

CEŠC Cares

Corporate Social Responsibility Newsletter

Issue IV

October 2019

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Spotlight

CEŠC organises an exhibition on 'Observing Intensified Diarrhoea Control Fortnight (ICDF) Week' in Kamarhati Municipality

An exhibition cum awareness programme on causes, prevention and care of diarrhoea was organised from 11th July to 19th July, 2019 under Suswasthya Project in collaboration with Kamarhati Health Department.

The exhibition was organised at the Urban Primary Health Centre (UPHC) 1, Kamarhati Municipality and was inaugurated by Dr. Abhishek Dutta, full-time Medical Officer, UPHC 1 and Ms. Champa Banerjee, Second Tier Supervisor, UPHC1.



The programme was open for all community members which saw a footfall of approximately 450. Various officers from the Health Department also visited the programme.

Debanjan Sen Football Tournament

As part its CSR initiative, CESC Limited supported the Debanjan Sen Inter-School Football Tournament in which 40 schools participated.

The tournament was inaugurated on 30th June, 2019 at the East Bengal Club grounds with the finals being held on 20th July, 2019 at the Heritage School grounds. St. Joseph & Mary's School emerged winners over Future Hope School with the end score line being 6-0.



CEŠC CSR volunteers walk for World Hepatitis Day



In observance of World Hepatitis Day, a walk was organised on 28th July, 2019 under the National Viral Hepatitis Control Programme (NVHCP), West Bengal.

CEŠC's CSR Volunteers along with people of various age groups and from various walks of life participated in the programme to spread awareness on Hepatitis. Apart from a tableau, walkers carried banners and posters disseminating messages on prevention of hepatitis. The walk commenced from the north gate of Victoria Memorial and culminated at Nandan Film Centre.

An opportunity with a purpose - Felicitation Programme under Saksham Project

A Felicitation Programme was organised on August 1, 2019, at the Topsis Sports Federation Ground, for youths who have successfully completed their skill training under the Saksham Project of CESC Limited. The programme was graced by Jb. Javed Ahmed Khan, Hon'ble Minister-in-Charge of Disaster Management, Government of West Bengal.



300 candidates who successfully completed their certificate course in Basic Computer Skills with Tally and GST, Basic Computer Skills with Advanced Excel, Assistant Beauty Therapist, Light Motor Vehicle Driving, Sewing Machine Operator and in AC & Refrigerator Technician under this programme were felicitated. They were presented with a certificate and a memento. Sewing machines, beauty kits and driving licenses were also handed over to the respective candidates amidst a gathering of parents, guardians and the community.

Felicitation Programme of Jagriti Project

Jagriti is an employment generation Project which is being implemented in Titagarh Municipality.

On successful completion of the course which included Basic Computers with Tally and GST and Basic Computer with Advanced Excel, 60 students were felicitated during a ceremony held on 6th July, 2019 at the center. The ceremony was attended by Dr. Neepta Saha Sharma, Head-CSR, Mr. Sanjib Das, President and Country Head, NSHM, Mr. Goutam Halder, Asst. Manager, IR, Titagarh Generating Station and other officers from CESC.



Inauguration of toilets and water stations in schools under Nirmal Abhiyan

Nirmal Abhiyan is a WASH in schools Project undertaken in 23 government schools in Kolkata. The Project was implemented in four schools during the year 2018-19. The inaugural programme of the sanitation and drinking water facilities for two schools Garfa Shibtala Free Primary School and Rajnarayan Junior Basic School was held on 18th July, 2019. Two other schools namely Rajapur Shikha Bithi and Gayaram Sishu Shiksha Niketan was inaugurated on 25th July, 2019. The sanitation and drinking water facilities include separate toilet units for boys and girls, child-friendly hand washing stations and water purifiers. The Project also undertakes general renovation work in the schools ensuring that the schools' environment is transformed completely making it a better place to impart education.



Spotlight

Roshni and Suswasthya Projects observe Breast Feeding Week

As part of the Breastfeeding Week observation, sensitisation programmes on exclusive breastfeeding and breastfeeding techniques were conducted between 1st and 7th August, 2019 under the Roshni Project implemented in Tiljala and Suswasthya Project implemented in Kamarhati Municipality.



The objectives of the programmes were to sensitize pregnant women, lactating mothers and other caregivers of children regarding correct breastfeeding practices, its importance and the process of breastfeeding. Among those who participated in these programmes were pregnant women, lactating mothers, other caregivers of children, Medical Officers from the Health Department, ICDS supervisors and Anganwadi Workers. Information was disseminated to the beneficiaries through expert talks, visuals and interactive sessions. Quizzes were also conducted to assess beneficiary understanding. In all approximately 470 beneficiaries participated in the programmes.

Bal Urja Diwas celebrated under Urja Chetana Project

The Annual Bal Urja Chetana Diwas under the Urja Chetana Project, a CSR initiative of CESC, was celebrated on 28th August, 2019, at CESC Recreation Centre. 200 students and 18 teachers from 21 schools attended the felicitation event and participated in a cultural programme.

Urja Chetana is a project focused on promoting 'Education for Sustainable Development' in schools. Since its inception in 2012, a network of 45 schools have been formed and 60,000 students have been involved through the Project.

An exhibition on 'Best of Waste' products, and working models and posters on 'Save Environment' and 'Save Water' were put on display by students of the participating schools. Schools and teacher in-charges were felicitated during the event for participating in various activities organised under Urja Chetana Project. Student prizes for various competitions and contests around environmental themes, organised in the participating schools throughout the year, were also handed over to the winners.



Upgradation of school library at Subhash Girls' High School, Budge Budge

On the occasion of Rakhi Purnima, 300 books were donated by Budge Budge Generating Station as part of its CSR initiative for the upgradation of the library at Subhash Girls' High School, Budge Budge.



Local MLA, Shri Ashoke Deb, Mr. Snehasis Samaddar, Vice-President (BBGS), Mr. Sibir Roy, General Manager (BBGS), Head-CSR, Dr Neepa Saha Sharma and other officers from CESC Ltd were present at the programme.



People Speak

It was a privilege to participate in the Shishu Mela organised by Child in Need Institute (CINI) under the Roshni Project which is a CSR Project supported by CESC Limited. The initiative is an excellent one as it deals with working in a challenging environment where the main objective is to promote the health of both the mother and child and also to felicitate and encourage children who have been performing well in their studies. The programme also created awareness on measures to tackle the menace of child labour and child trafficking by using tools such as the Child Helpline Number - 1098.

Pritam Dey
Clerk cum Typist
Commercial Department

As a CSR volunteer, it is a great opportunity for me to partake of the joy of giving back to society. I have been associated with many CSR Projects such as the Urja Chetana Project which creates awareness amongst school children about conservation of resources and energy. I have participated in many activities under the Project like a workshop on waste paper recycling, Ghat Cleaning etc. I have participated in the Hamari Awaaz Project where children and community members are made aware of nuances such as child labour, child marriage, child abuse etc. I do hope all the efforts put in by the CSR team along with the volunteers will reach a new height in the days to come.

Tapash Kumar Ghosh
Revenue Inspector
Commercial Department

Photo Speak

Education Initiatives



Upgradation of library at Subhash Girls' high School, Budge Budge



Toilets for children in schools under Nirmal Abhiyan Project



Development of medicinal garden under Urja Chetana Project



Students participate in an anti-plastic campaign under Urja Chetana Project

Environment Initiatives

Health Initiatives



World Breast Feeding Week being observed under Suswasthya Project



Nutrition Camps being conducted under Roshni Project

Community Development Initiatives



Rally being organised under Nirmal Sankalp Project



Candidates being felicitated under Jagriti Project



Youth engrossed during a session under Saksham Project

Story of Change

Prayas

20-year-old **Md. Nadim Jawed**, from Kamarhati Municipality, completed his Higher Secondary examination in 2015, after which he was unable to get a decent job. Hailing from a financially weak family, he joined the Basic Computer course at Prayas, Kamarhati Centre, with the hope of getting a job. After successfully completing training, he got the job of a Collection Executive with Bajaj Capital, Park Street, and is earning a monthly salary of Rs.11, 000.

Zarina (name changed), aged 12, lives with her parents and siblings. Her father, a security guard earns a sum of Rs. 5000/- per month. Though she was a bright child and was keen on studying further, she had no choice but to drop-out of school due to high education costs. She then joined her mother and siblings in cutting straps for slippers so as to earn an additional income for the family. She was identified as a drop-out child when the volunteers of Hamari Awaaz Project were conducting their home visits. Zarina then expressed her wish to study and complete her education. Her desire to pursue her studies finally came true when she was enrolled and mainstreamed into formal education once again. Since then, Zarina has been attending school regularly and is doing well in her academics. She and her family are active supporters of the Hamari Awaaz Project.

Hamari Awaaz

CSR in News

St Joseph and Mary's retain title



ASTAFF REPORTER

Calcutta: St Joseph and Mary's School retained the Debanjan Cup, blowing away Future Hope School 6-0 in the final on Saturday.

St Joseph and Mary's were the champions of the inter-school football tournament, organised by the Debanjan Sen Foundation, last year as well. This time, the meet was a part of a CSR initiative of CESC. The final match was played at The Heritage School ground.

Rahul Shaw was star of the day for the winners with a hat-trick, while Imtiaz Alam, Vincent Rozario and Mohammed Imran were also on target. Rahul's second goal was a stunner, when his shot from the centre circle just after play resumed in the second half sailed over the rival goalkeeper's head into the net.

Rahul was not only adjudged the Man of the Match for his Saturday's performance, he also got the award for being the highest scorer of the tournament. Interestingly, Rahul had scored in the last edition's final as well.

"I would love to take up football as my career, but let's see how it goes," said Rahul, who is in Class X. Asked about his favourite football player, Rahul said: "I don't have a favourite... I do watch football, but I don't follow anyone."

Former players Jamshed Nassiri and Alvito D'Cunha were among the dignitaries present during the final.

The players of St Joseph and Mary's School after winning the Debanjan Cup at The Heritage School ground on Saturday. A Telegraph picture

Debanjan Sen Trophy (Supported by CESC Ltd.) – in news in The Telegraph, 21st July, 2019



BECOME A
VOLUNTEER
& MAKE A DIFFERENCE