

CEŠC Cares

Corporate Social Responsibility Newsletter

Issue V

January 2020

SPOTLIGHT | PEOPLE SPEAK | PHOTO SPEAK | STORY OF CHANGE

Spotlight

Swachhta Hi Seva Campaigns organised under Urja Chetana and Nirmal Sankalp Projects

As part of the '**Swachhta Hi Seva**' Campaign commemorating the 150th Birth Anniversary of Mahatma Gandhi, a ghat clean-up event was organised on 2nd October, 2019, at Annapurna Ghat in Baghbazar and Mangal Pandey Ghat in Barrackpore under Urja Chetana Project of CESC Limited where 100 students and 7 teachers from 5 schools participated. Around 1100 community members were also involved. The objective of the event was to create awareness about the hazards of single use plastics and to encourage vendors and community members not to use them. During the event, a plastic clean-up drive was conducted around the ghat areas. 50 Kgs of plastic waste was collected by the students and community members. A magic show was also organised to disseminate knowledge on the harmful effects of plastic usage. The programme was brought to a close with the distribution of jute bags containing saplings among the students.



Under the Nirmal Sankalp Project in Titagarh Municipality, an anti-plastic rally was organised in which 100 students from Shastri Vidyalaya, Titagarh, and community members participated. Simultaneously, a cleanliness drive was conducted around Shastri Vidyalaya, Glasskol River Ghat and Devi Road. 30 community members participated in the drive to remove plastic waste from the area. After cleaning the area, community members planted some saplings.



Eye Camps organised in Kamarhati and Khidderpore

CEŠC CSR and LCC Teams organised four Eye Camps in partnership with City Level Programme for Action (CLPOA) and Susrut Eye Foundation in Kamarhati and Khidderpore.



Dignitaries included local Councilors and officers from CESC.

Visioning tests were done for **783 community members**. 78 persons were identified with need for cataract surgery, who have been operated upon at Susrut Hospital, free of cost, in the month of December 2019. Apart from this, spectacles were being provided free of cost to 495 community members in all.



Poster Competition under Hamari Awaaz Project

A poster competition was held on 31st December, 2019 at Tiljala Brajanath Vidyapith.

The theme on the competition was '**Say No Child Labour and Child marriage**'. The objective of this activity was to give the children an opportunity to express themselves creatively. It also helped search for talent among children from disadvantaged sections of society.



Observation of World Toilet Day under Nirmal Abhiyan Project and Suswasthya Project

An awareness programme was conducted with six schools to observe **World Toilet Day** on 19th November, 2019. The objective of the Project was to inculcate good sanitation and hygiene practices among the school students. 195 students participated in this programme. A quiz competition as well as a drawing competition was organised for the children.



Under the Suswasthya Project which deals with maternal and child health, World Toilet Day was observed on 19th November for community members residing in Ward Nos 1 to 7, Kamarhati Municipality.

The event was held at Phool Bagan Maidan, Ward No.3, Kamarhati Municipality. An exhibition on the importance of using toilets, handwashing and personal hygiene was covered. Simultaneously, a sit and draw competition was also organised for children in the area.

Maa O Sishu Mela organised under Roshni Project

A **Maa O Sishu Mela** was organised under the Roshni Project on 27th December, 2019 at Topsia New Star Sports Club grounds. The objective of having this event was to felicitate mothers who have gone through the whole ante natal care (ANC) and post natal care (PNC) process along with child care for motivating other women of the community to avail all the respective services provided by the government.



The event also helped in building ownership of community mothers and increasing their involvement in various project activities. Head-CSR, CESC Ltd., Asst. Director, CINI and local school authorities attended the programme.

People Speak

CSR Volunteers Speak

CESC CSR Volunteering programme gave me a great opportunity to contribute towards society. It was a wonderful feeling interacting with students of Sishu Shiksha Niketan under Nirmal Abhiyan Project. I feel we have succeeded in raising awareness about health and sanitation among the students. I look forward to participate in future CSR activities taken up by CESC. Thank you CESC CSR Team.

Barnali Pal
Lady Secretary
Finance 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

"The gender segregated toilet units provided by CESC have helped the students understand the need for it. The sanitation facilities along with the provision of a water pump with overhead water storage facility has improved the situation in the school as water is now being available 24X7. The handwashing stations with multiple taps has also helped the students to develop good handwashing habits. Being a primary school as well as a resource centre for special children, ramps for the CWSN students has been extremely beneficial for children on wheelchairs. Most importantly, the wired boundary has enabled to create a safe and secured environment for the school."

Ms. Sharmistha Karmakar
Headmistress
Motilal Mistry RFP School

Stakeholder's Speak

"The educational support provided through Roshni Project supported by CESC Ltd and implemented by CINI has helped our students who have learning gaps for enhancing reading-writing skill by using worksheets, TLM and providing handholding support by the experienced facilitators".

Ms. Chandra Karma Kar
Head Teacher
Public Welfare Society for Children School

Photo Speak



Children playing a game on sanitation and hygiene under Nirmal Abhiyan Project



Children at the ECED centre under Roshni Project



Special Guidance Centres in progress for children of classes VII - X under Roshni Project



Reading-writing camps under Roshni Project

Education
initiatives

Photo speak

Environment Initiatives



Waste being collected for waste audit



Composting making in progress



Paper recycling in progress



Eye Camps conducted at Kamarhati and Khidderpore



Health Initiatives



Nutrition Camp being held under Roshni Project



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



Mothers meeting being held under Suswasthya Project

Photo speak



Some students of Payas, Howrah who have successfully completed their driving course



A student of Payas, Kamarhati being felicitated by Hon'ble Chairman, Kamarhati Municipality for successfully completing the course



Students of Payas, Kamarhati during an exposure visit to FBB, Hatibagan on 24th December, 2019

Story of Change

Saksham

Danish completed his B. Com. in 2015 and always dreamt of working in a corporate office. In a family of six members, his father and his elder brother were the only earning members. Danish felt the need and responsibility to support his family financially. As he was not getting a decent job, he joined the Basic Computer with Tally and GST course in Saksham Centre. After successfully completing the course he got an opportunity with Netscribes Pvt Ltd. and is currently earning a salary of Rs. 11,200 per month. He now enjoys working in a corporate office.

Jagriti

Nikhil, a 21-year youth from Khardah Municipality, completed his Class XII in 2016 but could not pursue higher education due to poor financial condition of his family. There are seven members in his family and his father was the only earning member. Nikhil came to know about Jagriti Centre from one of his friends and joined the course on Basic Computer with Tally and GST. After successfully completing the course, he got an opportunity with Emami Frank Ross. With a salary of Rs. 6000 per month he is happy and is able to support his family.



BECOME A
VOLUNTEER
& MAKE A DIFFERENCE