

**UNLOCKING THE GATEWAY TO
KNOWLEDGE THROUGH READING**

NEST TIDINGS

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Transforming Pink Toilets Into Symbols Of Hope and Health



Pink Centres, operated by and for women, aim to ensure equitable access to safe sanitation for women and children, fostering resilience against health and safety threats. As 'beyond-toilet facilities,' they offer an array of services like Menstrual Health Product dispensers, resting spaces, reading corners, and more. Consulting Engineers Association of India (CEAI) designs the transformation of these sites while Rotary supports the construction/retrofitting into user-friendly spaces after conducting preliminary needs assessments, outreach, focus group discussions, collaboration with market associations, street vendors, visitors and conducting dialogues with MCD.

Beyond providing essential sanitation services, Pink Centres serve as hubs for empowerment, communication, and awareness. Uniquely, these facilities, led by women, employ WASH champions selected through a community-based hiring model, offering tailored training for knowledge enrichment and fostering behavioural change persistence. PVR NEST is actively exploring the possibility of transforming the initial Pink Centres at Vikaspuri and Central Market Lajpat Nagar into model Pink Centres with re designed infrastructure.

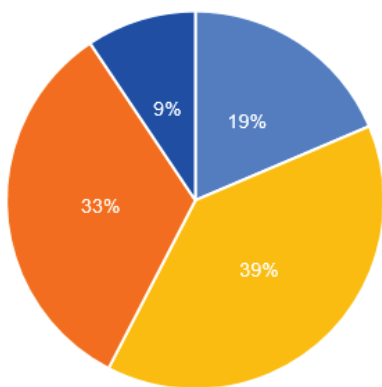


**Promoting
A Foundation For
Healthier Communities**



On every Thursday for the entire month, 200 children attending Pink Centers in Ghaffar Market, RK Puram, as well as those at Garima Grih in Kirti Nagar, were not merely provided with a nutritious meal and fruits. They were also actively involved in an inclusive and interactive session designed to impart knowledge to both the children and their mothers. The focus of the session was to educate them about the importance of integrating nutrition into their daily diets, emphasizing its positive impact on both physical and cognitive development.

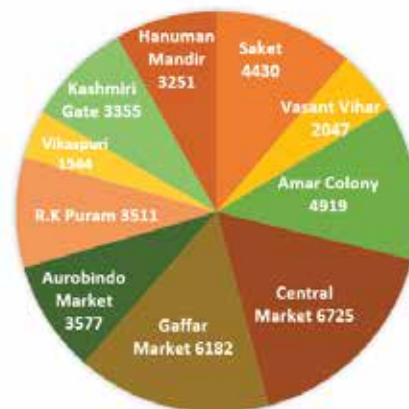
NUTRITION PROGRAM BENEFICIARIES



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

The nutrition program is becoming quite popular among the community of children. 72% of the beneficiaries comprised of 8-13 year olds. This has enabled us to provide more information about the benefits of nutritious food on their physical development and growth. The young individuals emerged as more inquisitive and careful now about the intake of food.

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 the centre provides.



K.A.L.A Centre



WOMEN EMPOWERING WOMEN TO EMERGE STRONGER

#InternationalWomen'sDay

PVRnest
A CSR INITIATIVE OF PVR INDS



A thoughtfully crafted uniform holds significant power as a symbol of professionalism and achievement, playing a pivotal role in influencing team morale and confidence. PVR NEST extends its appreciation to Asharam & Sons, a leading trading company for their contribution in designing and development of new uniforms for the K.A.L.A Champions at K.A.L.A Centre, the Knowledge and Learning Assistance Program at Dwarka Centre of READ India.

As a component of the 'Mahila ShaktiKaran' (Women Empowerment) program, the uniforms will be skillfully tailored by women artisans. This initiative falls under PVR NEST's community women empowerment project at Garima Grih. PVR NEST is actively seeking partnerships with like-minded collaborators to provide assistance in creating uniforms for women attendants at their Pink Centres and Garima Grih.





Meet Savita,
The Master Trainer



MAKING WASH CHAMPIONS PROUD AND CONNECTED TO SAFE CENTRES

Uniform Development
By Trained Community
Women





EMPOWERING YOUTH THROUGH INTERNSHIP OPPORTUNITIES

With a focus on youth empowerment, PVR NEST provides opportunities to students of universities to undergo internships to learn about CSR operations and conduct research at the ground level. This equips them with the skills and experiences to make meaningful contributions to their respective fields. The Social Impact Study involves need assessment of Community Development Programs in vulnerable communities highlights the range of difficulties prevalent in the communities and the related resilience-building strategies to be developed. The baseline

user survey conducted by students from the Narsee Monjee Institute of Management Studies, Indore Campus, in Pink Centres and Garima Grih has unveiled a transformative ripple effect among community women eager to acquire new skills. Students who successfully concluded their internship program from January 29 to February 21, 2024, as part of the baseline user survey conducted by them, received certificates of completion.

Partners



FEBRUARY 2024

55204+

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.

24775

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.

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Hemlata found it extremely challenging to fund the education of her three children from her meagre income at a school. After getting employed as WASH Champion at Ghaffar Market Pink Centre with a regular source of income, she has improved her financial situation. Besides buying gadgets, a consistent work schedule allows her to spend additional time with her children.



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In our centre at RK Puram, besides children and women, there are also several elderly women who visit. 70 year old Sughni Ji walks with a stick and crosses the road to come to our Pink Centre. When our center is crowded, Sughni Ji patiently waits for her turn. She uses the toilet, grooms herself, and takes rest. During this time, she engages in conversations with us.



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Shivani is employed in a Jewellery Shop in Aurobindo Market for the last 6 months and she accesses the Pink Toilet at least four times a day. She finds the cleanliness of the Pink Toilet highly satisfying and appreciates the behaviour of the WASH champions. Shivani feels very safe and hopes that Pink Centres are made available everywhere, so that everyone can benefit from such facilities.



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35 year old Pooja feels at ease visiting the Amar Colony Pink Centre for 3-4 years. After finishing her household chores, she comes here to have lunch and bring lunch for her husband, a rickshaw puller. She feel secure and relaxed and describes it as a home-like environment thanks to the warm and welcoming WASH Champions.



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PRIORITIZING PREVENTIVE HEALTHCARE PRACTICES FOR WELL-BEING

Dr. Surjit Gupta's health awareness sessions are proving to be an invaluable resource for the community, providing comprehensive insights into various health threats and empowering individuals with knowledge to safeguard their well-being. One such session focused on the critical issue of typhoid, which presents a substantial risk in communities facing challenges related to safe water and sanitation, with children particularly susceptible to its effects. During these sessions, participants gained valuable understanding of preventive measures against Covid, road-side injuries, the application of tetanus, and the prevention of dog bites and rabies.





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