

Annual CSR Report

2020-21



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About CESC Limited

CESC Limited is a flagship company of the RP-Sanjiv Goenka Group. With its own power generation facilities, it is engaged in the business of distribution of electricity across 567 square kilometres of its licensed area in Kolkata, Howrah, Hooghly, North and South 24 Parganas in West Bengal. CESC supplies safe, cost effective and reliable electricity to its 3.4 million Customers. The Company through its subsidiaries also has a portfolio of independent power generation projects and distribution ventures in other parts of the country.

As the Company continues to play a dynamic role in India's power sector, our community engagements are creating value in a manner that is environmentally sustainable and socially uplifting.

The Company undertakes programmes based on identified needs of the community around healthcare, education, safe drinking water and sanitation as well as through livelihood generation and skill development.



Message from MD (Generation)



At CESC we are guided by a strong sense of responsibility, which is fundamental to our business success. While being deeply dedicated to the society we serve, our CSR policies are rooted in our desire to support good causes and contribute towards sustainable development of the community at large. Through our social outreach programmes, we have successfully delivered need-based community interventions in areas where we operate and ushered positive change in the society around us. Our deep sense of commitment to social welfare and

relentless efforts to nurture inclusive growth have given us true courage to forge a longer and more strategic relationship with our stakeholders and work towards a future of equitable growth.

RABI CHOWDHURY

Message from MD (Distribution)



We, as a socially responsible organisation, are committed to contributing for the holistic and sustainable development of the communities where we operate. Rising responsibly to the challenges posed by the ongoing pandemic and super cyclone Amphan, our resilient and robust organisation is always working relentlessly to ensure quality and reliable power supply to all our citizens and businesses for sustaining their livelihood, along with their economic development in the 'New Normal'. We care for our people and have embarked on one of the largest Employee Wellness Programme, including a massive vaccination drive for them to effectively contribute for breaking the chain of the pandemic.

Consumers and communities have always been at the core of our organisational goals and in pursuit of delivering our services on their fingertips within the safety and comfort of their homes/offices, we have efficiently leveraged our latest cutting-edge digital platforms. Even in this challenging time we had unwavering focus on improving the quality of life for our communities and creating a positive societal impact through our unabated CSR activities.

CSR initiatives are ingrained in the fabric of our organisation and we have been diligently contributing to sustainable improvement in the areas of education, health, environment and community development, especially targeted towards upliftment of the less privileged sections of our society. We believe that our society should be liveable, workable and sustainable for all with an underlying focus on ethics, ecology, and the environment. Our CSR strategies have evolved with the singular vision of prioritising socio-economic growth, environmental sustainability and securing a strong sense of social harmony. In this quest for an improved life, we always try to enhance human value creation and strive to create safe and sustainable growth of our community.

DEBASISH BANERJEE

Foreword



CSR encompasses all the practices put in place by companies in order to uphold the principles of sustainable development. CSR policies are the foundation of the social and moral responsibilities of an enterprise in the impact it has on society. CESC, a century old organisation, having a touch-base of millions of customers has further integrated broader societal concerns for the customers. By driving sustainable and inclusive growth, our projects have left strong footprints while addressing major challenges in areas of social disparities. CESC team has worked relentlessly in developing slum areas, addressing health and hygiene concerns among children and women and creating a broad support base for the disadvantaged and vulnerable sections. As recognition for our extensive work on CSR, we have been honoured with the ICC Social Impact Award 2021.

We always encourage employees for volunteering activities in delivering social responsibilities and serving the community of their workplace. CESC being a customer-centric organisation strongly believes in creating shared value, which emphasises that corporate success and social welfare are interdependent. CESC stresses the opportunities for competitive advantage by building a social value proposition into the corporate strategy and embedded in the CSR Policy and activities. Our CSR drive provides us with a sense of purpose and nurtures in us the need to deliver our service to society in a more meaningful and authentic manner.

GAUTAM RAY
Executive Director (HR & Admin)

CSR STRATEGY



As a socially responsible organisation, CESC is committed to investing in the holistic and sustainable development of the communities among which it operates. Through its CSR initiatives on education, health, environment and community development, the Company seeks to empower communities and help them reach their potential. The Company's mission is to implement CSR programmes and projects that assist in creating an empowered society for inclusive growth leading to overall socio-economic development of the community.

The CSR Committee of the Board and senior management of the Company periodically reviews the performance of the respective projects under the

broad guidelines of its CSR Policy. The Company also encourages its employees to volunteer in various CSR initiatives.

CESC received the ICC Social Impact Award 2021 for 'Roshni' Project and FAME Excellence Award 2020 for 'Prayas' Project.





Addressing Education through Life Cycle Approach

CESC is aligned with the vision that 'Every child has a right to learn'. Although Enrolment Rate has gone up in the country, the gap between the levels of learning that education systems are providing and what children need, is growing. CESC works across the lifecycle from early childhood to adolescence to ensure that every child learns.





Our Stories



Guriya Bibi, a 30-year-old lady resides in Chappar Gali in Tiljala with her husband, mother-in-law and three children. During a home visit by a Mobiliser of Roshni Project, Guriya was identified as three months pregnant. Out of Guriya's three previous children, two were delivered at home and the third was delivered at a hospital due to certain complications. However, this time Guriya was not willing to visit any hospital or health centre, as her husband and mother-in-law were prejudiced against institutional delivery. After birth of their third child, Guriya Bibi and her husband were informed about family planning and use of family planning methods but they did not follow any method. As a result, Guriya became pregnant for the fourth time. After repeated visits by Roshni staff, Guriya got herself registered at a local hospital. However, at the time of delivery her husband and mother-in-law were reluctant to take her to the hospital. A Community Mobiliser of Roshni Project immediately got Guriya admitted to the hospital with the help of two Lead Mothers. Guriya delivered a girl child weighing 2.5 kgs through normal delivery and availed all the necessary vaccines at birth. She thanked Roshni team for ensuring that she had a safe delivery. She now has been enthused to take up the mantle and work and help other mothers in her community.



Imran Hossain, a 16-year-old boy who is a part of the Special Guidance Centre under Roshni Project, lives in Topsia with his father who is a daily wage labourer, mother who is a house wife and his younger brother. His father, who is the sole bread earner in the family, has no fixed income and earns not more than four to five thousand rupees per month. He has faced a lot of hardship in life to make ends meet as well as to try and educate his two children with his meagre income. Imran had heard from his classmate regarding the Special Guidance Centre under Roshni Project being run at Tiljala Brajanath Vidyapith, where he studies. English and Mathematics were very challenging subjects for him. On joining the centre, a level assessment was conducted for him and he went through an intensive accelerated learning process for minimising gaps. Initially, Imran found it very difficult to cope up with English and Mathematics as his basics were weak. However, with rigorous support from the teachers at the Centre and with regular practice at home, Imran's inhibitions made way for curiosity, thus helping him develop an interest in the both subjects. Repeated counselling sessions and activity-based joyful teaching methodology made the process of learning more interesting. With the help of the Project staff and his own hard work Imran was able to attain age-grade competency level. In 2020, he appeared for the Madhyamik Examination and successfully passed out with First Division obtaining 62% marks. Getting a first division in his Madhyamik examinations has urged him to take up Commerce. He vows to give his best and do well for himself in future.



"We are able to see a stark difference in the results obtained by our students in their Board Examinations with each passing year. Students from my school attend the Special Guidance Centre, which is conducted under Roshni Project supported by CESC and implemented by CINI. The improved results of our students is an eye-opener for us and we hope that CESC and CINI will continue supporting our children so that our children may secure a bright future".

Md. Abdul Wahab
Head Master, Monu Memorial Institution



Roshni Project focuses on ensuring opportunities for children to access their educational, health and nutritional entitlements at different stages of development, in order to attain a sustainable adulthood. The Project uses a life-cycle approach to ensure safe motherhood and child care, early child care and education, access to formal school and prevention of dropout, enhanced scholastic skills of children in primary level, and remedial education for children in secondary level for improving retention.

- 👉 119 children attended our Early Child Education Centres
- 👉 138 children in 6-18 years age group received academic support through camps and remedial education support
- 👉 20 children have passed Madhyamik in 2020
- 👉 1275 children in 0-6 years age group provided health and nutritional support
- 👉 More than 300 children and mothers have been linked with ICDS for supplementary nutrition support
- 👉 210 pregnant women and 458 lactating mothers provided health and nutritional support
- 👉 Early registration within three months of pregnancy has increased from 57% at baseline to 91%
- 👉 Practice of availing two tetanus toxoid injections during pregnancy has increased from 64% at baseline to 96%
- 👉 69% of the mothers consumed 180 Iron and Folic Acid tablets during pregnancy from 32% during baseline
- 👉 Availing four antenatal check-ups during pregnancy has increased from 73% at baseline to 83%
- 👉 Completing scheduled birth dose for immunisation of children has increased from 46% at baseline to 97%
- 👉 The practice of exclusively breastfeeding children till six months of age has increased from 69% at baseline to 90%

Improving Learning Environment in Schools

It is well known that there is a direct relationship between school infrastructure and educational performance and that investments in educational infrastructure contribute to improve the quality of education.

"We express our gratitude for the work you have rendered in our school with respect to development of playground. Apart from the school authority, people of this locality are very satisfied with the work."

Smt Rita Ghosh
Teacher-in-charge, Pujali Raghunathpur Vidyalaya

"We are grateful to CESC for constructing a new building for our school, as the earlier building was severely damaged by Amphan cyclone. Our students were suffering a lot and now they are happy to attend classes in the new building. All the guardians, teachers, students, school management committee and local people are very happy for this kind-hearted contribution of CESC."

Sri Tapan Naskar
Headmaster, Satish Chandra Dutta Memorial School



Through its **School Build Programme**, CESC has been investing in construction and renovation of government school buildings, hostels and playgrounds apart from developing laboratories and libraries.

Improving Water and Sanitation Facilities in Schools

Ensuring access to safe and sufficient water and sanitation and hygiene promotion in schools has great potential to improve health and education thereby reducing dropouts in schools.



Sheikh Hannan is a student of Class IV of Sripati Shiksha Niketan Junior Basic School in Kamarhati. His mother is a house wife and father a daily wage labourer but most of the time he is without a job, consequently, creating a huge financial burden on the family. Both parents do not possess basic level of education. Due to their poor family condition Hannan lacked basic knowledge on health and hygiene and did not show any interest in it. He often fell ill because of which he missed school. Through Nirmal Abhiyan Project Hannan became aware of the dangers of not maintaining good personal hygiene and after attending various training programmes and workshops he began showing interest in maintaining personal hygiene and cleanliness. So much so that he urged his mother to participate in

these meetings too through which she also acquired knowledge on basic hygiene and other child development activities. Hannan increasingly got involved with child cabinet activities and was an active member, which gradually resulted in his low absenteeism. These activities have also helped him emerge as a more positive person. His mother too feels indebted to the Project for bringing a change in their lives. She is proud of the way her son carries himself in the community and believes that he will make a difference to the society.



Sooraj Pandit studies in class IV at SPS Janabadi Shikshan Sansthan Hindi School, Kamarhati. His father works in a jute mill while his mother manages the household chores. Both his parents try and provide Sooraj as much support as they can. Sooraj is a bright child and actively participates in school activities. He has

participated in various trainings, child development activities and workshops which were organised for students under the Nirmal Abhiyan Project. During these programmes, Sooraj showed keen interest to understand the basic concept of health and hygiene and how it creates a positive impact on the society. He also played a vital role in the mock leadership programme in the child cabinet group. Being a culture minister in the cabinet, Sooraj drives the cultural aspect of the framework among his peers and has been responsible for sharing of hygiene concepts amongst his friends, family and community.



“Our school lacked proper sanitation and drinking water facilities. However, after the implementation of Nirmal Abhiyan Project in our school, we can now proudly say that we have sufficient gender-segregated toilets, water purifiers for clean and safe drinking water for both children and staff, as well as proper handwashing stations for our children to access. The trainings related to health and hygiene too have positively impacted everyone in our school. Overall, our school has now become a better place to study”.

Sri Subhash Das
Teacher-in-charge, SPS Janabadi Shikshan Sansthan Hindi GSFP School



Nirmal Abhiyan Project seeks to create child-friendly environment in government schools by providing safe drinking water and sanitation facilities. At the same time, it promotes behaviour change through hygiene education and linking the same to home and community.

- 👉 86 boys' toilets, 93 girls' toilets and 7 toilets for children with disability built in 26 schools since inception.
- 👉 26 water purifiers and 12 water coolers installed.
- 👉 31 age-appropriate handwashing facilities built.
- 👉 73% students washing their hands with soap and water before taking meals as compared to 53% before intervention.
- 👉 70% students washing hands with soap and water after using toilets as compared to 49% before intervention.

Ensuring Access to Hygienic Sanitation Facilities in Underprivileged Communities

CESC understands that access to improved sanitation is essential for humans to lead a healthy, dignified and productive life. Through Nirmal Sankalp and Nirmal Kolkata projects, the Company seeks to advocate a community driven approach to the emerging sanitation and hygiene challenges in urban slums.

Our Stories



Sarita Devi is a housewife who lives with her husband and four children in Ward No 10 of Titagarh Municipality. Prior to Nirmal Sankalp Project being commissioned in her locality, she and her family had to use the community toilet, which was in a dilapidated state. The toilets were dirty and smelly, there was no electricity and even the doors were partly broken, which made it difficult and disgraceful for ladies to use. They were scared of using the toilets at night, as it was not safe due to lack of adequate lighting and privacy. Sarita, was elated when she heard that Nirmal Sankalp Project was being implemented in her Ward because she had heard of and seen other Wards benefit from this Project. New sanitary complexes with proper electrical and water supply were built keeping in mind segregated toilets for men, women and even children. Provision for separate changing rooms for ladies have also been made. Sarita mentions that apart from the new sanitary complex, the community has hugely benefited from the various awareness programmes and observation of special days like World Water Day and World Toilet Day among others. Sessions on personal hygiene and menstrual hygiene have benefited adolescent girls within the community. She mentions that she along with other women in her community feel fortunate to have benefited from this Project.



Hema Kumari Singh is an adolescent girl, who lives with her parents in Titagarh Municipality. Her mother is a home maker while her father, who is the sole bread winner for the family, is a jute mill worker earning Rs. 8000 per month. In spite of all his struggles, Hema's father wants her to continue studying. Prior to the Nirmal Sankalp Project being implemented in their community, the family had to stand in long queues to use the community toilet, which was filthy and unhygienic. There was no provision for a changing room and, overall, there was no privacy for women and young girls. Due to the usage

of the unhygienic infrastructure, Hema used to have a frequent stomach problem, which made her miss school often. After implementation of Nirmal Sankalp Project in her Ward, she is happy to see gender segregated toilets. She is also pleased that a toilet block for children has been constructed wherein a parent has to accompany the child. All these efforts including the various educational activities, such as, community awareness programmes, pocket meetings, formation of women and adolescent groups have helped reduce open defecation in the area. Hema is also happy that with sufficient toilets she can now reach her school on time.



"CESC supported Nirmal Sankalp Project has brought about a notable change in my Ward with regards to cleanliness. Continuous support in terms of awareness programmes related to cleanliness, health and hygiene for all community members have been conducted which has brought about visible changes in the behavioural pattern of the community members in my Ward. After the construction of the sanitary complex, the entire area has become very clean too. People have hugely benefited from this Project".

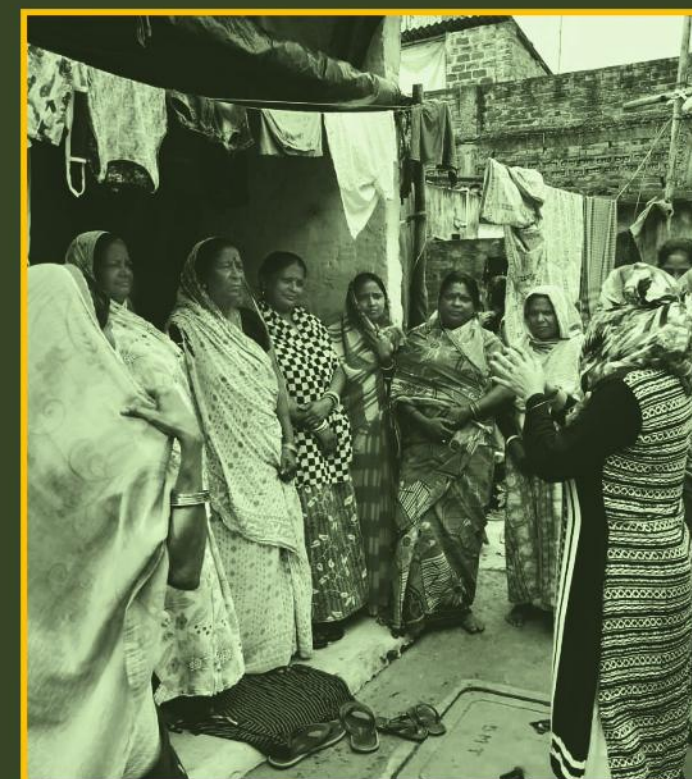
Sri Arun Kumar Singh
Coordinator, Ward No.1, Titagarh Municipality

"Nirmal Sankalp, a CSR initiative of CESC Limited has brought about a remarkable change in the setting of the community. Door to door visits, community awareness programmes on hygiene and sanitation, beneficiary meetings, competitions related to the Project, to name a few have been conducted by the project staff keeping the community members engaged within the Project. Coupled with these activities, community sanitary complexes with separate enclosures for men, women and children have been built helping the community members to live with dignity".

Sri Binay Lal Singh
President of Ward No 7 WATSAN Committee, Titagarh Municipality

Nirmal Sankalp Project is aligned with the Swachh Bharat Mission and the Nirmal Bangla Mission. Nirmal Sankalp Project focuses on improving the availability, usage, quality and sustainability of water and sanitation facilities in Titagarh Municipality with the objective of making the Municipality 100% open-defecation free.

- 👉 11 Pay and Use community sanitary complexes built so far benefiting 2357 households.
- 👉 3430 adults and 363 children below eight years using the sanitary complexes.
- 👉 100% children below 5 years are using toilets compared to 46% at baseline.
- 👉 100% of the community members washing hands with soap and water before having meals compared to 31% at baseline.
- 👉 100% of the community members washing hands with soap and water after using toilet compared to 92% at baseline.
- 👉 47% of women washing hands with soap and water before cooking/serving compared to 7% at baseline.
- 👉 64% of women washing hands with soap and water before feeding infants compared to 6% at baseline.
- 👉 74% adolescent girls using sanitary napkins compared to 54% at baseline
- 👉 86% adolescent girls disposing menstrual cloth and napkins in incinerator compared to 80% disposing them in household garbage and 20% elsewhere at baseline.
- 👉 72% of the community members practicing waste segregation compared to 59% at baseline.
- 👉 60% of the community members handing over their segregated household waste to Municipality compared to 27% at baseline.



Our stories



Aarti Jena, 40 years old, is a mother of four children. Her husband is a construction worker and they live in Chetla Lock Gate slum. Prior to Nirmal Kolkata Project being implemented in

their area, she and her family members had no other choice but to openly defecate on the banks of Ganga, where they used plastic sheets to cover the area in which they open defecated. This led to frequent bouts of stomach diseases such as diarrhoea and dysentery in her family. Also, prior to the installation of ladies' wash rooms, she along with other ladies in the community found it difficult to bathe due to the lack of privacy. Now that bio toilets and wash rooms for ladies have been installed in their community under Nirmal Kolkata Project, Arti breathes a sigh of relief as they can now live with dignity and lead a healthier life.

Under **Nirmal Kolkata** Project, bio-toilets and ladies' washrooms have been installed in Chetla Lock Gate slum area in Kolkata to provide safe sanitation facilities for the resident population along with hygiene education.

- 👉 27 Bio-toilets and 6 Ladies' Washrooms installed
- 👉 255 households with a population of 1008 have benefited
- 👉 Open defecation has come down to 15% compared to 42% at baseline
- 👉 Incidence of diarrhoea and gastroenteritis has decreased to 24% and 29% respectively from 39% and 42% at baseline

Every Mother and Every Child Has a Right to Health and to Flourish

Although Maternal Mortality Ratio of India has been on a declining path, coverage of life-saving health interventions and practices remains low due to gaps in knowledge, policies and availability of resources. Further, newborn and child deaths can be prevented by connecting women and children with vital resources like institutional birth and pre and postnatal care. CESC believes in every mother and every child's right to health and nutrition and, therefore, invests in healthy mothers and healthy children to strengthen communities.



Our Stories



Putul Oraw, 26 years, lives with her only child in Ward No. 11 of Kamarhati Municipality. Her husband had abandoned them when her child was born. Since then, there has been no looking back for Putul as she has fought life's odds as a single mother. To ensure that she is able to take care of her child, she established her own tailoring business. Putul has been associated with Suswasthya Project for over a year as a member of Mahila Samity. She regularly attends monthly awareness meetings and has gained knowledge on mother and child health issues. As she grew in confidence, she started conducting

weekly meetings on her own with her Samity members. Putul has taken keen interest in learning about health and nutrition and its importance and the various government schemes available for the underprivileged. Community members now look up to her for any suggestion or help at the time of crisis. Her active participation within the Project, her knowledge on health and hygiene and the camaraderie that she shares with her community members has earned her a job at Sagore Dutta Hospital as an attendant in the Female Ward. She is indebted to Suswasthya team for grooming her and nurturing her to become the person she is.



Jubaida Khatoon, 26 years, a mother of three children, lives in Bhagban Mandal Street, Ward No. 8 of Kamarhati Municipality. She migrated to Kolkata from Bihar in April, 2021. She does not get much support from her husband in bringing up her children, as he is an alcoholic. The Community Health Volunteers (CHVs) of Suswasthya Project met Jubaida during one of their house visits. They found out that her two elder children, daughter aged six and son aged four years, did not have any immunisation due to lack of information and knowledge. Her third child, who is eight months old, was born with low

weight. The CHVs counselled her regarding the importance of having post-natal check-ups and getting her children immunised. They also ensured that her children were registered with the nearest ICDS centre so that they receive supplementary nutrition and their growth is monitored. Through continuous counselling and follow-ups, Jubaida and her family are now healthy and happy. All her children are now immunised.

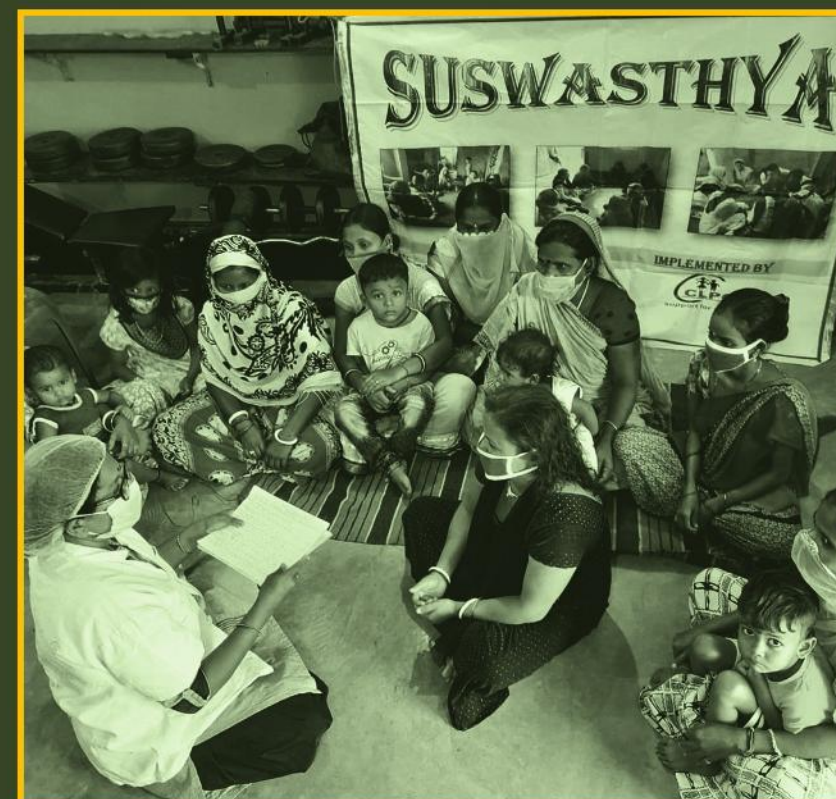


“There are many NGOs working on various issues in Kamarhati Municipality. However, I have noticed that Suswasthya Project, supported by CESC Limited and implemented by CLPOA has made an enormous impact in the lives of the people here in Kamarhati. The community is now sensitised on maternal and child health. Suswasthya Project acts as a bridge between the community and the government thus, enabling the people to avail of the various schemes and facilities provided by the government. Information on every government service reaches through door-to-door home visits made by the Community Health Volunteers”.

Sri Gopal Saha
Chairperson, Board of Administrators, Kamarhati Municipality

Suswasthya focusses on improving health and nutrition status for pregnant women, lactating mothers, and children in 0-6 age group residing in the slums of Kamarhati Municipality. The programme emphasises on improvement of maternal and child health care by generating awareness on ante-natal care, intra-natal care, post-natal care, immunisation, ORS distribution, institutional delivery, nutrition, hygiene and strengthening linkages between government health services and communities. Since inception the programme has benefited more than 30,000 beneficiaries.

- 👉 90% pregnant women registered in first trimester and received four ante-natal checkups compared to 53% at baseline.
- 👉 41% lactating mothers received post-natal checkups compared to 13% at baseline.
- 👉 100% children in 6 months-6 years age group registered with Anganwadi Centres compared to 74% at baseline.
- 👉 99% children in 3-6 years age group receiving pre-school education compared to 73% at baseline.
- 👉 98% eligible couples using family planning methods compared to 90% at baseline.
- 👉 100% adolescent girls using sanitary napkins compared to 72% at baseline.



Nurturing Champions of Child Rights

CESC believes that every child has a right to health, education and protection. It works with government systems and civil society to help improve children's access to child-friendly environment in their communities.



Our Stories





Mohammed Iqbal, a 11-year-old boy lives with his single mother in a small house at Topsisia. His mother works very hard so that she can support Iqbal's education, however he never liked going to school. As schools were closed due to the pandemic, Iqbal slowly moved away from studies and dropped out of school. In January, 2021, an enrolment drive for formal schooling was conducted by the Hamari Awaaz team. It was during this enrolment drive that the team came across Iqbal and learnt that he had dropped out of school. The team was determined to get Iqbal back on track and so they kept motivating and counselling him explaining the benefits of being educated. They were able to convince him to take re-admission in school and he now attends his classes online. Iqbal has also started attending the Special Training Centre under Hamari Awaaz Project, which is helping him cope with the class.

"Prior to being a member of the Child Vigilance Committee, I was not aware about child rights and the various issues related to it, such as, trafficking, child abuse etc. I have gained a lot of knowledge regarding child rights and its importance from the trainings imparted through Hamari Awaaz Project. With the help received from our Project Didis, I have been able to identify many out-of-school children in our area and have them enrolled into formal school. Through my interactions with adolescents, I have also been able to motivate and work alongside them encouraging them to come out of child labour. It gives me immense pleasure being a part of this Committee as I feel I am able to give back to society in a small way".

Mrs. Sajida Bibi
Member, Child Vigilance Committee



Hamari Awaaz Project is an initiative towards building a community safety net and making children resilient through inclusive and sustainable education and child protection programme interventions. The objective is to reduce child vulnerability issues, such as, child labour, child marriage, child abuse, and school dropout.

-  1589 vulnerable children tracked and supported
-  214 dropout children in 6-10 years age group mainstreamed in formal schools
-  85 dropout children in 11-18 years age group mainstreamed in formal schools
-  64 children attending bridge course to minimise learning gaps
-  18 children have passed Madhyamik exam in 2020
-  53 child labourers rehabilitated

Turning Dreams into Reality

Improved training and skill development is critical for providing suitable employment opportunities to the growing young population. At the same time, empowerment of marginalised youth will unlock huge economic growth potential for the country. In pursuit of bridging the current skill gap between job requirement and capabilities, CESC has been helping underprivileged youths improve their employability skills for employment and self-employment.

Our Stories



Mamta Thakur is a resident of Topsia. Her family was suddenly in doldrums as her husband, the sole bread winner of the family lost his job. This is when she approached Saksham Centre at Tiljala and enrolled herself for the Advanced Beauty Therapist course. She joined

the centre with the sole motive of excelling at her work and getting a job for herself so that she could sustain her family. Hence, she put her best foot forward and worked tirelessly to do well. She attended classes regularly and on successfully completing her course she got a job as a beautician and is now getting a monthly remuneration of Rs 5000 plus incentives.



Shagir Ahamed, an aspiring student from Topsia, had to drop out of school when he was in class X as his family was undergoing a financial crisis. He, being a hardworking and a dedicated boy, was searching for a job but could not get one because he

had not completed his formal education. Shagir had heard of Saksham centre from his friend and got himself enrolled for the AC and Refrigerator Repair course. During the course of his training, he gained practical knowledge on the subject and worked hard to master the trade. On successful completion of the course, Shagir was assisted with placement by Saksham team. He is presently earning a salary of Rs.10,000 per month.



Kahkashan Firdosh is a 21-year-old girl residing in Loot Bagan, Kamarhati. She belongs to an orthodox family, hence, she did not get much support from her parents to take up a job. After successfully completing her graduation, she was sitting idle at home. On hearing from a friend about Prayas Project, she approached the Centre at Kamarhati and enrolled herself for computer training. On successful completion of her training, the Centre assisted her with placement and she got a job at Wipro after cracking the interview in her first attempt. She is now earning a salary of Rs.10,600 per month.



Saddam Hussain is a 21-year-old youth from P.M. Bustee, Howrah. His father runs a small business of making cartons. However, due to his age and ailing health he fails to make ends meet. Saddam was not interested in studies and had dropped out of school after class X and would waste

his time indulging in gossips with friends from the locality. But when his father's business took a hit and he and his family started to face a financial crunch, Saddam was desperate for a job. Through the mike campaigning conducted by the Prayas Project staff, he came to know about the Centre and approached it to enroll himself for driving. After successfully completing the course Saddam got his license and is now earning Rs.9,000 a month.



Vishal Thakur, an aspiring student from Khidderpore, wanted to help his family by contributing to the family income as they were struggling to make ends meet. However, Vishal faced many an obstacle in getting a job, as he

was only a Class XII pass. He came to know about the Udaan centre in Khidderpore from a friend of his. Vishal got himself enrolled for training in Basic Computer with Advanced Excel. He was determined to do well in the training and successfully completed the three-month training. He was provided with several job opportunities and he finally cracked the interview for Bazaar Kolkata, Park Street, where he is working as a Sales Representative and earns a salary of Rs.10,000 per month.

“Saksham is a praiseworthy initiative by CESC Limited. Many young boys and girls from Topsia area have benefited from this Project. Saksham has helped hundreds of beneficiaries who were facing financial crisis earlier and were looking for a source of income, by providing them industry-based training and placement assistance. In this COVID situation when people are unemployed, Saksham is helping them find jobs with appropriate training. We really appreciate this noble initiative and wish great success in the coming days.”

Jb Faiz Ahmed Khan
Coordinator, Ward 66
The Kolkata Municipal Corporation

“Udaan is a good initiative by CESC Limited. This Project helped many local girls and women in our area, who were facing financial problems earlier and were looking for a source of income, by providing them industry-based training. Now they are working in various companies and supporting their family.”

Mrs Akhtari Nizami Shahzada
Coordinator, Ward 135
The Kolkata Municipal Corporation

“Prayas, a CSR initiative of CESC Limited, has been doing an incredible job for the past two and a half years by providing training in various trades to many young boys and girls from Kamarhati Municipality. These youngsters are also assisted with placement opportunities, thus, improving the overall socio-economic condition of their families and thereby the community as a whole. We really appreciate this noble initiative and we hope that CESC will be able to touch and change many more lives in the years to come”.

Mrs Shama Parveen
Coordinator, Ward No. 4
Kamarhati Municipality



CESC is supporting several skill development and employment generation projects across various locations, the key skill areas being Basic Computer with Advanced Excel, Driving, AC and Refrigerator Repairing, Tailoring, Beauty and Wellness. Saksham is being run in Topsia and Tiljala, Udaan in Garden Reach and Khidderpore and Prayas in Kamarhati and Howrah.

- 👍 300 youths trained under Saksham Project and 63% placed
- 👍 200 youths trained under Udaan Project and 62% placed
- 👍 360 youths trained under Prayas Project and 45% placed



Addressing the Global Development Agenda

We believe we should be accountable to those we serve and to the communities in which we operate. Therefore, we look for opportunities where we may actively assist in improving the quality of life in the communities, especially those from socially and economically backward groups, the underprivileged and the marginalised. In our quest for achieving human development and excellence, our endeavour is to deploy CESC CSR Projects and drive international development goals like Sustainable Development Goals (SDGs) in line with Schedule VII of The Companies Act, 2013.

Linkage to SUSTAINABLE DEVELOPMENT GOALS

Education: Education projects of CESC Limited are engineered to bring about holistic development in students and in schools. Our educational projects are convergent with Right to Education and are designed so that we may improve access to education for underprivileged children through enrolment and mainstreaming of dropout children and improve quality of education through in-school (reading-writing camps) and out-of-school (remedial education) interventions. Through its Projects, the Company also develops school infrastructure for providing a conducive learning environment.



Ensure inclusive and equitable quality education and promote life-long learning opportunities for all.

Health: Access to affordable and quality health care remains a challenge to the majority population of the country. Lack of health care adds further to the poor outcomes. Through its CSR initiatives CESC has been generating awareness on key maternal and child health issues as well as strengthening linkages between government health services and communities. The projects are in convergence with the National Urban Health Mission.



Ensure healthy lives and promote well-being for all at all ages.



WASH Initiatives: WASH initiatives have been initiated to bring about behavioural and practice level changes within the communities and schools in spirit with the Swachh Bharat Mission. Improved WASH scenario in a community and school can be achieved only through combined provision of adequate facilities for improved practices and supportive communication to generate awareness among the beneficiaries on proper usage and maintenance of the facilities. Thus, combined hardware and software initiatives are envisaged as the right mix for achieving the desired objectives on community and school-based interventions themed on WASH.



Ensure availability and sustainability management of water and sanitation for all

Skill Development and Employment Generation Initiatives:

CESC implements skill development and livelihood generation projects across six centres. The objective of these programmes is to create employability by providing vocational training in trades ranging from beauty and wellness, tailoring, driving, basic computer with advanced excel, air-condition and refrigerator repairing to name a few. The objective of these trainings is to try and ensure that the industry benefits reach a large pool of skilled and employable workforce. These projects are in convergence with the Skill Indian Mission.



Achieve gender equality and empower all women and girls.



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Volunteering

CESC strongly believes in the philosophy of volunteering and encourages its employees to participate in CSR activities. Volunteers are provided opportunities as per their area of interest and his/her professional skills. The areas of volunteering include hygiene education, environment education and cleanliness drives, awareness generation in local communities on health, hygiene and sanitation, skill development for youth, and generating awareness on child rights and child protection.

Recognition

ICC Social Impact Award 2021

CESC won the prestigious ICC Social Impact Award 2021 for 'Roshni' Project.

FAME Excellence Award 2020

CESC won the FAME Excellence Award 2020 for 'Prayas' Project



Acknowledgement

We sincerely thank our partners and all project staff working on CESC CSR projects for their dedication, commitment and hard work, which has helped us reach our goals and objectives.



help the mother
help the child...

