

# CESEC Cares

## Corporate Social Responsibility Newsletter

Issue II

April 2019

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### Spotlight

#### Shishu Suraksha Mela organised under Hamari Awaaz Project

A Shishu Suraksha Mela was organised on 17th January, 2018 at New Star Sports Ground in Tiljala. The objective of the programme was to felicitate children, parents, factory owners and other stakeholders who have helped in combating issues such as child labour, child abuse and child marriage in the community and have put in efforts to make it a Child Friendly Ward.



#### CESEC bags Greentech CSR Award

CESEC was declared Winner of the 6th Annual Greentech CSR Awards 2018 in the Gold Category in Thermal Power Sector for outstanding achievement in Corporate Social Responsibility. The prize ceremony was held on 26th February, 2019 in Goa.



#### CESEC Limited receives Special Jury Award at ICC Social Impact Awards and Summit

CESEC Limited received the Special Jury Award for Roshni Project being implemented in Topsisia-Tiljala area at the ICC Social Impact Awards and Summit held at the Park Hotel on 11th January, 2019.



#### Urja Chetana makes its way to the Annual Flower Show at Agri Horticultural Society of India



A stall at the Annual Flower Show held at the Agri Horticultural Society of India from 14-17th February, 2019 was set up under the Urja Chetana Project. The stall had a footfall of 350 people wherein 70 people shared their feedback and 80 people signed on the signature campaign. Visitors at the stall were given insights about the sustainability education programme run in government schools. Students of Tiljala High School and Jagatpur Rukhmini Vidyamandir prepared models of composting and demonstrated them to the visitors.

#### Annual CSR Meet

The CSR Department of CESC Limited organised its fifth Annual CSR Meet on 7th March, 2019 at the Dr. R. P. Goenka Auditorium in IMI Kolkata. The programme was attended by 112 participants, which included the NGOs with which CESC has partnered to implement its CSR projects.



The welcome address was delivered by Mr. Gautam Ray, ED (HR & Admin), CESC Limited. Following this, Mr. Debasish Banerjee, Managing Director-Distribution, CESC Limited, shared his views on how we can contribute to making our world a better place to live in by using electrical gadgets and electrical vehicles to bring down the pollution levels and enhance the quality of air we breathe. This was followed by the keynote address on 'Vision and Strategy for Social Change and aligning it with Business Strategy' which was delivered by Mr. Sachin Joshi, Chief Operating Officer, and CII-ITC Centre for Excellence for Sustainable Development.

#### CESEC Limited organises Health Camps in Tiljala-Topsisia area

CESEC organised a General Health Camp on 19th March 2019 at New Star Sports Club through which 213 community members availed free services pertaining to sugar testing, ECG and doctors check-up. General medicines were also freely distributed to the community members.



Two eye camps Topsisia in partnership with and Susrut Eye Foundation were organised in Topsisia-Tiljala area. One eye camp was held at Jugnu School on 22nd January, 2019 while the other camp was held at South Calcutta Organisation on 26th March, 2019. Visioning tests were done for 359 community members. Check-ups of tear ducts, Diabetic Retinopathy, and general eye tests were also conducted. 44 persons were identified with need for cataract surgery, out of which 18 have already been operated upon at Susrut Hospital, free of cost.



#### Anti-Plastic Campaign organised at Jadavpur Pal Bazar area under Urja Chetana Project

An anti-plastic campaign was organised under the Urja Chetana Project of CESC Limited on 31st January, 2019, at Jadavpur Pal Bazaar area. The objective of the campaign was to spread awareness amongst community members about the ill-effects of plastic pollution, encourage vendors and buyers in making their area a plastic-free zone and also to clean the plastic waste in the market area. In all, 65 students along with school teachers, the local Councillor and CSR Volunteers from CESC Ltd. participated in a rally. 11 kgs of plastic waste was collected, which was later handed over to the KMC.



## People Speak

### CSR Volunteers Speak

Through our CSR projects, we strive to provide support to the disadvantaged sections of society, enhance living conditions, improve knowledge of children in schools and communities related to the environment, provide linkage with government schemes related to health facilities, as well as make the beneficiaries self-reliant. CSR at CESC has gained significant momentum in recent years through various tailor-made projects that reflect a sense of social responsibility. It has been an honour for me to be associated as a CSR volunteer for the wide array of CSR projects. I do hope to be associated in more activities in the coming years..

**Sarvanu Ghosh Hazra**  
Assistant Engineer,  
Titagarh Generating Station

I feel privileged to be associated with various CSR activities undertaken by the CSR team which has created a significant impact in the communities where we work. Initially, when I visited some of the sites where CSR work was undertaken I would find it difficult to fathom as to how people lived in such poor conditions. However, through the years our CSR initiatives have been able to create awareness regarding hygiene, sanitation, and various health related programmes thus bringing about a behavioural change in the communities. I would like to thank CESC CSR team as well as the NGOs attached to the various projects for allowing me to contribute back to society.

**Swadesh Ranjan Pati**  
Sr. Technical Supervisor  
Sub-Stations Department

### Stakeholder's Speak

"Children in my school are basically first generation learners. They are accustomed to toilet usage according to the culture in their homes. This scenario has drastically changed after the intervention of the Nirmal Abhiyan Project in our school which is supported by CESC Limited. With the implementation of this Project in our school, we have been able to introduce the concept of child friendly school in our campus."

**Ms. Anindita Banerjee**  
Headmistress  
Sishu Bharati Prathamik Vidyalaya

The Roshni Project has proved to be quite beneficial for the slum dwellers of Ward No.65. I am happy that such an initiative has been taken up for the welfare of the underprivileged residents of this Ward. The adolescent and mother groups are bring changes in the community to make it child-friendly."

**Nibeta Sharma**  
Councillor  
Kolkata Municipal Corporation  
Ward No.65

## Photo Speak



Glimpses of the Annual CSR Meet 2019 which was held at IMI Kolkata campus on 7<sup>th</sup> March, 2019

Annual  
CSR Meet  
2019

Education  
Initiatives



Child Cabinet formation under Nirmal Abhiyan Project



Children participating in Haathe Khori under Roshni Project



Sessions on Power Safety being conducted in govt. schools

## Photo speak

### Environment Initiatives



Students leading the way in Anti-plastic campaigns under Urja Chetana Project



An Exposure visit to Botanical Garden organised under Urja Chetana Project



Exposure visit to Indian Museum organised under Urja Chetana Project



General Health Camps being conducted in Tiljala – Topsis area

### Health Initiatives



Eye Camps being conducted in Tiljala-Topsis area

Mothers taking an oath during a Baby Shower event under Roshni Project



Food and Nutrition Mela held under Suswasthya Project



Children felicitated at the Sishu Suraksha Mela under the Hamari Awaaz Project



Candidates during an Industrial Exposure visit under Prayas Project



Observation of World Water Day under Nirmal Sankalp Project

### Community Development Initiatives



Candidates receiving their driving licenses under Saksham Project

## Story of Change

### Nirmal Abhiyan

**Aman Ali**, a student of Sunil Nagar Primary School lives in a slum near his school. He lost interest in school as toilets and drinking water facilities in his school were in a dilapidated condition. Aman initially started missing school on and off but was soon a frequent absentee.

Sunil Nagar Primary School was selected for intervention of the Nirmal Abhiyan Project. Under the Project, sanitation and drinking water facilities were constructed in the school. This made Aman very happy and he began attending school more regularly. He also participated enthusiastically in the hygiene education activities conducted under the Project. The school now has clean toilets, filtered and cooled drinking water. Not only has Aman taken keen interest in the Project but he also ensures that his friends keep the toilets clean.

**Farzana Parveen** has a family of 10 members, including her parents, four brothers and three sisters. Her father Akhtar Khan, the only earning member in her family, runs a small business. She came to know about Saksham Project from her sister and participated in the student screening process. She was selected and joined a course on Customer Relations Management. After successful completion of the course, she was selected as a Customer Care Associate at OLA Cabs and her take home salary is Rs. 16,506 per month.

### Saksham

## CSR in News

# পরিবেশ রক্ষার পাঠ দিতে প্রকল্প বিভিন্ন স্কুলে

মধুমিতা দত্ত

পরিবেশ বাঁচাতে অপচয় বন্ধ করা দরকার। দরকার বর্জ্যকে পুনর্ব্যবহারযোগ্য করে তোলা। সেই ভাবনা থেকেই শহর ও সংলগ্ন এলাকার প্রায় ৫০টি স্কুলের পড়ুয়ারা কাজ করে চলেছে।

২০১২ সালে সিইএসসি পরিবেশ সংরক্ষণে 'উর্জা চেতনা' প্রকল্পের সূচনা করে। তারা সঙ্গে পেয়েছিল একটি স্বেচ্ছাসেবী সংস্থাকে। সেই প্রকল্পের অঙ্গ হিসেবে বর্জ্যের ব্যবহার নিয়ে বিভিন্ন স্কুলে গিয়ে বোঝানো শুরু হয়। বিগি করা হয় তিন রঙের তিনটি করে ডাস্টবিন। প্লাস্টিক ফেলার ডাস্টবিন লাল রঙের, কাগজ ফেলার ডাস্টবিন নীল আর মিড-ডে মিলের যে বর্জ্য তৈরি হয়, তা ফেলার জন্য দেওয়া হয় সবুজ

রঙের ডাস্টবিন। এক-একটি স্কুলে গড়ে প্রতিদিন কত বর্জ্য জমা হয়, তা নিয়মিত ওজন করে লিখে রাখারও ব্যবস্থা করা হয়। একই ভাবে বিদ্যুতের ব্যবহারের হিসেবও রাখতে শুরু করে পড়ুয়ারা।

হুগলির ভদ্রেশ্বরের 'শ্যামসুন্দর চিহ্নে হাইস্কুল' এই প্রকল্পের অধীনে রয়েছে। প্রধান শিক্ষক সৌতম সরকার জানান, তাঁর স্কুলে প্রতিদিন জঞ্জাল মাপার কাজ বা 'ওয়েস্ট অডিট' হয়। বর্জ্যকে পুনর্ব্যবহারযোগ্য করে তোলা হয় নিয়মিত। ফেলে দেওয়া কাগজের মত বানিয়ে তার থেকে আবার কাগজ তৈরি করে পড়ুয়ারা। তা দিয়ে পড়ুয়ারাই তৈরি করে গ্রিটিংস কার্ড। আবার মিড-ডে মিলের আনাঞ্জের খোসা, ফেলে দেওয়া অতিরিক্ত খাবার জমিয়ে তৈরি হয় গাছের সার। সেই সার দিয়ে স্কুলেই তৈরি হয়েছে



■ স্কুলে প্লাস্টিকের বোতলে বাগান তৈরি করেছে পড়ুয়ারা। নিজস্ব চিত্র

তুলসী, ঘৃতকুমারীর বাগান। বৃষ্টির জল ধরে রাখার জন্য সিইএসসি তৈরি করে দিয়েছে জলাধার। গার্ডেনরিচের মৌলানা হসরত মোহানি মেমোরিয়াল গার্লস হাইস্কুলেও চলছে এই প্রকল্প। ওই স্কুলে প্লাস্টিকের বোতল ফেলে না দিয়ে তাতে গাছ পুতে বাগান করা হয়েছে। টিচার ইন-চার্জ রশিদা খাতুন জানান, স্কুলেই ফলানো হয়েছে ধনেপাতা, কাঁচা লঙ্কা, ছোলা, পুদিনা পাতার গাছ। সেই সবই ব্যবহার করা হয় মিড-ডে মিলের রামায়।

সিইএসসি-র কর্পোরেট সোশ্যাল

রেসপনসিবিলাটি (সিএসআর) বিভাগের প্রধান নীপা সাহা শর্মা জানান, পড়ুয়ারের মধ্যে পরিবেশ সম্পর্কে সচেতনতা বাড়াতেই এই প্রকল্প চালাচ্ছেন তারা। তিনি বলেন, "অপচয় রোধের শিক্ষা পেলে শুধু স্কুল নয়, বাড়িতেও পড়ুয়ারা তা মেনে চলবে।" যে স্বেচ্ছাসেবী সংগঠন এই প্রকল্পের সঙ্গে যুক্ত, তাদের পূর্বাঞ্চলের প্রোগ্রাম ডিরেক্টর রিমা বন্দ্যোপাধ্যায় জানান, পড়ুয়ারের এই কাজে খুবই উৎসাহ দেখা যাচ্ছে। এর ফলে পরিবেশের ভারসাম্য রক্ষা করতে শিখছে তারা।

Urja Chetana in the news in Ananda Bazaar Patrika on 06.04.2019



BECOME A  
**VOLUNTEER**  
& MAKE A DIFFERENCE