

Tidings

VOLUME 3
SEPTEMBER 2021

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CONNECT AND OUTREACH

“Social connection is such a basic feature of human experience that when we are deprived of it, we suffer” (Leonard Mlodinow). The COVID pandemic has affected the ways in which people used to connect and communicate. September 2021 was the month which we dedicated to outreach to different people and organizations. Communication was always important, and in the social sector, outreach has its own relevance.

Team PVR NEST conducted meetings with various departments of the Government. We met Dr. Bharati Pravin Pawar, Minister of State in the Ministry of Health and Family Welfare; Dr Rashmi Singh, Special Secretary cum Director, Department of Women and Child Development (DCWD), Mr Sanjay Goel, Commissioner, Municipal Corporation of Delhi (MCD) City SP Zone, Mr Rajesh Das, Bharti Foundation etc.

The more you reach out to people from diverse backgrounds, the better you will understand the issues prevalent in the society. Outreach helps you to look at things with a wider perspective. And in the course of it, you also get to hear a lot of suggestions and recommendations which can be ultimately used as solution to any problem. So, this month was all about making our connections stronger.

We reached out to many families to understand the impact COVID had on their lives and how the support extended to them has helped them to cope up, to some extent, with the situation.

Along with the on-ground outreach, we are also glad to share that our team is updating database. We have created a Google form with which we are initiating the data recording process of our friends and partners.

2

WOMEN CENTRES: HUBS OF EMPOWERMENT



Outreach for Community Engagement and Partnership

The community connect around the Pink Toilet Sites was to create awareness, increase usership and proactive partnerships from the local communities. Discussions were held with Resident Welfare Association (RWA), Market Trader Associations (MTA), Retail Outlets and other potential stakeholders.

PINK TOILETS PROGRAM

EXCLUSIVE SANITATION FACILITIES RUN BY WOMEN FOR WOMEN

FEATURES

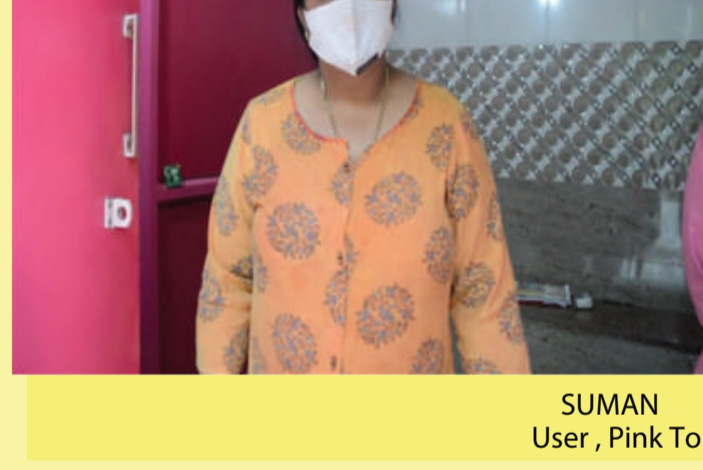
- Clean & Hygienic Space
- Free Services (7 am - 7 pm)
- Trained Women Attendants
- Breast Feeding Areas
- Sanitary Napkin Vending Machine
- Diaper Changing Space

3

“I have been working in one of the women protection centers at Amar Colony from the last one month and I feel really very happy to work here. It gives us immense satisfaction as we are able to help someone. Our focus is also on maintaining safe spaces and that is why, women come here in large numbers to avail the facilities.”



POOJA
Pink Toilet Staff



SUMAN
User, Pink Toilet

“All the facilities which we need in our day to day lives, are available here. It is a very neat and clean space. Public toilets are usually very dirty, that is why we come here on regular basis, and we also encourage our customers to come here.”

“The staff here is very good. Sometimes we also bring our lunch and have it here. As I work in a nearby market, we come often to Pink Toilets. It is very neat and clean. The staff does not give any entry to the person not wearing a mask. Other public toilets are very dirty and we also don't feel safe to use.”



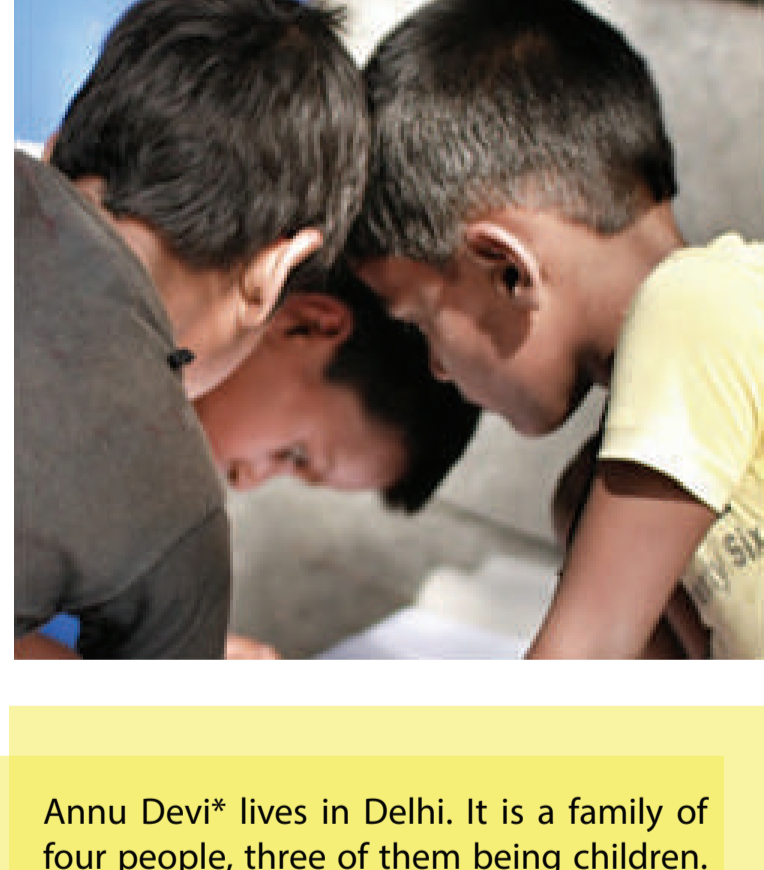
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User, Pink Toilet

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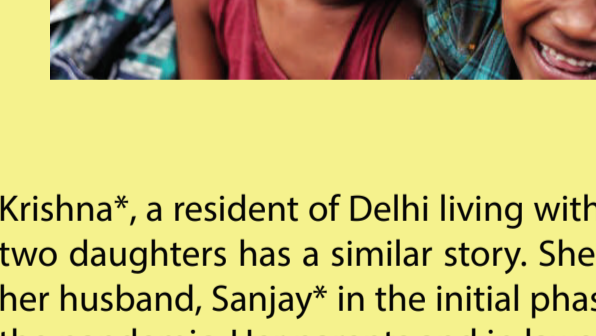
PAALAN STORIES

Being on ground gives you the opportunity to know the exact situation of what a person is going through. Keeping this in mind, the team of PVR NEST met the families who were deeply impacted by the COVID pandemic. In total, we met ten families residing at different locations in Delhi. Interacting with them, we got to know that all the families are going through different sorts of problems as some had lost the key bread earner; then there were children who had lost either or both their parents.

Aanshi's * family is one of them. Her father Ajay* died four months ago due to sudden attack at work, and her mother too passed away due to COVID last year. Ajay's brother, Manoj* is now the sole earner in the family. As he is a car cleaner, his income is not enough to support the entire family of 12 people, eight of them being children.



Annu Devi* lives in Delhi. It is a family of four people, three of them being children. Her husband, a painter by profession, died due to Covid in April. As it was the peak of the second wave of pandemic, they could not get a bed in any hospital. Her eldest daughter aged 15 years needs a leg operation for which doctors are asking for a lot of money. Annu does not have any regular source of income. She sometimes gets the work of tying knots in stoles used by women.
* Name Changed



Krishna*, a resident of Delhi living with her two daughters has a similar story. She lost her husband, Sanjay* in the initial phase of the pandemic. Her parents and in laws also died during this period. There is no earning member in the family right now. That is why she has started learning to drive with the help of a nearby NGO.

Annun... see more

SOCIAL MEDIA CAMPAIGNS

19,745

USERSHIP OF 17 PINK TOILETS
MONTH OF SEPTEMBER
and still counting...



PVR NEST - 1st
CSR arm of PVR Cinemas
16h · 🌐

Government of India Ministry of Health and Family Welfare, Government of India Ministry of drinking water & sanitation Swachh Bharat Abhiyan Municipal Corporation of Delhi (MCD) UNICEF National Commission for Women - India NCPDR Child Rights PVR Limited PVR Pictures Ltd WaterAid India UMMEED RAY OF HOPE Centre for Youth The Second Act Plan International Plan India Rajni Wadhwa Smriti Irani Archana Dutta (She/Her) Aika Tomar Anupama Venkatesh Sarika Negi PVR S Rajalakshmi Vagisha Mehta Swastika Rathore Asha Pathania maushami dasgupta Smriti Mathur Pooja Sharma Preeti Virmani

#pinktoilets #sustainabledevelopmentgoals #sdg11

Hey Girls, when outside your #home or #workplace, have you ever had to hold ...see more

The author can see how you vote. [Learn more](#)

No women toilets around	14%
Unclean and Unhygienic	71%
No Covid-19 precautions	0%
Felt unsafe	14%

Contact Us At: pvrnestteam@pvrnest.org



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