

Tidings

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STANDING STRONG WITH THE GOVERNMENT FOR A SAFER WORLD

According to an article Social Responsibility of Business: Gandhi's Doctrine of Trusteeship, Mahatma Gandhi advocated the trusteeship doctrine which views business organizations as socio-economic institutions to be run and owned by 'Trust Corporation' with diluted shareholdings. He even said, "supposing I have come by a fair amount of wealth – either by way of legacy, or by means of trade and industry – I must know that all that wealth does not belong to me; what belongs to me is the right to an honorable livelihood by millions of others. The rest of my wealth belongs to the community and must be used for the welfare of the community." Public Private Partnerships (PPPs) in India have been in existence since long. PPPs involve collaboration between the Government and the private sector. PPP model is important to meet the demands of the people in a huge and diverse country like India as the private sector adds its experience and workforce to the existing government mechanisms. Over the years, this model has given a boost to many projects such as, infrastructure, healthcare, education, water supply etc.

However, it should be noted that now the PPPs are not just limited to these commercial projects. Partnerships between the Government and the private sector have started coming up to work for social causes too. PVR NEST is glad to be a part of such initiatives in which we collaborate with the Government to jointly work towards United Nations (UN) designated Sustainable

Development Goal (SDG) 11 which aims to make safe, inclusive, resilient, and sustainable cities for all. Recently, we organized two events to celebrate our initiatives in collaboration with the Government through which we have been able to support people in need, especially women and children.

The first event was to celebrate the journey of the 'Paalan' project, introduced by The Delhi Department of Women and Child Development (DWCD) in association with The Rani Fund, and PVR NEST and Special Purpose Vehicle (SPV), to provide immediate relief to COVID impacted children. The second event witnessed the launch of our yet another 'Pink Toilet' built in association with the Municipal Corporation of Delhi (MCD), and various other partner organizations to provide user friendly clean, safe, and hygienic multi-utility spaces to women and children.

PVR NEST works with the Government as it provides us the opportunity to reach out to people in need more efficiently. It helps us to identify the right beneficiary through various mechanisms which ensures that we make effective use of our Corporate Social Responsibility (CSR). PVR NEST wishes to continue working strongly with the Government in upcoming initiatives as well because we believe that collective efforts of all can surely strengthen our resolve to achieve a sustainable world for all.



Pink Toilet staff with MCD officials Mr. Sanjay Goel, Commissioner, North DMC (in centre) and Ms. Shashanka Ala, Deputy Commissioner, North DMC, CSPZ (fourth from right)



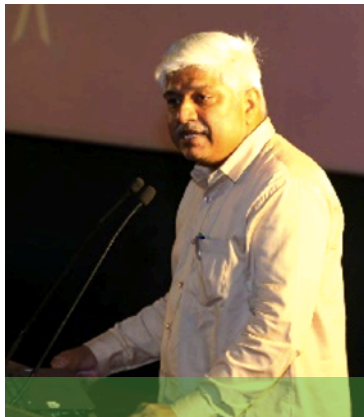
Govt officials at Paalan event Shri Rajendra Pal Gautam, Minister WCD, Government of NCT of Delhi (in centre) and Dr. Rashmi Singh (IAS), Special Secretary cum Director, DWCD (standing right to Shri Rajendra) along with heads of some organizations

CELEBRATING PAALAN'S JOURNEY

Speakers at the Event



“ We would welcome corporates with their CSR funds to join hands with the Delhi Department of Women and Child Development in its efforts to contribute and support the ‘Paalan’ SPV Project.”



Shri Rajendra Pal Gautam,
Minister of WCD, Govt of NCT of Delhi



Dr. Rashmi Singh (IAS),
Special Secretary cum Director, DWCD & Dept of Social Welfare, Govt of NCT of Delhi

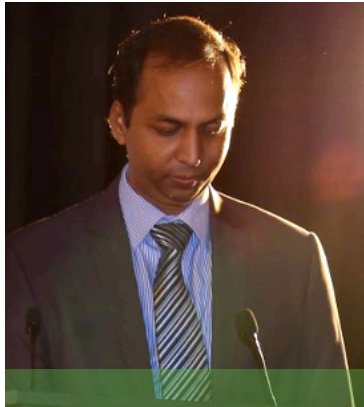
“The loss of a parent or the loss of a livelihood earning parent due to covid has caused a great deal of vulnerability in these children. We are glad that corporates are getting interested to augment the Delhi Child welfare Fund and motivate other corporates to support the cause.”



Dr Amit Sen,
Senior Child and
Adolescent Psychiatrist,
Director, Children First

Speaking on the eve of the World Mental Health Day, Dr Amit Sen, Senior Child and Adolescent Psychiatrist, Director, Children First, highlighted the severity of mental health issues in children and adolescents and how these problems have increased during the COVID pandemic. Dr. Amit Sen said, “Child and adolescent mental health is hugely neglected. It is disheartening to see that India has the highest suicide rates among youth. Due to lack of resources, it takes around 10 years for child to get any kind of help. As the Delhi Department of WCD found 268 children who became orphaned during the COVID pandemic. we must look into the effects the loss of parents had on a child’s mental health who himself witnessed the loss in front of him.”

“Not being able to support the family needs due to loss of income, fear of contracting the virus, forced to stay away from friends and relatives, unavailability of education etc., has taken a toll on people’s mental health including children. Thus, mental health education holds utmost importance for us at a time when we all are facing or have faced some or the other mental health issue due to the COVID pandemic.”



Mr. Mukesh Kumar,
Company Secretary,
PVR Limited



A District Child Protection
Unit (DCPU) officer
shared her experience
working with the families

“Our journey started with contacting these families who required support. In no time, we got so much connected with them that we started to feel that this family is our own. The trust people have shown on us is very overwhelming and satisfying. We cannot reimburse the pain these families have suffered but I am glad that we have been to help and support them during such crisis.”

The film which was screened at the event contains the testimonials of families where one or more of their family member(s) have passed away due to COVID. Respecting the law of the land and to protect the identity of the families, the faces of the people in the film have been blurred. *Link to the Paalan Film:* <https://youtu.be/XstqlKynfJc>

LAUNCH OF PINK TOILETS



In alignment with our vision to achieve SDG 11 which aims to make safe, resilient, and sustainable cities for all, we launched our newest safe centre, a Pink Toilet at Hanuman Mandir, Priyadarshini Colony which is built in association with the MCD and support of partner organizations. Ms. Rekha Sharma, Chairperson, National Commission for Women, Shri Raja Iqbal Singh, Honorable Mayor, North, DMC and Mr. Sanjay Goel, Commissioner, North, DMC officially inaugurated the Pink Toilet site at Hanuman Mandir. Before the inauguration, an event was organized at PVR Plaza Cinema.

Speakers at the Event

“Being a woman, I know the importance of clean and safe toilets and the problems women have to face when such facilities are not available outside our homes. Emphasis on cleanliness has started in our country started only after 2014 and since then, we have seen many positive changes in the society regarding cleanliness and sanitation. Pink Toilets is one such initiative in this direction.”



Ms. Rekha Sharma,
National Commission for
Women Chairperson



Shri Raja Iqbal Singh,
Mayor, North DMC

“China got independence after India, still it is a developed country. I think one of the main reasons that India is still a developing country is lack of awareness about cleanliness among people. Mahatma Gandhi used to believe that Cleanliness is next to Godliness. MCD’s main work is to keep public spaces clean. And I am sure that through Pink Toilets initiative we will be able to make a clean India.”

“Access to safe and hygienic toilet spaces are important because apart from providing safe health to women, it also gives women dignity and self-respect. As it has been found out that there is a lack of proper toilet facilities at public places, especially for women, I think the Pink Toilets initiative can address these issues in the best possible way.”



Mr. Vikramjit Singh Sahney,
Padma Shri awardee and
a Social Worker

“One of the main reasons that we see girls dropping out of school at young age is absence of clean and safe toilet facilities. Apart from providing just access to toilets, it is important that we use these Pink Toilets as a women empowerment tool by

enable women to survive under any circumstances. Due to resource constraints, Government sometimes faces problems to provide services to the people and that is why I think the collaborations can work the best in working for the people’s welfare.”



Mr. Sanjay Goel,
Commissioner, North
DMC

“ I am hopeful that our Pink Toilets initiative proves to be a roadmap for safe and clean toilets throughout the country. I also wish that these citizen service centres become an example for generations to come. We will continue to work and extend our program nationwide so that no women has to suffer the agony she faces due to lack of proper toilet facilities.”



Ms. Shashanka Ala,
Deputy Commissioner,
North



Dr Rajni Wadhwa,
Director Programmes,
Plan India

I strongly believe that no women should be forced to defecate in open. Pink Toilets provide toilet dignity for women and girls especially in the time of COVID being safer by adopting COVID appropriate behavior (CAB), awareness on vaccines. These

toilets are hubs of empowerment providing the women staff with trainings on leadership, capacity building, financial literacy, self-defence. All these steps will surely lead to all round transformation of the society.

The success of Pink Toilets can be measured with the fact that these multi utility centres have been able to empower the women staff, our WASH Champions working here who are the real backbone of this project. One such WASH Champion, Vandana shares her journey in the film screened at the event and talks about how her life has changed after she started working in one of the Pink Toilets. Link to the Safe City Campaign Film: <https://youtu.be/AlzflQq53Ac>

This month as our events showcasing our strong partnerships with the Government were lined up, we made active use of social media to inform the audience about the same. We also started with our new initiative on social media linking education with communication, ‘SDG Expressions’ which through articles, informs and educates the people on different untouched issues.

SOCIAL MEDIA CAMPAIGNS



18 TOILET CENTRES

24972

USERS
AND STILL COUNTING

 **PINK**
TOILETS PROGRAM

Contact Us At: pvrnestteam@pvrnest.org

