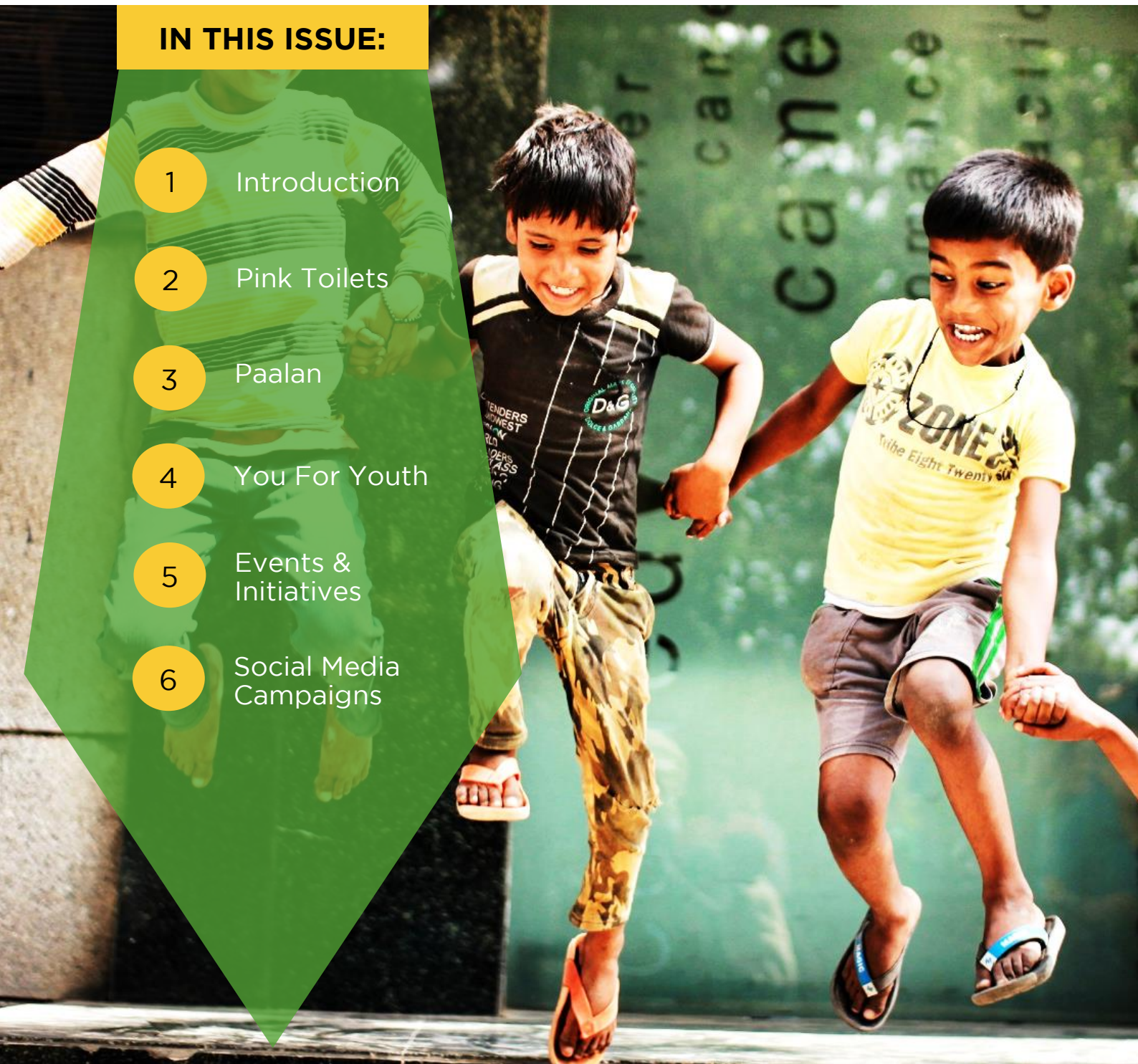


# Tidings

VOLUME 6  
DECEMBER 2021

## IN THIS ISSUE:

- 1 Introduction
- 2 Pink Toilets
- 3 Paalan
- 4 You For Youth
- 5 Events & Initiatives
- 6 Social Media Campaigns



# IN FOCUS

## PROGRAMME GROWTH AND DEVELOPMENT MEETINGS

December being the last month of the year, is one of the most exciting phases as this is the time when we look back at our work and achievements and chalk out plans and activities for the upcoming year.

For PVR NEST too, this month was dedicated to conducting and attending various program growth and development meetings. Both offline and online meetings were conducted with various organizations, the Delhi Government and Municipal Corporation of Delhi (MCD) with whom we are currently working, to review the impact and progress of our initiatives throughout the year. We also brainstormed on the ideas to scale our programs to reach a wider section of the society and new programs which can be introduced in the upcoming year.

We worked on building our network by reaching out to possible partners like American Indian Foundation, Samarpan Foundation, Literacy India, WeTheChange India, Sofia NGO, READ India, Haqdarshak, United Nations Children Fund (UNICEF), Salesforce, etc. and discussing with them the various ways in which we could collaborate to work towards our common vision of well-being of the society.

This month, we also participated at important events like the Plan India's 4th National Conference and 'Business Blasters' by the Delhi Government. PVR NEST believes that such engagements are essential for overall program growth and development as we get crucial insights from experts and leaders which helps us meet the needs of the vulnerable community which are constantly evolving with changing time.



**Mr Sanjeev Kumar Bijli, trustee, PVR NEST with Shri Manish Sisodia, Deputy CM and Education Minister, Delhi**



## PINK TOILETS: PLANS FOR UPSCALING

The Pink Toilets program's success can be measured in terms of increased centres and rising user footfall with every passing month. With an objective of getting further insights and details into the current situation, potential improvements and the way forward for the Pink Toilets Program, an Impact Assessment has been planned which will be conducted to measure the program's relevance in contributing to the progress of Sustainable Development Goals (SDGs) and the Swachh Bharat Mission. Specific contribution towards women empowerment, improvement in economic, social and cultural aspect of the users and the WASH Champs etc., will be measured and assessed.

Additionally, the Social Return on Investment (SROI) impact on health, quality of life, adoption of improved hygiene practices on the users, WASH Champs and their family members would also be assessed. PVR NEST is reaching out to various organizations and universities to conduct these assessments.

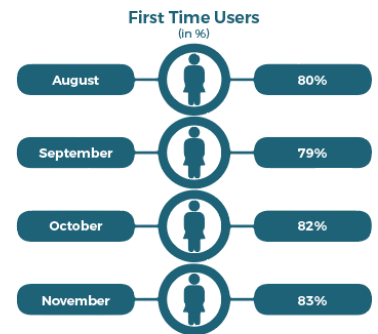
### PROGRAM DEVELOPMENT INITIATIVES

To further upscale the Pink Toilets programme, so that it caters more effectively to specific needs of women, children, and the youth in the upcoming years, the below mentioned steps have been introduced:

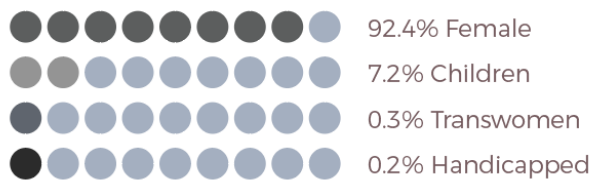
- New, comprehensive formats of data collection to give insights on services used other than just toilets at the centres.
- Frequent site visits and orientations with WASH Champs on data consolidation.
- Development of IT prototype to consolidate data digitally.

# ENCOURAGING INSIGHTS

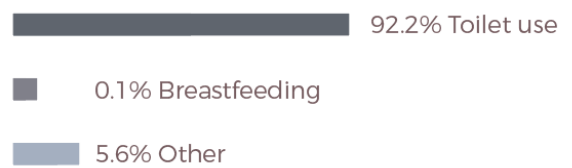
## Sample Data of 8 Sites



### USERS



### USER'S PURPOSE



Data Collated from 1<sup>st</sup> - 27<sup>th</sup> December, 2021



## PAALAN: LEAVING NO 'CHILD IN NEED' BEHIND

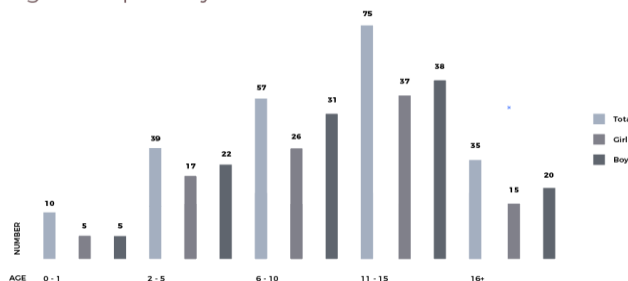
In the series of meetings held between PVR NEST and the Delhi Department of Women and Child Development (DWCD) to discuss the ways for expansion of Paalan, a Dynamic Response Initiative for COVID impacted children, concerns regarding data management came up as a serious issue, hindering access of benefits to many vulnerable children the programme envisions to provide.

Due to lack of a centralized Management Information System (MIS), the data collected by the District Child Protection Unit (DCPU) officers on ground doesn't reach instantly to the department headquarters which leads to delay in identification and the entire process of providing support to the child in need. PVR NEST being Paalan's institutional partner, reached out to many organizations and people internally as well who could build a centralized MIS and also hold some training sessions for the DCPU officers on the same.

Recently, in a meeting, in presence of Dr Rashmi Singh (IAS), Special Secretary cum Director, DWCD and DCPU officers, PVR NEST introduced Zoxima and

Salesforce to DWCD who have shown their interest to work on the requirements of the department. At the meeting, the DCPU officers explained in detail about the current system they use to feed the consolidated data manually, the issues they face with the same and their expectations ahead. DWCD, Delhi as eligible for dire help and needing immediate relief. PVR NEST has provided financial support including ration kits to 12 children, walker to a 15 year old child with both locomotive and intellectual disability, wheelchair 3 year old girl child who is disabled above 60% locomotive disability. To amplify the initiatives, PVR NEST is reaching to friends and partners to join hands for supporting COVID impacted children and making this initiative successful and replicable.

Age Group Analysis



Sample Assessment of 216 children at risk

**INFERENCE**

- 10 children are infants (6-10 months old)
- Of 104 orphans living with their extended families, 60 boys 44 girls
- 35 children above 16 years need employment opportunities and relevant educational support

**SPECIAL NEED SUPPORT**

- 3 year old girl child above 60% locomotive disability requires wheelchair
- 15 year old with both locomotive and intellectual disability requires walker

# #YouForYouth: A youth-led digital media initiative

by Deakin University, Australia and PVR NEST, India

SHARE YOUR IDEA!



## #YOUFORYOUTH CAMPAIGN: GETTING STARTED

The #YouForYouth: setting the roadmap towards a safer future, a social media campaign with its [webinar launch](#) in November, is ready for execution this month. After extensive discussions and meetings between both partners of the program, PVR NEST and Deakin University, the timelines of the campaign have been finalized and a [microsite](#) where the youth can access all the campaign information has also been developed.

The campaign is set to get started in January 2022. A joint social media promotion across PVR NEST and Deakin University's platforms has been planned to encourage people aged between 16 to 35 years to participate and share their ideas on different themes.

The ideas submitted by the students and the youth will be reviewed by a panel consisting of different sectoral experts and the best entries will be rewarded with masterclasses, mentorship programs, etc. The campaign would culminate on February 15, 2022 with the announcement of the winner.

### CAMPAIGN OUTREACH

PVR nest

#### Campaign Goal

#YouForYouth campaign is a platform to amplify the voice of youth through social media. It's a joint initiative of Deakin University and PVR NEST.

#### Webinar Launch

The campaign was launched on 24<sup>th</sup> November 2021 through a Webinar.

Registrations: 422  
Attended: 125

#### Partner Collaborations

PVR NEST collaborated with huge Partners to spread outreach across all channels.

#### Influencer Collaborations

Mr. Manish Soodha  
Deakin University

Mr. Shikhar Gupta  
PVR Nest

Ms. Nitya Bhat  
The Indian Express

Mr. Kunal Sehgal  
The Indian Express

Ms. Ranvitha Parvati  
PVR Nest

Ms. Deepa Menon  
PVR Nest

### PVR NEST collaborated with Partners and Influencers with a large youth base and following to spread its outreach through their channels

Dear Sir,

PVR NEST and Deakin University are in a relation to provide a platform to youth to share their ideas with the world. We are looking for students and young professionals who are keen to bring change in their communities and make the world a better place.

Today, we are very pleased to announce the 'YouthVoice' digital campaign on November 24, 2021 at 11:30 am and share their messages to make the youth to hear their voices.

Ask us for this search website to have been young people around the world are making amazing things happen by using the power of social media.

Discover how you can become a part of this initiative and share your ideas on key areas like environment consciousness, mental health and well-being, Build Back Better, etc.

Regards, waiting, ready to hear about!

Register for the webinar now at "YouVoice" You can register to join a webinar "You For Youth: Setting the roadmap towards a safer future". After registering, you will receive a confirmation email about access to the webinar.

Warm regards,

# EVENTS AND INITIATIVES

**PLAN INTERNATIONAL**  
www.planindia.org

**4<sup>TH</sup> NATIONAL CONFERENCE  
PLAN FOR EVERY CHILD 2021**

**PLENARY SESSION:**  
Equal for Better - How CSR can contribute to advancing gender equality?

**DATE:** Dec 8, 2021 | **TIME:** 10.00-11.15 A.M.

**Mr Atul Dhawan**  
Chairperson, Deloitte India

**Mr Ravi Bhatnagar**  
Director External Affairs and Partnerships GDA, Revolut

**Mr Maninder Singh Nayyar**  
CEO & Director, CEF Group

**Dr Sujeeet Ranjan**  
Associate Director, Tata Trusts

**Ms Deepa Menon**  
Senior Vice President and Founder Head, PVR Nest

**Mr Anurag Pratap**  
Vice President & Head CSR, Caggenini India

**Mr Gambhir Agrawal**  
Head, CSR, Relaxo

**Mr Rahul Agrawal**  
Director, Intelicap

## Plan India's 4th National Conference

Ms Deepa Menon, Founder Head at PVR NEST was invited to speak at the event on Build Back Better with Girls on December 8, 2021.

The session was focused on CSR's contribution to advancing gender equality. Ms Deepa said at her talk, "The answer to how CSR can contribute to advancing gender equality is rather simple, 'by creating inclusive and equitable urban spaces.' "What makes urban spaces crucial in advancing gender equality is their ability to create sustainable jobs, which in turn leads to socio-economic growth in women." she further added.



**PVRnest** A CSR INITIATIVE **Blanket Donation Drive**

Around **2 Lakh** homeless people in Delhi are battling with COVID-19, Hunger, Pollution and the freezing Cold.

**Spread the Warmth  
Give Blankets**

Reach Out  
**Deepa Menon - 9811300540**  
**Sarika Negi - 9818366115**

## Winter Relief Program

As part of our efforts to provide winter relief to the homeless in Delhi, PVR NEST started with the blanket distribution drive for which we reached out to various organisations and possible funders who could contribute to this initiative.

We are glad to share that organizations like DeltaPure Water India Limited has come forward and contributed to the drive for the needy across Delhi.

**PVRnest** A CSR INITIATIVE **Blanket Donation Drive**

**THANK YOU!**

**DeltaPure™**  
Clean Water Future

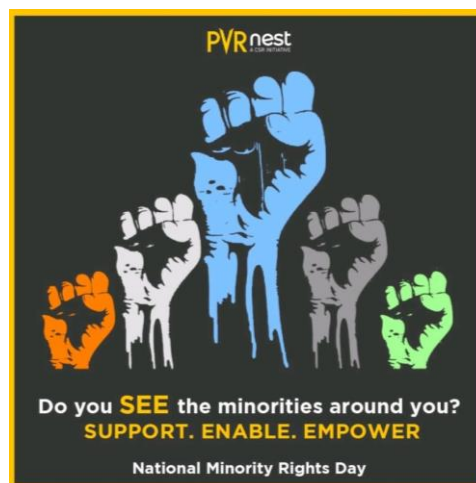
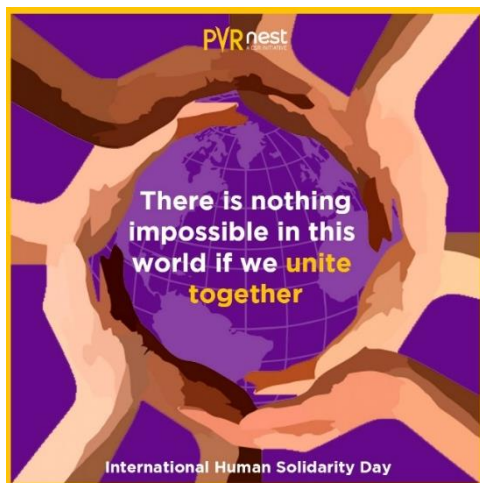
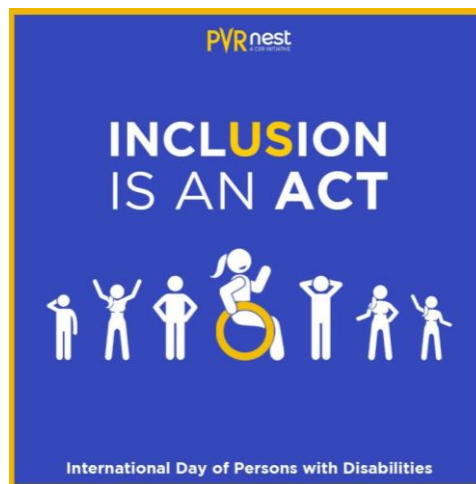
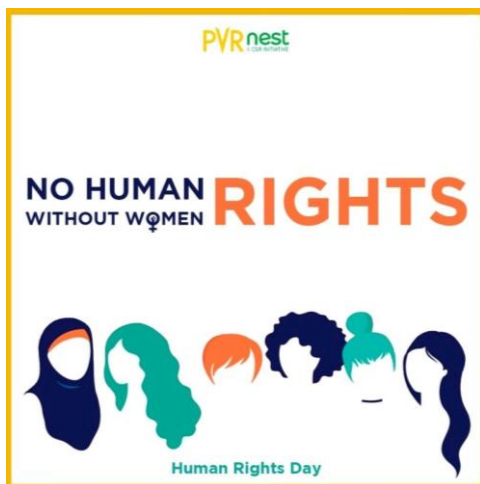
NGO Partners:

# SOCIAL MEDIA CAMPAIGNS

## LINKING COMMUNICATION WITH EDUCATION



PVR NEST released two articles this month in its series 'SDG EXPRESSIONS' to bring into focus important issues like [ensuring toilets for all to ensure a safer future](#) and [disability inclusion for a sustainable world](#) as our contribution to celebration of the **World Toilet Day, November 19** and the **International Day of Persons with Disabilities, December 3** respectively.



These creatives coinciding with important national and international days were posted across our social media platforms as part of our efforts to make the community conscious of the steps which, if taken, can make world a better place for all.

Get in touch: [pvrnestteam@pvrnest.org](mailto:pvrnestteam@pvrnest.org)

