

# Annual CSR Report

2023-24



The background is a solid dark blue. On the right side, there is a large, light blue organic shape that curves from the top right towards the center. At the bottom left, there is another light blue organic shape, partially overlapping a dark blue area with white diagonal stripes. The text is positioned on the left side of the image.

**Driven by**  
sustainable growth,  
**efficiency and**  
**innovation.**

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# Message from the Managing Director (Generation)

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CESC Limited has been a pioneer in progressing our CSR agenda across various dimensions. Over the years, both our investment in community development and the scope of our efforts have expanded significantly.

At RPSG Group, we believe that sustainable business growth is closely knit to enhancing community well-being. At CESC Limited, we strive to align our business goals with the aspirations of the communities we serve. Our factories not only energise the city of joy but also drive inclusive growth and community development through our corporate social responsibility (CSR) initiatives.

CESC Limited has been a pioneer in progressing our CSR agenda across various dimensions. Over the years, both our investment in community development and the scope of our efforts have expanded significantly. We have made a positive impact on lives through initiatives in healthcare, education, environmental sustainability, and livelihood generation, fostering trust and contributing to the inclusive development of our communities.

Looking forward, CESC will continue to strengthen, promote sustainable cooperation and consolidating capabilities to exert a strong positive influence to make our communities a better place.

I would like to put on record my sincere gratitude to all our employees for their firm commitment to making a difference in the communities we serve.



I also extend my heartfelt thanks to our implementation partners, and dedicated team members who have worked tirelessly to achieve our shared goals. Your efforts have been crucial in advancing our collective mission.

A handwritten signature in blue ink, consisting of a stylized 'B' and 'S' followed by a horizontal line.

**Mr Brajesh Singh**  
**Managing Director (Generation)**

# Message from the Managing Director (Distribution)

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Our focus on reducing our carbon footprint and investing in renewable energy sources highlights our commitment to sustainability and protecting the planet for future generations.

In today's rapidly evolving global landscape, businesses are increasingly expected to go beyond financial performance by incorporating social and environmental factors into their strategic decision-making. This approach enables companies to create value not only for shareholders but also for society and the environment, contributing to a more equitable and sustainable future. In India, corporate commitment to ethical practices and long-term environmental responsibility is driving Corporate Social Responsibility (CSR) spending.

At CESC, we recognise that our responsibilities extend beyond achieving business success; we are dedicated to being a responsible corporate citizen. Our CSR initiatives demonstrate our commitment to making a positive impact on society and the environment. We take pride in participating in various initiatives, from supporting local education programmes to promoting environmental sustainability through eco-friendly practices.

Through our CSR efforts, we have positively impacted the lives of lakhs beneficiaries. Furthermore, our focus on reducing our carbon footprint and investing in renewable energy sources highlights our commitment to sustainability and protecting the planet for future generations.



Together, we will continue to uphold our values and make a meaningful difference in the communities we serve. We extend our gratitude to all stakeholders for their dedication to our mission and for being integral to our journey in creating a healthy, sustainable, and inclusive society.

A handwritten signature in blue ink, appearing to read 'Vineet Sikka', written over a horizontal line.

**Mr. Vineet Sikka**  
**Managing Director (Distribution)**

# Foreword by ED & CHRO

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Our Corporate Social Responsibility Annual Report 2023 – 2024 shows our strategy, thematic areas, and results, on the social and environmental impact of our business. This Annual Report highlights our commitment to grow responsibly while meeting the interests of our shareholders.



It is a great privilege to share our unwavering commitment to corporate social responsibility and community welfare in this year's Annual CSR Report. At CESC, we believe that businesses have an obligation to contribute to the well-being of society, and our efforts continue to focus on Health, Education, Environment, and Community Development.

Over the past year, our health initiatives have sought to provide greater access to quality healthcare for underserved communities, ensuring better health outcomes for those most in need. We remain dedicated to addressing critical health issues and enhancing the quality of life for vulnerable populations through our targeted interventions.

In education, we aim to bridge the gap in learning opportunities by supporting programs that empower children and young adults with the knowledge and skills necessary for a brighter future. Our investments in educational infrastructure, scholarships, and digital learning have been instrumental in fostering growth and development in the communities we serve.

The environment remains at the heart of our CSR efforts as we continue to implement sustainable practices and eco-friendly projects. Whether it's reducing our carbon footprint or contributing to environmental conservation, our team is committed to making a positive impact on the planet for future generations.

Lastly, our Skill and Community development programmes have strengthened the fabric of society by empowering individuals and fostering inclusion. From rural development projects to initiatives aimed at improving livelihoods, we have worked closely with local communities to create sustainable and lasting change.

We are proud of the progress we've made and remain dedicated to expanding the reach and impact of our CSR initiatives. By working together with our stakeholders, we will continue to drive meaningful, positive change in the lives of countless individuals.

Thank you for your continued support as we strive to build a healthier, more educated, and sustainable future for all.

A handwritten signature in black ink that reads "Subir Verma".

**Subir Verma**  
**ED & CHRO (Power Business)**

# About CESC Limited

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**Envisioning a Sustainable Future for All:** CESC stands as one of India's leading energy companies, with operations extending Pan-India across generation and distribution. We are dedicated to the energy transition through a sustainable business model that emphasises renewable energy, energy storage, and green hydrogen.

Operating in regions with significant energy demand, we align our distribution business with India's expanding power sector. Our robust distribution model, encompassing both license-based and franchise-based operations, is committed to providing a 24/7 power supply and enhancing customer service to ensure sustainable growth.

We understand that progress is measured not only by financial performance but also by social impact, environmental sustainability, innovation, and long-term value creation for all stakeholders. Despite the evolving energy landscape, our commitment to deliver sustained value remains unwavering. We are actively advancing towards green energy solutions to meet the nation's energy security needs.



# Executive Summary of CSR Activities 2023-24

CESC's CSR activities are conducted under four thematic areas, namely, Education, Healthcare, Environment and Skill Development.

## Education

Education is not merely a privilege but a fundamental right of every individual in our country, particularly our children. It lays the foundation for a child's overall growth and development

SDG Linkage



### Akshar

Reaches children aged 3-18 years through early child education and development centres, and community-based academic support centres in Tiljala.

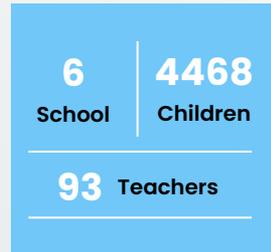


### Muktangan

Provides supplementary education support to children in classes V to X in Pujali, focusing on first-generation learners and children with learning gaps or language barriers.

### Indradhanush

Supports out-of-school children in Kamarhati to get enrolled in schools and provides academic support to underprivileged children.



### School Build

Revamping and improving government school structures, creating play areas, erecting bicycle stands, installing drinking water provisions, providing seating, sanitation.

## Healthcare

At CESC, we are deeply committed to reducing infant and child mortality rates. To that end, our Company integrates safe motherhood and child survival programmes into our CSR initiatives.

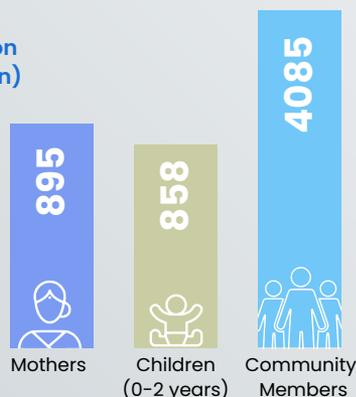
SDG Linkage



### SNEH

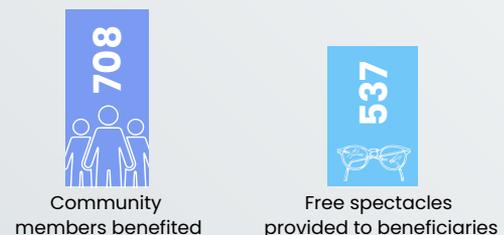
(Sustainable Nutrition and Health Education)

Aims to improve maternal and child health and nutrition, focusing on the first 1,000 days of care. Implemented in Tiljala.



### Eye Check-Up Camps

Eye camps in Pujali, Budge Budge, benefited 708 underprivileged people, offering free spectacles and facilitating cataract surgeries for those in need.



# Environment

As a company, we are deeply committed to providing a clean environment for the communities in which we operate. This dedication is embedded in our values and guides our actions on a daily basis. We recognise the importance of environmental stewardship and strive to minimise our environmental footprint by undertaking various initiatives and introducing some specialised practices.



## Urja Chetana

Builds capacity of teachers and students for initiating action on environment and sustainability issues (air pollution, waste management, rainwater harvesting, and biodiversity conservation) in 10 schools.



## Aparajita

Scientific flower waste management project in North Dum Dum Municipality, creating and assisting Self-Help Groups (SHGs) to produce value-added products like organic powder and biofertilizers through training on waste sorting techniques.

## Kiran

Community-based waste management project converting organic waste into vermicompost, reducing landfill waste and improving hygiene in Metro Colony, Kamarhati Municipality.



# Skill Development



At CESC, we believe in facilitating holistic growth and empowering individuals to be self-reliant and lead sustainable livelihoods. Such initiatives help our Company nurture a thriving society in the long term. Notably, our activities aim to provide livelihood enhancement opportunities for the community we operate within. In the process, we endeavour to bridge the gap between the local workforce and the skill requirements of various industries

## Eklavya - CESC Skill Academy

Operates 14 centres in Kolkata, Howrah, North and South 24 Parganas, offering skill-building courses in Basic Computer with Advanced Excel, Customer Relations Management, Retail Management, Electrician, Beautician and Tailoring.



## Employment Generation (2023-24)

Centre Location	Trained	Placed	Centre Location	Trained	Placed
Belur P.S	102	73	Jayabibi Road (Belur)	130	92
Lichubagan	101	72	Tiljala	150	112
Tollygunge	150	108	Topsia	150	113
Khardah	152	108	Khidderpore	152	111
Pujali	150	107	Garden Reach	150	100
P.M.Bustee	100	75	Pilkhana	121	89
Kamarhati	200	134	Belillious Road	121	86
<b>TOTAL</b>				<b>1929</b>	<b>1380</b>

Thematic Area

# Education

A Fundamental Right for Growth

SDG-Focused  
Project Alignment



## 1. Akshar

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## 2. Indradhanush

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## 3. Muktangan

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## 4. School Build

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# Akshar



SDG Linkage



The Akshar project empowers disadvantaged children through educational reintegration, career guidance, and parenting support. It nurtures academic success, personal growth, and resilience with a focus on safety and resource teacher development. Through its holistic approach, the multifaceted initiative paves the way for brighter futures.



Ward 66 of Kolkata Municipal Corporation

Implementing Partner



**659**

Children reached with sessions on Child Rights.

**529**

Mothers reached on effective parenting of children

**16**

Students passed Madhyamik

**18**

Students passed Higher Secondary

## Number of Beneficiaries

**493**  
Children

**5000**  
People indirectly

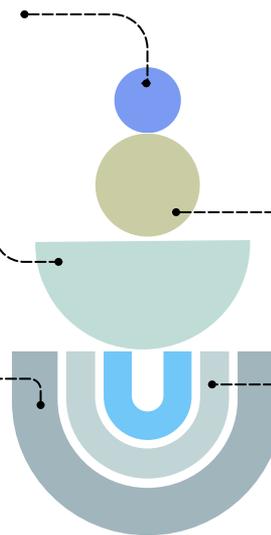
Key innovations include **Community-based resource teachers** offering specific academic support for children with learning difficulties, fostering inclusivity.

**Motivational sessions** encourage academic excellence, paired with **self-defence training** for young girls.

**Career guidance** helps students explore diverse professional paths, empowering them to make informed decisions.

**Enrollment drives** reintegrate out-of-school children into formal education, securing their right to learn.

**Effective parenting workshops** strengthen parent-child bonds and address modern challenges like screen addiction.



## Case Study



Ward No. 66, nestled in Kolkata's eastern outskirts, is a community of 38 slums, where poverty and education often takes a backseat amidst the struggle for survival. **Simran Khatoon**, a 15-year-old from Topsia, faced the looming threat of early marriage, jeopardizing her dreams. However, her path intersected with the Akshar Project, altering her fate.

Starting her journey with the **Akshar** project in class VI at Monu Memorial School, Simran encountered resistance from her family, steeped in the tradition of early marriage. Yet, through persistent counseling, their perspective began to shift. They realized the importance of Simran's education and agreed to postpone her marriage until she turned 18, letting her study.

# Indradhanush

SDG Linkage



The Indradhanush Project has introduced innovative strategies to ensure the well-being and holistic development of underprivileged children aged 6 to 18 years, effectively addressing learning gaps and promoting essential life skills.



Kamarhati

Implementing Partner



A five-day summer camp was held to boost regular attendance and interest in the learning centre through extracurricular activities, with 118 children from special training centres participating.



## Number of Beneficiaries

**531**

Children in the age group of 6-18 years

**485**

Parents have directly benefited from the Project.

**355**

Children went through sessions on Self-Awareness.

**121**

Attended a session on Appropriate Behavior, promoting positive change and self-reflection.

**460**

Children participated in the Annual Sports Meet on 20th December 2023.

**1236**

Students attended sessions on Child Rights

**8**

Students passed Madhyamik



## Innovations of Indradhanush

### The Accelerated Learning Method (ALM)

integrates advanced pedagogical techniques, personalised learning pathways, and technology to bridge academic gaps for children, enhancing engagement, motivation, and self-esteem.

### Dynamic Events

like the Annual Sports Day promote teamwork, resilience, and sportsmanship, involving children and community members.

### Health Initiatives

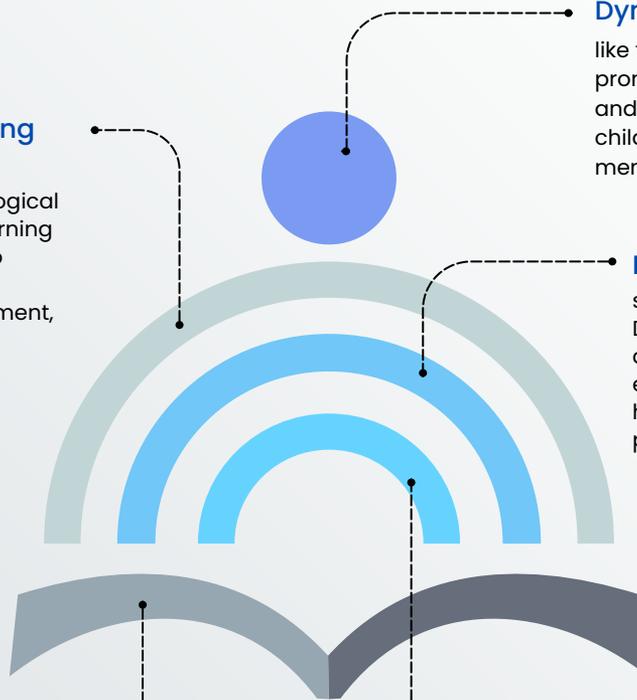
such as World Handwashing Day teach essential health and hygiene practices, emphasising proper handwashing for disease prevention among students.

### Awareness Sessions

are educational sessions on child rights and trafficking risks that empower students with knowledge to advocate for their rights and resist exploitation.

### The Summer Camp

is a week-long camp that keeps children engaged during vacations, offering joyful learning, social interaction, and opportunities to develop new skills and hobbies.



## Case Study



**Avinash Hela**, a class VI student at A.P. Children Hindi Medium School, faced immense challenges after losing his father to cancer in 2014.

The loss placed emotional and financial strain on his family, with his mother, a municipal worker, struggling to meet basic needs and educational expenses. Burdened by responsibilities and lacking motivation, Avinash's education suffered despite his eagerness to learn.

A mobiliser from the Hela Harijan Yubak Sangha Centre identified his potential and enrolled him in their child-focused learning programme. Though initially struggling to adjust, the supportive environment helped him reconnect with his education.

With regular attendance and targeted support, Avinash bridged academic gaps and achieved second place in his school test.

# Muktangan

SDG  
Linkage



Muktangan aims to equip underprivileged children to break the vicious cycle of social menaces through a positive deviance model by enabling them to complete secondary education with quality inputs.



Pujali

Implementing  
Partner



## Number of Beneficiaries

**304**  
Children



**286**  
Parents

**15** students Passed Madhyamik

## Awareness Sessions

### Emergency Response

180 students were taught emergency response skills and care.

### Empowering Children

1110 children were reached through sessions conducted to enhance knowledge on child rights, child abuse, child marriage, child trafficking, cyber safety and substance abuse.

### Dengue Awareness

180 students benefited from sessions on dengue awareness and prevention.

### Career Guidance

133 students were reached through career guidance sessions to explore available career options and set career goals.

### Hygiene and Nutrition

50 adolescent girls were educated about proper hygiene practices, nutritional needs, health awareness, and superstitions surrounding menstruation.



## Innovations of Muktangan

### Sexual Reproductive Health (SRH) sessions

that directly address misconceptions around menstruation, fostering a supportive environment where young women feel empowered to discuss their health concerns, ultimately helping to reduce dropout rates.

### Environmental awareness,

prioritised through events like World Environment Day, which encourage community involvement in sustainability efforts, such as tree planting and reducing plastic pollution.

### The Learning by Doing model,

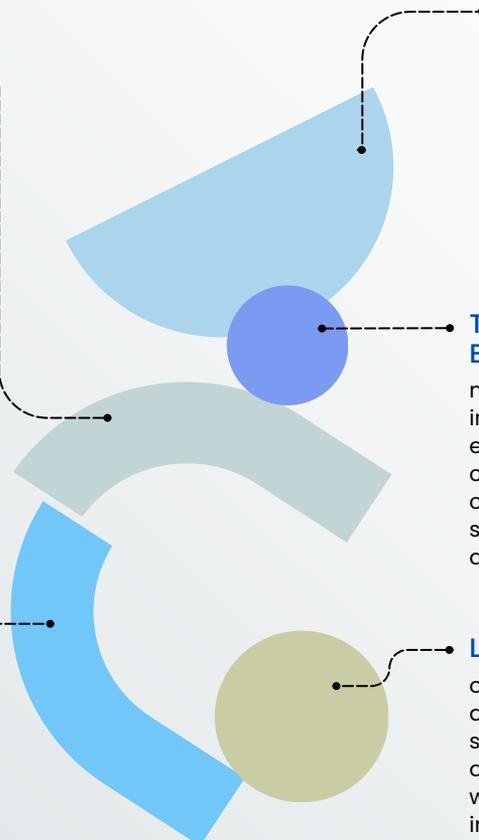
equips teachers with skills to utilise low-cost materials for teaching complex scientific concepts through hands-on experimentation.

### The Introduction of Open Book Examinations

mark a transformative innovation in assessment, shifting the emphasis from rote learning to critical thinking and comprehension, which boosts students' confidence and analytical abilities.

### Life skills sessions

on child rights, child marriage, and child labour that empower students with knowledge and agency, while motivational workshops inspire those lacking interest in education to recognise the value of academic achievement for their future prospects.



## Case Study



**Sk. Sakil**, a ninth-grader from Durgapur, Pujali, faced significant financial struggles that nearly ended his education.

His father, a low-income electrician, relied on Sakil's help at local events, pushing him toward child labour. Pujali, within the Kolkata Metropolitan Area, suffers from high upper-primary dropout rates, worsened by the pandemic.

Sakil was out of school for over two years, reflecting a broader issue in Budge Budge's industrial regions, where children often leave school to support their families.

With project support, Sakil rejoined school, rediscovering his enthusiasm for learning. Targeting grades VI to X, Muktangan tackles social barriers in education, directly benefiting 389 students and 286 parents, with 2,500 additional indirect beneficiaries.

# School Build

SDG Linkage



Educational institutions, especially government and municipal schools, are confronted with deficiency in fundamental amenities like classrooms, restroom facilities, clean drinking water access, seating arrangements, and libraries. Through this initiative, we commit to revamping and improving government school structures, creating play areas, erecting bicycle stands, installing drinking water provisions, providing seating, to name a few.



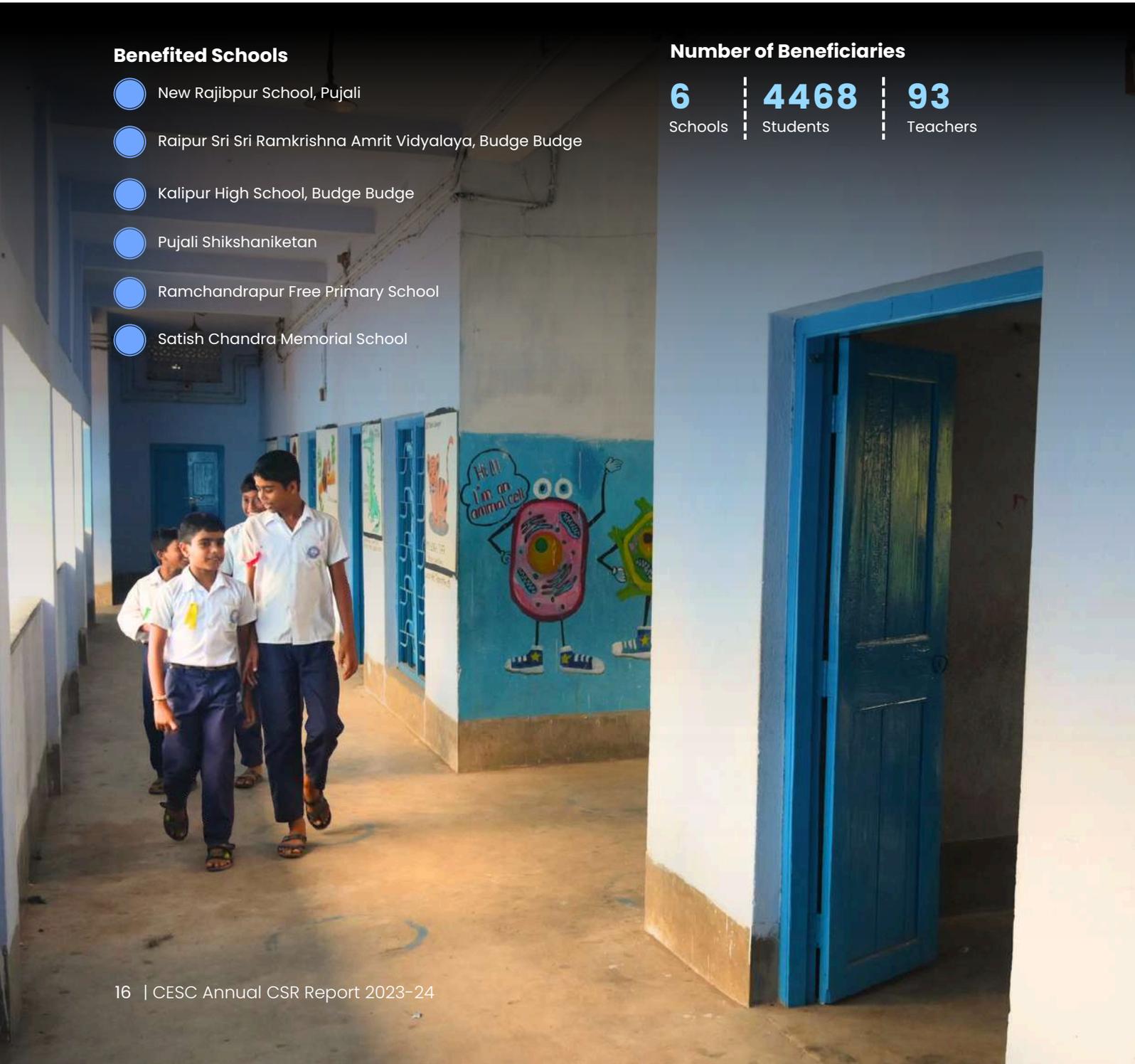
Pujali

## Benefited Schools

- New Rajibpur School, Pujali
- Raipur Sri Sri Ramkrishna Amrit Vidyalaya, Budge Budge
- Kalipur High School, Budge Budge
- Pujali Shikshaniketan
- Ramchandrapur Free Primary School
- Satish Chandra Memorial School

## Number of Beneficiaries

<b>6</b>	<b>4468</b>	<b>93</b>
Schools	Students	Teachers



Thematic Area

# Healthcare

Commitment to Child Survival and Safe Motherhood

SDG-Focused  
Project Alignment



## 1. SNEH (Sustainable Nutrition and Health Education)

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## 2. Eye Check-Up Camps

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# SNEH (Sustainable Nutrition and Health Education)



The SNEH project's integration of community engagement, education, and healthcare has improved well-being for pregnant women, mothers, and young children, creating a model for holistic, community-led healthcare in Topsia. By involving men, empowering lead mothers, and honoring cultural traditions, it has fostered a supportive, healthier environment for families.



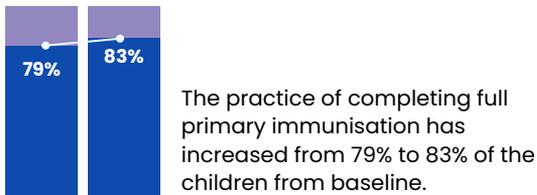
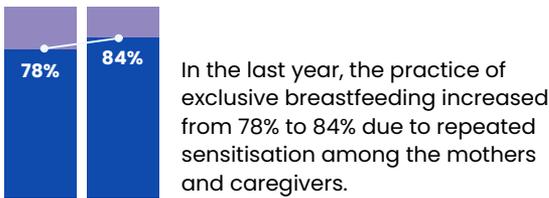
Implementing Partner



## Number of Beneficiaries

<b>410</b> pregnant women	<b>485</b> lactating mothers	<b>858</b> children below 2 years
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have directly benefited from this Project.



**129** women who were in the first trimester of their pregnancy were sensitised with "Matritya Boron" programmes.

**168** women who were in the third trimester of their pregnancy were sensitised on hospital delivery, all ANC & PNC care, immunisation, nutrition, etc.



## Innovations of SNEH

### Educational initiatives like Safe Motherhood Days and Baby Showers

were introduced to prepare expectant mothers for institutional deliveries, antenatal care, recognising danger signs during pregnancy, and timely immunisations.

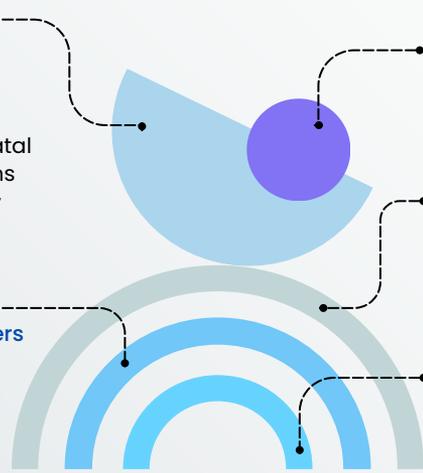
### Empowering community leaders known as Lead Mothers

as they participated in capacity-building workshops to raise awareness about maternal and child health in their communities.

**Active involvement of male family members** in providing emotional and practical support during pregnancy, promoting shared responsibility for maternal health.

**Specialized health camps** organised for young children to identify and address health issues early, while encouraging preventive healthcare practices among mothers.

**Culturally significant events such as Weaning Ceremonies** were held to educate mothers about nutrition and feeding practices during the transition to solid foods.



## Case Study



In Ward 66, Kolkata, **Ruby Khatoon**, a 25-year-old woman, transformed her life with the help of the SNEH Project by CESC. During her first pregnancy, Ruby struggled with malnourishment and a lack of family support, resulting in complications. The SNEH team stepped in, guiding her through early hospital registration, ANC check-ups, and vaccinations, while also educating her family on safe motherhood and nutrition.

Ward 66, a migrant-dominated community reliant on daily labor, faces severe challenges such as income loss, malnutrition, and disrupted healthcare—aggravated further by the COVID-19 pandemic. Through SNEH’s support during her second pregnancy, Ruby gave birth to a healthy baby weighing 3 kg, followed by regular PNC check-ups and vaccinations. The project also improved the nutritional status of her first child through counseling.

SNEH directly engaged 7,000 households, benefiting over 10,105 individuals, with 28,876 others indirectly impacted. Its initiatives, including the first 1,000 Days of Life and malnutrition prevention programs, were supported by local bodies and government schemes. Over two years, SNEH enhanced healthcare accessibility, enabling vulnerable families to access essential services and fostering long-term community resilience.

## Eye Check-Up Camps

Eye camps in Pujali, Budge Budge, benefited 708 underprivileged people, offering free spectacles and facilitating cataract surgeries for those in need.

**708**

Community members benefited

Free spectacles were provided to

**537**

beneficiaries



Thematic Area

# Environment

Dedicated to Environmental Stewardship  
and Minimising Footprints

SDG-Focused  
Project Alignment



## 1. Urja Chetana

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## 2. Kiran

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## 3. Aparajita

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# Urja Chetana

Urja Chetana, an environmental education programme engages government schools to raise awareness on climate change, energy, waste, water, and biodiversity, air pollution etc. It builds environmental awareness among teachers and students, integrating sustainability into school curricula for lasting impact.

### SDG Linkage



 10 Government Schools in and around Kolkata

Implementing Partner  
**CEE**  
Centre for Environment Education



### Number of Beneficiaries

**7522**  
Students

**350**  
Teachers

**352**

parents sensitised through the Urja Chetana project.

**172 Kgs**

of nutrient-rich compost produced collectively by 200 students, along with 1800 ml leachate for gardens.

**4** New rainwater harvesting systems, each with 1500L tank capacity, installed in schools.

**4** Schools provided with composting crates

**5** Schools installed with aesthetically pleasing wall-based vertical gardens

**5** Schools provided with aerobic composters

**3** Medicinal plant gardens with 90 plants each were installed to promote biodiversity.

**1** Plastic clean-up drive in Babughat (Judges Ghat), Kolkata.



## Innovations of Urja Chetana

**Experiential learning is central to the project**, with hands-on activities such as composting and rainwater harvesting systems that allow students to witness tangible outcomes.

**Capacity-building sessions for students and teachers** enhance knowledge and skills, empowering them to advocate for sustainable practices and ensuring the longevity of the project's impact.

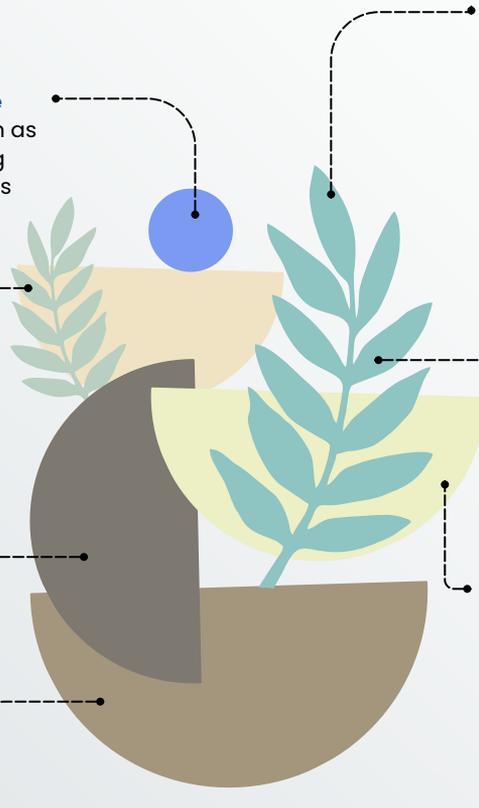
Annual celebrations like **"Bal Urja Chetana Diwas"** and events for World Environment Day and Earth Day highlight student achievements and inspire collective action.

**Through its student-led initiatives and active celebration of environmental days**, the project nurtures leadership skills and creativity. Urja Chetana serves as a model initiative, fostering a generation of eco-conscious citizens and driving sustainable change.

The **Urja Chetana Project** stands out for its innovative, integrated approach to environmental education. Unlike conventional programmes, it addresses interconnected themes like energy conservation, waste management, water conservation, and biodiversity, fostering a holistic understanding of sustainability.

The project extends its influence beyond the classroom through **community outreach** activities like clean-up drives and street plays, building a culture of sustainability.

Exposure visits to CESC's thermal power plant further deepen students' understanding of energy production and environmental management. Creative communication tools, including visual aids and games, make complex environmental concepts accessible, while robust monitoring ensures continuous improvement.



### Case Study



**Kumar Ashutosh Institution** installed a 1,500-litre rainwater harvesting system, using 29,500 litres annually, and composted 47.41 kg of food and garden waste for its garden. Air quality assessments and community surveys earned them 2nd place at the Urja Chetana Annual Felicitation 2023-24.

**Baidyapara High School** harvested 7,500 litres of rainwater in 2023 and composted 5 kg of organic waste. Activities included Tiger Day celebrations, planting 30 Devdaru trees, and launching the innovative Seed Rakhi initiative. Their environmental efforts, including the "Selfie with Green" campaign, secured 3rd place at Bal Urja Day 2023-24, promoting environmental advocacy.

# Kiran



SDG Linkage



In 2022, CESC embarked on an innovative collaboration with Calcutta Rescue. After a thorough assessment of local waste resources, the idea of a **vermicompost** project emerged as a groundbreaking solution, despite the significant challenge of household waste segregation, even in affluent neighbourhoods in India.



Dakshineswar Metro Colony slum in the Kamarhati Municipality area



Implementing Partner



Since Kiran's 1st compost cycle in Nov' 2022, the project has come a long way in the next 1.4 years of its operational cycle.

**10**

compost cycles by Mar' 2024

**16.5**

tonnes of raw waste processed, preventing it from reaching landfills

**2**

tonnes of high-quality compost produced, generating ₹40,000.

## Number of Beneficiaries

**163**

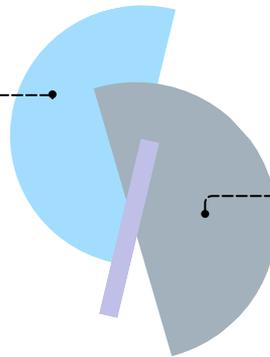
households

**1000+**

individuals

### First Phase (Pilot)

The pilot, focused on easily accessible wet waste sources like cow dung and water hyacinths. This innovative model highlighted the potential of transforming waste into compost while encouraging community participation in waste segregation, with **waste segregation bins being handed out to households.**



**The results were impressive, with over 80% household participation within a year**

Waste collection grew from just 10 kg to 400 kg in peak months. Inspired by the project, residents started planting gardens, and trees were grown around the compost unit, reflecting a shift towards sustainability.

### Second Phase (Scale Up)

In 2024, CESC scaled the project by launching a larger facility capable of processing 4 tonnes of waste every 45 days. This phase promoted a community-driven approach, forming self-help groups (SHGs) early on. The project was eventually handed over to these registered SHGs, supported by **a seed capital of Rs. 40,000**, accumulated over 2.5 years of operations.

## Case Study



In Dakshineswar Metro Colony slum, **Jharna Das** struggled with her husband's irregular income, while **Monica** faced similar issues, with her husband's earnings lost to intoxication.

Launched in 2021, Project Kiran integrated climate resilience, income generation, and empowerment. A vermicompost plant was set up to manage waste and provide income for the slum's 180 families.

Through training, Jharna became a key leader, guiding the project's success. Residents now earn by selling compost, with Jharna and two others receiving Rs. 3,500 monthly.

Aiming for self-sustainability by 2026, Project Kiran transforms individuals and the community.

# Aparajita

SDG Linkage



The Aparajita Project is a pioneering initiative that tackles environmental challenges through sustainable waste management practices. By scientifically processing floral waste, which constitutes nearly a third of all solid waste in the country, the project creates value-added products such as floral dust, liquid bio-fertiliser, and solid compost.



North Dum Dum Municipality

Implementing Partner



During the period (January - March 2024), 14 trained Self-Help Group (SHG) members under the project successfully processed:

**378**

kgs of waste flowers into useful products.

**20.4**

kgs of floral powder

**11**

kgs of herbal gual

## Number of Beneficiaries

**67,484** households comprising a population of **3,19,482**

## Maintenance of Green Verges

CESC has partnered with the Kolkata Municipal Corporation to enhance the aesthetics of the city. As part of this collaboration, CESC is responsible for maintaining the median strips, also referred to as green verges, along designated city roads.



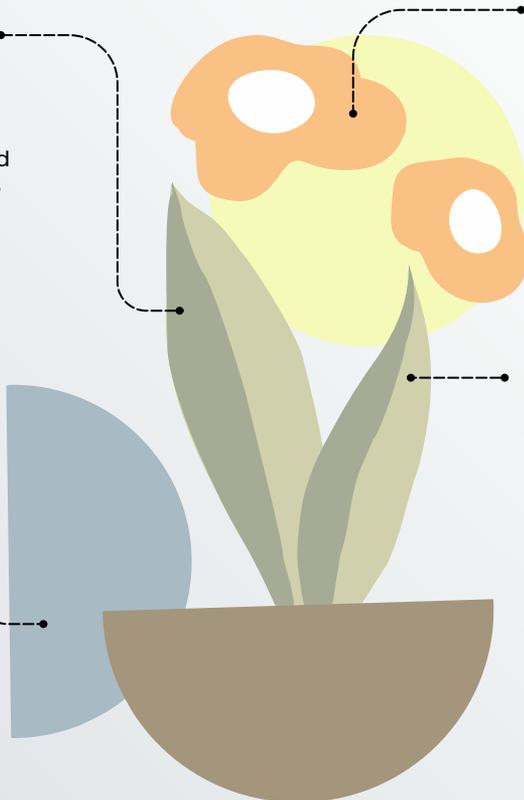
## Innovations of Aparajita

### The Aparajita Project incorporates modern testing protocols

through collaborations with organisations like SGS India and Krishi Vigyan Kendras (KVKs) to ensure product quality for agricultural applications.

### This holistic approach addresses environmental,

economic, and social needs, fostering cleaner surroundings and sustainable living while driving economic empowerment for marginalised communities.



### It partners with Farmer Producer Companies (FPCs),

Farmer Producer organisations (FPOs), and vendors to create sustainable livelihood opportunities for Self Help Group (SHG) members, empowering them through high-quality, marketable products.

### Community engagement is also central to the project,

with door-to-door campaigns promoting proper floral waste disposal and highlighting the environmental benefits of its products.

## Case Study



**Rupa Kor Bose**, a homemaker and mother of two, sought ways to support her family financially beyond her husband's modest income. With education ending at 8th grade, she joined a training programme on environmental sustainability and waste management, balancing family duties with personal growth.

The programme gave Rupa new skills, connections, and confidence.

Her involvement in the Aparajita Project, in collaboration with CINI and CESC, was a turning point. As part of a Self-Help Group (SHG), she engaged in drying, composting, and powder-making, transforming flower waste into products like Gulal powder.

Rupa's journey reflects the power of education and skill-building, enabling her to contribute meaningfully to her family and community while supporting environmental sustainability.

Thematic Area

# Skill Development

Empowering Self-Reliance through Skill Development and Sustainable Livelihoods

SDG-Focused Project Alignment



## 1. Eklavya

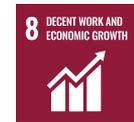
CESC Skill Academy

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# Eklavya CESC Skill Academy

SDG Linkage



Under the Eklavya - CESC Skill Academy Project, aspiring youth from underprivileged and marginalised sections of society are mobilised for skill development in different job roles as per market need. The skill development centres are situated in different locations of Kolkata, Howrah, North 24 Parganas and South 24 Parganas.

Implementing Partner



## Beneficiaries Across Locations

### Garden Reach & Khidderpore

**302** Beneficiaries were trained with the aim of imparting holistic growth and vocational training in Basic Computer Skills with Advanced Excel and Customer Relationship Management

### Jayabibi Road, Belur

**130** Youths were trained in trades like Tailoring and Retail Management.

### Kamarhati and PM Bustee

**300** Beneficiaries were trained. Provided domain-based training. Ensured 70% employment in a proper corporate culture.

### Belilious Road & Pilkhana

**242** Youths were trained. Trades include Customer Relationship Management, Tailoring, and Jr. Electrician cum A.C Technician.

### Pujali, Budge Budge

**150** Youths were trained in trades like Customer Relationship Management (CRM Non-Voice) and Warehouse Management.

### Belur P.S. and Lichubagan

**203** Youths were trained in trades like Facility Management and Warehouse Management.

### Tiljala and Topsia

**300** Youths were trained in trades like Basic Computer Skills with Advanced Excel, Tailoring, Beauty and Wellness, Retail Management.

### Khardah and Tollygunge

**302** Youths were trained in trades like Basic Computer Skills with Advanced Excel and Electrical and Electronics Appliances Technicians.



## Innovations of Eklavya

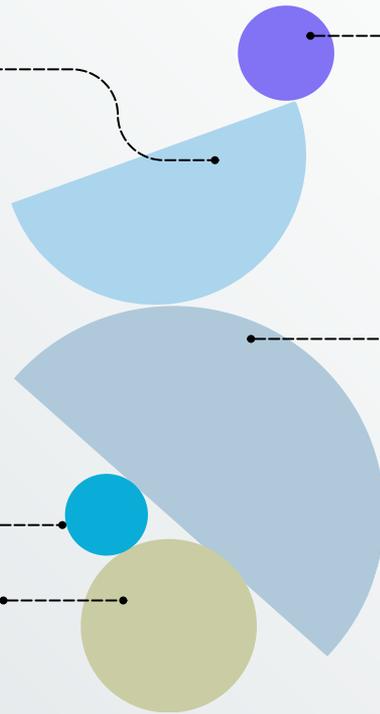
**Candidates undergo two rounds of screening**, including guardian meetings, with 15 days of trial classes to assess sincerity.

**Eklavya** focuses on selecting committed youth for training to ensure job placement, as many hesitate to take up jobs post-training.

Non-serious participants are replaced, and **80% attendance is mandatory to ensure engagement**.

Courses, lasting 3 to 3.5 months, **align with industry needs** and **emphasise placement**. Regular interactions with industry professionals, along with exposure visits and expert sessions, keep courses relevant.

**Eklavya integrates advanced technology**, offering practical, job-ready skills. Tailoring courses use industrial machines, beautician training includes advanced equipment, and software training supports computer, retail, and CRM programmes, ensuring students gain industry-relevant expertise.



### Case Study



**Sudisha Mukherjee**, a graduate, found herself in a stagnant position at her job, longing for a platform that would foster her professional growth. Recognising the need to equip herself with contemporary skills, she sought out opportunities to enhance her career prospects. Upon discovering the Khidderpore centre of Eklavya - CESC Skill Academy, **Sudisha** enrolled in the Basic Computer and Advanced Excel course.

The programme provided her with the essential skills needed to thrive in today's competitive job market. After completing the course, Sudisha applied for a position at Flury's, one of the oldest and most esteemed Bakery and Confectionary brands in Kolkata. With her newly acquired skills and confidence, she successfully navigated the interview process and secured a position as a Team Member, with a monthly salary of 11,000 INR.



At Eklavya, we conduct thorough due diligence on prospective employers to ensure that youth placed through the Project receive fair salaries and work in supportive environments.

Placement is a priority, focusing on the financial empowerment of trained youth through employment or self-employment.

In 2023-24, 71.5% of candidates secured jobs. To ensure long-term success, we conduct six months of post-placement tracking to monitor retention and assess the employee-friendliness of workplaces, ensuring that candidates are well-supported and workplaces remain conducive to growth.

### Women Empowerment

At Eklavya – CESC Skill Academy, we empower women through skill development and employment.

2021-22	<b>993</b> Candidates	<b>537</b> Women
2022-23	<b>1622</b> Candidates	<b>1007</b> Women
2023-24	<b>1929</b> Candidates	<b>1213</b> Women



Over the years, our commitment is evident in the trend.

# Training and Workshops

## ▶▶ Training on SROI



## ▶▶ Training on CSR Impact Assessment



Trainings are essential for our implementing partners, equipping them to create meaningful community impact. A session on 'CSR Impact Assessment and Results-Based Framework' was conducted through Consultivo to help partners enhance CSR impact assessments with a results-oriented approach, fostering accountability. Additionally, a refresher on 'Social Return on Investment (SROI)' was held to strengthen their existing knowledge.

# Employee Engagement

## ▶▶ Plantation Drive



## ▶▶ Training Session on Self-defence



## ▶▶ Employee Engagement-SNEH



CESC's CSR initiatives go beyond on-ground projects, embracing a strong volunteering philosophy and encouraging employee involvement. Volunteers are matched with opportunities that suit their interests and skills, with time off during office hours to participate. Key focus areas include education, health, and environmental projects.

# Awards and Accolades



In the last 3 years



## ICC Social Impact Award 2024

Winner in 'Employment Enhancing Vocational Skills' – Scroll of Honour received from the Governor of West Bengal



## FAME National CSR Award 2023

Winner in the 'Skill Development' category



## Golden Peacock Award 2022

Winner



## BCC&I Social Leadership Award 2022

Runners Up in the 'Hamari Awaaz' Project



## Greentech India CSR Awards 2022

Winner in the 'Women and Child Development' category



## Apex India CSR Excellence Awards 2022

Winner in the Gold Category for Outstanding Project on 'Water and Sanitation'



## Golden Bird Award 2022

Winner in the Platinum Category for Outstanding Project on 'Livelihood Creation'



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