

CESC Cares

Corporate Social Responsibility Newsletter

Issue XXI

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Spotlight

EDUCATION

Self-Defence Session for Girls Conducted by CESC CSR Volunteer under CESC's Akshar Project

Understanding self-defence is crucial as it equips one with the skills to stay safe from harm. Martial arts like judo, karate, and jiu-jitsu provide techniques to help one stay alert and defend oneself from physical abuse or bullying. Engaging in self-defence training not only enhances one's ability to protect oneself but also contributes to physical and mental strength. With this in mind, a session on self-defence was organized for 25 girls from CESC's Akshar Project at New Star Club in Tiljala on December 21, 2024. Mr. Pritam Dey, a CESC CSR Volunteer with expertise in jiu-jitsu, conducted the session along with his team.



Mr. Pritam Dey, a CSR Employee Volunteer conducts a session on self defence



A student trying out a self-defence technique

Akshar Project of CESC Empowering Futures through a School Enrolment Drive



Enrollment drive under Akshar Project

The Akshar I project launched an enrolment drive to reintegrate out-of-school children, particularly those affected by the economic fallout of COVID-19, back into the educational mainstream. Three events were conducted in Topsia-Tiljala areas in collaboration with local government schools. The success of the programme was bolstered by the active involvement of schools like Monu Memorial Primary School, Public Welfare Free Primary School, Topsia Primary School, Monu Memorial Institute, Tiljala Brajanath Vidyapith, Sarada Vidya Bhavan, and others. 26 out-of-school children were successfully enrolled in various Bengali, Hindi, and Urdu medium formal schools through this initiative.

Spotlight

Muktangan Project's Annual Sports Meet Promotes Camaraderie and Inclusivity

The Muktangan project, being implemented in Pujali, Budge Budge, hosted its Annual Sports Meet on January 12, 2024, at Sonar Tori Maath, Pujali, embodying athleticism, teamwork, and enthusiasm. Over 200 children from the centres participated, joined by approximately 150 community members who showed unwavering support and encouragement for the students.

The event featured a variety of outdoor games, including Marble Spoon, Bucket the Ball, Relay Race, Penalty Goal, among others. Participants showcased their skills while fostering camaraderie and building lasting bonds beyond competition.

Emphasising sportsmanship and inclusion, the event underscored that there were no winners or losers, but rather celebrated the participation and effort of all students. Beyond the competitive aspect, the Sports Meet served as a platform to promote unity, friendship, and mutual support among the participants, reflecting the core values of the Muktangan project.



A glimpse of some sporting activities

HEALTH

Eye Care Accessibility Enhanced Through Community Eye Check-Up Camp

On February 16, 2024, an eye check-up camp was organized at the No. 4 Ward Office, Pujali Municipality, aiming to provide accessible eye care services to the targeted community. The camp facilitated both screenings and referrals to government or private health service providers.

A total of 231 community members availed of the eye check-up services. Among them, 178 individuals with vision impairments were provided with spectacles. Furthermore, 33 patients requiring cataract operations were identified and referred to the Calcutta Lions Bimal Poddar Eye Hospital for specialised treatment.

In addition to screenings and referrals, all beneficiaries received valuable counseling from experienced doctors regarding further treatments and precautionary measures to safeguard their eye health. This initiative also emphasised the importance of ongoing care and proactive measures for maintaining good eye health within the community.



A glimpse of some eye testing

Spotlight

HEALTH



A child being examined by a child specialist at the Special Health Camp

Promoting Child Health under CESC's SNEH Project through a Special Health Camp for Children aged 0-2 Years

A health camp was organised under SNEH Project targeting children aged 0-2 years to address health concerns, encourage preventive healthcare, and diminish disease occurrences. The camp was held on February 6, 2024 in Tiljala. Each child underwent a comprehensive check-up, with weight measurement. Post-consultation, free prescribed medicines were distributed, accompanied by guidance on usage. Parents received counselling on child healthcare, non-communicable diseases, and seasonal ailments. The doctor stressed proper nutrition, suggesting rice inclusion, and promoting lifestyle changes for preventive care.

Special Health Camp for Community Well-Being conducted under SNEH Project

On December 28, 2023, a special health check-up camp was organised for children, under 2 years old in Tiljala-Topsia, as part of SNEH Project, a CSR initiative of CESC Limited. The goal was to find and deal with health problems in children, keeping them healthy, and lessen the chance of them falling sick. The event also aimed to teach mothers in the community about taking care of their children's health and give them advice on basic healthcare and cleanliness. In all, 33 children and their mothers got help at the event. Each child was weighed and got a thorough health check-up. Free medicines were provided based on their needs, and parents were told when and how to administer them. Parents were counselled regarding the various non-communicable diseases (NCDs) and seasonal diseases of children. They also got guidance on common and seasonal illnesses in children. Most of the children had cold, cough, fever, and loose motions. Two seriously ill children were referred to the hospital for further care.



A child being examined by the doctor



A parent registering her child for the special health camp

Spotlight

ENVIRONMENT

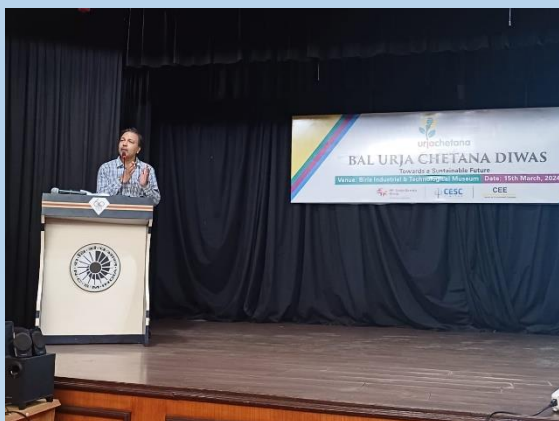
Bal Urja Chetana Diwas Celebrated under CESC's Urja Chetana Project

On March 15, 2024, Bal Urja Chetana Diwas, the annual felicitation programme under Urja Chetana Project of CESC in collaboration with Centre for Environment Education (CEE), was celebrated at Birla Industrial and Technological Museum, Kolkata. This special day marked a celebration of youthful skill and a commitment towards sustainable energy practices. The event saw enthusiastic participation from students across ten schools, each bringing forth their unique models and projects under the action activity areas of rain water harvesting, air quality, waste management, greening and plantation of the Urja Chetana Project.

The occasion was graced by a number of dignitaries who added encouragement to the gathering. Among the honourable guests were Mr. Subir Verma ED and CHRO, CESC Limited, Dr Neepa Saha Sharmaa, Head-CSR, CESC Limited, Ms. Reema Banerjee, Program Director, CEE, Mr. Sayed Mominoor Rahaman, District Inspector of schools, Mr. Kaushik Ghoshal, AI - Primary from Samagra Shiksha Mission, and Mrs. Sarbany Roy Biswas, Environmental Communication Officer from the West Bengal Pollution Control Board were present, bringing together a diverse range of expertise and perspectives to the event.

The programme commenced with a prayer by the students of Behala Girls High School followed by felicitation of the judges and the much-anticipated prize distribution ceremony on different segments like rain water harvesting, composting, greening, maintenance of infrastructures and recognising the teacher-in-charges. A highlight of the day was the drama presentation by Baidyapara High School, which focused on the critical issue of plastic pollution. Through their performance, they raised awareness about the importance of reducing plastic use, engaging the audience with a powerful message delivered through art.

Behala Girls High School emerged victorious, winning the first prize for their outstanding performance.



Mr. Subir Verma, ED & CHRO, CESC Limited
addressing the audience



Prizes being distributed by Mr. Subir Verma, ED & CHRO, CESC Limited and Dr. Neepa Saha Sharma, Head-CSR, CESC Limited

Story of Change

SNEH



In the heat of Ward 66, Kolkata, **Ruby Khatoon**, a 25-year-old facing the challenges of pregnancy and malnourishment, became a beacon of transformation through the SNEH project. Living at 36, Topsia Road, she navigated her first pregnancy with a lack of awareness and family support, resulting in severe underweight child complications. SNEH Project of CESC emerged as a lifeline, reshaping Ruby's life and illuminating a path to healthier outcomes. Ward 66, predominantly home to a minority population and in-bound migrants surviving on daily labour, became the canvas for the SNEH Project's mission to enhance the quality of life of mothers like Ruby and their children. Ruby's narrative intertwined with the Project as she proactively embraced early hospital registration, ANC check-ups, and crucial vaccinations, guided by the Project team. SNEH's sensitisation events on safe motherhood and nutrition played a pivotal role in dispelling misconceptions within Ruby's family.

Closely monitored during her second pregnancy, Ruby welcomed a healthy baby, weighing 3 kg, under the watchful care of the SNEH Project. The support extended into follow-up care, ensuring Ruby's completion of PNC check-ups and her child's timely immunisation. Notably, the Project's counselling support positively influenced the nutritional status of her first child.

Beyond Ruby's personal triumphs, SNEH Project confronted the profound challenges of Ward 66, aggravated by the COVID-19 pandemic. A tapestry of issues such as income loss, poor health conditions, disrupted healthcare services, and heightened malnutrition among pregnant women and children unfolded. With a scope encompassing 35,000 vulnerable slum residents, the Project aimed to uplift maternal and child health, nutrition, and community awareness.

SNEH directly engaged with approximately 7,000 households, benefitting around 10,105 individuals, including children, community mothers, and male members. An additional 28,876 indirect beneficiaries, spanning parents, family members, and community entities, felt the ripple effects of the Project. Various initiatives like Positive Deviance, the first 1,000 Days of Life, combating malnutrition, and adolescent nutrition were implemented with the support of government, local bodies, and community organisations.

Over two years, the project's unwavering focus on essential healthcare accessibility, affordability, and acceptability, coupled with advocacy and coordinated efforts with nodal departments, revealed tangible improvements. Handholding support allowed the Project to operate effectively in intense areas, scaling up evidence-based practices. SNEH created opportunities for mothers and children to access entitlements aligned with government schemes, fostering a healthier, more resilient community.

In this intricate tapestry of Ward 66, Ruby's journey with the SNEH Project becomes a symbol of individual transformation and a collective endeavour to overcome challenges, forging a path toward a healthier, more resilient community.

Awards and Accolades

CESC Recognised for its Excellence in Corporate Social Responsibility

The 6th ICC Social Impact Summit and Awards was held on March 12, 2024 at Taj Bengal. CESC was declared winner for its contribution to employment generation through its project, 'Eklavya – CESC Skill Academy' in the Mega Enterprise category. The Award was given away by Dr C V Ananda Bose, H E Governor of West Bengal, in the presence of Dr Andrew Fleming, Deputy High Commissioner of the British Deputy High Commission Kolkata and other dignitaries. CESC was also honoured with the Governor's 'Scroll of Honour' for its contribution in the field of social upliftment through CSR. The Award was received by Dr Neepa Saha Sharma, Head – CSR and Mr Amitesh Roy, Executive – CSR, CESC Limited. 39 corporates from all over the country applied for the Awards with the total number of competing projects in several categories being 60.

Dr Neepa Saha Sharma also delivered an address on the 'Role of CSR in ESG and BRSR' in the technical session of the Social Impact Summit.



H E Governor of West Bengal giving the Award and Scroll of Honour to Dr Neepa Saha Sharma, Head-CSR, CESC Limited



Dr Neepa Saha Sharma delivering her address on the 'Role of CSR in ESG and BRSR'



BECOME A
VOLUNTEER
& MAKE A DIFFERENCE