

CESC Cares

Corporate Social Responsibility Newsletter

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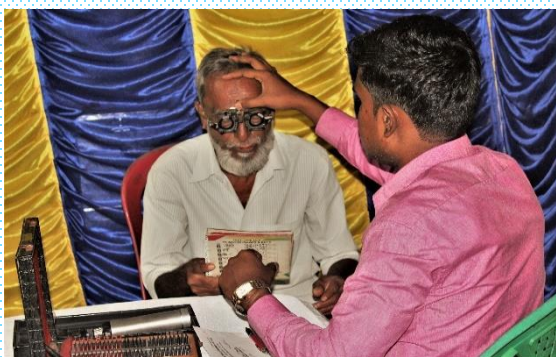
SPOTLIGHT | AWARDS AND ACCOLADES | STORY OF CHANGE

Spotlight

HEALTH

Eye Camp Organised in Pujali, Budge Budge

An eye camp was organised in Pujali, Budge Budge on 11th September, 2022 in partnership with Child in Need Institute (CINI). 247 community members attended the camp. Apart from vision testing, cataract identification was done. 169 community members have been provided free of cost spectacles. 61 persons were diagnosed with cataract, who will be provided free of cost surgery support.



An Eye Camp at Pujali, Budge Budge underway

Observation of Nutrition Month under SNEH Project

Nutrition month was observed under SNEH Project in September, 2022. 161 community women comprising of 43 pregnant women, 23 lactating mothers and 95 mothers of the children between 7 months to 2 years age group participated in the programme. The beneficiaries were sensitised regarding importance of having nutritious food especially during pregnancy. Causes and effect of malnutrition and over nutrition, various types of nutritional food available at affordable prices, types of essential vitamins and minerals, and correct ways of cooking food and cutting vegetables and fruits was shared with them. Through cooking demonstration, participants were explained about proper process of cooking, which will help in retaining maximum nutrition in food.



The training session underway

Weaning Ceremonies conducted under SNEH Project

For introducing complementary food in an infant's feeding schedule, weaning ceremonies (Annaprasan) were conducted under SNEH project for 40 children who completed 6 months. The event was conducted in collaboration with the Anganwadis. 40 mothers and 9 maternal uncles along with their children participated in the ceremony. They were sensitized about the necessity of semi-solid food, importance of feeding nutritious food items in sufficient quantities frequently along with the right proportion of nutrients to ensure proper development of the child.



A child being fed semi-solid food as part of the Annaprasan Ceremony

Spotlight

ENVIRONMENT

Inauguration of PET Bottle Shredder machines at Metro Railway Stations

Focusing on maintaining a clean and green environment, CESC installed PET bottle shredders in six metro stations namely Sovabazar-Sutanati, Central, Jatin Das Park, Masterda Surya Sen, Kavi Nazrul and Central Park (East-West corridor). The PET bottle shredder was inaugurated on 19th September, 2022 by Dr. Neepa Saha Sharmaa, Head-CSR, CESC Ltd in the presence of the AGM, Metro Railways.



A PET Bottle Shredder being inaugurated by Dr. Neepa Saha Sharmaa, Head-CSR, CESC Ltd in the presence of AGM, Metro Railways

EDUCATION

ECED Day Celebration under Akshar Project

Early Child Education and Development (ECED) Day is organised once every quarter at the ECED centres of Akshar Project. The primary goal of this event is to generate awareness about appropriate early childhood education and mobilise parents to increase their involvement in early childhood care and school readiness of children. In August 2022, ECED days were organised in the different centres to establish the partnerships through community level advocacy, awareness generation and participation of the parents in learning process. Parents were oriented on how they can help a child to attain educational, physical, mental and emotional development at home. Also, mothers of the children of 6 years of age (who will be admitted in formal schools) were guided on the process and required documentation for admission into formal schools. Total 101 children and their parents participated in the events. The programme was made colourful with rhymes, songs performed by the children.



ECED Day Celebration

Bridge Course Training under Indradhanush Project

A two-day bridge course training was conducted on 26th and 27th September, 2022 for 15 teachers of Special Training Centres (STCs) and Child Assistance Centres (CACs) of Indradhanush Project. The focus area of this training was to develop concepts on designing primary level impact-based activities in English, Bengali, Urdu and Mathematics; introducing the concept of TLM development and how to use it along with lesson planning; and to introduce methodology of level assessment of basic language and mathematical skills.



Bridge Course Training in progress

Spotlight

WORKSHOPS & TRAINING

Training on Social Return on Investment (SROI)

In its quest for improving its CSR Projects and making them robust, a training programme on Social Return on Investment (SROI) was organised by CESC CSR Team for the implementing partners. The training programme was held on 23rd September, 2022 at CESC House. Mr. Bratindra Bhattacharya and Ms. Madhabi Guha Basu from Consultivo Academy facilitated the training session, which covered the concepts and principles of SROI, prerequisites for its calculation, steps for calculations along with hands-on training to ensure that the programme was a participatory one. 20 participants from 5 organisations participated in the programme.



The training programme on SROI in progress

Awards and Accolades

CESC wins the 9th Greentech CSR India Award 2022

CESC was declared Winner at the 9th CSR India Awards 2022 by Greentech Foundation for its outstanding achievements in Women and Child Development for its Hamari Awaaz Child Protection Project. The award ceremony was held on 24th August, 2022 at Guwahati, Assam.



CESC wins the Golden Bird National Award 2021-22

CESC won the Golden Bird National Award 2021-22 in the Platinum Category for the Outstanding Project on 'Livelihood Creation' in Electric Utility Industry.



Story of Change

Nirmal Parivesh

Kajal Sahani, 15 years old, studies in class XII in Titagarh Arya Vidyalaya. She lives with her parents and three siblings in Ward No.21 of Titagarh Municipality. Kajal had to use the community toilets in their area which were in a decrepit condition and were very unhygienic apart from being dark and dingy. There were no provisions for changing rooms for adolescent girls and ladies in the area. Apart from this, most community members defecated in the open drains which led to foul smell. There was no privacy for girls and ladies while using the facilities which made it even more uncomfortable and difficult for them to use especially during the time of their menstrual cycle. Kajal along with her other friends and ladies in the community were unaware of menstrual hygiene practices and mostly followed superstitions. After Nirmal Parivesh Project was implemented in her Ward, Kajal has become aware of various personal hygiene habits including washing hands regularly, especially, before eating and after using the toilet, hand washing steps, necessity of wearing slippers, among others. After the new gender segregated toilets have been constructed, Kajal can now use the facilities without having to think about the time of the day. She knows that provision for adequate water, light and hand washing soap has been made available in the toilets. Further, she feels physically and mentally stronger as she no longer suffers from any infectious disease. She has also developed a feeling of ownership for the Sanitary Complex.

Eklavya – CESC Skill Academy

Bushra Khatoon, a resident of Topsia, lives with her father, who is a rickshaw puller. Due to financial constraints, she had to drop out of school. Bushra wanted to start earning and help her father, however, due to her incomplete studies she was unable to get a job for herself. She enrolled herself for tailoring course in the Topsia centre. After successfully completing the course, Bushra is employed with a monthly salary of Rs.9,800.



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& MAKE A DIFFERENCE