

Tidings

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WHY 'TIDINGS'?

The Social Sector has always been a rewarding space, and sharing our progress and developments has been a big part of sharing our joy! COVID-19 has changed the world as we knew it, and with each new change our hope is that the joy that comes from the difference that we make in the lives of many will be constant.

It is with great pleasure that I would like to introduce this new medium to communicate PVR NEST's most recent and significant developments.

We live in a time that has little to no precedents in the past, and so are the challenges they have brought – unprecedented and dynamic. The team has taken this crisis head-on by, reskilling, rework, and re-strategizing. Partnerships, alliances, and associations have introduced an interdependent and effective eco-system of support for the vulnerable. With curated news and media that captures the team's best efforts to effect a positive change in our communities, NEST's tidings is a one-stop solution meant to bring you up-to-speed with our most gratifying work!

Deepa Menon

SVP, CSR & Corporate
Communications, PVR Ltd.



MASTER CLASS

In an effort to raise awareness about the work done by the PVR NEST team among PVR Cinema Managers and Area Managers, our team conducted an exclusive Master Class handling topics such as an *introduction to Corporate Social Responsibility (CSR), CSR in India, CSR and the Companies Act, PVR NEST's Vision and Mission and our current programs and its alignment with Sustainable Development Goals (SDG) – especially #11.*



PEANUT BUTTER TO THE RESCUE!

Although the pandemic hampered our plans, it brought with it current needs that we could respond to and make a difference to the evolving needs of the community. One such project that we are thrilled about is the distribution of Peanut Butter provided by ConAgra, as a supplement to children's diet, in partnership with Zomato and Giggle Foundation. Working with children at risk through our Childscapes program, for their protection and care, has

been a key focal area for us. For years we have had the privilege of directly working with children through our many childcare centres, which unfortunately was thwarted by COVID 19. With this project, we were able to reach out to over 3000 children in Delhi and Noida's slums and resettlement camps with this protein-rich food. We also made use of this opportunity to raise awareness on health, hygiene and nutrition that is vital for our fight against the virus.

VACCINATE INDIA

As part of our commitment and support of the film fraternity, we organized a vaccination camp and administered 1201 doses to artists, spot-boys, light-men, setting-workers, junior Artists, make-up artists, Stuntmen, background dancers etc. at PVR Juhu.



FIRST FEMALE FRIENDLY SANITATION COMPLEX IN THE CITY

We are excited to announce the construction of the first female-friendly sanitation complex in the city. The complex is set to fill an important gap that leaves several vital sanitation needs for women unaddressed and in turn has serious socioeconomic implications.

We are also pleased to share that funds have been secured for the 20 fully functional Pink Toilets. Additionally, WaterAid India and Plan India have come onboard as design and funding partners respectively and have stepped up to support this crucial work in this time of dire need – we are very grateful to them for their commendable support!

WaterAid India will develop the very first prototype of a Female Friendly Sanitation Complex (FFSC) in association with the Municipal Corporation of Delhi – North Delhi Municipal Corporation Karol Bagh Zone. Contractors and engineers have begun work by taking assessments of the site in Jawahar Camp in Kirti Nagar. The larger objective is to construct a role model FFSC that doubles up as information hubs for women where various programs like menstrual and reproductive healthcare, vaccination & immunisation camps, awareness on the nutrition of children and the dissemination of information about government schemes, can be held.



Workshop organised by UNICEF delivered by Dr. Rajib Dasgupta, Chairman, Centre For Social Medicine and Community Health, Jawaharlal Nehru University to address the myths and misconceptions around COVID vaccinations for the frontline workers.

DESIGN PARTNER



FUNDING PARTNER



VACCINATION ADVOCACY & COMMUNICATIONS PARTNER





Left to Right Dr Rajni Wadhwa - Director Program Implementations - Plan India, Dr. Sonal Swaroop (IAS) Dy. Comm. MCD South Zone (in the centre) and Pink Toilets staff in uniform during Women Empowerment program



Dr. Sonal Swaroop (IAS) Dy. Comm. MCD South Zone attending the Workshop.



WaterAid Team Taking Measurements

Contact Us At: pvrnestteam@pvrnest.org