

# CEŠC Cares

## Corporate Social Responsibility Newsletter

Issue VII

August 2020

SPOTLIGHT | STORY OF CHANGE

### Spotlight

*The unprecedented COVID-19 pandemic has impacted the nation. Life came to a standstill and many struggled to make tow ends meet with lockdown being imposed. However, through this tough phase of life , CESC CSR has worked relentlessly trying to reach out to people by continuing support to its beneficiaries, such as, students and teachers through regular online sessions and webinars, and communities through one-to-one meetings and telephonic contact. Our project staff have displayed extreme dedication and commitment in these difficult times to carry out their respective roles and responsibilities in fulfilment of the project goals and objectives.*

#### Education component

With the world reeling under the strains of the pandemic, the educational component of the Roshni Project implemented in Tiljala-Topsia area shines on as the project staff have vowed to **continue communicating with their students through virtual sessions.**

The Project's move to remote learning has been enabled by several online portals such as Google Classroom, Zoom and Whatsapp which have lent a helping hand in playing a vital role in this transformation. Children under the Project **have been kept engaged by video-based sessions and courses, worksheets and e-notes** which have been exchanged to make the learning more accessible, engaging, and contextualized.



Online support being provided to students of our centres

**ROSHNI**

#### Health and Nutrition component

Through the entire lockdown period, Project Roshni's health mobilisers who are mostly from the community where we implement the Project have reached out to the beneficiaries using technologies such as telephones, Whatsapp, Skype etc. Some of them also **reached out to the mothers individually** in cases of emergency, following social distancing norms and other health advisories.

Before the nationwide lockdown was imposed, the Project team maintained a record of individual phone numbers of pregnant mothers whose delivery were due in the upcoming next 2-3 months so that they could be tracked and help provided, if required. **Individual advices were provided** to keep themselves safe from the pandemic. Mothers were also prepared to take care of themselves during this advance stage of pregnancy and emergency alert signs were shared and explained to them. **Community based response protocols were prepared** and shared with the neighbours, local government and local youth clubs to respond to the needs of these mothers to ensure safe delivery during lockdown.

The front line health workers are **still reaching out to the mothers due for delivery** individually or over phones.



Home visits being made by our Project staff

## Spotlight

### HAMARI AWAAZ



Counselling sessions in progress

### Hamari Awaaz Project extends support to children on mental health during lockdown

The pandemic is having profound effects on children's mental well-being, their social development, their safety, their privacy, their economic security etc. Through the Hamari Awaaz Project tracking system, **102 children** who are most vulnerable have been reached out to and **stress reduction sessions** and **counseling sessions** have been extended to them. Through these sessions children facing extreme deprivations and acute stress have been largely addressed to prevent their impairment in their cognitive development as well as long-term mental health challenges.

The Project staff have conducted these counseling sessions with the children through video calls, phone calls as well as home visits. To ensure that the children are kept engaged, various activities such as **drawing, craft making, dance and meditation** to name a few were conducted. Through these various activities, **children are constantly sensitised on the issue of the COVID-19 pandemic** and how as individuals they can **play a small role in breaking the chain of the spread of the virus** by maintaining and abiding to the social distancing norms, maintaining personal hygiene and constant washing of hands.

### Prayas creating an engaging learning experience

To ensure that the students do not loose focus on their vocational trainings, **regular classes continued** throughout the entire lockdown period using online portals such as Zoom Cloud, Google Meet, WhatsApp and other mediums. **Conference calls** were also used to ensure involvement of all students.

**Career Counselling and Employment Engagement Programmes (EEP) sessions** were conducted through the online facility of Zoom Cloud for students nearing completion of their course.

Students of PRAYAS centres in Kamarhati and Howrah **made masks** for themselves, family members and other community members.

In order to **increase awareness among community members**, PRAYAS students also prepared some **collages with social messages** on COVID -19. These messages were disseminated through social media, such as Facebook and WhatsApp.

### PRAYAS



Online sessions with Prayas students

### NIRMAL SANKALP



Adolescent girls during the Orientation Programme on Menstrual Hygiene

### 'World Menstrual Hygiene Day' observed under Nirmal Sankalp Project

**World Menstrual Hygiene Day** was observed on May 28, 2020. An online orientation programme was organised for the adolescent girls where the significance of **Red Dot International Campaign** was shared. The importance of **menstrual hygiene, social taboos** about menstruation, importance and **provisions of change rooms** in community toilet blocks, **use of sanitary napkins** during menstruation and its **proper disposal** were shared.



## Spotlight

### Observation of 'Intensified Diarrhoea Control Fortnight (IDCF)

The Suswasthya Project observed **Intensified Diarrhoea Control Fortnight (IDCF)** along with the Health Department of Kamarhati Municipality from July 11-23, 2020. CLPOA extended their support to the Health Department of Kamarhati Municipality by **distributing ORS in the community** through home visits. Ward nos 1,3,4,5 and 6 were covered through this programme.



ORS being distributed among community members

**SUSWASTHYA**



### Distribution of IEC among Mahila Samity Members

Unlike previous years where we conduct mass refresher meetings, this year due to the pandemic, our **Project staff made home visits** on 24th and 27th July 2020, by distributing IEC material **among Mahila Samity members**. The **topic on which the refresher training was provided was Diarrhoea**, its causes, symptoms, and preventive measures.



Project staff handing over IEC material to Mahila Samity members



### Hands-on Workshop for making Cloth Masks

With the current COVID-19 pandemic situation, it has become mandatory to wear masks while moving out of the house. Hence, under the Urja Chetana Project, an online hands-on workshop on **cloth-mask making** was conducted on July 24, 2020 in which **54 students from 11 government schools** participated using the Zoom online portal and you tube live application. The objective of conducting this workshop was to give students an opportunity to learn how to make their own cloth masks with the waste generated at home rather than purchasing masks from the market.



Online session on mask making

### Hands-on Workshop for Paper Bag making

During the lockdown period two **competitions were arranged** for students. One was a **digital poster making competition** on "**Save water while staying Safe**", and another one was student's **art competition** on "**How Microorganisms helps in composting**". **83 students from 13 schools** made posters, wrote poems and articles and showcased their creativity. The objective of these competitions were to **increase their awareness and responsibility to conserve natural resources, recycle and reduce the carbon footprints**.

### Hands-on Workshop for Paper Bag making

An online hands-on workshop on **paper-bag making** was conducted under the Urja Chetana Project on July 22, 2020.

**53 students from 11 government schools** attached to this Project participated using the Zoom online portal.

The programme was also streamed live on Zoom Webinar.

The objective of having this workshop was to imbibe in these children and their family members the habit of **using paper bags instead of using plastic bags** thus **reducing the single use of plastic** which will result in less waste which will make the environment healthier.



Live chat

Top chat 19

Online session on paper bag making



Some stills from the Art Competition held

## Story of Change

Nirmal  
Abhiyan

**Payel Jana** is a student of Netaji Vidyamandir. She was not aware of the importance of gender segregation toilets and maintaining good hygiene habits as she and her family members use a common toilet in their community. Payel mentions that she was only aware that she had to wash her hands after defecating. She and her family members did not care to wash her hands with soap prior to eating their meals. As a result, they would suffer with frequent stomach problems and this led to her increase absenteeism from school apart from regular visits to the doctor. Payel, now, knows the importance of having gender segregation toilets after the Nirmal Abhiyan Project has been implemented in her school. She has participated in various awareness programmes and activity workshops, thereby, improving her knowledge on sanitation and hygiene issues. She now knows about diseases that occur due to unhygienic personal habits and bad sanitation. She is now the Sports and Culture Minister of the Child Cabinet in her school and has taken the responsibility of not only sharing her knowledge with her peers but also with the rest of her family members and her friends in the neighbourhood.

Roshni

**Md. Gulam Mustafa**, an eleven year old boy lives with his mother and grandmother. Gulam's mother is a single parent who is physically unfit and has been left to face the adversities of life by her own means, as her husband has abandoned her. Gulam's grandmother takes care of him. The family is dependent on his grandmother's monthly widowhood allowance. As Gulam dropped out of school, he was referred by the local Councillor to Roshni Project. The project staff visited his home to verify the case and then firstly ensured that he was enrolled at a local school - Social Welfare Organization Primary School where he was admitted to an age-appropriate grade. He was then provided with academic support within the Project to ensure that he could cope up with the class. He now takes his studies seriously and is ambitious to make it through to support his family in years to come.



BECOME A  
**VOLUNTEER**  
& MAKE A DIFFERENCE