



A CSR initiative
by

PVR



HOW TO BUILD A NEST.

ANNUAL REPORT 2018 - 2019





CREDITS

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Foreword

You probably spent the better part of your childhood on the playground – the swings taught you gravity; the slides taught you patience while you awaited your turn; you learned to share responsibility while spinning the merry-go-round.

We learn where we play.

Now imagine a playground where the toys are used syringes, the slide is just a large pile of garbage and worst of all – no one will come looking for you when it gets dark. For a lot of children in India, this is a harsh and unfortunate reality.

We're working to change this – all children deserve a safe nest away from the threats of homelessness, substance abuse, disease and illiteracy, where they can grow to face the world. And who better to provide such a learning field than a group of motivated mothers?

In 2018-19, we brought together, imparted training to, and equipped women to be such nest-builders who could encourage and promote a healthy and safe environment for children on the streets to grow up in. The future now looks brighter not only for the children that have benefitted, but also the women who stepped up to take on these roles, earning them both income and independence.

We hope you enjoy reading about these initiatives and more, behind the scenes at PVR, and we look forward to working with our partners, supporters and mentors to continue to bring transformations such as these to the lives of those less fortunate.

Sincerely,
Team PVR NEST





PVR NEST

Nurturing the Future

With close to 800 screens in over 67 cities across the country, PVR is the single largest and most premium film exhibition company in India. Since its inception in 1997, PVR has come to redefine cinema itself, by radically transforming the way that people view movies – both literally and figuratively.

An instant success, the PVR brand soon became an experience – and like the legend of the king who turned to gold all that he touched, the PVR brand brought development and success to the areas it reached. These complexes flourished, becoming centres for shopping, dining, meet-ups, and cultural spaces in themselves.

But shouldn't development include all aspects of society?





In 2006, much before the Indian Companies Act was implemented, PVR NEST was founded as the social arm of PVR Ltd, with the vision of bringing about another kind of development in and around PVR complexes – social development. By focusing on two core areas – education for underprivileged children, and environment, PVR NEST began to affect real change on the ground.



Here was the first social responsibility initiative by a cinema exhibition company in India towards reducing urban risks in society, while promoting cinema and art as means of study and development. Over the next few years, with the ardent support of partners, government agencies, and PVR patrons and employees, PVR NEST was able to see their vision take shape like a script coming to life on the screen; impacting hundreds of young lives and the world that they inhabited.

PVR NEST is, eventually, a Network for the Enablement of Social Transformation – a partnership between organisations with the common goal of empowering and transforming lives through collaborative effort.

We are grateful to our partners in success who have worked relentlessly towards the fulfilment of the PVR NEST objectives that also neatly align with the UN Sustainable Development Goals 2030.





CHILDSAPES

Back to Childhood

Life on the streets is no picnic,
and a childhood spent on the pavement
is no childhood at all.



To these children, childhood isn't toys, laughter, school, hide-n-seek, cartoons or chips. Every day is a struggle, with no shade from the harsh sun or a hostile future. Children who grow up on the streets – the children of daily wage labourers or migrants, homeless, abandoned or children at risk – often cannot go to school or enjoy the protection of parents and family. They end up begging for scraps, running petty errands, or becoming victims of substance abuse or even forced criminal activity.





While PVR complexes across the city of Delhi attracted a clientele that had the privilege of paid entertainment, they also would be frequented by such children at risk, who would come here to beg. In 2006, the PVR Childscapes project was set up with the vision of ensuring a brighter future for such children in the vicinity of PVR complexes around Delhi.



Childscapes was established with the aims of:

- Informally educating children at risk
- Finding effective rehabilitation solutions for child victims of substance abuse
- Encouraging the local community to take collective responsibility for these children
- Partnering with expert NGOs with similar objectives to provide holistic education and development to these children at risk

What could nudge children on the streets into a classroom?

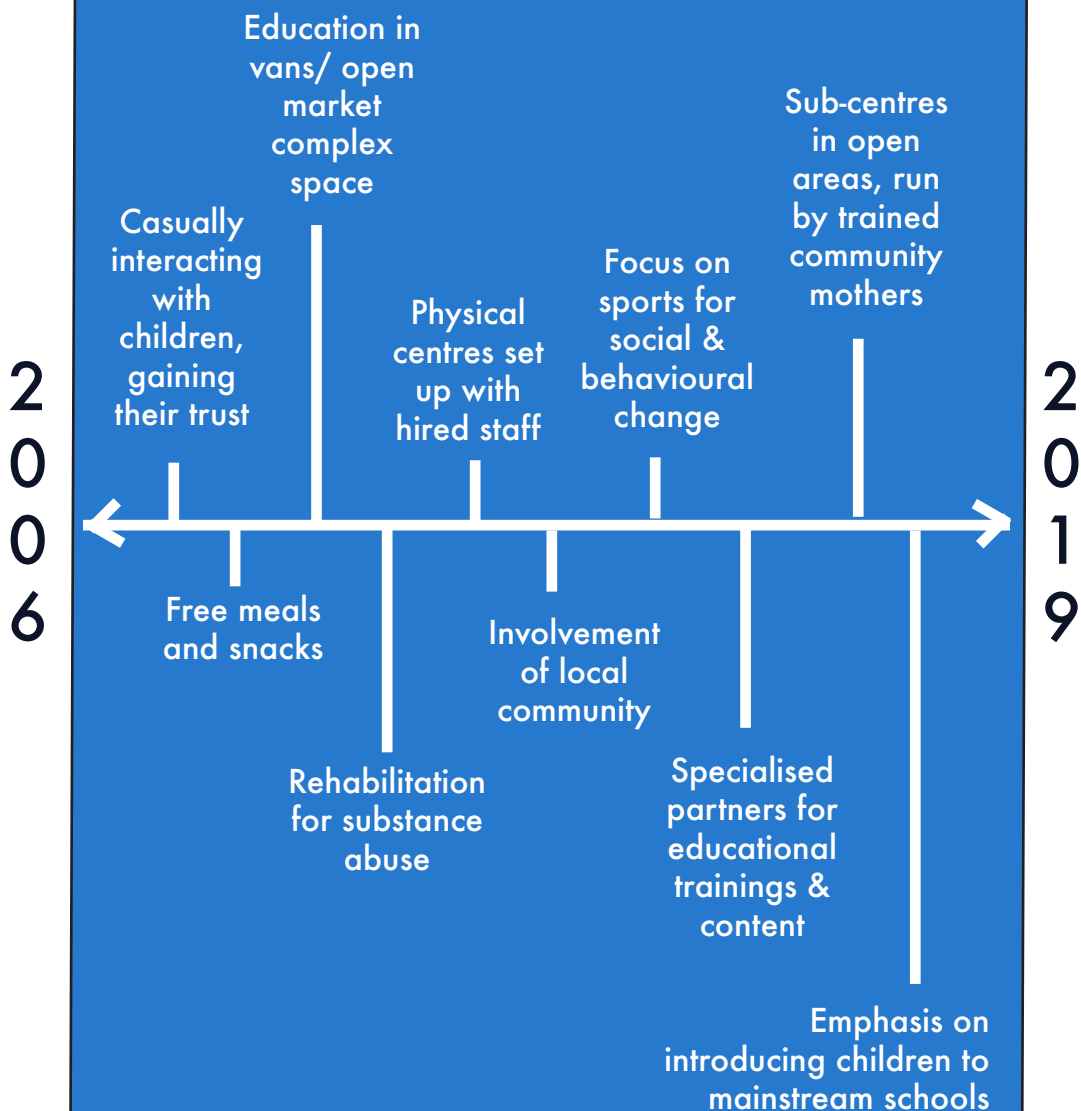
The Childscapes programme would provide children at risk in these identified areas near PVR complexes with the essentials and encouragement to feel enabled enough to make the switch to formal education:

1. Meals and snacks
2. Healthcare and regular check-ups
3. Play and sports
4. Rehabilitation and shelter homes
5. Basic education in play-way formats
6. Special school enrolment





The Timeline

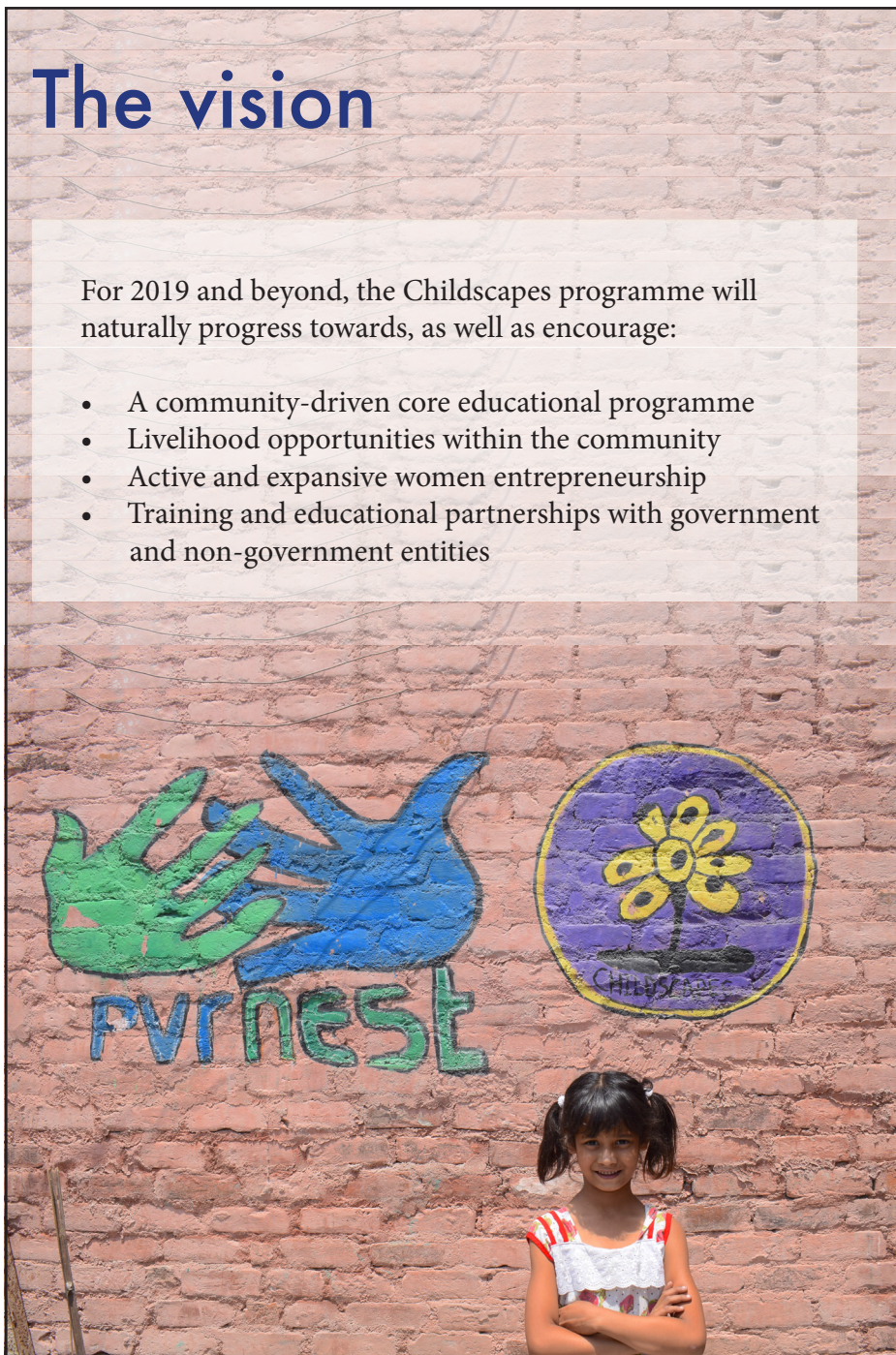




The vision

For 2019 and beyond, the Childscapes programme will naturally progress towards, as well as encourage:

- A community-driven core educational programme
- Livelihood opportunities within the community
- Active and expansive women entrepreneurship
- Training and educational partnerships with government and non-government entities





COMMUNITY LEARNING CENTRES

Doorways to the world

The PVR NEST Childscapes Community Learning Centre (CLC) in a small colony in Vasant Vihar is open for the day. A steady stream of laughing children starts to trickle in – all smiles and news for each other. They have all been to day schools during the morning and are now getting to the fun part of their day – learning to be kids.

The Centre gives purpose to these children, who might have otherwise spent this time aimlessly or taking to substance abuse or criminal activity. Here, they enhance their skills in arithmetic, English-speaking, computers, general knowledge, arts and crafts, music and a lot more. These skill-building sessions are interactive, fun and help in the all-round development of the children, bringing them back for more each day. Guided by two mentors at each Centre, the children learn to take responsibility for the Centre and themselves – keeping the little room clean and pleasant, washing their own plates after group meals and sharing learning tools makes them amiable and accountable.





At the Vasant Vihar CLC, Shivanshi Shukhla found her voice.



It has only been a year since she began attending sessions at the Centre, but her friends already see a marked change in her.

Shivanshi is no longer shy and reserved – she speaks during the sessions, opens up about her personal life and has blossomed into a young girl with bright-eyed aspirations. Earlier studying at a government school, she has now transferred to a private school under the Economically Weaker Sections (EWS) quota – a feat made possible by her mentor and time at the CLC.

There are a total of 18 Community Learning Centres near PVR complexes around Delhi.

Childscapes Centre Heads directly approach the children they notice and gently persuade them to attend at least a single session at the CLC. Childscapes mentors also would reach out to shopkeepers or community members in the vicinity, explain the objectives of the programme and request them to direct such children to the CLCs. Since its inception, engagement with the local community has expanded immensely, leading to more registrations than ever. Once the children realized how much they had gained from joining, they didn't want to leave!

The Centres are also used as a venue by Anganwadi workers, and other NGOs and government agencies to conduct awareness sessions/ health camps.

Childscapes is now a thriving programme with 3000+ beneficiaries! But what keeps them coming back, day after day?





Learning for life





Visit a Childscapes CLC and you won't see a single grumpy face. That's because the education techniques employed at all centres are focussed on using fun and play to make learning interactive and long-term.

Mathematics with Jodo Gyaan

Centre and Sub-Centre heads have been trained by Jodo Gyaan in using tools like ganithmala and rangometry to train their young wards in pattern recognition and hands-on feeling for geometrical concepts, especially angles.

Hindi training assessment with Pratham

All students at the CLCs have been assessed through the system set up by Pratham to ascertain the grade they currently read at, regardless of age, and are then trained accordingly.

Solutions for English language with Tarkeybein

The Innovative English Language Aquisition programme encourages students and teachers to converse in English through observation and contextual learning.





The Lunch Ladies

Chole kulche, sabzi puri, khitchri, vada pav... the same things that keep us all going too, is what keeps the children coming back to Childscapes Community Learning Centres across Delhi every day!

The scene at the Centres is almost solemn at lunch time. The children sit in an orderly circle, their plates in front on them, in anticipation of the meal. They wait till each child is served a generous portion of a wholesome meal, the smaller children being served by the older ones. Within a few minutes, the food is gone.



This meal, however, helps not only keep the children off the streets, but also the women who prepare it.

Erstwhile sex-workers from GB Road, Delhi, these women came together, with the support of Kat Katha, an NGO working with over 70 brothels, to start their own business initiative. And so, Maitri Meals was born.

The idea for Maitri Meals – hot, home-cooked, healthy meals – came from the realisation that the sex workers or didis, as they were called, did not have access to kitchens or cooks. They would begin work at 11am and continue late into the night. Exhausted, they would turn to fried, oily street food. The didis-turned-entrepeneurs at Maitri Meals began supplying food through fixed orders to their erstwhile colleagues, learning through trial and error, how to run their little business. Soon, business flourished and it was time to scale up.





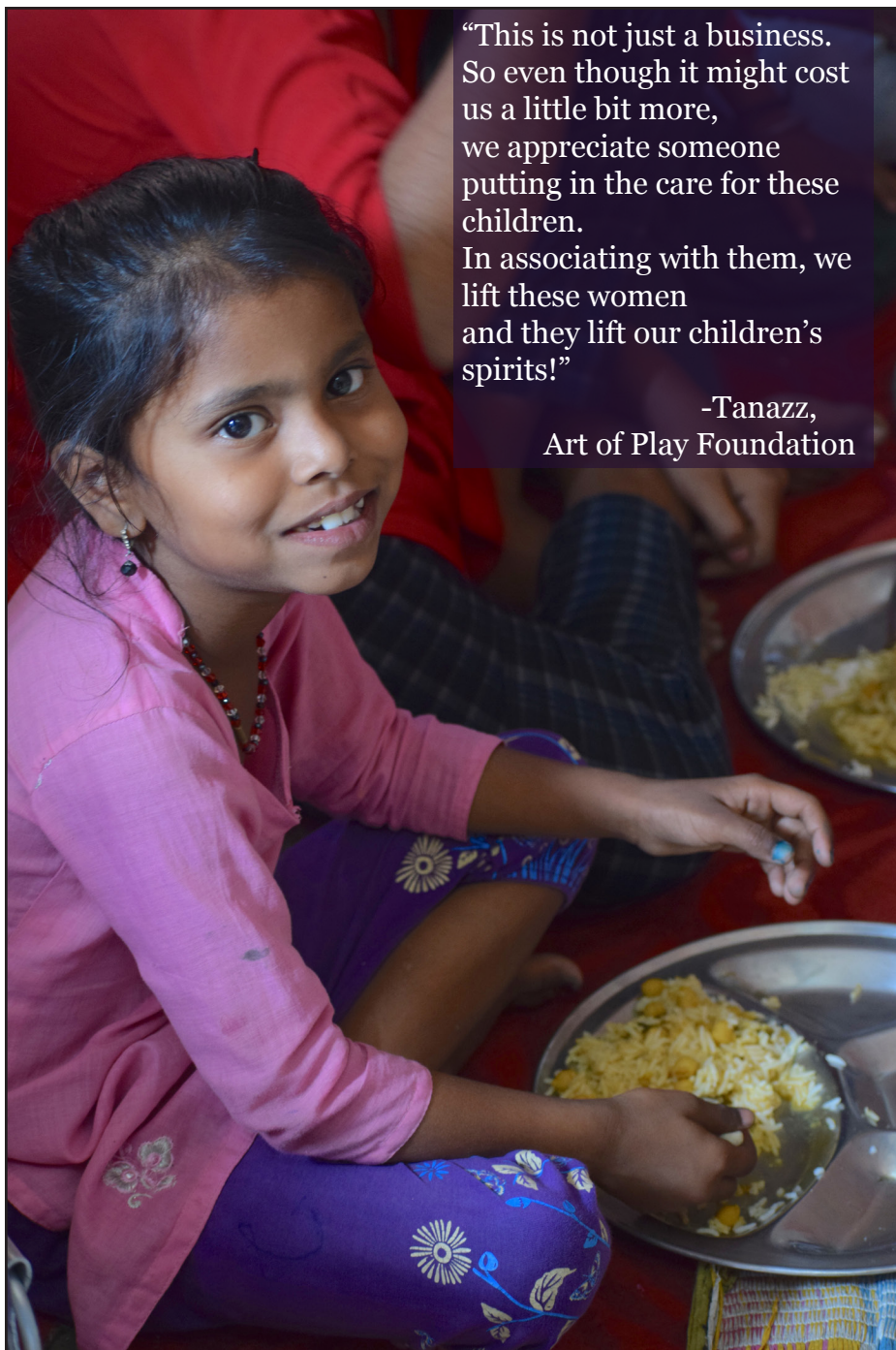
But things weren't easy for these freshly enterprising women entrepreneurs. Says Anita, who has been working with several didis, through the NGO Kat-Katha, "It is always a very slow process. We could not just ask them to quit their source of livelihood, for that is what it was to them. It takes time, give or take 7 years, to build a relationship of trust with each didi."



Radha Didi had spent the last twelve years in GB Road. Now, she attends therapy, business development classes, and is the subject of a book. She is no longer hesitant in sharing her story and smiles widely when taking pictures.

It is a bit of a concern that I earn much less than I did. But I learn a lot more and feel a lot better", says Radha.





“This is not just a business.
So even though it might cost
us a little bit more,
we appreciate someone
putting in the care for these
children.
In associating with them, we
lift these women
and they lift our children’s
spirits!”

-Tanazz,
Art of Play Foundation





The lunch ladies share their work and have rapidly become a sorority, preparing and delivering over 5000 meal boxes a month. PVR NEST appreciates such initiatives and on August 16th 2018, Maitri Meals sent its first meal to the Childscapes CLCs.

Since then, hundreds of hot and flavourful Maitri Meals have been prepared, with the didis growing in skills and experience. They receive regular trainings in business management, hygiene and new recipes from organizations like Sewa Cafe, Ahmedabad and Bhajan Dhaba, Gajraula. On 31st January 2019, the didis even travelled to the Gandhi Ashram in Ahmedabad for an event by Global Action against Poverty, where they interacted with social change leaders like Rakesh Sharma, Ela Bhatt, Tushar Gandhi, Madhav Chavan, among others, sharing their experiences in the Maitri Meals project.



Maitri Meals couldn't have asked for better customers – the children lick their plates clean, go for second helpings, and ask for more of the delicious pickle.





Ultimate Frisbee

Fourteen-year-old Rahul's eyes gleam as he speaks of Ultimate Frisbee - the sport that's been taking over these children's lives and development. "I feel alive when I have the frisbee in my hands! I feel like anything is possible - and I don't want it to stop." Rahul is now a Childscapes Champion, teaching younger children what he has learnt on the field.

These children's tryst with Ultimate Frisbee began in 2016 when PVR NEST's Childscapes programme partnered with the Art of Play Foundation, with the aim of using sports and play to encourage the development of psycho-socio-emotional-skills of children at risk.

Ultimate Frisbee very neatly fit the criterion of a sport with almost no requirements or investment - all that was needed was a frisbee disk and an open space to play.

In return, Ultimate Frisbee gave the children purpose and positivity. The game emphasises a self-referee policy, teaching integrity, patience and control.

The children are coached, guided and encouraged to express themselves. In post-game sessions, all players form a circle, discussing the day's game. They acknowledge co-players (irrespective of teams) on their game, pointing out specific moves they admire. The discussion also, most importantly, covers questions on behaviour as well - how to control/ modify undesirable behaviour and set consequences is collectively decided.





Every month, 3 children are selected to be assessed and profiled, with the help of both parents and teachers. Behaviour aspects that require the most change in these children are discussed, the reasons for these, as well as the method to bring about the desired change. Ultimate Frisbee becomes an effective platform to address these.



Since it is a no-contact sport, any aggression brought to the field by the children is channelled into the game itself and away from co-players. Laxmi used to be aggressive and violent, both on the field and off it. This was addressed during post-game sessions and Laxmi was gently explained to, that she wouldn't be allowed to play unless she learnt to control her temper. The girl understood and made a real effort to respond better – naturally, this spilled over into her regular life, and Ultimate Frisbee can be credited with Laxmi's now good disposition.





The mixed-gender sport also facilitates and promotes gender equality, with boys being forced to pass to girls initially, and later realising the importance of their female counterparts in the game.

Mothers of the children are also encouraged to participate in special games for them. This was done to enable parents to see their children in a different light – learning from their children about a sport that was harder to play than it looked! The mothers now make up two special teams that have their own matches as well.



- In April 2018, the children of the CLCs across Delhi participated in an Inter-Centre Ultimate Frisbee tournament, interacting with their counterparts from other CLCs
- In August 2018, two Mothers teams also played a match for the first time!
- The Childscapes Girls Frisbee team – Grasshoppers – is also preparing for their Ultimate Frisbee tournament





Mind and Body



Arjun is a healthy 12 year-old, who has been frequenting the Vasant Vihar CLC since the past year. He is neat, friendly, loves to play hockey and football, and wants to grow up to become a policeman. But only a year ago, Arjun lived a completely different life.





Arjun would be seen collecting trash near the PVR complex, to fund his substance abuse. His mother had already passed away a few years ago and his father was ailing.

Says Dheeraj, the Centre Head at the Vasant Vihar CLC, "It's a real struggle to bring a child back from such a life; but its a real victory too, when it happens. I would chat with Arjun every day, trying to earn his trust, understand his reasons for using addictive substances. After months of casually speaking to him, he agreed to introduce me to his father. We gradually met with experts from the Child Welfare Committee and Arjun agreed to a 3 month treatment at the Society for the Promotion of Youth and Masses (SPYM) ."

Arjun is one of the many children who have found second life at the CLCs, through the help of Childscapes. Children who live or spend their time on the streets are highly vulnerable to mental health disorders like depression and emotional, physical or sexual abuse etc. These often further lead to alcohol and substance abuse.

A sound mind in a healthy body is the first step to a good education – so this is what PVR NEST strives towards, for these children at risk. With regular health checkups, healthcare camps, and assistance in rehabilitation, over 600 children have been set on the path to better health in 2018.

Healthcare and drug rehabilitation initiatives in 2018

- 240+ children in rehabilitation centres and shelters
- 230 children reunited with their families
- 115 children attended 3 health camps, including an ear camp
- 24 children admitted to schools after rehabilitation, and attending classes at CLC
- 13 children associated with Rajiv Gandhi Foundation (RGF) for skill development
- 6 street plays on drug issues conducted
- Session on drug de-addiction conducted by AIIMS



Chilscapes Rehabilitation Project

On April 1st, 2018, an MOU to initiate the “Chilscapes Rehabilitation Project” was signed between PVR NEST and Salaam Balak Trust, an NGO working towards the social upliftment of children, in association with the Department of Women & Child Development. The project seeks to rehabilitate children between the ages of 5 to 18 years, involved in substance abuse, through preventive and care services.

Areas of intervention: Yamuna Bazaar, Hanuman Mandir, Yamuna river belt near Pusta, Dandi Park



Outreach: The team travels in a special van, done up in child-friendly graphics, combing these areas for children vulnerable to substance abuse.

The Chilscapes Van, donated by PVR NEST is an important component of the programme, allowing not only greater outreach, but also the safe and dignified transport of children, found in an inebriated state, to quick medical aid.

Networking with CWC: Child Welfare Committees (CWCs) are a statutory bench that act as guardians of children in need of care and protection. The CWCs evaluate the cases brought to them by the Chilscapes team and decide the best course of action for each child – shelter care or de-addiction.

Linking children with need based services: After an initial assessment, children are linked to medical, education and skill-building services. They are also linked with de-addiction services.

Restoration: The children are encouraged to re-unite with their families and support is provided through counselling for both parents and children.



COMMUNITY LEARNING SUB CENTRES

Women at the helm



Since the Childscapes Community Learning Centres (CLCs) were set up near 5 PVR complexes around Delhi nearly three years ago, the number of children attending them has grown significantly, with each year bringing in more children.

There is, however, a large number who cannot access the CLCs and the facilities they offer – mostly younger children, who live a bit farther away and cannot travel by themselves.

As with everything else, a solution soon presented itself that would benefit both children and mothers from the community.





While training young mothers from the communities to work for Project Eklavya as Shiksha Sahyogis, their willingness to work for the cause had been noted – they were helping out parents and children from the community as well as earning some money for themselves on the side. These were women who had the basic education as well as the time required to manage a sub-centre of their own, under the Childscapes programme, where more children could access the facilities offered at the CLCs.

These sub-centres would be conducted in public spaces within the community itself, or in homes volunteered by the community. The Childscapes programme had, by now, found favour with members of the community, and parents were more than willing to allow use of these spaces. After a brief process of selection, 12 able women were identified to lead 6 sub-centres and assume the role of teacher and mentor for about 20-40 children each.



On 3rd Jan 2019, the 12 women selected underwent a day-long training on assessment, planning, scope of work and reporting. “I would observe sessions at the Vasant Vihar CLC, where my son would go every afternoon. Sometimes, I would substitute for Dheeraj, the Centre Head, when he was called away on urgent work... so I knew that I would be able to handle a sub-centre of my own. The Centre Heads gave me the confidence I needed to take up the challenge.”, says Neelam, who now runs the Vasant Vihar sub-centre.





There are now two sub-centres in Vasant Vihar and Saket, and one each in Vikaspuri and Naraina, Delhi. For two hours, three days in the week, children from the ages of 4-9 attend sessions at the sub-centres, doing homework, basic reading and comprehension in Hindi, math, activity based learning, arts and crafts and sports activities. For the first month, the teachers were guided closely by the CLC Heads, trained in lesson planning and execution, and from the fifth week onwards, lesson plans were made by these motivated sub-centre teachers themselves.

They receive support from the CLCs in the form of story books and worksheets, exposure visits for the children, learning material, fruit and snacks. The sub-centre teachers also maintain records in the form of attendance registers, register of activities, profiles on the children, a record of weekly meetings and updates.

Since the sub-centre teachers live within the community, they are well acquainted with parents and children here, can bring more children to the sub-centres and convince them to stay. “These children would be playing marbles in the streets, but once they saw the fun that the other children were having at the sub-centres, all their marbles were forgotten!”, says Savita gleefully. She runs another Vasant Vihar sub-centre in a room in her home.







COMMUNITY LEARNING SUB CENTRES

Moms to Ma'ams



Neelam had spent the last 22 years at home, caring for her husband and children. Her husband who worked in a private office hadn't wanted her to work or leave her children alone at home.

But now, Neelam wants more.

Her children had grown up – her older daughter in college, the younger one studying by herself in class 9, and her son, in class 6. He would attend the CLC in Vasant Vihar and sometimes, Neelam went to observe the goings on in this centre that her son constantly raved about. She even offered to look after the children on the few occasions that the Centre Heads were called away on urgent work.

When the Childscapes programme began to recruit women and youth from the local communities to work as tele callers and admission advisors for Project Eklavya, Neelam convinced her husband that she could do this work from home. She went on to win two awards for her work as a Shiksha Sahyogi. There was no stopping her after this. Neelam soon took on the role of teacher at the new sub-centre to be established at Vasant Vihar.





“When we began, I spent a few months looking for a place to set up as well as children to induct! I went door to door, looking for small children of labourers, construction workers, vegetable and fruit vendors. It wasn't easy – but once they attended the sessions, I would teach them cleanliness and manners, and the difference began to show. ”, says a beaming Neelam. She has helped 7 boys and 6 girls with admission into regular schools and teaches 45 children at her sub-centre.



Savita, 45, lives with her husband and four children. Like Neelam, she was a Shiksha Sahyogi, helping enrol children into schools under the RTE Act, through PVR NEST's Project Eklavya. She was initially apprehensive – how would it work, would the parents in the community respond well, what if she wasn't able to handle them? But Savita's love for children helped her overcome her anxieties.

She set aside a small room that the family wasn't using, and her niece helped her decorate it with colourful educational charts. She invested in a few books and some stationery and she was all set!

Soon, any apprehensions that her family or community might have had about the initiative fell away. Parents who were initially hesitant soon began to drop their children personally to the sub-centre. Even Savita's husband, an electrician, who would initially object to the children using the space, soon began to enquire about absentee children!

“I used to be bored, sitting at home earlier... but now my house is home to such noise and laughter. I face no problems and receive a lot of support from the CLC Centre Heads. My only wish is for more students”, smiles Savita, contentedly.







Project Eklavya is an initiative by PVR NEST in association with Indus Action to empower children from disadvantaged groups and weaker sections of communities across 6 states (Chattisgarh, Madhya Pradesh, Tamil Nadu, Karnataka, Uttarakhand and NCT of Delhi) with the right to quality education through Section 12 (1)(c) of the Right to Education (RTE) Act, 2009. The provision mandates reservation of 25% seats in private, unaided schools for children below the age of 7 from these sections of society. This is to facilitate a more inclusive spirit in classrooms, so that access to high-quality schools is not restricted to those of a privileged class or caste.

Of the 2.2 million seats available annually under this provision, however, 1.6 million seats remain vacant due to lack of awareness!



- Low awareness
- Slow/inefficient processes for application, allocation and admission
- Lack of understanding about process of applying
- Some states and union territories have not yet notified this law
- 80% of private schools are not participating





Project Eklavya utilizes a three-pronged approach to enable more children to access the education that is rightfully theirs.

Through government advocacy

Most states in India are not yet fully equipped to implement the RTE Act in a transparent, efficient and cost-effective manner. Project Eklavya would enable a close association with state governments by building and formalising relationships depending on their needs. This could range from providing feedback on their processes or interface for application, to providing consulting services based on best practices from other states or even building online and offline systems for applications, registration, verification and more. This would also involve capacity-building through trainings and workshops so that these systems continue to run smoothly.

Through social entrepreneurs: Shiksha Sahyogis

PVR NEST and Indus Action decided to enlist the support of mothers in the community to spread the word about the Right to Education (RTE) Act and how this benefit could be availed of. Childscapes Centre Heads were first trained on the facets of the RTE Act and how to access it. These Centre Heads then went out into the areas around the Delhi CLCs to mobilise mothers from these communities to be a part of the initiative. 75 women, mostly homemakers, were recruited as Shiksha Sahyogis, and trained to be Data Bank Facilitators. They were coached to telephonically dispense information on the RTE to possible beneficiaries from a consolidated list, for a period of three months leading up to the admission season. This was followed by an application drive, with Shiksha Sahyogis setting up application desks – a chargeable service to help parents from the community fill in their application. This served the dual purpose of active advocacy as well as income generation for the women of the community. In 2019-20, six such social entrepreneurs will be assigned the implementation of this 100 day awareness campaign.





Through employee engagement

With an employee base of over 12,000 motivated individuals across the country, PVR has the potential of an ‘army of volunteers’, so to speak. If all employees were to recommend even a minimum of five potential beneficiaries of the RTE Act, this would amount to a database of over 70,000 children who could benefit from free, quality education in a private school! PVR NEST has simplified and gamefied this process of recommendation of potential beneficiaries through an easy-to-use app. All the user would need to do would be to download the app and fill in the details of parents of potential beneficiaries that they might have come in contact with. These potential beneficiaries would be contacted and guided on the details of the Act and process of application.

Projected outcomes

- 70,000 children from economically weaker sections enrolled in private schools
- 9 lakh+ families made aware of RTE
- 150 women & semi-skilled youth provided with temporary employment & skills
- 12,000+ PVR employees engaged





SCHOLARSHIPS FOR EXCELLENCE IN ACADEMICS

Believing in the Best

“Never in my wildest dreams, did I ever think I would be able to study at one of the most highly ranked colleges in the country! Studying at the Sriram College of Commerce (SRCC) in Delhi is nothing short of a miracle for me. Yes, I have worked hard throughout my life, supported by my parents in whichever way they could – but their support and my good marks wouldn't have been enough to secure admission in the college of my choice. I'm glad I applied for PVR NEST's SEA initiative. I can now have the future I've always dreamt of – for myself and my parents too!”

– Aman Karn, 2nd Year B.Comm, SRCC and aspiring CA and CS



PVR NEST's SEA, Scholarships for Excellence in Academics is an initiative that provides full scholarships to students from areas that are disadvantaged due to geographical or historical reasons.





These scholarships are available to students who have already been offered admission to the higher learning institution, making their dreams of securing admission possible. Once admitted, the students (and their parents) need not worry about fees or support and can focus on their own development and growth.



Neine Vaiphei, now studying in class 8 in New Era High School, Panchgani, has a secure and visibly bright future ahead of her.



By now, over 43 students have benefitted from PVR NEST's SEA initiative, turning obstacles into stepping stones to get to their goal of a brighter future. These bright young minds, earlier held back due to inaccessibility to infrastructure or a lack of resources now have a promising future to make up for a disadvantaged past.





ECO GRANTS

Funding the Future

In 2017, PVR NEST in association with PLAN International (India Chapter) and Centre for Youth, launched Eco Grants - a Young Leaders Collective for Environmental Sustainability.



196 proposals were received from these cities, of which 30 were short-listed by the three project partners on the criterion of innovation, objective, execution strategy and feasibility, impact and relevance, and sustainability. The 30 shortlisted grantees were mentored by Ashoka, Gandhi and LEAD India Fellows and leading experts on their final proposal.

Each grantee would receive funding of upto Rs. 5 lakh as per the requirements of their proposed project, which could be along either of the themes of accessible green spaces, air pollution, sanitation and hygiene, water security or waste management.

The grantees and their proposals are as promising as the future they wish to build.





Teach for Green seeks to harness local creativity and action to green public spaces in Dehradun through plantation drives, anti-plastic campaigns, and the setting up of herbal gardens and eco-picnic spots.

The Department of Environmental Studies, Delhi University aims to revive urban green spaces like parks and belts, by using Soil inoculation (Plant Growth Promoting Rhizosphere (PGPR) to counter the effects of extreme concretization.

The Crimson Project by Enactus Society of Sri Venkateswara College, Delhi will produce sustainable reusable cloth sanitary pads fabricated by a group of previously unemployed women. For every pad purchased at full price, a pad is donated to an underprivileged woman.

Jyotir Gamaya, Dehradun is an android application which focuses on improving sanitation conditions of the city by helping residents locate public dustbins and toilets nearby.

IOT-based Soil-less Food Grower is an initiative by the UP-based organisation, Distinct Horizon, to make nutritious, fresh food available to all, by using an intelligent IOT-based, portable, soil-less food grower. The system will be easy to set up and use even in limited space in public areas in Lucknow – malls, restaurants, schools etc.

The Smog Reducer and Energy Conserver Project, conceptualised by the Green Earthlings, Kolkata, and to be implemented in Delhi, seeks to eliminate pollution in smog-laden areas and conserve energy, by using a dye-sensitised solar panel.

Converting Used Cooking Oil into Bio Fuel, a project by Watershed Consultant Organisation (WASCO) will be implemented in Rajasthan by collecting used cooking oil from restaurants, resorts, cafes and hotels across the state, for conversion into clean, renewable bio-fuel.

The Wricks Project by the Civil Engineering Department of Techno India NJR Institute of Technology, Udaipur, Rajasthan is an initiative to develop low-cost and environment-friendly “waste material bricks” or “wricks” that will put major polluting waste like plastic, fly-ash and crushed demolition waste to constructive use.

The Ecological Approach for Decreasing Human Exposure to Air Pollution in Dehradun is a study by students from the Environment Department of Doon University, monitoring various air pollutants at locations across Uttarakhand. The study will focus on species of trees most effective in absorbing atmospheric pollution particles.





CINEGREEN

Cinema for Change

"I don't want you
to be hopeful.
I want you
to panic..."



At the age of 15, Greta Thunberg, a Swedish schoolgirl, began her solitary protest about the need for immediate action to combat climate change, and has since become the leader of Fridays for Future, a global protest movement by school children around the world. She has featured on the cover of Time magazine (2019) and has close to two million followers on her social media platforms.

Such is the power of youth with a purpose.

India is home to the world's largest youth population between the ages of 10-24. And it is this very group of young people that will be the most affected by the state of the environment as it stands today. It is imperative that they be involved in efforts to resuscitate the environment as active stakeholders as soon as possible.





CineGreen is a programme by PVR NEST in association with American Express, Samhita and Sweccha, with an aim to do just this. The programme focuses on engaging young adolescents and educators across 70 schools in Delhi NCR to facilitate a culture of environmental and civic responsibility in the following thematic areas:

- Green Spaces
- Air Pollution
- Water Conservation

Participants of the Cinegreen programme will be engaged through:

Awareness building: Workshops on issues facing the environment, as well as their possible solutions, will be held for students, with three special workshops for educators on how to enable their students.



Advocacy: Students from participating schools will be invited to shoot a one-minute film on their mobile phones on a local environmental issue. The student film judged to be the best in content, technique and outreach will receive a special screening during the finale. Students will also meet with domain experts, industry professionals and facilitators from various disciplines, during the one-minute film festival, for curated sessions on how to hone one's skills in various aspects of storytelling and filmmaking. The winning film is to be played on select PVR screens!

Action: Students from these schools will be invited to pitch proposals for the creation of bio-diverse green spaces like butterfly gardens, herb gardens, urban forests and more, with the ten schools with the most promising proposals going on to win a fellowship of Rs. 50,000/- each for the execution of their project.

In educating the youth about the issues threatening to obscure their future, as well as providing them with the tools to make a difference, PVR NEST hopes to spark real change at the grassroots level through the Cinegreen programme.





COLLECTIVE OF LEADERS FOR PERSONS WITH DISABILITIES

Leading the Way

Meet Tasneem Fatima, a state-level wheelchair basketball player. Only six months after her spinal cord injury put her in a wheelchair for good, Tasneem was able to play basketball and even win a medal! Her determination to keep at the sport till she got better, as well as the support of her family in her pursuit of its mastery, is what she is hoping to channel into other Persons with Disability, through her work in making sports more inclusive.



Inspired by people like Tasneem, the Collective of Leaders for Persons with Disabilities is a first of its kind initiative by PVR NEST, in association with Ummeed: Ray of Hope Society, to identify and empower such influencers and leaders to create long-term and high-impact solutions to ensure inclusiveness for Persons with Disabilities in India.

The Collective will be the first nation-wide network and platform for leaders and fellows working towards the goal of inclusiveness for Persons With Disabilities.





The Collective will be the first nation-wide network and platform for leaders and fellows working towards the goal of inclusiveness for Persons With Disabilities.

The Process

- Individuals, independent teams or organisations were invited to apply with a proposal to be part of the Collective.
- The thematic areas of application were: inclusive education, sports, technological solutions, awareness, self-advocacy, skill development and employment.
- All applications were vetted by a panel and shortlisted on the basis of timeline, scaleability and impact achieved.
- Shortlisted candidates were interviewed personally
- A training session was held for each fellow, where evaluation indicators for all proposals were established.
- After the culmination of the project, the fellow could either allow for the beneficiary community to run with the project, or could scale it up themselves and apply again for a grant with a fresh proposal.



“The mission will always be to foster inclusion – to build a culture where society not only acknowledges persons with disabilities, but also hears their voices and witnesses their stories.”

- V.Venkatesh, Ummeed: Ray of Hope Society, Implementing partner

PVR began its Accessible Cinema Program for people with mobility, hearing and visual impairment in 2018. As part of its initial phase, 50 cinemas in 30 cities have been equipped with assistive equipment and technology for the disabled; in the second phase of the programme, by June 2019, 95 cinemas and 230 screens will be accessible to people.





COLLECTIVE OF LEADERS FOR PERSONS WITH DISABILITIES

The Leaders

READ India

READ India is an organization that has been establishing Community Library and Resource Centres (CLRCs) across India by partnering with the rural communities in these areas. Each centre includes a library, a computer room, a training hall and sections for children and women. The centres organize activities and programmes to train community members in specialized skills.

With over 30 READ centres and 10 sub-centres across villages in India, READ has been trying to make these spaces more inclusive. With ramps already installed in most READ centres, the organization is now looking to scale up its efforts by including a braille section in the library and finding transportation solutions for persons with disabilities to access these centres of education and development.





Samadhan

Established in 1981, Samadhan is an NGO with a dual focus on persons with intellectual disability also impacted by poverty. With almost 40 years of experience in the field, there is much to learn from the stories that Samadhan has to share. Take for instance, the story of Ishaan, who, at the age of 2 years, couldn't sit up by himself. With proper guidance and care, he now cycles to attend his classes at a mainstream school! These stories of possibility and change, where issues of taboo on disabilities, neglect or ignorance and inaccessibility have been successfully addressed and overcome, make Samadhan a core piece of the Collective.



Delhi State Wheelchair Basketball Association

Less than a year ago, Tasneem met with an accident that would change her life forever. With her spinal cord suffering irreparable damage, Tasneem was confined to a wheelchair, her youthful dreams of the future, crushed. But Tasneem wasn't one to call it quits on life. Within the next four months, she had begun playing wheelchair





basketball and only six months after the accident, Tasneem went on to found the Delhi State Wheelchair Basketball Association.

As a promising fellow of the Collective of Leaders for People with Disabilities, Tasneem plans to provide infrastructure like sports wheelchairs, coaches and physiotherapists for persons with disabilities, so that they can participate in national level tournaments – and even compete in the Paralympics.

ATPAR

The Alliance To Promote Abilities & Rehabilitation (ATPAR) is an organization that works to build



abilities and create opportunities for people with disabilities by providing skill training, career counselling and skill assessment.

Prominent among ATPAR's initiatives is the establishment of NEDAR (Network of Entrepreneurs with Disabilities for Assistance and Rehabilitation) – a network of almost a hundred persons with disabilities with the common goal of economic self development, the members of which can share common experiences/ problems and will help in uplifting each other. ATPAR's objectives of the economic empowerment of persons with disabilities align neatly with those of the Collective, making the organization a necessary partner in the initiative.

These individuals and organisations have proved their mettle in the own ways and their work has pronounced them leaders in their fields. With the support of PVR NEST and Ummeed, the Collective will go on to achieve even greater results to the benefit of society, especially to persons with disabilities.



BUILDING INFRASTRUCTURE

Pink Toilets



But like a lot of working women, Babita couldn't keep that job when her children came along. She didn't have help to raise her children, so she quit her job. Now, as an attendant at the Pink Toilet, Babita can take on the afternoon shift and complete all her household chores before she goes to work. "I now have enough time for my family and also have the satisfaction of being a bread-winner.", she says proudly.

'Pink toilets' is a joint initiative by PVR NEST and the National Commission for Protection of Child Rights (NCPCR), the Delhi Commission for Protection of Child Rights (DCPCR) and the South Delhi Municipal Corporation (SDMC) to provide safe public rest rooms exclusively for women around PVR complexes in Delhi NCR, specifically at Vikaspuri, Anupam Complex and Vasant Vihar.

The Pink Toilets are equipped with a sanitary napkin vending machine, incinerator and a dedicated breast-feeding area. An average of about 300 women a day are recorded as using the rest rooms. Not only do these women benefit from these special toilets, but so do their attendants, like Babita, in the form of employment. This partnership aims at providing safe and hygienic infrastructure to women around the complexes, while educating these communities about the ills of open defecation.



BUILDING INFRASTRUCTURE

A School of their Dreams

At the end of a narrow lane, under a busy highway, through a red gate, waits Little Ones Public School – a Municipal Corporation, Delhi approved school for underprivileged children from in and around the neighbourhood of Said-ul-ajab, New Delhi.

The school did the best it could in providing children from low-income backgrounds (nursery to class 8) with quality education and the understanding they needed when transitioning from an informal education to a formal school system. The Little Ones Public School was the ideal bridge school, with relaxed rules, sympathetic teachers and after-school tuition classes for weaker students.

What it lacked was a bit of infrastructure. So PVR NEST, with urban designer Vandini Mehta from Studio VanRo, set about making the school a space that its students would look forward to studying at!





The school had only two toilets and a single urinal for the entire school. As part of the PVR NEST infrastructure development programme, the washroom area was extended into an existing store room adjacent to it, and now includes two new cubicles, another urinal and two sinks. This will now be the boys' washroom. The existing three cubicles are now a girls' washroom, with the urinal converted into a toilet. The children also now have a common hand-wash area with three new sinks at varying heights for different age groups.

A new drinking water cooler area has been created just outside the washrooms for convenience. The spot for the existing water cooler has also been completely redesigned as a play area for the younger children, complete with jungle gym, tyre slides and other park equipment. Shelves have been set up in all the class rooms, with storage space for workbooks and stationery, and a special library corner as well.



The school now also boasts of pretty murals along its walls; ones that its students themselves have co-created.



The students of Little Ones Public School love these little changes that have taken their playground and school by storm and now look forward to coming to school every day!





RESTORATION

Green Scene

When people come together, great things happen!

In 2018, the South Delhi Municipal Corporation partnered with PVR NEST in an initiative to beautify and green the area under the Africa Avenue flyover, Outer Ring Road, Delhi.

A few months ago, this area was over-run by illegally parked cars and miscreants and so the transformation has been noticeable and welcome! Directed by the Hon'ble Lieutenant Governor of Delhi, in support of the Swachh Bharat Abhiyan launched by the Prime Minister of India, Mr. Narendra Modi, the project has seen an investment of Rs 94 lakh,



with plants, bollard light fittings and sculptures used in the landscaping of the area. The length of the developed park is 190 metres and is close to two PVR complexes – PVR Sangam and PVR Priya.

PVR NEST is the maintenance partner of this park, with the South Delhi Municipal Corporation continuing to provide water, electricity, plants and equipment.



RESTORATION

Healthcare with a Smile



In 2018, The Savitri Waney Charitable Foundation, in partnership with Akhand Jyoti Eye Hospital, and supported by PVR NEST facilitated 200 cataract surgeries for 176 children from rural Bihar. "I can go back to school now and no longer feel like a prisoner behind closed doors!", says Kavita



PVR NEST and Win Over Cancer, a trust working to provide medical and financial rehabilitation services to cancer patients and survivors, came together to distribute free prosthetic bras to breast cancer survivors

Women's Collective is an outreach programme providing shelter, care, rehabilitation and treatment to the homeless with psycho-social disabilities in Kolkata. PVR NEST, in association with **Ishwar Sankalpa**, aims to set up the first ever homeless women's collective – run and maintained completely by homeless women, providing training and support for sustainable livelihood to these women.



ONE VISION

From the PVR family

With over 12,000 employees across the country, PVR has a formidable force of enthusiastic people with the power to spark change. Through Project Eklavya, PVR employees are directly engaged in enabling children, specially those underprivileged, to access the Right to Education – with over 70,000 admissions targeted for 2019-2020!

Apart from Project Eklavya, PVR employees are regularly engaged in CSR activities from interactions with Childscapes children to environment awareness drives. Some of these are:

Special screenings for persons with disabilities

Complimentary film screenings for children of government schools, affordable private schools and NGOS.





Celebrating special days like Earth Day, Environment Day, Women's Day, and others, with meaningful actions.

Recycling waste through Was-teopia: a program to collect and upcycle it into useful products.



Supporting the Childscapes Centres during Diwali and their Annual Day.

Donation drives for books and winter clothes

School visits to share in the experience

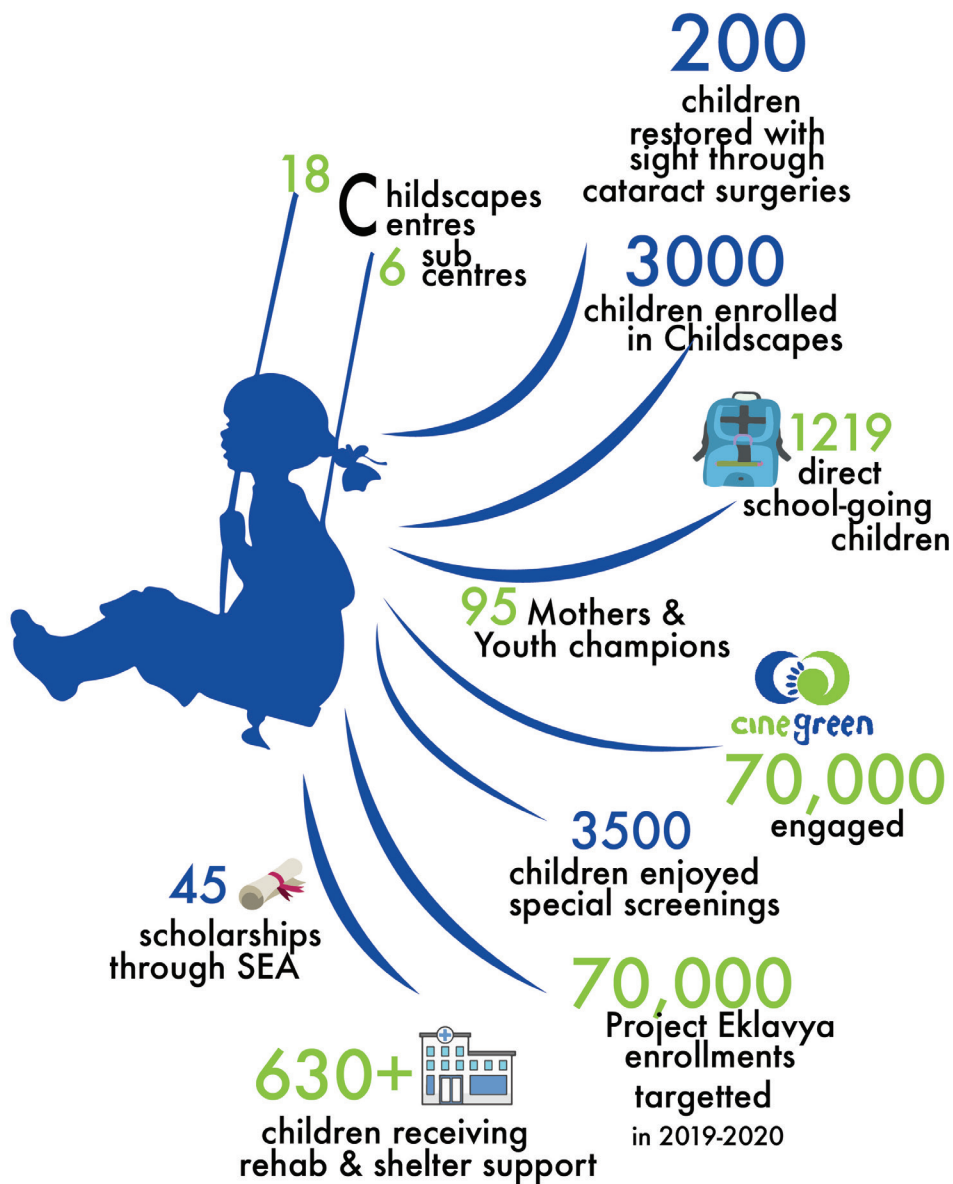
Supporting relief and rehabilitation work during national calamities like earthquakes, floods, or others.

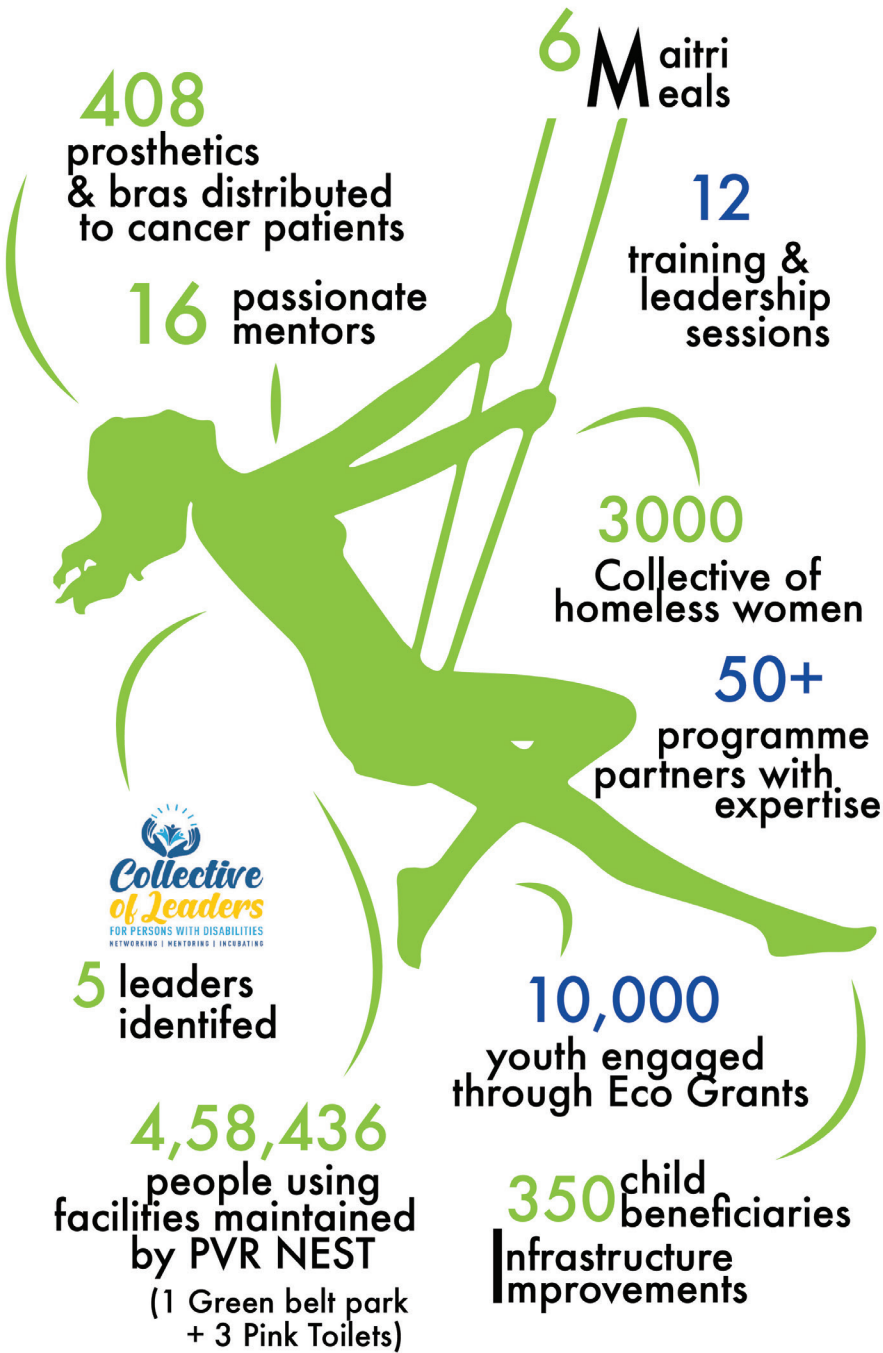




2018-2019

Impact Footprint







Our Trustees



MR. AJAY BIJLI
CHAIRMAN & M. D. PVR LIMITED

As founder and trustee of PVR NEST, Mr. Ajay Bijli is the man behind the vision of cinema for change. PVR's CSR social intervention strategy, that encourages dialogues and partnerships with government bodies, individuals and organisations, has been implemented under Mr. Bijli's guidance, achieving continued recognition, especially for the Childscapes programme. He is a regular face at launch events, board meeting and social platforms organised by PVR NEST.

MRS. SELENA BIJLI
TRUSTEE, PVR NEST

Mrs. Selena Bijli pioneered the use of the cinema and art to educate, sensitize and build capacities of children from disadvantaged backgrounds. A doctor by profession, she lays great emphasis on nutrition and healthcare, spearheading PVR NEST's health-based initiatives. She has won several accolades for her work, including the Bharat Nirman Award for Excellence in Social Service for Today's India '11





MR. SANJEEV KUMAR BIJLI
JOINT MANAGING DIRECTOR,
PVR LIMITED

Mr. Sanjeev Kumar Bijli's instrumental role in establishing and managing relationships with various Hollywood studios including Miramax Newline, IEG and Zee MGM have been exemplar of the importance of partnerships in achieving a common goal.

PVR NEST's PPP (Private-public partnership) model of work have been inspired by Mr. Bijli's strategic efforts. He plays a keen role in greening initiatives, both internal

and external, park adoptions and providing support during times of natural disasters, among others.

MR. N.C. GUPTA
CHIEF LIAISON OFFICER, PVR LIMITED

Mr. NC Gupta is Head of Legal, Company Secretary and Compliance Officer at PVR Limited. Mr. Gupta brings to the board over 40 years of experience in legal consultancy and knowledge. His inputs to the programmes of PVR NEST are vital and indispensable.



Our Partners



2018-2019 Financials

LIABILITIES	Mar 31, 18	Mar 31, 17	ASSETS		Mar 31, 18	Mar 31, 17
			Current Assets			
Corpus Fund						
Opening Balance	51,36,767		Bank Balances	1,51,65,103		
Addition during the year	58,00,000	51,36,767	Loans & Advances	17,04,052	1,68,69,155	86,10,022
Current Liabilities						
Sundry creditors including statutory dues payable	17,58,865	17,14,780				
Excess of Income Over Expenditure						
Opening Balance	17,58,475					
Add: Excess of Income over Expenditure during the year	24,15,048	17,58,475			41,73,523	17,58,475
TOTAL		86,10,022	TOTAL		1,68,69,155	86,10,022



pvrnest
PVR Network For Enablement & Social Transformation

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REACH OUT

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