



BIG AGENDAS NOW ON BIG SCREENS

SAFER AND SUSTAINABLE MOBILITY

NEST TIDINGS

Newsletter (Vol - 31) JANUARY 2024

PVRnest
A CSR INITIATIVE OF PVR INOX





PVR INOX Staff: Road Safety Education



Selfie time: IRF-IC & PVR NEST



Mr Akhilesh Srivastava, Vice President, IRF – IC



Mr John Dominic James, SVP Training, PVR INOX



Students: Catching them Young

PVR NEST team was invited to attend the IRF Conference on 'Vision Zero: Targeting Road Safety by 5Es with Innovative Technologies' on 24th January 2024 where Mr. Nitin Gadkari, Honourable Minister for Road Transport & Highways, Government of India addressed the gathering attended by the coalition partners, Corporates, NGO's, IIT's, Engineering colleges.



Road Safety Buddies: PVR INOX Staff





Mr. Kiran K Kapila, President, Emeritus, IRF - IC



Ms. Tulika Deb Mahapatra, Training Specialist, Prabhaav Learnings Pvt. Ltd



Road Safety Coalition Partners

ADVANCING ROAD SAFETY TO MEET SUSTAINABLE DEVELOPMENT GOALS

As per the WHO Global Status Report on Road Safety 2023, road accidents remain the leading killer of children and youth aged 5-29 years. PVR INOX as a coalition partner with International Road Federation (IRF) - India Chapter is making its youthful cinema staff and consumers aware of the importance of Road Safety. It has made road safety as an integral part of its training program and screened a Public Service Awareness (PSA) film of IRF-India Chapter in its theatres across India during the National Road Safety Month.



Mr. Shashie Verma, Film Maker of the PSA



FOSTERING COMMUNITY WELL-BEING THROUGH HEALTH AWARENESS

Dr. Surjit Gupta, Gynecologist, conducts weekly health awareness workshops, play a pivotal role in promoting overall well-being. This week she covered vital metrics like pulse, respiration, and blood pressure, understanding and monitoring the rate contribute to early detection and management of potential health issues. Blood pressure is a key indicator of cardiovascular health. The workshops integrating these vital signs provided the community participants with valuable insights into their physiological well-being, empowering them to make informed lifestyle choices and prioritize preventive healthcare practices.



Dr. Surjit Gupta, READ India

SHAPING THE WARRIORS OF HEALTH CARE

Community health workers serve as a bridge between the community and the health care, government and social service systems. PVR NEST with READ India as its skilling partner has launched its new 'Front Line Health Worker Training Program'.

This comprehensive specialized training program for the community women and PVR NEST Sanitation Attendants equips them with knowledge about basic health and hygiene, cleanliness, vital signs, blood pressure, human anatomy and physiology, water-borne diseases, air-borne diseases, adolescence, first aid, prenatal and postnatal care, immunization, nutrition, covid symptoms, and dietary intake.

The expertise gained after undergoing this training program would also help in getting gainful employment in health care institutions.



Front line Health Worker training Introduction by Dr. Nidhi Gupta & Dr. Geeta Malhotra, READ India



Social Impact Assessment Study by Narsee Monjee Institute of Management Studies, Indore Campus (NMIMS)



SOCIAL IMPACT STUDY: UNVEILING STORIES THAT SPARK TRANSFORMATION

As part of the annual process, PVR NEST is conducting a Social Impact Assessment study (SIA) for 10 Pink Centres and 1 Garima Grih by students of Narsee Monjee Institute of Management Studies (NMIMS), Indore Campus as part of their internship program. The SIA study is guided by Ms. Sangeeta Robinson, Chief Sustainability Officer, PVR INOX Limited.

The Social Impact Assessment (SIA) comprises understanding PVR NEST's CSR Mandate and priorities, fieldwork through data collection and entry, analysis and reporting. The key respondents in the assessment study include women regular users- from surrounding communities, working women, regular passers-by, school / College girls, One-off users such as tourists, visitors, shoppers and the WASH Champions who manage the centres.



Ms. Sangeeta Robinson, Chief Sustainability Officer, PVR INOX Limited



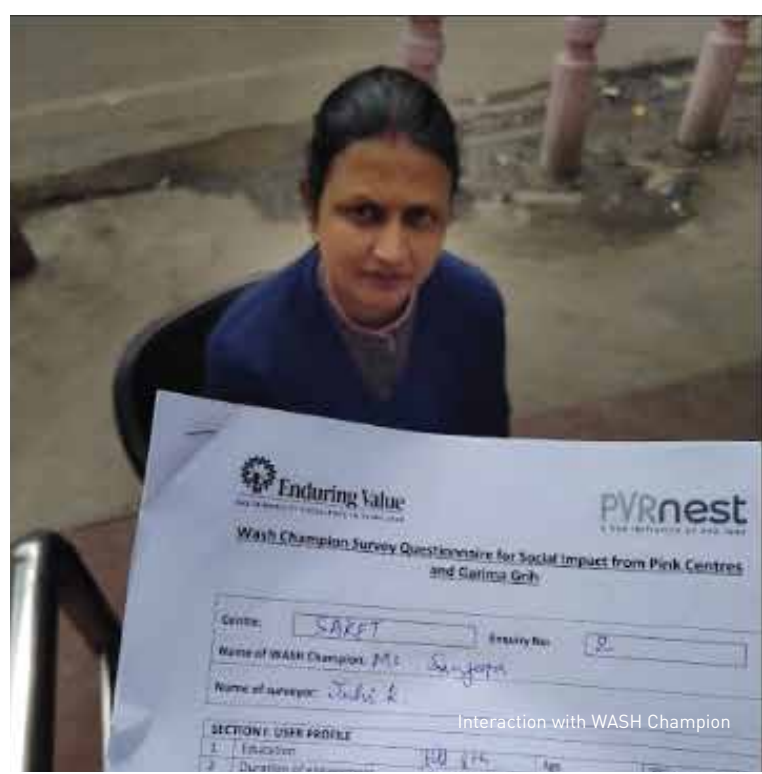
Orientation Session



User Interaction



User Interaction



Interaction with WASH Champion



K.A.L.A - Center for Knowledge and Learning Support' at Garima Grih

ESSENTIAL LIFE SKILLS FOR PERSONAL GROWTH AND OVERALL WELL-BEING

PVR NEST has established the 'K.A.L.A - Center for Knowledge and Learning Assistance at Garima Grih in collaboration with its skilling partner READ INDIA, a non-profit organization dedicated to the holistic development of rural and semi-urban communities. READ India has successfully created social capital in rural India, fostering economic development by empowering individuals to secure suitable employment or initiate their own micro-enterprises.

K.A.L.A. which is designed to nurture essential life skills among underprivileged women and youth with migrant backgrounds who utilize the community sanitation facilities at Pink Centre and Garima Grih has already seen 3 batches of certifications completed in various skills and many of them have started income generation on their own, by either being entrepreneurs or getting employed.

Programs under K.A.L.A: Stitching & Tailoring | Digital Literacy | Library & Reading | Beauty & Wellness | Front line health Workers Training

Partners





Beneficiaries of Nutrition Program at Garima Grih

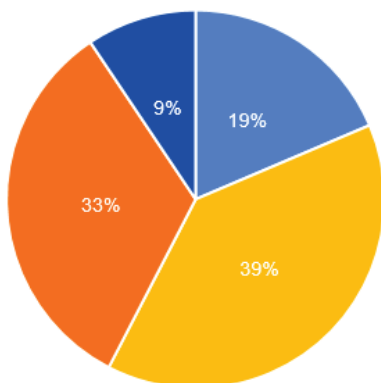


ENCOURAGING CHILDREN TO BE MINDFUL OF THEIR DIETARY CHOICES

As the PVR NEST Feeding Program for children on Thursdays gains momentum at its project locations, it expresses its heartfelt gratitude to Drool Kitchen at Dwarka for its generous support of the initiative by providing nourishing meals to children. This collaboration underscores the importance of community partnerships in ensuring the success and sustainability of this meaningful endeavour.

PVR NEST WASH Champions and trainers empower children with knowledge about the nutritional values of the food they enjoy which not only enhances their awareness but also encourages better food choices, fostering a lifetime of healthy habits.

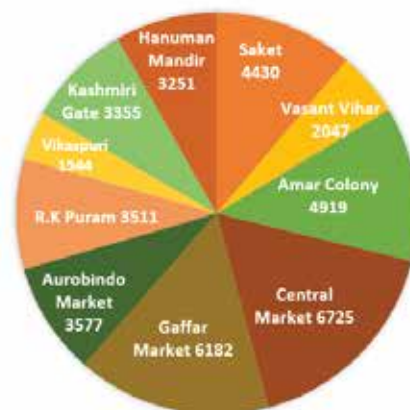
NUTRITION PROGRAM BENEFICIARIES



■ 04 yr - 7 yrs ■ 08 yr - 10 yrs ■ 11 yr - 13 yrs ■ 14 yr - 16 yrs

Since launching the Feeding program in December and running it for 5 consecutive weeks at our safe centres, we have observed a notable change among the beneficiaries. The young individuals between the age group of 8-13 years have consistently emerged as the primary recipients who are now aware of what to have in their diet and its nutritional value.

USERSHIP AT SAFE CENTRES



The usage of the Pink Centre is assessed based on visitation numbers. In Gaffar Market, which comprises only 2 units, draws footfall equivalent to 18% of the total footfalls of 10 Pink Centres. Among the users, over 55% are young girls who utilize the facility, drawn to the sense of security and hygienic environment these centres provide.

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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.

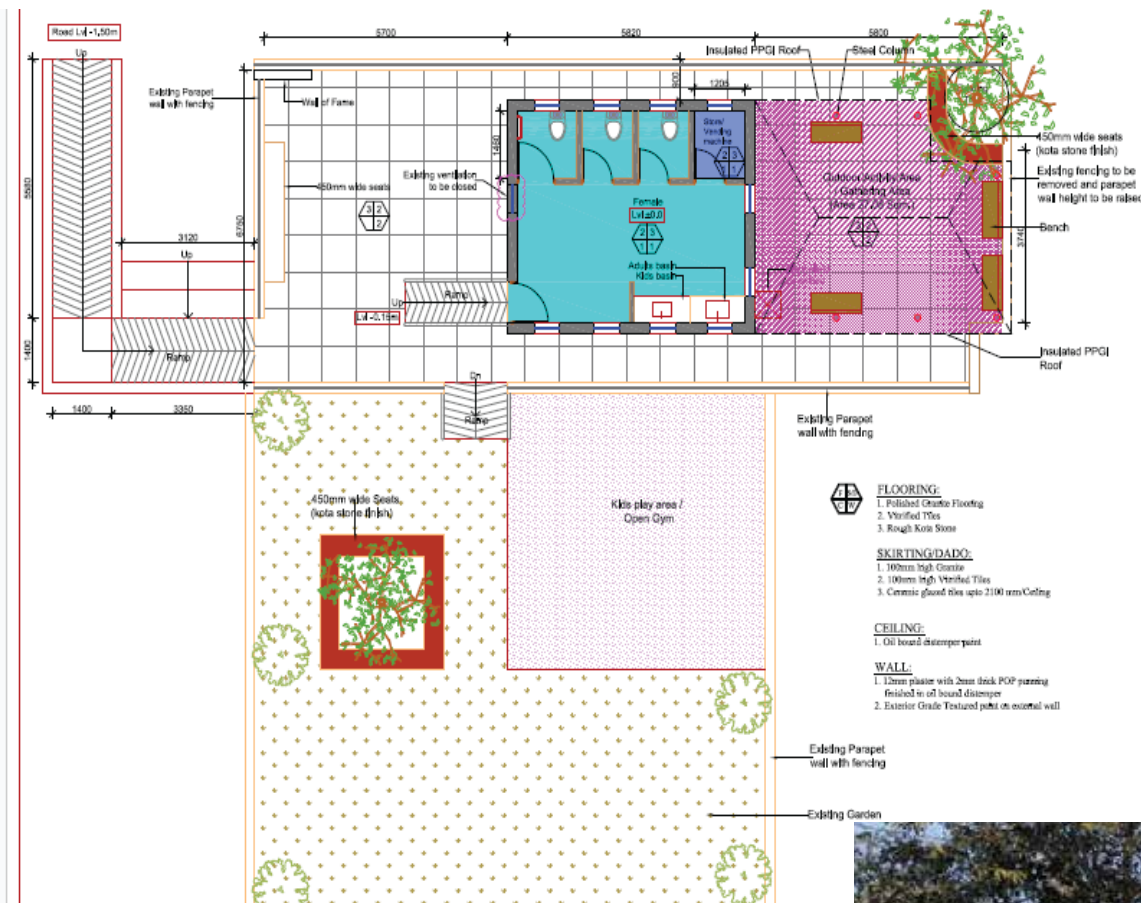
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SANITATION TO SKILLING

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

TURNING THE FIRST PINK TOILET INTO AN EXEMPLARY MODEL

Following an assessment conducted by urban planners and incorporating feedback from users of the Pink Toilet at Vikaspuri complex led to the conclusion that significant repair and maintenance is required. To optimize space utilization and reinstate all supplementary facilities 'beyond toilet,' multiple action points were discussed. This includes redesigning doors and internal walls to enhance accessibility, feeding area and diaper changing area to be renovated, MHM features to be reinstated, and washbasin area to be restructured to optimize space utilization. The floors, both inside and in the surrounding area of the toilet complex to be redone with tiles and Kota stone and a recreational space allocated for running women empowerment programs. Additionally, Pink Toilet signage and a services board to be installed for increased visibility



Pink Centre, Vikaspurii

Supported by



WITNESSING THE PROFOUND IMPACT OF SOCIAL TRANSFORMATION

Senior Citizen discovers solace and comfort



For 62-year-old Lahasu, Garima Grih's accessible toilet has brought a sense of relief. Due to her frequent leg pain, using an indian toilet was getting difficult for her. During her visits here, she take a moment to rest and experiences a sense of well-being.

Diving into the art of beauty and grooming



Anjum Praveen, aged 30, has chosen to enroll in the beauty and wellness grooming course, leading to a notable enhancement in her self-confidence. She eagerly anticipates acquiring further skills in upcoming training workshops hosted at Garima Grih.

Stitching dreams and unleashing creativity

Bhavna, pursuing graduation, has enrolled in the tailoring and stitching course to make productive use of her spare time. Despite her initial unfamiliarity with handling a needle and thread, she takes pride in her progress as the training has empowered her to stitch a petticoat and her aunt's suit.



Empowering the Future through Digital Learning & IT Training

Ishika, an 8th grade student, faces challenges in listening and speaking. Ishika has enrolled for the computer training at Garima Grih and her teacher assists her in computer learning as well in academics. She has been able to make new connections since starting computer classes.



Memorable Republic Day observance

Republic Day was celebrated with great enthusiasm and patriotic fervour among the community at Garima Grih. The event commenced with the hoisting of the national flag, accompanied by the rhythmic rendition of the national anthem, resonating a sense of unity among the attendees. Various cultural programs were organized, showcasing the rich diversity of India through dance performances, patriotic songs, and skits by the youth. The celebration not only fostered a sense of pride in being Indian but also strengthened the bonds within the community.



Republic Day Celebration

SOCIAL MEDIA CAMPAIGN

PVR NEST • You
CSR arm of PVR Cinemas
6d • Edited •

Thank you Delhipedia for sharing our organization's values towards acting responsibly in alignment with SDGs. By making Road Safety as part of our training program, we ensure that inclusion of a lifesaving subject ...see more

Delhipedia
130 followers
1w • Edited •

Launch of PVR INOX Coalition Partnership with International Road Federation (IRF) - India Chapter

...see more



Play **Dr. Amit Gupta**
3:57

Sarika Negi (she/her) and 27 others 1 comment • 3 reposts



Our country commemorates its 75th Republic Day placing emphasis on the 'Nari Shakti' (women empowerment) with the parade led by women. At PVR NEST, we are empowering women through safe centres which are for women run by women. Moreover, we provide skill-based education to women in the community, fostering self-reliance and enabling them to lead fulfilling and dignified lives.



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