

CEŠC Cares

Corporate Social Responsibility Newsletter

Issue XVII

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SPOTLIGHT | STORY OF CHANGE | PHOTO GALLERY

Spotlight

EDUCATION



Teachers displaying some of the Teaching Learning Materials (TLM's) prepared

Capacity building training for teachers and supervisors of ECED centres under Akshar Project in Tiljala

A three-day training for teachers and supervisors of Early Child Education and Development (ECED) centres was organized in January, 2023 aiming to enhance skill in indulging children in joyful learning and age-appropriate learning. Participants learned about the importance of pre-school education, early childhood care and education, activities for early childhood stimulation, school readiness, and the importance of celebrating ECED Day. Various low-cost Teacher-Learning Materials were developed during the course of the training.

Exhibition organised under Mukhtangan Project in Pujali

An exhibition comprising of art and craft materials and models made by the children under Mukhtangan Project was organized at New Rajibpur School ground on 12th January, 2023 to observe National Youth Day. Around 300 individuals comprising of parents of students, community members and school teachers participated in the exhibition. The concept of 'Learning by Doing' was emphasized through the event. Taking a leaf out of the event, students were able to explain about their craft and models to their peer, guardians and community members who visited the exhibition. Students drew the event to a close by enacting a play based on 'Prevention of Child Marriage'.



Art and craft prepared by children put on display during the exhibition

Annual Sports conducted for community children under Indradhanush Project in Kamarhati

Sports is a vital component for a growing child's physical and mental development. It also helps raise children's academic level. The Annual Sports Meet under Indradhanush Project was organised on February 4, 2023 at Kamarhati Bari Masjid ground with great zeal and enthusiasm. More than 400 children from the Project and within the community participated in the meet. An additional 300 community members thronged the area to witness their children participate in the event. The evening concluded with a sense of accomplishment for the children, which was visible on the faces.



Annual Sports underway

Spotlight

Stakeholders' Meeting held at Kamarhati Municipality

A stakeholders' meeting was conducted at the Board Room of the Kamarhati Municipality on 10th March, 2023. The Chairman, Kamarhati Municipality, the Executive Officer, Confidential Assistant of Chairman and local Councillors of Kamarhati Municipality, Head – CSR, CESC Ltd. , and Assistant Director of CINI attended the meeting among other representatives from CESC and CINI. The objective of the meeting was to share the progress of the Indradhanush project being implemented in Kamarhati. Through a brief presentation, the year-long initiatives of the Project, its outcomes and challenges were shared.



Stakeholders' Meeting in progress

HEALTH

Health Camp organised in collaboration with Institute of Child Health under SNEH Project in Tiljala

A health camp was organised under SNEH Project on 10th March, 2023 in collaboration with Institute of Child Health at New Star Club in Tiljala. The health camp aimed at improving accessibility of healthcare services among the children of the community. After children were consulted by the doctor, free medicines were provided. 49 children below the age of 2 years were reached out to through the camp.



Dr. Agnimita Giri Sarkar, a child specialist at the Institute of Child Health, examining a child

Eye Camps organised in Pujali, Budge Budge

An Eye Camp was organised in Sonartori Sporting Club, Pujali, Budge Budge for conducting visioning tests for underprivileged communities. Free spectacles were provided. Free cataract surgeries were facilitated for those diagnosed with cataract issues. 289 individuals benefited from this eye camp.



Eye testing being conducted at the Eye Camps organised at Sonartori Sporting Club, Pujali

Spotlight

ENVIRONMENT

Sensitisation Programme to minimize usage of plastic under SNEH Project

It was observed that the mothers who attend various programmes under our Project and also while visiting hospitals, carry their papers and other items in plastic bags. Hence, the SNEH Project team took up the initiative to raise awareness among mothers regarding the adverse effects of plastic usage and to encourage them to stop using plastic bags. Non-woven bags with important messages about the first 1,000 days of a child were handed over to the mothers within the community. Post this initiative, most mothers have now stopped using plastic bags and prefer using non-woven bags resulting in a positive behavioural change.



Mothers with the non-woven bags they received

Pond clean-up drive in Behala under Urja Chetana Project

Jagatpur Rukmini Vidyamandir Kolkata organized a community pond clean-up (Senhati, Behala) initiative under the Urja Chetana Project. 13 students, 2 teachers from the school along with the local sweeper and Waste Collector from Kolkata Municipal Corporation (KMC), Ward No 116, participated in this drive, to make the pond plastic free. Using safety equipment and litter catchers, students were able to gather approximately 25 kg of plastic waste, which was then handed over to the KMC Waste Collectors for further recycling after being weighed. The students' small endeavour was well received by the community, and above all.



Students involved in the pond clean-up

Celebration of Bal Urja Diwas 2022-23

The annual felicitation event of Urja Chetana Project was conducted on 9th March, 2023 at BITM. 69 students and 19 educators from 9 schools attended the event. The day started out with a visually appealing exhibition that comprised of models, posters, essays, and reflections of students and teachers from 9 schools on their selected theme of action-based activities such as Plastic Waste Management, Air Quality, and Greening & Plantation. Distinguished guests that were present at the event were Mr. Aminul Ahsan, DPO of Samagra Shiksha Mission (SSM); Mr. Kaushik Ghoshal, Asst. Inspector, Samagra Shiksha Mission (SSM) Primary Section; Mrs. Sarbani Roy Biswas, Communication Officer (Environment), West Bengal Pollution Control Board (WBPCB) and Dr. Neepa Saha Sharmaa, Head-CSR, CESC Limited. Teachers-in-charge of 9 schools shared and showcased the work they undertook throughout the year through a PowerPoint presentation. The winners of the event were then felicitated with cash prizes, certificates and trophies.



Bal Urja Diwas exhibition underway



Students and teachers from Behala Gils High School receiving their award from Dr. Neepa Saha Sharmaa, Head-CSR, CESC Ltd.

Eklavya-CESC Skill Academy

Story of Change

Rizwan Ali, lives in Kamarhati with his wife and infant daughter. He did not have any steady income and would take up odd jobs to make ends meet. Rizwan was desperately looking for a stable job. He enrolled himself for a driving course at Prayas Centre. Rizwan now drives a private car and earns Rs. 9,000 per month.

Photo Gallery



ECED Day celebration



Sensitisation programme



TLM Workshop



Air Quality mapping being conducted



Community outreach at a local market



Teacher-in-charge and students maintaining the vertical gardening



BECOME A
VOLUNTEER
& MAKE A DIFFERENCE