

CEŠC Cares

Corporate Social Responsibility Newsletter

Issue XXII

September, 2024

SPOTLIGHT | STORY OF CHANGE

Spotlight

HEALTH

World Breast Feeding Week observed under SNEH Project

On August 7, 2024, the World Breastfeeding Week was observed at Topsia Sporting Federation under SNEH project. The event saw participation from 113 individuals, including pregnant women, lactating mothers, male family members, ICDS representatives, UPHC (Ward No. 66) staff, and local club members. The objective was to educate on the benefits of breastfeeding for both infants and mothers and to advocate for increased breastfeeding support in workplaces. Medical experts from the Urban Primary Health Centre (UPHC) and Institute of Child Health (ICH) highlighted the significance of colostrum, proper breastfeeding techniques, and the importance of exclusive breastfeeding for the first six months. Participants also received guidance on introducing semi-solid foods after six months.



Medical experts from UPHC and ICH speaking to beneficiaries



Observation of Breast Feeding Week

ENVIRONMENT

Sankalp – CESC Limited's CSR initiative for Sustainable Student Empowerment

Launched in August 2024, Sankalp, a CSR initiative of CESC, aims to empower students as environmental change-makers through sustainable practices. The initiative targets around 3,000 students from 150 schools, focusing on climate change, waste management, plastic-free environments, gardening, and power safety. By educating students on these crucial topics, Sankalp seeks to combat environmental degradation and promote community empowerment and ecological restoration. The project envisions transforming schools into models of sustainable living. So far, it has reached approximately 1,511 students across 20 schools, marking the beginning of a broader impact.



A session on power safety being conducted in a school

Spotlight

Green Initiative: CESC Limited's Tree Plantation Drive Enriches North Dum Dum Municipality

On July 25, 2024, CESC Limited's Construction and CSR Departments led a significant tree plantation initiative in North Dum Dum Municipality as part of observation of Van Mahotsav. The event began with Mr. Bidhan Biswas, Chairman of North Dum Dum Municipality, planting the first sapling, accompanied by Dr Neepa Saha Sharma, General Manager-CSR, CESC Limited, Municipal Councillors, CESC Limited Officers, and community members.

Demonstrating a strong commitment to environmental sustainability, the initiative involved donating 400 saplings (both fruit and flower varieties) to the Municipality. Volunteers from various departments of CESC participated enthusiastically, planting trees and contributing to the enhancement of the local green space. This collaborative effort not only contributed to the beautification of the area but also highlighted CESC's commitment to promoting a green planet.



Employees participating in the Observation of Van Mahotsav

Promoting Environmental Stewardship in Urja Chetana Schools

Urja Chetana, an environmental sustainability CSR project, engages 20 government schools in Kolkata, focusing on energy conservation, waste management, water harvesting, and biodiversity. The initiative equips teachers and students with the tools to tackle environmental challenges through curriculum integration. From August 14th to 20th, 2024, six participating schools celebrated 'Van Mahotsav' with an enthusiastic tree plantation drive, aiming to enhance local green cover and promote conservation education. The week saw the planting and distribution of over 630 trees. The event culminated in a pledge-taking ceremony, reinforcing a collective commitment to environmental sustainability.



Students and teachers of Sarat Chandra Paul Girls High School with plants which they distributed



Teachers and guardians plant trees at Sarsuna Girls High School

Spotlight

Aparajita - Addressing Floral Waste: A Sustainable Solution for North Dum Dum

Floral waste, prevalent in India due to religious practices, poses significant environmental challenges, comprising nearly a third of the nation's solid waste. In North Dum Dum Municipality, with 56 Hindu temples, 6 mosques, and 67,484 families, about 1.2 tonnes of floral waste are generated daily. This waste clogs water channels and contaminates ecosystems.

To tackle this, CESC, in partnership with Child in Need Institute (CINI) and North Dum Dum Municipality, launched a Scientific Floral Waste Management initiative. The project converts waste into organic powder and biofertilizers through meticulous sorting and processing by trained Self-Help Group (SHG) members. This approach reduces pollution, empowers women, and fosters community engagement, ensuring long-term environmental and economic benefits.



Flower waste processing by SHG members



SHG members segregating flowers

EMPLOYMENT GENERATION

Felicitation Ceremony for Eklavya – CESC Skill Academy

A Felicitation Programme was organised on 22nd August, 2024 at Kolkata Municipal Corporation Auditorium, Garden Reach, for local youths who successfully completed skill training under Eklavya - CESC Skill Academy Project, a CSR initiative of CESC. During the period 2023-24, 150 participants were trained in Basic Computer skills with Advanced Excel and Customer Relationship Management (CRM) domains in Garden Reach Centre. The event was graced by Shri Firhad Hakim, the Hon'ble Mayor of Kolkata; Mr. Subir Verma, Executive Director and CHRO, CESC Ltd; Mr. Soumitra Ghosh, Sr. VP (Distributions Services); Dr. Neepa Saha Sharma, GM (CSR); Mr. Anirban Raha, GM (Planning); Mr. Shams Iqbal, Councilor of Ward No. 134; and other senior officers from CESC. Certificates were awarded to the trainees in the presence of their parents, guardians, and community members. Notably, 65% of the graduates have secured employment, with the highest salary offered being Rs. 14,000.



Shri Firhad Hakim, Hon'ble Mayor of Kolkata handing over a certificate to a youth



Mr. Subir Verma, Executive Director and CHRO, CESC Ltd. presenting a certificate to a candidate

EKLAVYA -
CESC SKILL
ACADEMY

Story of Change



Taniya Mukherjee's journey is one of resilience and determination in the face of adversity. After losing her father at a young age, Taniya and her mother faced significant financial hardship, with her mother becoming the sole provider for the family. Their dire circumstances forced Taniya to abandon her studies due to the lack of income, casting a shadow over her future prospects. However, fate took a turn when Taniya crossed paths with one of our mobilisers. Introduced to the opportunities offered by Eklavya - CESC Skill Academy, she seized the chance to transform her life. Taniya enrolled at the Khardah centre for the Basic IT with Advanced Excel Course, recognising the potential of acquiring new skills to secure a stable future for herself and her family. Upon successfully completing her training, Taniya's dedication and newfound expertise caught the attention of ASG Eye Hospital. She was offered the role of Front Desk Manager after acing her interview. With a fixed monthly salary of Rs.13,059, Taniya now plays a pivotal role in supporting her family financially, marking a significant milestone in her journey towards career fulfilment.



BECOME A
VOLUNTEER
& MAKE A DIFFERENCE

Published by: CSR Department, CESC Limited
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