

CEŠC Cares

Corporate Social Responsibility Newsletter

Issue XIII

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SPOTLIGHT | BENEFICIARY SPEAK | STORY OF CHANGE

Spotlight

EDUCATION

Meeting with Lead mothers under Nayee Roshni Project

Project sustainability involves both individual and organizational responsibility to ensure outputs, outcomes and benefits. Keeping in mind the phase-out from some old pockets where community mothers were working for sustainability, a meeting was **held with 47 Lead Mothers** of Nayee Roshni. During the meeting, the contributions made by the lead mothers were highlighted and appreciated. To ensure sustainability of the Project, details of the beneficiaries were shared with the Lead mother groups so that they can keep following up and provide support where necessary.



Lead mother's meeting being conducted

Capacity building training on academic and teaching methodology for teachers of Special Guidance centres

Under the Nayee Roshni Project, a **five-day capacity building training programme** was held for teachers and project staff of the special guidance centres project based on academic aspects. Based on findings from the Training Need Assessment, the training module was developed on language, Mathematics and facilitation skills for teachers. To minimize fear from students on English language and Mathematics, teachers were capacitated on easy and scientific methods in context of listening, speaking, reading, writing, vocabulary development, knowledge of grammar & comprehensive mind mapping technique of children.



Capacity building session in progress

Teachers Training under Nirmal Abhiyan Project

A **teachers training** was conducted on **12th March, 2022** in Muslim UP School along with representatives from SPS UP Hindi School and Prafullanagar Prathamik Vidyalaya. The training was conducted to **create awareness** among school teachers on the **issues concerning water, sanitation and hygiene**, to keep the teachers aware about the reduction of incidence of water and sanitation related diseases among school children and increase the attendance in school and to ensure future sustainability of the hardware facilities provided to the schools under the Nirmal Abhiyan School Wash Project.



Teacher's Training session in progress

Observation of World Water Day under Nirmal Abhiyan School Wash Project

World Water Day was observed on **22nd and 25th March, 2022** with students. **324 students participated** in the programme. The programme was conducted to create awareness amongst the students **regarding the importance of water** in our daily lives, to inspire them about the importance of sustainable management of water resources and also to make them aware of the crisis of water in the world.



Observation of World Water Day

Training with adolescents on SRH issues under Hamari Awaaz Child Protection Project

Peer Leaders, formed under the Hamari Awaaz Child Protection Project, **conducted sessions with 133 adolescents focusing on the transitional aspect of adolescence**, that is, from conventional parent-controlled health seeking behaviour to self-aware health seeking behaviour. The discussion started with changes in body and mind that they and the participants witnessed in themselves. The scientific reasons of those changes, process of menstruation cycle and importance of healthy diet during menstruation were explained. Participants were informed that with the support of project team they can avail Sexual Reproductive Health (SRH) related services from the government health facilities.



Training session on Sexual Reproductive Health (SRH)

HEALTH

Capacity building programme ASHA workers and Mahila Arogya Samity members

Under the Suswasthya Mother and Child Health Project, a **capacity building training programme** was organized on **8th March, 2022** at the Health Administrative Building Hall, Kamarhati Municipality. **51** Honorary Health Workers (HHWs) / Accredited Social Health Activists (ASHA) and Mahila Arogya Samitis (MAS) from all intervention Wards. Ms Sumita Saha, Public Health Nurse (PHN) conducted the training through interactive sessions to discuss issues such as child immunisation, nutrition, adolescent health management, family planning and measures to stop teenage pregnancy.



Capacity Building programme for ASHA workers and MAS members

Workshop for Anganwadi workers under Suswasthya

A workshop was organized on **28th January 2022** for Anganwadi Workers (AWWs) of Kamarhati ICDS Project to discuss services of ICDS, immunisation, nutrition and polio card. Total **32** AWWs of all intervention Wards along with Supervisor were present in the workshop held at Kamarhati Municipality Administrative Hall.



Workshop for Anganwadi workers conducted

EMPLOYMENT GENERATION

Spotlight



Some students who have been hired by HP Cotton Casuals Pvt. Ltd.

Placement under Skill Development Projects

As part of its CSR initiatives, CESC runs several skill development centres in Topsia-Tiljala, Khidderpore, Garden Reach and Howrah. Recently 20 girls who had attended our tailoring course got employed with HP Cotton Casuals Private Limited with a salary of Rs.7,150 per month. This is a huge step in social and economic empowerment of girls, who were earlier hesitant to take up employment in any factory establishment and would prefer self-employment.

Hon'ble Mayor of Kolkata Inaugurates a Computer Training Centre in Ward No.134, Garden Reach, under Udaan Skill Development Project of CESC

A **Computer Training Centre** in **Ward No.134, Garden Reach**, under Udaan Skill Development Project, a CSR initiative of CESC Limited, was inaugurated on **3rd March, 2022** by **Janab Firhad Hakim, Hon'ble Mayor of Kolkata Municipal Corporation**, in the presence of Janab Shams Iqbal, Councillor of Ward No.134, Sri Gautam Ray, Executive Director (HR & Adm.), Sri Soumitra Ghosh, Vice-President (Distribution), Dr Neepa Saha Sharma, Head-CSR, other CESC Officials, students and the community.

Hon'ble Mayor urged students, who have enrolled for the computer training programme under the Project, to make full use of the opportunity provided by CESC. On successful completion of their training, these students will be assisted with placement. CESC runs several skill training and employment generation centres across Kolkata and Howrah benefiting around 1000 youths annually.



Janab Firhad Hakim, Hon'ble Mayor of Kolkata inaugurating the centre



Janab Firhad Hakim, Hon'ble Mayor of Kolkata in presence of Sri Gautam Ray, ED (HR & A), Sri Soumitra Ghosh, VP (Distribution) and Smt. Neepa Saha Sharma, Head-CSR

Wash and Sanitation

Inauguration of a Community Sanitary complex at Ward No.21, Titagarh Municipality

A community sanitary complex at **Ward No.21**, under the Nirmal Parivesh Project was inaugurated on **21st March 2022**. The complex was inaugurated by Mr. Suresh Prasad, Hon'ble Councillor, Titagarh Municipality, Dr. Neepa Saha Sharma, Head-CSR, CESC Limited and Mr. Goutam Halder, Dy. Manager (IR) in the presence of the community members.

Dr. Neepa Saha Sharma, Head-CSR, CESC briefed the community on the importance of proper sanitation, maintenance of personal hygiene and CESC's support in making 13 new community sanitary blocks in different Wards of Titagarh Municipality under Nirmal Parivesh Project.



Sanitary complex at Ward No.21, Titagarh Municipality



Sanitary block being inaugurated by Dr. Neepa Saha Sharma, Head CSR in the presence of the local Councillor

Beneficiary Speak

"I am extremely proud to be a Lead Mother under the Nayee Roshni Project as I am able to help and support to my community especially pregnant women and lactating mothers within our community. Being a member of this group, I have gained respect within the community and many people now approach me for suggestions regarding mother and child".

Nazma Bibi
Member of the Lead Mother's Group
Nayee Roshni Project

"Due to lack of knowledge, I had been suffering from various issues during my first pregnancy and post delivery, taking proper care for my child was a big challenge for me. Now that I am expecting my second child, with the help of the Nayee Roshni didi's, I have registered my name in hospital and have also learned about important issues related to pregnancy. I have also learned how to take care of myself while expecting my child, how to have a safe delivery, post delivery care, and more importantly how to look after my new born baby".

Afsana Khatoon
Pregnant mother
Nayee Roshni Project

Prayas Skill
Development

Story of Change

Saddam Hussain is a 21-year-old youth from P.M. Bustee, Howrah. His father runs a small business of making cartons. But due to his old age and ailing health, he fails to make ends meet. Saddam was not interested in studies and had dropped out of school after class X and would waste his time indulging in gossips with friends from the locality. But when his father's business took a hit and he and his family started to face a financial crunch, Saddam was desperate for a job. Through the mike campaigning conducted by the Prayas Project staff, he came to know about the centre and approached it to enroll himself for driving. He took the classes seriously and on successful completion of his driving course, he received his driving licence. He now drives a chotta haathi and earns Rs.9,000/- a month. He is now happy as he too can contribute to his family's income.



BECOME A
VOLUNTEER
& MAKE A DIFFERENCE