

PVR NEST and RECKITT LAUNCH 'GARIMA SHAKTI' AS A CATALYST FOR TRANSFORMATIVE CHANGE OF WOMEN

~ 'R. Balki's 'Ghoomer' star cast graces event to motivate women to tap their inner potential~

New Delhi, August 16, 2023: PVR NEST, the CSR arm of PVR INOX Limited, the largest and the most premium cinema exhibitor in India and Reckitt have come forward to launch its most progressive program, 'Garima Shakti' centered on women becoming effective agents of change in their community interventions. The program economically empowers women through training in essential skills to become self-reliant. The 'Star Cast' of Ghoomer, a movie about resilience and transformation of a women paraplegic sports person was present at PVR Plaza, Delhi to encourage the women beneficiaries of this program. The Association of Business Women in Commerce & Industry (ABWCI), knowledge and network partner for W20 under the aegis of G20 is also supporting in this objective.

PVR NEST advocates for equitable policies and actions for women, ensuring their active participation in public spaces. Its consistent efforts towards urban equity empowers and transforms over 100 women who play pivotal roles in managing Safe Centres (public spaces and toilets) of Municipal Corporation of Delhi granting access to one million women in Delhi. These centres are remodelled to run community led institutes, multi-purpose services and community gathering spaces beyond sanitation. 'Garima Shakti' is the second leg of this transformative journey whereby these 100 women are economically empowered through skilling and training in entrepreneurship skills to become self-reliant.

Commenting on the occasion, Deepa Menon, Founder Head, PVR NEST said, *"PVR NEST has been helping transform women who run public spaces/toilets in the city thereby bringing a difference in their immediate communities. There is no greater satisfaction than to see the remarkable efforts of these women serve as inspiring examples of financial independence. We are delighted to partner with Reckitt who have made a significant difference in community health ensuring zero diarrheal deaths among children with women as the target group. Their community workers, 'Gulabi Didis' and our Pink Centre workers have become strong advocates for promoting community health".*

Mother and children should lead a healthy life and continued persistence of Diarrhea has implications on the overall growth and well-being of children. A program like 'Dettol Diarrhea Net Zero' has become a demonstrable model for the country to reduce diarrheal deaths in under-5 children. 'Dettol Diarrhea Net Zero' focuses on caregivers to promote the WHO 7-point plan for effective diarrhea management in communities. In the past year, 10,000 Gulabi Didis have been trained and equipped with the right knowledge and tools for effective diarrhea management.

Ravi Bhatnagar, External Affairs & Partnership SOA, Reckitt Benckiser said, *"Reckitt India is a proud partner with C20 India 2023, the official engagement group of the G20. Reckitt India is working with Civil Society Organization to develop a number of initiatives that will address some of the most pressing issues facing India today, such as poverty, hunger, and sanitation. We are proud to associate with PVR NEST who are providing access to safe sanitation to women in Delhi. Reckitt would further train the Pink Center Workers as an extended arm of Gulabi Didis to propagate best practices on health and hygiene".*

The event also marked the unveiling of the 'Shakti Cart' conceptualized and designed by Desmania Designed for Good with the support of PVR NEST. The Shakti Cart with its manageable size and user-friendly mechanism is a one-of-a-kind, MADE IN INDIA, specialized livelihood cart tailored to fulfil the everyday practical and social needs of women vendors. It facilitates the economic inclusion of women street vendors by increasing their mobility and visibility in public spaces. The Annual Report and Film of PVR NEST highlighting the transformation of women was also unveiled on the occasion.

About PVR NEST

PVR NEST is the CSR arm of PVR INOX Limited, the largest and the most premium cinema exhibitor in India. In alignment with United Nations' Sustainable Development Goals (SDG-11), PVR NEST works under Public-Private Partnership Models (PPP) towards transforming urban spaces and facilities to make cities more liveable and sustainable focused on women, children and marginalized sections of society. Its CSR efforts span from women empowerment, protection and holistic development of children at risk, building equitable access to sanitation and safe urban spaces. In its endeavor to build an equitable society, PVR NEST places great emphasis in the areas of education, poverty alleviation, sanitation and safety, gender equality and environment.

For further information, please visit: <https://pvrnest.godaddysites.com/home>

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About Reckitt

Reckitt is the company behind some of the world's most recognisable and trusted consumer brands in hygiene, health, and nutrition, including Air Wick, Calgon, Cillit Bang, Clearasil, Dettol, Durex, Enfamil, Finish, Gaviscon, Harpic, Lysol, Mortein, Mucinex, Nurofen, Nutramigen, Strepsils, Vanish, Veet, Woolite and more. Reckitt India is committed to supporting the work of Civil Society Organization and believes that they play a critical role in promoting social and economic development. As partner to C20 India 2023, Reckitt India will be providing financial support to help CSOs attend the C20 India 2023 summit and participate in the discussions. Reckitt India believes that by working together, CSOs and the private sector can make a real difference in the lives of people in India and around the world

*Reckitt is the trading name of Reckitt Benckiser group of companies.

For further information, please visit: at www.reckitt.com

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