

# *Tidings*

VOLUME 5  
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# INITIATING VITAL CONVERSATIONS AROUND TODAY TO BUILD A SAFER TOMORROW!

In today's context when the world is gradually moving towards recovery after witnessing the devastating impact caused by the COVID-19 pandemic, strengthening the communication and awareness networks across the world is extremely crucial to build a safer future. In a post pandemic world, PVR NEST strongly believes that sharing ideas for sustainable living and relevant information about health and hygiene, would address the challenges faced by the world currently. This month, PVR NEST has taken initiatives to work in this direction by bringing out such conversations.

The youth-centric program, #YouForYouth has been launched as a platform for the youth to express themselves and share their ideas and thoughts which will set the roadmap towards a safer future. As the youth has the ability of using the power of social

media to influence and motivate others as well to adopt sustainable practices.

In the Indian society, important issues like menstrual hygiene and safe toilet practices are not talked about much which are often taken for granted. To generate such conversations and raising awareness among the people, PVR NEST on the World Toilet Day organized a series of activities.

With its long experience of working at grassroot levels, PVR NEST recognizes that such conversations are needed to inspire actions towards building a safer future in a post pandemic world. And we believe that our initiatives would accelerate the efforts in achieving our goal of making cities and communities safer and sustainable for all.





# YOU FOR YOUTH: SETTING THE ROADMAP TOWARDS A SAFER FUTURE

To further strengthen our common vision of youth empowerment, the Delhi Government and the Australian High Commission collaborated with PVR NEST and Deakin University along with its regional partners, to jointly launch the #YouForYouth social media campaign. A webinar was hosted on November 24, 2021 as a virtual launch with an aim of reaching out to the youth and inviting them to participate in #YouForYouth which provides them a platform to share their innovative and creative ideas.

*Areas to get engaged in the #YouForYouth campaign:*

- *Environmental consciousness,*
- *Mental health and well being,*
- *Diversity and inclusion and*
- *Build Back Better: A sustainable and resilient recovery after COVID-19 pandemic*

The launch took place in presence of Shri Manish Sisodia, Deputy Chief Minister and Education Minister of Delhi, and Mr Shekhar Gupta, Editor in Chief, The Print, along with other eminent speakers from both PVR NEST and Deakin University, Australia.



PRESENT

## YOU FOR YOUTH: TOWARDS A SAFER FUTURE

A Youth led social media  
campaign  
#YouforYouth

COMING SOON!



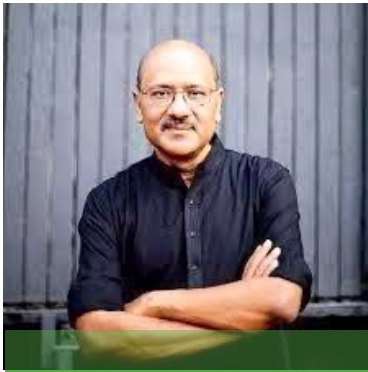
Deakin University CRICOS Provider Code: 00113B



“You for Youth initiative is a step in the right direction where the youth will be motivated to not only think about themselves, but also for their community and country. This initiative will connect the youth to the greater good of the country and I want young people to question what, why and how of things and share critical ideas that will help shape a better future for Delhi and India.”



**Shri Manish Sisodia,**  
Deputy Chief Minister  
and Education Minister of  
Delhi



**Mr Shekhar Gupta,**  
Editor-in-chief, The Print

“In today’s age of social media, I think everyone is a journalist communicating stories to bring out social issues and make an impact in the society in some way or the other. I think it is of vital importance that we make effective use of social media to provide people with relevant information and spark some necessary conversations in society.”

“From my experience of interacting with hundreds and thousands of students over the years, I have seen first-hand that when young people raise their voices, amazing things can happen! You for Youth is a great initiative to collectivize the power that resides in the minds of the younger generation and have a dialogue that will expedite our journey towards a better future.”

“Young activists around the world have influenced social and environmental issues. I believe there are many more innovative ideas in the minds of the youth of today waiting to be shared with the world and we aim to provide a platform to amplify them through this initiative.”



**Mr Kean Selway,**  
Chief Operation Officer,  
Deakin University



**Ms Ravneet Pawha,**  
Deputy Vice President  
(Global) and CEO (South  
Asia), Deakin University



**Ms Nayana Bijli,**  
Founder of Rani fund, The  
Philanthropic entity of Bijli  
Family

“As PVR NEST works in alignment with the Sustainable Development Goal (SDG) 6 which envisions safe, inclusive, resilient, and sustainable cities for all, we believe that this goal cannot be achieved without active youth participation. It is essential that we recognize their potential and give them a platform where they can continue to raise their voices and contribute towards a safer world.”

“As of now, youth participation in decision making is very low around the world. I strongly believe that it should be increased as only then the youth will be able to share their ideas with the world and bring about a change in the society and get engaged in decisions affecting their lives and communities.”

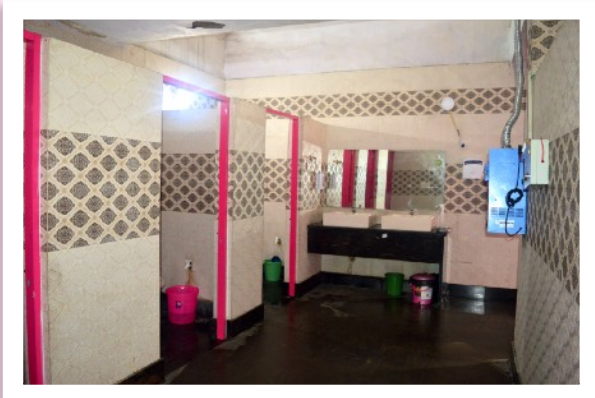


**Ms Deepa Menon,**  
Founder Head at PVR  
NEST

The webinar was live on PVR NEST, PVR Cinemas and Deakin South Asia’s social media platforms. It saw a great response as over 400 people registered for the same. Link to the webinar: <https://youtu.be/TOweoMSPICQ>



# WORLD TOILET DAY: VALUING THE VALUABLE



The UN designated World Toilet Day, which is celebrated annually on November 19, holds a special importance for PVR NEST, as we believe that having access to toilets is extremely crucial for a healthier and a safer world. And we, through our Pink Toilets Program in association with the government, make safe, clean, and multi-utility toilet spaces accessible for women and children. This year the theme is 'Valuing toilets.' To celebrate this special day, PVR NEST along with its partners organized various activities, both on-ground and online.



In association with Plan India, on ground activities such as 'spin and win' in which various hygiene related products such as sanitizers, sanitary pads, soaps, etc. were gifted to the Pink toilet users. Interesting photo booths were also kept to know the user's feedback as well.



An extensive capacity building workshop on menstrual hygiene was organized by PVR NEST in association with Centre For Youth and Sirona Hygiene Foundation (SRF) for the Pink Toilets staff. Experts from SRF, Dr Diksha Chadha and Dr Aarushi discussed about the importance of safe disposal of sanitary pads. An interactive discussion on good menstrual hygiene and the ways of maintaining the same also took place.



Before



After

Another activity to mark the occasion was the beautification of Pink Toilet Centre at Moti Nagar. In association with the SRF, a beautiful graffiti was created by a wall artist Mr Ravish Choudhary on the walls of the Pink Toilet to make it more user friendly and aesthetically appealing. The graffiti was made keeping in mind the all-inclusive nature of the Pink Toilets.



# SOCIAL MEDIA CAMPAIGNS



Continuing with our initiative of spreading education linked communication among people, this month we released two articles on Cancer Awareness in India <https://pvrnest.wordpress.com/2021/11/07/cancer-awareness-in-india-early-detection-is-the-best-prevention/> and Child Education in India <https://pvrnest.wordpress.com/2021/11/14/childrens-day/>

**PVRnest**  
A CSR INITIATIVE

## ARE YOU TAKING YOUR TOILET SEAT FOR GRANTED? THINK AGAIN!

**3.6 billion people** worldwide do not have accessible, hygienic and functional toilets.

**World Toilet Day 2021**  
19<sup>th</sup> November

Show that you value toilets by sharing your stories.

**#TellingToiletTales**

20 Safe Toilets (Delhi) | 40 Trained Women Attendants  
5,75,000+ users since 2018

**Our #YouForYouth campaign on social media was promoted by various government bodies on their platforms**

Deakin South Asia @deakinsouthasia · Nov 22  
When young people raise their voices, amazing things happen! 🙌  
Join us for the virtual launch of the #YouForYouth Initiative in the presence of eminent speakers and discover how you can become a part of this campaign. [deakin.zoom.us/j/92619478101](https://deakin.zoom.us/j/92619478101) #Youth

**Tweet**

**DIRECTORATE OF EDUCATION Delhi** @Dir\_Education

Guided by vision of @Minister\_Edu Sri @msisodia Entrepreneurship Mindset Curriculum has been yielding superb results.

In a virtual event by @deakinsouthasia, he'll talk about inculcating entrepreneur skills among youth.

24 Nov 11:30 am

Register

[deakin.zoom.us](https://deakin.zoom.us)  
Welcome! You are invited to join a webinar: You For Youth: ...  
PVR NEST and Deakin University strongly believe in the country's youth, constituting around 21% of our population,...

7:38 AM · Nov 21, 2021 · Twitter for iPhone

15 Retweets 1 Quote Tweet 67 Likes

The campaign post on social media #TellingToiletTales got a huge response with over 3000 views and many people sharing their stories on the same.



18 TOILET CENTRES

32371

USERS  
AND STILL COUNTING



Contact Us At: [pvrnestteam@pvrnest.org](mailto:pvrnestteam@pvrnest.org)

