITIATIVE WITH DELHI GOVERNMENT

PROGRESS ON CiSS CHILDSCAPES TO REHABILITATE STREET CHILDREN

The CiSS Childscapes program, in partnership with the Delhi Commission for Protection of Child Rights (DCPCR) and the Government of National Capital Territory of Delhi (GNCTD), has been successfully advancing efforts to educate and rehabilitate street children in West, South, and Southeast Delhi.

Over the span of 10 months, from February to November 2023, a total of 981 children have been identified, with the highest number found in the West District. 348 children have been registered in schools, and an additional 238 have been enrolled in Anganwadi centers. Seven children have been registered in the Sukanya Samridhi Yojana Scheme, a specialized small deposit scheme of the Government of India designed exclusively for girl children, introduced as part of the Beti Bachao Beti Padhao Campaign.



Program Partners



In the PINK of HEALTH

From women-only pink toilets to multi-utility secure sanitation complexes, the sanitation journey in India is not only proving to be utilitarian but also empowering for women



DEEPA MENON
FOUNDER, PVR NEST, PVR LIMITED

MIGRANT

communities and women in Indian urban areas face several sanitation challenges. These challenges include inadequate access to clean toilets, concerns about privacy, water shortages, poor maintenance and issues related to menstrual hygiene, impacting health and dignity. In 2018, PVR NEST launched a groundbreaking initiative in Vikaspuri in Delhi, collaborating with the National Commission for Protection of Child Rights (NCPCR) and the municipal corporation of Delhi (MCD), to build the pink toilet. The success of the first pink toilet in Vikaspuri was so impressive that MCD handed over 20 public toilets to PVR NEST for a pink makeover

with significantly improved facilities. These pink centres have been thoughtfully designed according to hospitality standards and provide an array of amenities, including features that enhance accessibility and provisions catering to children's needs and the availability of essential hygiene products, among others. The transformation from pink toilets to pink centres marked a significant shift in public sanitation approaches. Unlike conventional public restrooms, often hidden in dark corners, pink centres are prominently located in commercial areas, reflecting a change in the government's approach to addressing sanitation issues. PVR NEST's efforts led to its recognition as the programme and sustainability

partner by the MCD. Their key features include sanitary vending machine, breast feeding areas, grooming space, diaper changing space, changing rooms, trained WASH champions, bathing areas (a few locations) and free of cost services in the day time. This initiative also played a pivotal role in fostering newfound respect for sanitation workers who are typically marginalised and stigmatised. These workers were rebranded as WASH champions and now proudly sport pink uniforms thoughtfully designed by the National Institute of Fashion Design. This rebranding boosted their sense of pride and garnered respect from the community they serve. The capacity-building workshops on interpersonal skills, leadership, self-defence, financial literacy, digital literacy, menstrual hygiene, DIY pherasing and operations by industry experts contribute to their holistic growth and development. The initiative got a shot in the arm with Reckitt's community workers guide clubs further training the WASH champions to propagate good practices on health and hygiene.

Test of Resilience
The year 2020 was one of uncertainty due to the pandemic. With the

Deepa Menon is the recipient of the Mahatma award for Leadership in Social Responsibility, Social Good and Impact 2023

nationwide lockdowns, cinemas were asked to shut down, unprecedented in the history of PVR Cinemas. This had a detrimental effect on PVR NEST, leading to resource constraints, limitations on movement and gatherings, and a suspension of ongoing CSR initiatives. Despite these obstacles, PVR NEST continued to serve the vulnerable segments of society through support from like-minded organisations. As the hygiene partner for PVR Cinemas, Reckitt worked towards ensuring for visitors a safe and hygienic movie experience in preparation for the cinema's reopening. As a reliable health partner, Pink Centres encouraged a

Public Health Infrastructure Par Excellence
The success of Pink Centres has expanded the vision of PVR NEST, transforming its mission to create safe urban spaces that cater to a diverse population. This evolution led to Garima Grih, a comprehensive and inclusive multi-utility secure sanitation complex. Garima Grih addresses residents' sanitation and hygiene needs in three camps in Delhi: Jawahar Camp, Harjoti Camp and Chenu Bhatti Camp in Kirti Nagar, where people have been living in unhealthy conditions. It is fully accessible, with ramps and amenities that cater to persons with disabilities

space for women and a venue for workshops. So far, over 223 women and youth have enrolled in the training programmes. The centre's remarkable impact was nationally recognised when PVR NEST received the prestigious CSR Journal Excellence Awards in 2022. To assess the effectiveness of its safety and protection programs, PVR NEST collaborated with Lady Irwin College, Delhi University, to conduct a social impact assessment (SIA) in pink centres and Garima Grih. The SIA report revealed that 92% of users felt safe and comfortable accessing these new-age facilities. PVR NEST has initiated a transformative journey by creating opportunities for 100 women to acquire market-driven skills, enabling them to join the workforce. The Shakti Cart, a unique Made in India mobile livelihood cart, allows these women to sell products they have learned to create through skilling at the Tailoring and Stitching Centre, making them more marketable. The "sanitation to skilling" programme aims to equip underprivileged women and youth with essential life skills, addressing their daily survival challenges and the lack of resources to access formal vocational education. Beneficiaries are drawn from users of the sanitation facilities at Pink Centres and Garima Grih. The positive transformation of these women has also had a ripple effect, raising the entire community's aspirations to learn new skills. The social significance and impact of Garima Grih has motivated PVR NEST to establish more such centres. The foundation of Garima Grih is rooted in a deep understanding of the Sustainable Development Goals (SDGs), contributing to the fulfilment of nine out of the 17 SDGs. It also aligns with the government's Smart Cities Mission, Swachh Bharat Mission, Atal Mission for Rejuvenation and Urban Transformation 2.0 (AMRUT 2.0), and the National Skill Development Mission.



Sanitation attendants of Garima Grih display their pink uniforms designed by National Institute of Fashion Designing

shift in behaviour and the adoption of recommended hygiene practices among users. Guided by Reckitt and the National Covid Task Force, the attendants followed standard operating procedures, allowing these centres to continue operations, even during the second wave of Covid-19, when most public facilities shut down. The highest ever footfall of over 3.5 lakh users was achieved during this period. As a result, it earned recognition as a model Covid-compliant centre.

(PWD), senior citizens and children. Apart from conventional Indian and western toilets, it features a PWD-friendly toilet, changing rooms, bathing and handwashing areas, a child washing area, breastfeeding and diaper changing rooms as well as sanitary napkin vending machines. In addition to the toilet facilities, Garima Grih houses a common services centre known as Jan Suraksha Kendra, offering digital services. A Women Empowerment Centre provides skill training to women in tailoring and stitching, beauty and grooming, equipping them with essential skills for livelihood. There is also a library for children, a sheltered outdoor area that serves as a resting



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We feel extremely proud to inform that our landmark project Pink Toilets for Women (now called Pink Centres) in partnership with Municipal Corporation of Delhi has been featured in the 'Sanitation for all' special issue of **Outlook 2023 magazine**. The transformation from Pink Toilets to Pink Centres marks a significant shift in public sanitation approaches. The project has been supported by Reckitt's community workers, 'hashtag#GulabiDidis' who are training our WASH Champions (new identity for Women Sanitation Attendants) to propagate good practices on health and hygiene.



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