



## INSIDE EVERY ADULT THERE'S A CHILD HIDDEN

Celebrating Childhood with  
Bachpan Manao Badhte Jao

### CONTENTS

CELEBRATING  
CHILDHOOD THROUGH  
ACTIVITIES AT SAFE  
CENTRES

LAUNCHING LET'S  
START DOING GOOD'  
WITH BACHPAN  
MANAO BADHTE JAO

PVR NEST HONOURED  
WITH ISC-FICCI  
SANITATION AWARDS  
2023

TRANSITIONING OF  
PINK CENTRES TO  
GARIMA GRIH





## CELEBRATING CHILDHOOD THROUGH ACTIVITIES AT SAFE CENTRES

November is the children's month for celebrating childhood and embracing the joy of reliving it with today's children. All Pink centers enthusiastically engaged with users and their children during this month. The centers provided a platform for both past and present generations to come together, fostering mutual understanding through various games and activities.

From traditional games like 'Stappoo' to '4 parchi,' Pink Centers and Garima Grih witnessed mothers and children bonding, playing together, and momentarily moving beyond the digital world.



Campaign announcement through Static Slide at PVR INOX Cinemas  
Total Viewership at PVR INOX: 1.8 M

## LAUNCHING LET'S START DOING GOOD' WITH BACHPAN MANAO BADHTE JAO

'SDG (Start Doing Good)' represents a collaborative effort between PVR INOX and communities, aimed at fostering dialogue, action-oriented projects and conferences centered around the 17 SDGs. This campaign forges partnerships with organizations dedicated to long-term commitments toward these global objectives. PVR NEST with its belief in transforming the lives of children at risk has joined this mission by screening the Bachpan Manao launch film in PVR INOX theatres across the country as part of their "Let's Start Doing Good' initiative. This heart-warming film aims to encourage 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'



Receiving Special Guest from Bachpan Manao at PVR INOX Bangalore



Scientifically, it is known that the brain's plasticity is strongest during the first 8 years and over 85% of an individual's brain development occurs by the age of 6.



L-R: Tanushree Chakrabarti, Sonamm Sharma and Harshit Masand



## IMPACTING YOUNG MINDS THROUGH INFLUENCERS

Influencers can be a source of inspiration and positive role models especially for young people. In collaboration with EkStep Foundation as part of the 'Bachpan Manao Badhte Jao' mission, we were pleased to welcome Ms. Sonamm Sharma, a producer, actress and social impact advocate, Ms. Tanushree Chakrabarti, an actress and fitness influencer, and Mr. Harshit Masand, a branding and PR consultant. They actively interacted with children from the community at Garima Grih, participating in games, imparting self-defense techniques, and inspiring them to pursue their dreams in life.



# TOWARDS ESTABLISHING A RESOURCE CENTER FOR SKILL DEVELOPMENT



PVR NEST actively engages in community development projects, skill-building programs, and environmental sustainability, driving positive societal change via strategic partnerships and PPP models.

It is exploring a potential collaboration with Indian Hotels Company Limited (IHCL) and Tata Consultancy Services (TCS) for developing a resource centre for Community Skilling & Employment Opportunities. This initiative endeavours to empower community members by providing employment avenues and entrepreneurial skills, offering certifications through Tata Strive and other esteemed organizations, encompassing skills such as Culinary, Housekeeping and Laundry services. IHCL intends to deploy its expertise, including chefs, to train individuals, particularly in establishing small street food joints or kiosks.

The team of IHCL, TCS and Consulting Engineers Association of India (CEAI) conducted evaluation of the Garima Grih centre at Kirti Nagar for developing this resource centre.





# RETROFITTING OF PINK CENTRES

## Scope of Retrofitting

Addressing existing infrastructure challenges

Areas of focus - accessibility, safety of women, child-friendly, seating, storage

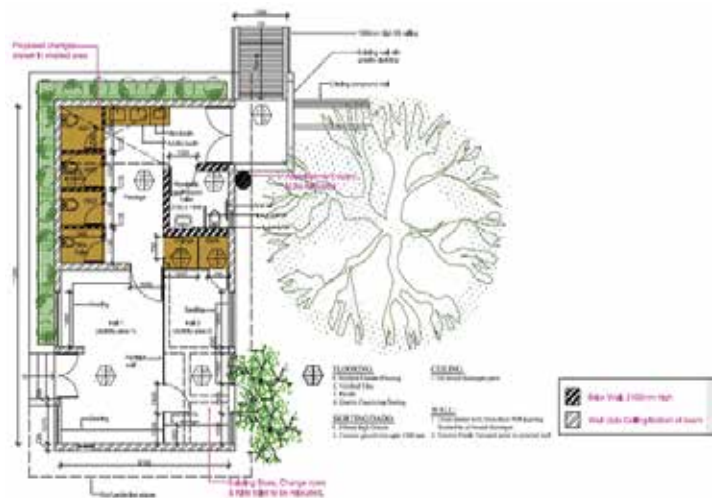
Menstrual Hygiene - incinerators and sanitary napkin provision

Repairs and seepage

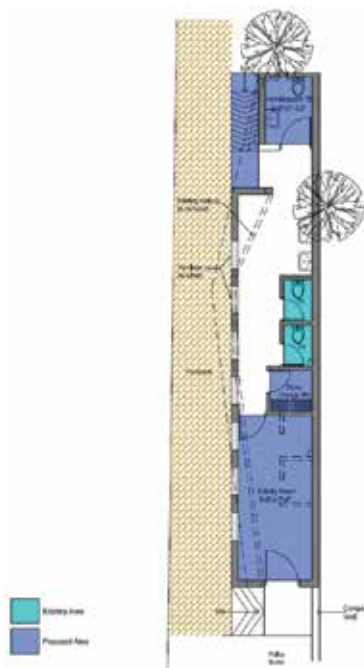
Behaviour change on WASH

Trainings and recreational

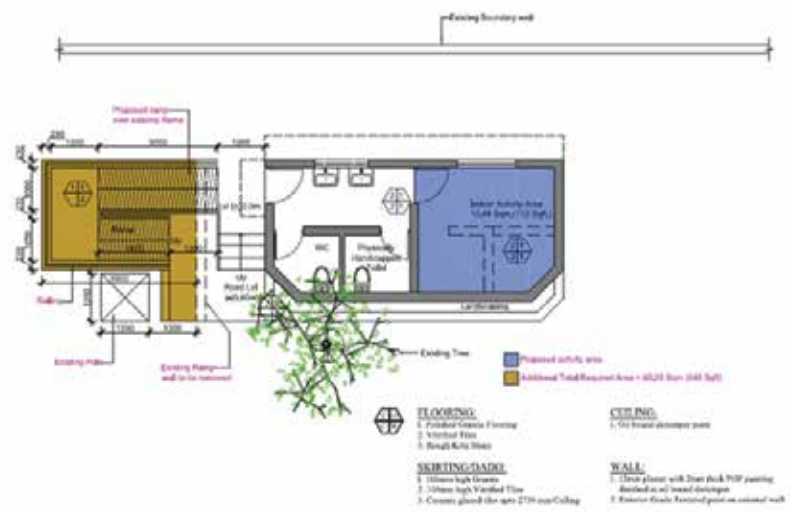
Signages



Proposal 1: Pink Toilet, Central Market, Lajpat Nagar



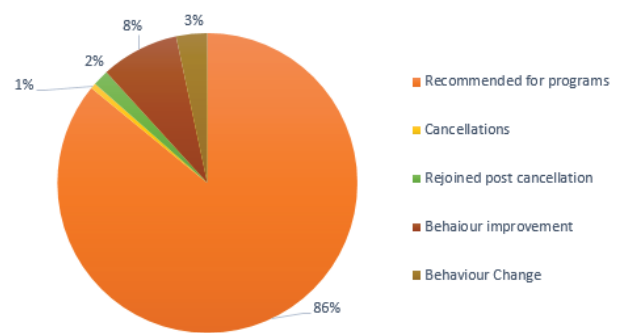
Proposal 3: Pink Toilet, PVR Priya, Vasant Vihar



Proposal 2: Pink Toilet, R K Puram, Sector 5

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

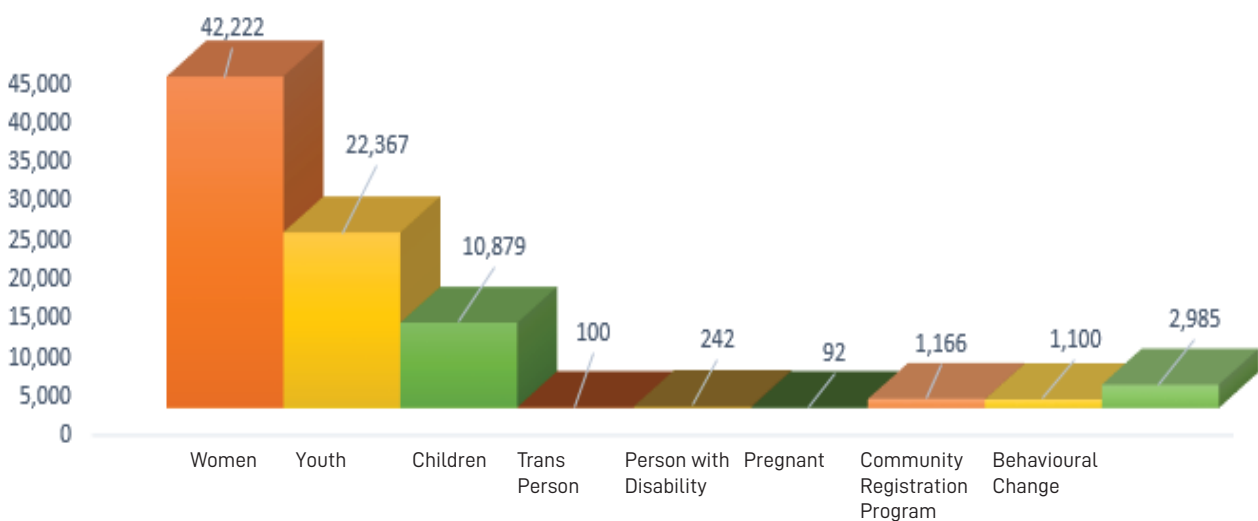
## SHAPING SKILLS FOR LIFE LONG LEARNING



During November, 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%. Gaffar 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

# NOVEMBER 2023

51261

## WASH

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.

053

## SANITATION TO SKILLING

Skilling programs tap users of sanitation facilities at Pink Centres and Garima Grih, spurring steady growth and raising community aspirations for learning new skills.



# HEALTH AWARENESS SESSIONS



Being the children's month, Dr. Surjit Gupta conducted health awareness sessions on common childhood diseases like malaria, pneumonia, diarrhoea, tuberculosis, cough, cold and seasonal flu which are preventable and treatable. Dr. Gupta conducted a detailed session on Tuberculosis (TB), a bacterial infection primarily impacting the lungs but also kidneys, spine, and brain and a highly infectious disease.

She also emphasized on the importance of maintaining proper personal hygiene and practicing regular handwashing, essential in preventing the transmission of illnesses and diseases. The significance of sanitation and hygiene is heightened during emergencies, such as natural disasters, where securing clean and safe water can pose significant challenges.



## **PVR NEST HONOURED WITH ISC-FICCI SANITATION AWARDS 2023**

PVR NEST has received recognition at the ISC-FICCI Sanitation Awards 2023 under the Best Corporate Initiative in Sanitation (CSR) category for their Pink Toilets and Garima Grih. On November 20, 2023, the PVR NEST team, along with the Wash Champions (sanitation staff), proudly accepted the award from Ms. Naina Lal Kidwai, Chair of India Sanitation Coalition and Dr. R.A. Mashelkar, Former Director General of Council of Scientific and Industrial Research and Chair of the Award Jury.

The ISC-FICCI Sanitation Awards are the key awards in the sanitation sector and have over seven years played a vital role in endorsing the efforts of corporates, social enterprises, non-profits, financial institutions, start-ups, NGOs and government.

#RanbirKapoor supports the #BachpanManaoBadhteJao mission along with PVR Limited, EkStep Foundation, UMMEEED - Ray of Hope, PVR NEST, and Bachpan Manao is a mission committed to making the most of the early childhood opportunity (0-8 years) across India. Join the mission by sharing something you learned through play - that stayed with you for life - in the comments below!

Learn more and watch the full film at [www.bachpanmanao.org](http://www.bachpanmanao.org)



Ranbir Kapoor supports and invites you all to join #BachpanManaoBadhte...

### Social Media Campaign

We are so fortunate that notable and popular celebrity and lead star of 'Animal', Mr. Ranbir Kapoor endorsed and supported the 'Bachpan Manao Badhte Jao' mission.



World Toilet Day serves as a reminder that access to clean and safe toilets is not just a basic human right but also a prerequisite for achieving several SDGs including those related to health, education, gender equality, and environmental sustainability. World Toilet Day is not just about toilets; it is about transforming lives and communities.