

WE! RISE TOGETHER

LEADERSHIP CIRCLE FOR COHORT MENTORING

POWER OF ONE



| COHORT MEMBERS

NEST TIDINGS

PVR NEST's **Power of One** is a unique empowerment initiative specially designed to uplift women and girls living in vulnerable urban settlements. Through tools, resources, and skills, this program aims to offer improved access to work opportunities and a roadmap to a brighter and more resilient future.

To enable our community women, to assume a stronger role, achieve their potential, and gain agency over decisions that affect not just their lives but also their families, we launched the We! Rise program this month.

Specially designed for our 10 Cohort Members- women who have shown exceptional skills, perseverance, and leadership skills as change agents, We! Rise program focuses on enhancing their abilities to build social networks while inspiring more community women to live independent and dignified lives free of social and financial barriers.

For over six months, this program will bring together changemakers from diverse fields to inspire our Cohort Members and mentor them as they start their incredible journeys.

These changemakers and experts have challenged all stereotypes and shone against all odds while creating lasting value for their families and communities.

INTERNATIONAL DAY OF THE GIRL CHILD 11TH OCTOBER

To commemorate our incredible community women and girls, we celebrated the International Day of the Girl Child, in a unique way to empower these stakeholders. We welcomed Firdos Khan, a development sector veteran with over 15 years of experience, including nine impactful years at the Delhi Commission for Women (DCW) to Garima Grih. Firdos conducted an interactive session on critical issues such as the importance of education, knowledge of one's rights, and being financially independent as a woman. The attendees shared their problems and received guidance on how to become stronger individuals.



HOUSEKEEPING TRAINING FOR OUR COMMUNITY WOMEN

PVR NEST and VFS Global, in collaboration with long-term partners Diversey APAC and Doctors For You, conducted an interactive weeklong certification training course from October 21st to 25th to empower women living in at-risk communities around PVR NEST's Garima Grih with specialized housekeeping skills.



Led by experts Mr. Vinay and Mr. Brijesh, the course focused on enhancing women's housekeeping abilities, providing advanced training in chemical usage and cleaning techniques.



The training culminated in a certification ceremony where Ms. Roma Sinha, Senior General Manager of Operations for the South Asia region at VFS Global, presented certificates to the participants and encouraged them to pursue their dreams.



DIWALI: A CELEBRATION OF LIGHTS, LEADERSHIP, AND EMPOWERMENT

Five years ago, PVR NEST, through Garima Grih and Pink Centers, began empowering women through skilling and livelihood training programs. This gave an opportunity for women living in at-risk urban slum communities to transform their lives through creativity as they learned to make beautiful and sustainable products.

It is with their sheer dedication and passion, that they were able to transform their products into the beautiful creations that they are. Uniting under the Power of One program, our cohort members had a great time displaying their products at the offices of Microsoft India, JLL, Air India, PVR INOX, and Belden.



| MICROSOFT, GURGAON



| BELDEN, GURGAON



| MICROSOFT, NOIDA



| JLL, GURGAON



| AIR INDIA, GURGAON



| PVR INOX, GURGAON



NEST TIDINGS

A SESSION WITH 'SIMPLY SUPARNA'

Our Cohort Members had the pleasure of interacting with Ms Suparna Chadda, the Founder & Curator of Sabera.

The Cohort Members enjoyed this interactive session as they shared their personal stories of change and taking risks. The session concluded with inspiring discussions that left everyone motivated and eager to make a difference in their own lives and communities.



GARIMA GRIH WALKTHROUGH OF THE BELDEN INDIA TEAM

Garima Grih welcomed Ritu Abraham (HR Manager) and Satyam Roy (Senior HR Generalist) from Belden, a 122-year-old company specializing in manufacturing cables for airports and metro stations. During their visit, they engaged warmly with the staff and got to know of their journeys. The highlight of this visit was that the on-ground team of Garima Grih led the walkthrough and introduced the guests to Garima Grih's unique aspects, their outreach initiatives, and the skilling programs.



| RITU ABRAHAM & SATYAM ROY AT GARIMA GRIH

IMPACT STORIES

My name is Meera, and I'm 45. I've been running a flower stall at Sai Mandir in Amar Colony for over 30 years. The Pink Toilet here has been a great help, especially during the festival season. I leave for the market around 3 a.m., and this restroom gives me a clean, safe place to refresh and rest. Earlier, I struggled to find a restroom, often feeling uneasy. Now, I have access to essentials like sanitary pads, and even if I feel unwell, I can comfortably rest here under the fan. Thank you, Pink Center, for creating this safe, welcoming space—my second home in Amar Colony.



MEERA
Amar Colony



ANJU
Gaffar Market

My name is Anju, I am 21 years old and currently eight months pregnant. I have a one-and-a-half-year-old child, and I come to the washroom here every day. I really like coming to this Pink Toilet as they share helpful health information with us, which no other facility does. The cleanliness is well-maintained, and they also provide food for children, something no other washroom offers. I feel that more Pink Toilets like this should be established to support people like us.

My name is Reema Devi, I am 25 years old and have studied up to the eighth grade. I live in Ekta Vihar, RK Puram. When I heard about the center, I enrolled in the beauty parlour training. I used to feel bored sitting at home, but now I enjoy learning these skills. I hope others like me also learn to stand on their own feet. Everyone has dreams and a desire to learn something new. With this training, I plan to start my own beauty business.



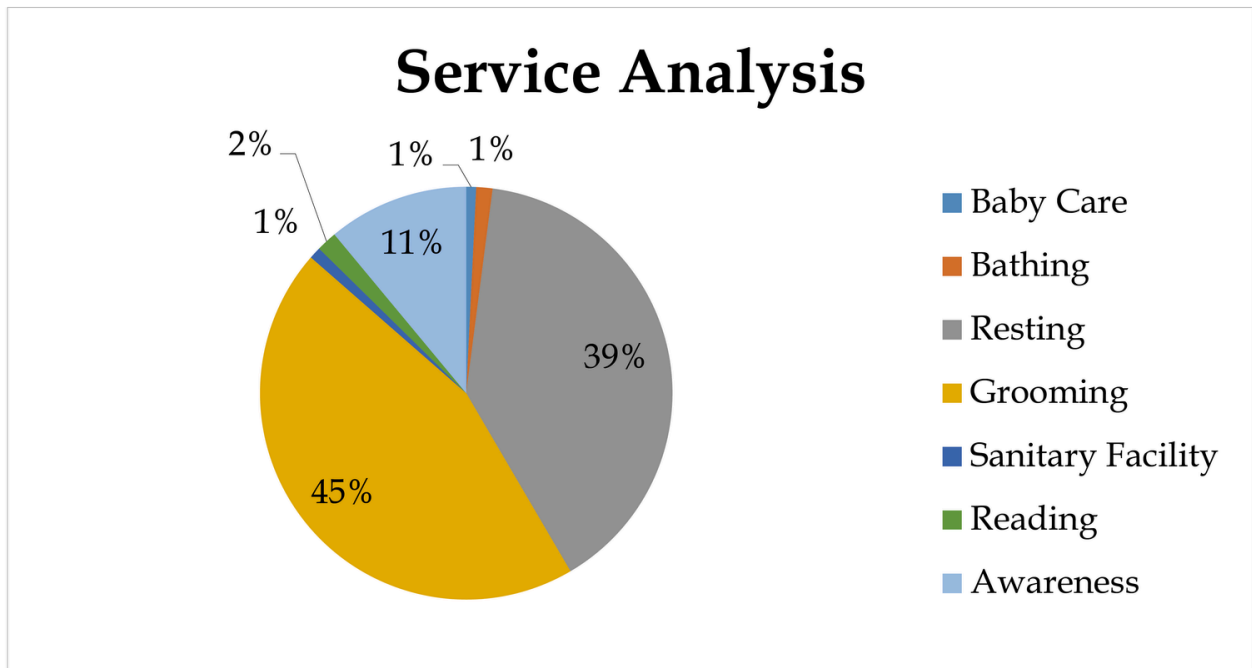
REEMA DEVI
R K Puram



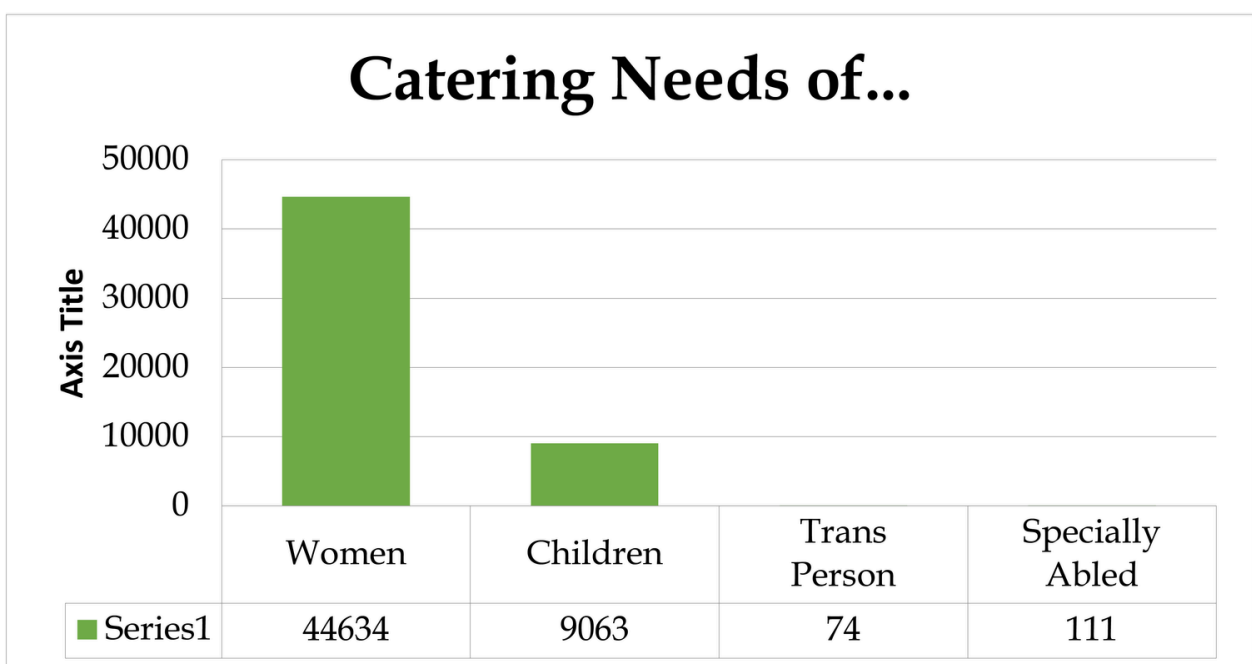
NAJMEEN
Garima Grih

My name is Najmeen, I studied up to fifth grade and am now 16 years old. While passing by Garima Grih, I noticed they offer sewing classes, so I enrolled. Now, I have learned to sew well and take on sewing work for others. With the money I earn, I buy clothes for myself and my siblings. It feels great to be able to support my own expenses. Once I complete my training, I dream of opening my own boutique.

DATA INSIGHTS

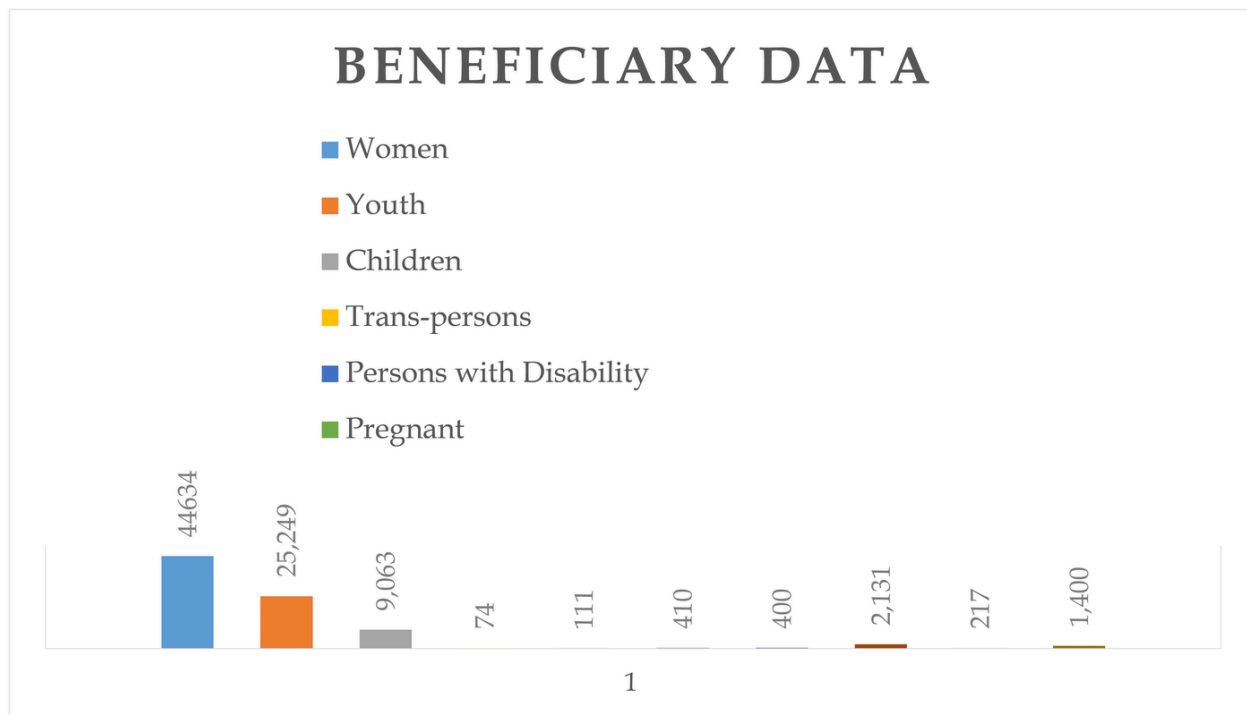


Apart from utilising the various other services available at the centre, the most utilised service is grooming and resting. Together they contribute to 85 percent of the services at the centre.



NEST TIDINGS

There is a constant use of the centre by the transpersons. The WASH Champions are well aware and welcoming and it becomes a safe space for them for sanitation purposes.

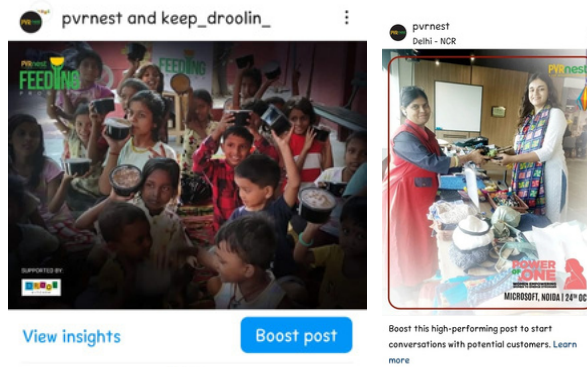


The retrofitting has resulted in increased footfall at the centres. The added features like seating space and different skilling programs has encouraged women and young girls to visit the centre and utilise the facilities & opportunities.

HIGHLIGHTS:

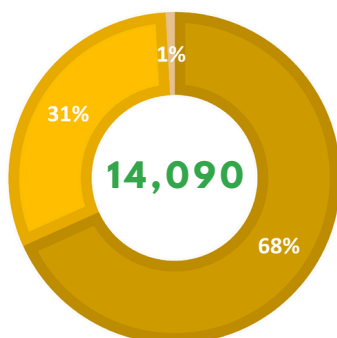
- **Garima Grih Usage:** 77% of users are children and youth. Besides sanitation, facilities like changing rooms and grooming areas cater to women and young girls, with mothers using the hygienic spaces to feed their children.
- **Pink Centre Beneficiaries:** 60% of program beneficiaries are young girls and children. Footfall increased during the festival season as more women visited marketplaces.
- **Gaffar Market Site:** The busiest location with only two units, serving street vendors and hawkers for sanitation and rest in a sanitized environment.
- **Top Services:** Grooming and resting account for 85% of service usage across centers.
- **Transgender Inclusion:** Trans-persons use the centers regularly, feeling welcomed by the WASH Champions in a safe, sanitized space.
- **Improved Footfall:** Retrofitting has increased center usage by 15% with expanded services.

SOCIAL MEDIA CAMPAIGNS



IMPRESSIONS

■ LinkedIn ■ Instagram ■ Twitter



In October, social media campaigns generated a total of 14,090 impressions. LinkedIn led with 68% (9,620 impressions), followed by Instagram at 31% (4,347 impressions), and Twitter at 1% (123 impressions), showcasing strong engagement across platforms.



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