

CESC Cares

Corporate Social Responsibility Newsletter

Issue VI

May 2020

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Spotlight

Annual Sports organised under Hamari Awaaz Project



An annual sports was conducted for the beneficiaries of Hamari Awaaz project which envisages to create child friendly communities in urban slums by mobilising, sensitising and empowering communities to fight against child labour and other forms of child abuse and foster child protection.

The event was conducted at Topsia New Star Sports Club grounds on 21st January, 2020 wherein 250 beneficiaries participated.

The objective of organising such an event was to build a sense of team spirit, leadership qualities, self esteem and confidence among the children. The event allowed the team to **generate awareness on child rights and child protection issues** among the community members at large.

Police Personnel receive training on Basic Computers in Barrackpore Police Commissionerate

A one month training programme on Basic Computers for 100 Police Personnel from Barrackpore Police Commissionerate was conducted from 6th December, 2019 to 6th January, 2020. The objective of the programme was to help the police personnel improve their computer skills.



The training programme was inaugurated by Mr. Manoj Kumar Verma, IPS, Commissioner of Police, Barrackpore Police Commissionerate on 03.12.2019.

83 candidates successfully completed the training and were awarded certificates on 20th January, 2020. 22 candidates obtained above 80% marks.



Urja Chetana organises a Network Meeting

A Network Meet of all the schools under Urja Chetana was organized on 12th February, 2020.



Dr Neepa Saha Sharmaa, Head-CSR, CESC Limited shared the journey of Urja Chetana - initially starting with 13 schools in 2012 with 45 schools being covered as on date. She also shared the objectives of the Meet to set the expectations for the schools as well as CESC.

Through various group sessions, discussions were held among the teachers on the challenges faced while implementing the Project in their respective schools, the ways by which they have met those challenges. The schools also drew up their respective plans of action for making their schools eco-friendly.



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Health and Nutrition Mela under Suswasthya Project

A mela was organised on 20th February, 2020 at Bari Chai Maidan, Ward No. 4, Kamarhati Municipality under the Suswasthya Project which **focussed on health, nutrition and sanitation.**

The programme was inaugurated by Vice-Chairman, Kamarhati Municipality. **243 beneficiaries** participated in the programme.



The mela ground was decorated with various informative materials on mother and child health. Besides, there were six exhibition stalls providing first-hand knowledge to the community regarding health, nutrition and sanitation, immunization of children, available government schemes for mother and child.



Certificate Distribution – Prayas, Kamarhati

A felicitation programme for 94 students who successfully completed the skill development and livelihood generation programme under Prayas Project was held on 2nd March, 2020 at Prayas Centre, Kamarhati.



Students have been trained on Basic Computers, Spoken English, Retail Management, Soft skills and Personality Development sessions.

Dr. Neepa Saha Sharmaa, Head-CSR, Ms. Nandini Chatterjee, Secretary of CLPOA, and other officers from the LCC department were present during the felicitation ceremony.



People Speak

CSR Volunteers Speak

I had the opportunity to attend an awareness programme as part of the Breast Feeding Week observation under the Roshni Project. The beneficiaries comprised of pregnant mothers, lactating mothers and other caregivers who had misconceptions regarding breast feeding. Hence, the programme was to create an awareness amongst them. Apart from an interactive session between the beneficiaries, the NGO partner and CSR volunteers, audio-visuals were shown to explain the importance and benefits of breast feeding. It was a memorable experience for me as I shared my personal experiences with them cherishing my days as a young mother. I hope to be involved with more such programmes as it gives me immense pleasure to give back to society.

Ms. Kakali Saha
Asst. Manager
Administration

During my many visits to the Nirmal Sankalp Project and interaction with the community members, I have perceived that the community have greatly benefited from the project as hygiene education has been imparted coupled with construction of community sanitary complexes which have changed their outlook towards life. Seeing their happy faces gives me immense pleasure and a sense of satisfaction as I know that I have tried to do my bit to give back to society. I look forward to being actively involved in more such projects.

Mr. Gokul Chandra Saha
Pool Technician
Mains Department

Awards and Accolades

CESC CSR bags Golden Peacock Award 2020

CESC has won the coveted Golden Peacock Award for Corporate Social Responsibility 2019. Dr Neepa Saha Sharma, Head-CSR, received the award on behalf of CESC Limited from Mrs. Rajashree Birla, Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development and Director on the Boards of Aditya Birla Group of Companies, and Hon'ble Mr. Justice Cyriac Joseph, Lok Ayukta Kerala, Former Chief Justice of Karnataka and Uttarakhand High Courts, Former Judge, Supreme Court of India and Former Acting Chairperson and Member, National Human Rights Commission. The Awards ceremony was held on 4th March, 2020 at Hotel Taj Lands End, Mumbai.



Awards and Accolades

CEC CSR wins ICC Social Impact Award 2020

CEC Limited has won the ICC Social Impact Award 2020 in the Mega Enterprise Category for its Project – Suswasthya – in the area of ‘Reducing Child Mortality and Improving Maternal Health’. Dr Neepa Saha Sharma, Head-CSR, CEC Limited received the award from Dr. Shashi Panja, Cabinet Minister of State for Women and Child Development and Social Welfare, Government of West Bengal. The ICC Social Impact Awards and Summit 2020 was held at the Oberoi Grand, Kolkata on 28th February, 2020.



Story of Change

Suswasthya

Guria Fatma, residing in Balu Talab slum of Kamarhati Municipality, is an active and responsible member of the Mahila Arogya Samity formed under the Suswasthya Project. She is presently engaged in the preparation of mid-day meals for students in a local school. A regular at all MAS meetings, she has grasped information pertaining to awareness on health and nutrition, mother and child health, and the available government schemes. This has empowered her to stand by her community people when in need – especially her neighbours, many of whom she has helped during medical emergencies, by rushing them to the nearby hospital. During the past year she has accompanied 20 beneficiaries suffering from various health problems to Sagor Dutta Medical College and Hospital.

Urja Chetana

Maulana Hasrat Mohani Memorial Girls High School has been a part of Urja Chetana Programme since 2013 and has been actively contributing to environment conservation with a combined team of passionate students and teachers. Their activities include composting, waste paper recycling, development of vertical garden in recycled plastic pet bottles, apart from energy and waste audits. The school has been able to compost 11 kgs of organic waste and recycle 5.35 kgs of waste paper last year. They have harvested 144 plants in their vertical garden. The school has also undertaken clean-up campaigns in its neighbouring areas.



BECOME A
VOLUNTEER
& MAKE A DIFFERENCE