

CESC Cares

Corporate Social Responsibility Newsletter

Issue XX

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SPOTLIGHT | STORY OF CHANGE | PHOTO GALLERY

Spotlight

EDUCATION

Children celebrated 'Convention on the Rights of the Child (CRC) Week'

Fostering awareness among children about prevalent societal challenges is crucial, enabling them to proactively address and eliminate these issues. With the aim of equipping children with the knowhow to confront the widespread impact of cybercrime on society, a comprehensive cyber safety session was held on November 14, 2023. 342 children associated with Akshar Project participated during CRC Week celebration. This initiative helped children recognize the significance of collaborative efforts in overcoming challenges they face. They gained insights into various types of cybercrime prevalent in society and received practical guidance on safeguarding themselves from such crimes. The session concluded on a positive note, with children committing to cooperation and contributing to the creation of a safer environment for children.



CRC Week celebration

World Handwashing Day observed under Indradhanush Project



Handwashing Day being observed under Indradhanush Project

On October 16, 2023, World Handwashing Day was commemorated in Kamarhati Municipality as part of the Indradhanush Project. The primary aim of this initiative was to raise awareness among children regarding the significance of hand washing and to educate them on the proper steps involved. 420 children were briefed on the importance of hand hygiene, understanding that neglecting to wash hands adequately can lead to illness by transmitting germs or viruses to the body. Additionally, participants were enlightened about the pivotal role handwashing plays as the foremost method of disease prevention.

Spotlight

Annual Sports Conducted under Indradhanush Project

Indradhanush Project, a CSR initiative of CESC Limited being implemented in Kamarhati, conducted its Annual Sports on 20th December, 2023 at the Bara Chai Maidan. 460 students from 14 centres of Indradhanush Project along with their guardians participated in the event. The event was graced by the presence of Ms. Afsana Khatoon, Councillor of Ward No. 2, Mr. Amitabha Bhattacharya, CA to the Chairman of Kamarhati Municipality, Dr. Neepa Saha Sharmaa, Head-CSR, CESC Limited, and Headmistresses of several local schools. Various track and field events were conducted for the students and guardians. The event was concluded with a prize distribution ceremony.



Children participating in a race at the Indradhanush Annual Sports Meet

Maa-o-Shishu Mela Organised under SNEH Project

A Maa-O-Shishu Mela was organized under SHEH project, a CSR Initiative of CESC Limited, on 12th December 2023 at the Topsia Sports Federation ground. The objective of the event was to create mass awareness on 1000 days related issues focusing importance of nutrition of mother and child. 200 community members including Anganwadi workers, ICDS Supervisor, Health Workers of the Urban Primary Health Centre participated in the programme. The programme was inaugurated by Sri Faiz Ahmed Khan, Councillor of Ward 66, Dr. Sanchita Bhattacharyya, Medical Officer of Ward 66, and Dr. Neepa Saha Sharma, Head-CSR, CESC Ltd.

Beneficiaries and Lead Mothers used this platform to share their experience and learning throughout the journey of this Project. Stalls were set up which were beautifully decorated, showcasing various nutritious food items prepared by the project staff as well as beneficiaries. Various knowledge-based games were also organised to engage the participants and prizes were handed over to the winners.



Stalls set-up at the Maa-o-Shishu Mela

Eye Camp organised in Pujali, Budge Budge

An eye camp was organised at Pujali Shikshaniketan School on 16th December, 2023 under the CSR initiatives of CESC Limited to create accessibility of eye care services within the targeted community. A total of 274 community members registered themselves for the free eye camp, undergoing vision tests. Among the 274 beneficiaries, 193 had vision problems and were provided free spectacles. 48 patients needed cataract surgery operation and were referred to Calcutta Lions Bimal Poddar Eye Hospital.



Visioning testing being conducted

EMPLOYMENT GENERATION

Spotlight

Students of Eklavya - CESC Skill Academy Centres in Topsia and Tiljala Felicitated

A Felicitation Programme for the students of Eklavya – CESC Skill Academy Centres in Topsia and Tiljala was held on November 28, 2023. 300 youths from these two centres were trained in Basic Computer with Advanced Excel, Tailoring, Beauty and Wellness, and Retail trades in 2022-23. The event was graced by Jb. Javed Ahmed Khan, the Hon'ble Minister-in-Charge of Disaster Management, Government of West Bengal, Mr. Anirban Raha, GM (Planning), Dr. Neepa Saha Sharma, (Head-CSR), Mr. Supratim Dey, Manager (LCC), and other officers from CESC. Sewing machines and beauty kits were distributed among the girls who took training in Tailoring, Beauty and Wellness. Certificates were awarded to all the students during the programme in the presence of parents, guardians, and community members. 68% of the 300 students have already been successfully placed.



Jb. Javed Ahmed Khan, the Hon'ble Minister-in-Charge of Disaster Management, Government of West Bengal handing over a sewing machine to a student



Mr. Anirban Raha, GM (LCC) handing over a certificate to a beneficiary

Story of Change

Muktangan

Nisha Roy, residing in Ward No. 8 of Pujali Municipality, faced an educational setback when she could not pass her Madhyamik Examination the previous year. Her family, grappling with significant financial challenges, felt compelled to discontinue her education. Nisha's father worked as a van puller, and her mother earned a living as a domestic help. In their absence, Nisha took on the responsibilities of managing their household and completing all domestic tasks.

Upon engagement with Muktangan Project team, Nisha's situation came to light. The team initiated discussions with her parents, urging them to reconsider and permit Nisha to continue her education. They provided a glimmer of hope by introducing the concept of free academic support available at the Muktangan Centre, a CSR initiative of CESC Ltd. The team successfully convinced Nisha's parents to allow her to resume her studies, taking care of all necessary paperwork. As a result, Nisha was re-enrolled at Kalipur Girls' School, where she had previously dropped out. She now attends the Centre regularly and is determined to retake her Madhyamik Examination with newfound enthusiasm.

Photo Gallery



SNEH



Muktangan



Urja Chetana



Eye Camp



BECOME A
VOLUNTEER
& MAKE A DIFFERENCE