

CESC Cares

Corporate Social Responsibility Newsletter

Issue III

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SPOTLIGHT | PEOPLE SPEAK | PHOTO SPEAK | STORY OF CHANGE | CSR PROJECTS IN NEWS

Spotlight

Aerobic Bio Toilets inaugurated under Nirmal Kolkata Project

The Nirmal Kolkata Project, a Community Sanitation Project in Chetla, was inaugurated by Jb. Firhad Hakim, Hon'ble Minister of Urban Development, Government of West Bengal, and Mayor of Kolkata Municipal Corporation on 30th June, 2019.



Under the Project, 24 Aerobic Bio-Toilets have been installed at Chetla Lock Gate slum, to enable safe sanitation for the slum-dwellers along with imparting hygiene education.

Development of Playground under School Build Programme

Considering the overall development of children in government schools, CESC Ltd. took on the responsibility of improving the infrastructure for extra-curricular schools. During this year, CESC Ltd. developed the playground for Pujali Raghunathpur School as well as Kalinagar GSFP School in Budge Budge.



Workshop on Life Skills Education under Hamari Awaaz Project

A three day workshop on life skills education for underprivileged adolescents in Tiljala area was conducted in June, 2019 under Hamari Awaaz Project. The aim of the workshop was to facilitate a behaviour development approach through delivery of content addressing knowledge, attitudes and values. 138 adolescents attended the workshop.

Exposure visit for students to Thermal Power Generating Station under Urja Chetana Project

An Exposure visit to Southern Generating Station was organised under Urja Chetana Project on 30th April and 2nd May, 2019, wherein 35 students from 11 schools and 6 teachers visited the Generating Station. The purpose of the visit was to introduce the students to the functioning of a power plant and explain to them how electricity is generated from coal.

Observation of World Earth Day under Urja Chetana Project



Urja Chetana Project observed World Earth Day on 22nd April, 2019. An inter-school short play competition for the students based on the theme '*Sobujer Tane*' was held at Birla Industrial & Technological Museum auditorium in which 11 schools participated. The objective of the event was to encourage creative thinking and action among students regarding environment conservation.

Repair and Renovation of Nutrition Laboratory under School Build Programme

The Nutrition Laboratory at Adi Mahakali Pathshala, a renowned girls' school in North Kolkata, required immediate infrastructure attention due to safety issues. CESC undertook renovation of the Laboratory under the School Build Programme, which has benefited over 300 students belonging to grades XI and XII.



CESC supports Debanjan Cup Inter-school Football Tournament

CESC Limited supported the Debanjan Cup Inter-school Football Tournament in which 40 schools have participated.

The Tournament was inaugurated on 30th June, 2019 by Jb. Firhad Hakim, Hon'ble Minister of Urban Development, Government of West Bengal, and Mayor of Kolkata Municipal Corporation at the East Bengal Club Grounds.

Nirmal Sankalp Project conducts Mass Awareness Programme on 'Save Environment and Stop Plastic Pollution'

On 30th June, 2019, an awareness programme on '*Save Environment and Stop Plastic Pollution*' was conducted under the Nirmal Sankalp Project in Ward Nos. 7 and 10 of Titagarh Municipality. The objective of the programme was to increase awareness on environmental issues and pollution hazards.



National Safe Motherhood Day being observed under Roshni Project

National Safe Motherhood Day was observed on 11th April, 2019 under Roshni Project in collaboration with Integrated Child Development Services (ICDS) in Tiljala-Topsia area. The programme was conducted to generate awareness among women about correct practices for ensuring safe motherhood, reducing anemia among women, increasing institutional delivery, and for better pre and post natal health care.



100 beneficiaries participated in the programme. They were also sensitised on the importance of intake of quality nutrition, proper healthcare services during and after pregnancy and childbirth to reduce the maternal mortality rate.



People Speak

CSR Volunteers Speak

Attending a Shishu Mela held in Tiljala was an enjoyable experience. The children were vibrant and energetic in their colourful dance and song performances. Various games were conducted and we gave away prizes to the enthusiastic participants. 3 mothers from three different pockets were felicitated as they had followed best practices in health care as a mother, and guided other mothers to do the same. We could understand that the community members are now more aware and knowledgeable in terms of health and hygiene factors as we interacted with them. It feels great to be a part of these events as a CSR volunteer, which give us an opportunity to do something meaningful and socially responsible for the less privileged.

Roshni Guhathakurta
Assistant Manager
Mains - MIS

It is my great privilege to be associated as a CSR Volunteer in the many CSR Projects which are undertaken by CESC Limited in Titagarh Municipality. The projects are designed in such a manner so as to meet the growing needs of the underprivileged and contributing to the growth of the community. Projects have also been successful in creating awareness regarding health and hygiene. The various CSR projects have transformed the lives of the people living in Titagarh.

Ashim Bhattacharya
Instrument Supervisor
Titagarh Generating Station

Stakeholder's Speak

"The Prayas Project has been focusing on youth belonging to the weaker sections of society in Kamarhati Municipality. Under the Project youth have been successfully trained and many of them provided with employment opportunities in the BPO and Retail sectors. Not only has the Project created an awareness in the locality regarding the social issue of youth unemployment, but it has also given the youth a bright future."

Ms Shama Parveen
Councillor, Ward No.4
Kamarhati Municipality

"The Urja Chetana Project has helped in the betterment of environment of the school premises. The Project also increased awareness amongst the children. We look forward to more programmes and activities to be conducted in our school."

Ms. Gouri Ghosh Sen
Headmistress
Jadavpur Girls' High School

Photo Speak



Happy faces of children after taking water from the water purifier provided under Nirmal Abhiyan Project



Children enjoying themselves at the ECED centre under Roshni Project



Children washing their hands in the newly provided hand washing station under the Nirmal Abhiyan Project



Reading writing camps being conducted under Roshni Project

Education initiatives

Photo speak



Students participating in compost making



Students engaged in paper recycle



Environment Initiatives



Garden developed at Calcutta Medical College and Hospital for children suffering with Thalassemia



Health Initiatives



Meeting with adolescent group under Suswasthya Project



A Baby Shower being conducted under Roshni Project



Mothers Meeting being conducted under Suswasthya Project



A home visit being made under the Hamari Awaaz Project



Students undergoing classes in tailoring under Saksham Project



Community Development Initiatives



Students learning how to repair air-conditioners under Saksham Project



Students learning the art of giving a head bath under the Saksham Project



Community members using the Aerobic Bio-Toilets which have been set up in Chetla slum

Story of Change

Roshni

Shabbir Alam is a little over three years and is being raised by his grandmother, who would not allow the child to attend a pre-school nor play outside. However, Shabbir's mother came to know about the Early Child Education and Development Centre under Roshni Project and was eager to send her son there. It took a lot of convincing by the Centre teacher before Shabbir could attend the Centre at Shanti Yuva Sangha. Initially, the Centre teacher, Ms. Wazda Tabassum, would go to Shabbir's house and bring him to the Centre, as he was reluctant to attend. However, as time went by, Shabbir started attending the Centre regularly. He now actively participates in all the activities and has shown significant improvement in his behaviour as well as academics.

Arka Saha, a student of class IV, was a Child Cabinet member at Bijayagarh Shishka Niketan. Even though he was a Child Cabinet member, he would come to school untidily with dirty and unkempt clothes and shoes. He did not care to wash his hands with soap prior to eating his meals. As a result, he would have frequent stomach problems and would remain absent from school. After his school was selected for intervention under Nirmal Abhiyan Project, Arka became aware of the importance of personal hygiene and hand washing. He now takes pride in dressing up neatly, with his nails and hair properly clipped and brushed. He also ensures that he washes his hands before eating meals and after using rest rooms. He does not complaint of stomach pains anymore and attends school regularly.

Nirmal Abhiyan

CSR in News



Nirmal Abhiyan in the news in Ananda Bazaar Patrika



BECOME A
VOLUNTEER
& MAKE A DIFFERENCE