

NCPCR, PVR NEST COME TOGETHER TO BRING CHEERS TO THE INMATES OF DELHI JUVENILE HOME

The National Commission for Protection of Child Rights (NCPCR) has joined hands with PVR Nest to launch a project called **“Art from the Heart”** this Diwali to brighten the lives of the inmates of the Aadharshila Observation Home at Kingsway Camp here. Through this innovative program, PVR Nest, CSR arm of the country’s prominent multiplex chain, PVR, and NCPCR, the apex child rights body plan to beautify the Observation Home premises through the children inmates themselves with the guidance of specialists as well as conduct art and painting workshops. These workshops are expected to create opportunities for developing skill-sets in the children while improving interaction and trust, leading to behavioural change.

Expressing happiness over the project, NCPCR Member, Ms. Rupa Kapoor, said, “This is the first ever instance of a corporate house aligning with NCPCR to engage creatively with children in conflict with law. Hopefully, the move can pave the way for other corporates to come forward and support NCPCR in rehabilitating these children in the societal mainstream”.

NCPCR Chairperson, Ms. Stuti Kacker said, “We will welcome such partnership with industry and business for protecting child rights and rehabilitation of runaway children, kidnapped children etc. who have faced multiple deprivations in life”

Senior Vice President, Corporate Communication and Corporate Social Responsibility, PVR Ltd., Ms. Deepa Menon said, “Art as an educational medium can have a therapeutic effect on children, helping them to explore their creativity. While the child is creatively engaged she/he is able to hone important analytical and interpersonal skills as well as learn to think out of the box, leading to development of a sense of confidence within the child”.

Due to lack of future prospects, proper counselling and social acceptance, most of the juveniles turn to more serious crimes. According to data released by NCRB, 22% of the

children in juvenile homes are repeat offenders, of which, 64% belong to the age group of 16-18 years.

Art has the potential to impact on the physical, psychological and emotional aspects among children. At a physical level, art activity improves motor skills and the children learn to observe as well as draw. At the psychological level it instils confidence in the child through a sense of purpose, achievement and pride that is created during the art activity. At the emotional level art activity has the ability to heal by helping the child to express their inner feelings through the visual medium