

CESC Cares

Corporate Social Responsibility Newsletter

Issue XIX

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Spotlight

EDUCATION

Empowering Communities: Mukangan Project's Session on Child Trafficking

Child trafficking is a severe global offense that exploits individuals for financial gain, with victims spanning gender, age, and background. Offenders resort to violence, deceitful employment agencies, and false promises of education and job prospects to manipulate and deceive their victims.

In an effort to address this pressing issue, two sessions were held on August 14th and 24th, 2023, respectively, at Pujali Primary School and New Rajibpur High School. These sessions centered on child trafficking, its root causes, and its far-reaching consequences.

The primary aim of these sessions was to intensify awareness about the escalating prevalence of human trafficking in the region and provide information to facilitate its prevention. During these sessions, students received education on the various tactics used to traffic children, including monetary enticements, false relationship promises, and enticing job offers. They were also enlightened about the prevalent forms of child trafficking in India, encompassing illegal activities like begging, organ trade, drug peddling, and smuggling, among others.

The students left the sessions with a keen understanding of the urgent need to combat child trafficking within their community, recognising the life-threatening consequences it carries. It was evident afterward that they had acquired knowledge about child trafficking and were motivated to take concrete steps towards establishing a trafficking-free and secure community.



Children under the Mukangan Project being apprised regarding Child Trafficking



A session on Child Trafficking being conducted

Observation of International Literacy Day under Indradhanush Project

In accordance with the theme of International Literacy Day, which revolved around "Promoting Literacy for a World in Transition: Establishing the Bedrock for Sustainable and Peaceful Societies," an event was arranged on September 8, 2023, uniting a total of 152 students from various educational centres. The primary goal was to dispel the shadows of illiteracy for every child, placing a significant emphasis on education as a means to foster enlightenment and pave the way for an educated society.

The session commenced with an address by the project team coordinator and a CSR volunteer from CESC, underscoring the pivotal importance of International Literacy Day. This day serves as a global platform to underscore the critical role literacy plays in forging sustainable, just, and peaceful societies, by empowering both individuals and communities through knowledge and education.



During the session, a role-play was performed to illustrate the profound impact of education, particularly for girls. The dramatization sought to raise awareness about the crucial need to educate girls and dismantle the barriers that obstruct their access to education.

Concluding the session, a drawing competition was held, aimed at fostering literacy within the community.

Spotlight

HEALTH

Embracing Maternal Health: Celebrating World Breastfeeding Week

World Breastfeeding Week was observed on August 7, 2023, at Topsia Sporting Federation, as part of the SNEH project, drawing participation from 113 individuals. This diverse group included pregnant women, lactating mothers, male members, representatives from ICDS and UPHC (Ward 66), local club members, and project staff. The event's primary objectives were:

- Disseminating comprehensive knowledge about breastfeeding, its profound impact on newborns' lives, and its equal importance to lactating mothers.
- Emphasizing the need for increased breastfeeding support in all workplaces to enhance and sustain progress in breastfeeding rates.

The event featured informative sessions conducted by the Medical Officer of UPHC, Ward 66, and a pediatrician from the Institute of Child Health (ICH). These sessions focused on understanding colostrum and its significance, the correct breastfeeding procedure, and the importance of exclusive breastfeeding for newborns. Participants were educated about common myths and misconceptions surrounding breastfeeding and were advised not to introduce any other foods before 6 months. After this period, they were instructed on the proper method of introducing semi-solid foods, with practical demonstrations by the doctors.



An interactive session of Nutrition and its importance



The panel adjudging the winners

Eye Camp organised in Pujali, Budge Budge

An eye camp was organised at Submarine Sporting Club, Pujali, Budge Budge on 30th September, 2023 in partnership with Child in Need Institute (CINI). 203 community members availed of this camp. 27 patients were diagnosed with cataract, while 166 patients were advised spectacles. Random blood testing was done for 50 patients.



Blood sugar testing done



Visioning testing being conducted



ENVIRONMENT

Spotlight

Empowering Education: Urja Chetana Project Students Explore Southern Generating Station

An educational trip for students and teachers under Urja Chetana Project of CESC was conducted on 19th and 20th September, 2023 to the Southern Generating Station. The visit aimed at creating awareness about power plant functioning.

The programme comprised of informative sessions on transformation of coal into electricity, distribution of electricity from thermal power plants to homes, and strategies to mitigate environmental pollution during power generation. Mr. Krishnendu Sar, Station Manager, and Mr. Gopal Ghoshal, Senior Asst. Engineer, facilitated an engaging presentation using a model and PowerPoint slides. They delved into the plant's capacity, safety measures, and electricity production timelines as well.

Following the presentation, students embarked on a guided tour of the facility, where they witnessed firsthand coal-to-electricity generation process. 41 students and 10 teachers from 10 schools attended the programme and expressed their gratitude for the enlightening experience.



Student's Knowledge being assessed before commencing the exposure visit



Mr. Krishnendu Sar, Station Manager, Southern Generating Station conducting a session with the students

Awards and Accolades

CESC CSR wins FAME National Award 2023 for Outstanding Contribution to Skill Development

CESC Limited won the FAME National Award 2023 for outstanding contribution to 'Skill Development' in the Platinum category for its project Eklavya – CESC Skill Academy. The award ceremony was held at Vivanta by Taj, Goa on 27th September, 2023. Dr Neepa Saha Sharmaa, Head-CSR, CESC Limited received the award from Dr. Naresh Bansal, Hon'ble Member of Parliament, Rajya Sabha.



Dr. Neepa Saha Sharmaa, Head-CSR, CESC Limited receiving the FAME National Award 2022 from Dr. Naresh Bansal, Member of Parliament, Rajya Sabha

'Eklavya – CESC Skill Academy' is a skill development and employment generation project, being implemented in 14 centres across Tiljala, Topsia, Garden Reach, Khidderpore, Kamarhati, Khardah, Tollygunge, P.M. Bustee, Pilkhana, Belilious Road, Jayabibi Road, Belur Police Station, Lichubagan, and Pujali. Our dedicated team imparts training to candidates in a diverse range of trades, including Basic Computers with Advanced Excel, Electrical and Electronic Appliances Repairing, Retail Management, Tailoring, Customer Relations Management, Jr. Electrician and AC, Refrigerator Repairing, Warehousing and Logistics, Facility Management, and Beautician courses, among others and provides post-training placement assistance. These courses are free of cost and provide skill development and employment opportunities for underprivileged youths who have not been able to complete their education or have not been able to secure employment after completing education. In 2022-23, we have trained 1622 youths and placed 1043 of them.

Story of Change

Indradhanush

Avinash Hela, is a student of A. P. Children Hindi Medium School and reads in class VI. He stays with his mother and siblings. In 2014, Avinash lost his father due to cancer. Avinash was unable to cope with his father's death and this affected him. Avinash had a great urge to carry on studying and make a mark for himself, however, he had to drop out-of-school due to financial constraints. His mother works in the Municipality and is barely able to make ends meet. The Project staff on meeting Avinash and his mother during their home visits identified him and enrolled him in Hela Harijan Yubak Sangha Centre under the Indradhanush Project. On joining the centre, Avinash was made to reconnect with his school and studies through child-centric learning content and child-friendly approach. Due to his interest in studies and his regular attendance at the centre, the teachers were able to bridge his learning gap. His grit and determination helped him overcome the odds and secure second position in school examinations. Avinash has now taken it up on himself by helping others in his class with their studies in times of need.

Photo Gallery



Eklavya-CESC Skill Academy



Indradhanush



Muktangan



Urja Chetana



BECOME A
VOLUNTEER
& MAKE A DIFFERENCE