

NEST TIDINGS



Fostering Social Equity:

A spotlight on PVR NEST's Commitment to DEIA (Diversity, Equity, Inclusion, and Accessibility)

Empowering women is both a necessity and an essential approach to development. While our country has made significant strides in realms of women empowerment and DEIA and we are seeing widespread urbanization, we still rank at 129 out of 146 countries in the Global Gender Gap Index 2024.

Urbanization spells both hope and despair, especially for women. Every year lacs of women migrate from rural areas to cities in hopes of better prospects for their families and themselves. Most end up in overcrowded slums that lack basic amenities. Add to it lack opportunities for work and education, resulting in a sum of gender insensitive ecosystem.

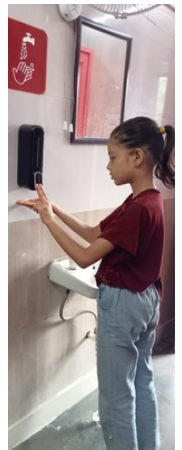
It is because of these very reasons that over the last few years, diversity, equity, inclusion, and accessibility have become increasingly important for us while designing our programs that promote an intersection of women empowerment and DEIA.

Through our Pink Centers program, we continue to institutionalize efforts that promote and support the aspects of DEIA.



Diversity

Pink Centers effectively recognize and offer support to everyone irrespective of differences pertaining to gender, race, age, religion, and socio-economic status.



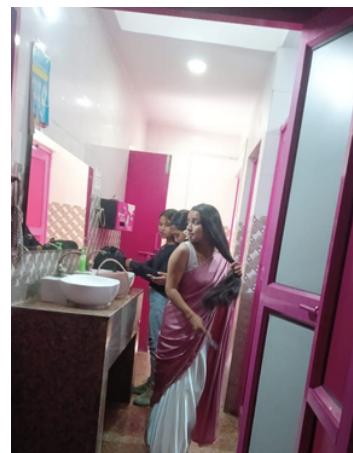
Equity

Through our centers, we offer fair treatment and equal opportunities while eliminating barriers that encourage full participation of all our stakeholders.



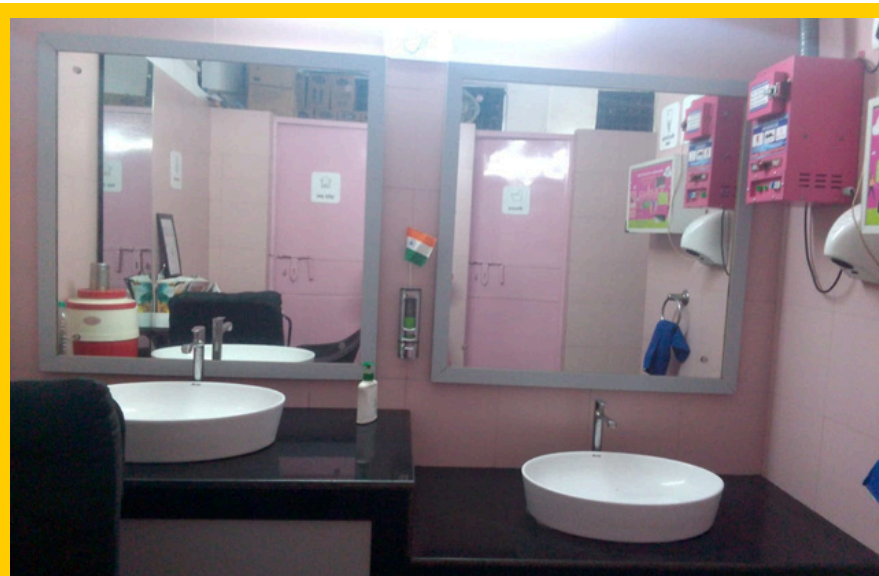
Inclusion

We welcome, respect, support, and uplift everyone while promoting equal access of resources for everyone.



Accessibility

Our Pink Centers are transformed spaces that promote inclusivity for all including persons with disabilities, transwomen, elderly, and children



Pink Center Launch

Lajpat Nagar, New Delhi



PVR NEST's SDG Action program 'Pink Centers', which makes safe sanitation and livelihood opportunities accessible to women and girls in at-risk communities is now launched at Central Market, Lajpat Nagar. Under this program, thousands of visitors to the Central Market will get access to transformed sanitation facilities. Users can also avail low-cost MHM facilities and their safe disposal and skilling courses. The center was launched by Mrs. Angel Bhati Chauhan, Deputy Commissioner, Central Zone, MCD in the presence of our partners. This innovative concept to make our communities more livable is supported by our partners Municipal Corporation of Delhi(MCD), Rotary Club of Delhi Ashoka, and Consulting Engineers Association of India (CEAI). We have more such opportunities planned around the NCR in the coming year.

World Breastfeeding Week Celebration

During the World Breastfeeding Week (1st-7th August), PVR NEST organized a week-long program to create awareness about the importance of breastfeeding. We invited health experts to deliver sessions on topics such as do's and don'ts, safe breastfeeding practices, and more in 20 communities.



Awards & Honours



U.S. Embassy's DEIA Excellence Award

PVR NEST received the U.S. Embassy's first-ever DEIA Excellence Award in recognition of its exceptional work in diversity, equity, inclusion, and accessibility practices and programs. This award is a testament to our commitment to empowering lac's of community women and providing safety, protection, and livelihood opportunities by actionating UN SDGs. Safe sanitation, access to breastfeeding spaces, skilling, sustained healthcare & nutrition opportunities are some efforts of PVR NEST that have been recognized at this prestigious bi-lateral forum

IHW Council's 8th CSR Health Impact Awards 2024

Ms Deepa Menon, Senior Vice President-CSR & Corporate Communications was invited as a jury member for the prestigious IHW Council awards. She awarded several non-profits for their community health initiatives and reinforced the unique initiatives of PVR NEST in creating sustained change towards women's safety, protection, and empowerment in 20 at-risk urban communities in Delhi/NCR.



Impact Stories



My name is Aarti. I have studied up to the 8th grade, and I am a housewife. I have a 2-year-old son. I come to Garima Grih to learn sewing, and I bring my children along with me. There is a space here for children to play, so my child can play comfortably while I focus on learning sewing properly. I sew not only for myself but also for others, and the income I earn is spent on my children. I also save some of it to buy a sewing machine so that I can do proper sewing work at home for everyone and achieve something good.



My name is Sangeeta, and I am 60 years old. I come to Garima Grih daily to use the washroom and to sit and rest for a while. Even at this age, I really enjoy talking to others, it makes me feel good. I have no one at home, and despite my age, I work as a vendor. When I get tired, I come here to sit and relax. Talking to people here helps me relieve some of my stress. The toilets here are always very clean, which is why I prefer coming here. Thank you for creating such a wonderful Garima Grih, I am very grateful.

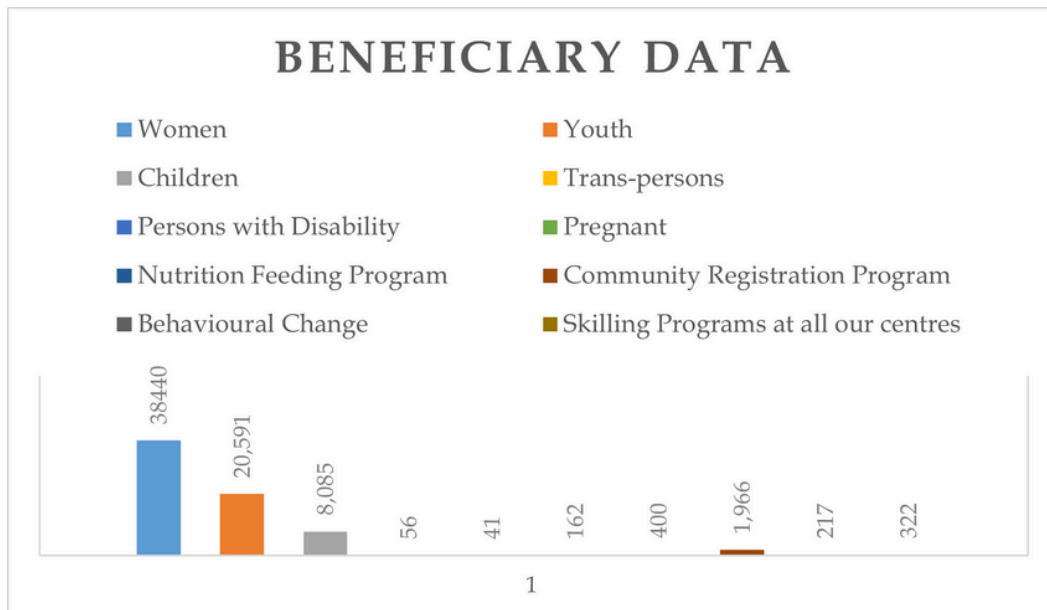


My name is Renu, and I come to the Pink Toilet in Saket. I really like the Pink Toilet here because it is very clean. I also sit here to rest for a while. I run a paratha stall. Both my sister and I live here in the area. Thank you, sir, for providing us with such a clean Pink Toilet.



My name is Choti, and I am 55 years old. I sell water bottles, tobacco, and other items near Hanuman Temple. I love visiting the Pink Centre daily; the staff is kind, and the place is always clean. The washrooms are well-maintained, and I often rest here for about half an hour and sometimes have my meals. The Centre feels like home to me. I have knee issues, so I appreciate the western toilet here, which I don't have at home. The staff treats me like family, making the Pink Centre feel even more comfortable.

Data Insights



70.2k

Total User-ship

322

sanitation to
skilling

In the retrofitted centres, we have introduced the community registration program. We have a registered community of almost 2000 registered members in 3 centres put together.

- 77% users are children and youth who use various facilities of the centre. The safe spaces become the most important factor for them to access, not only for sanitation but also to rest and play and to learn.
- The busiest timing is 4-7 in the evening as women and young girls use the centre after work & college and before the centre closes for the day at Garima Grih
- 56% of the beneficiaries of the Pink Centre programs are young girls and children. The feeling of safety and clean spaces encourage them to utilise the space which in turn becomes an opportunity for the WASH Champions to start conversation and bring behaviour change not only with regard to the space but also about empowerment.
- The busiest site is Gaffar Market, which has only 2 units. The safety and hygienic space which is provided by the centre is the main reason why the centre is accessed by the street vendors and hawkers for their daily requirements and resting in the available clean space.
- The data depicts increased usage of the centre for resting and grooming. The WASH Champions utilise this time span to impart information about various skilling opportunities at the centres and doing an outreach to understand scope of newer skilling aspirations from the community
- The centres are information dissemination hubs for various programs. The WASH Champions at the centre provide information on nutrition to children, young mothers and lactating mothers.
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