

NEST TIDINGS

A CASE STUDY ON RAISING AWARENESS, ENABLING ACTION, AND ENSURING IMPACT FOR CREATING APPROPRIATE BREASTFEEDING SPACES

BY PVR NEST, THE CSR TRUST OF THE MULTIPLEX CHAIN PVR INOX LIMITED



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Through this newsletter, we wish to inform you that as we complete 18 successful years in 2024, we continue to expand our horizons while being humble learners of newer focus areas and sustainability issues relevant to the pressing needs of our country- health, safety, and protection of at-risk women and girls in urban communities.



Our most ambitious initiatives, in partnership with the Municipal Corporation of Delhi, Garima Grih and Pink Centers in 11 communities in Delhi/NCR have helped us address some of these challenges while actionating 12 of the 17 SDGs. These smart superstructures are the only freely-accessible public spaces in Delhi NCR that not only recognise the unique needs of women, girls, transwomen, PWDs, and the elderly but also offer the necessary support.

1 +

**MILLION
USERS**

accessed various services
(MHM products, grooming spaces,
resting areas, and skill development)

As we work towards transforming women's lives through these centers, we are happy to share our learnings with you all.

One critical area that impacts the safety, health, and protection of women from all walks of life is breastfeeding and the availability of conducive spaces and environments. We are observing the 'World Breastfeeding Week' from August 1 to August 7 each year, a declaration first observed in 1992 aiming to protect, promote, and support breastfeeding.

According to the World Health Organization, infants who are breastfed have a healthier start in life as compared to those who are deprived of the mother's milk.

It is the single most important lifesaver for millions of babies worldwide protecting them from illness and death.

Despite its importance, our country lacks adequate and accessible spaces for breastfeeding.



Recently, a nine-month-old baby's petition made India realise it lacks breastfeeding rooms.



Much before this, PVR NEST realised that there was an urgent need to invest in and creating an enabling environment for mothers. While creating our Pink Centers with the Municipal Corporation of Delhi, we focussed on normalising breastfeeding in public spaces while challenging age-old taboos, and creating a supportive environment for women nursing their babies outside their homes.



All our Pink Centers have dedicated spaces for women to comfortably feed their children in privacy and dignity.

1+ LAKH WOMEN USERS

SOME UNIQUE FEATURES OF OUR BREASTFEEDING SPACES ARE:



Welcome
signage



Display of
information
posters



Clean and
sanitised



Supportive
staff
members



Latched
doors for
privacy



Spacious

We have adopted four key approaches to creating awareness about breastfeeding. They include:

1 Raising overall public awareness about breastfeeding through campaigns.

Community campaigns: **10+ lac**
SDG campaigns at the cinemas: **15+ lacs**

3 Gaining the interest of partners to lend sustainability.

Building the largest consortium of partners- MCD, Private organizations, Bi-lateral agencies, International universities, city's urban planners, and architects

2 Using innovative tools to reach those who lack access to breastfeeding services.

Community mobilization, focus group discussions, workshops at the centers, exposure through special forums, expert sessions

4 Advocating to decision-makers in the public, private, and civil sectors to take accountability and act.

Reporting to UN Global Compact, Working with MCD Commissioners



स्तनपान सुरक्षा सुझाव

माँ और बच्चे की सेहत के लिए

- 1 स्तनपान कराने से शिशु को प्रतिरोधक क्षमता मिलती है
- 2 यह शिशु के विकास के लिए आवश्यक पोषक तत्व प्रदान करता है
- 3 स्तनपान से शिशु और माँ के बीच संबंध मजबूत होता है
- 4 यह शिशु को संक्रमण से बचाता है
- 5 स्तनपान से माँ का स्वास्थ्य भी बेहतर होता है





- स्तनपान के दौरान धूम्रपान न करें
- शराब और कैफीन का सेवन न करें
- दवा लेने से पहले डॉक्टर से पूछें
- शारीरिक सफाई का ध्यान रखें
- अपना खान पान उचित रखें
- पर्याप्त आराम करें और तनाव न लें
- स्तनपान बैठकर सही मुद्रा में कराएँ
- जन्म से 6 महीने तक केवल स्तनपान (विश्व स्वास्थ्य संगठन की सिफारिश)

स्तनपान के दिशानिर्देश