

# CEŠC Cares

## Corporate Social Responsibility Newsletter

Issue 1

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### Spotlight

#### CEŠC Develops Children's Park in Medical College and Hospitals

In the last couple of years, CESC has developed gardens and parks in Medical College and Hospitals for the beautification of the premises and welfare of the patients. This year a park has been developed for children suffering from thalassemia and other critical diseases.



#### Prayas – Livelihood Generation Project Initiated in Kamarhati and Howrah



Prayas is a skill development and employment generation project for youth, which has been initiated in Kamarhati and Howrah. More than 200 youth will be trained through the Prayas centres in Basic Computer, Spoken English, Retail, and Driving.

#### Health Camp organised by CESC Limited at Topsia Sports Federation Ground, Tiljala

A General Health Camp was organised at Topsia Sports Federation Ground on 22nd December, 2018. The Camp was inaugurated by Janab Javed Ahmed Khan, Honorable Minister, Disaster Management, West Bengal Government.



More than 200 persons availed of free health check-up services, such as, measurement of blood sugar, blood pressure and BMI, and ECG. Two doctors from Nil Ratan Sircar Hospital and two doctors from CESC examined the patients. Free medicines were also provided in the Camp.

#### CEŠC Limited observes Swacchta Hi Seva Campaign

As part of the Swacchta Hi Seva Campaign, which was observed between September 15<sup>th</sup> and October, 2018, to commemorate the 150<sup>th</sup> birth anniversary of Mahatma Gandhi, CESC undertook several initiatives on hygiene awareness programmes, such as rallies by school children, Ghat cleaning and street cleaning, nukkad natak, and orientation under some of its CSR projects, which focused on water, sanitation, hygiene and environment.



The Company also installed Pet Bottle Shredders in six Metro Stations in Kolkata for a greener environment.



#### Sishu Mela organised under Roshni Project



A Shishu Mela was organised on 13th December, 2018 in Dhapa para, Tiljala with the purpose of felicitating mothers of children who have been practicing correct health behaviour and have also followed complete procedure of pre and post-natal care after being sensitized under the intervention of the Roshni Project. Around 200 community members joined in the Shishu Mela which included direct as well as indirect beneficiaries.

The event will help in promoting health and well-being of new-born children in the community.

#### Rally on Safe Water, Save Water under Nirmal Sankalp Project

An awareness programme and rally on 'Safe water, Save water' was organised on 29th August, 2018 in Ward No. 10, Titagarh Municipality under the Nirmal Sankalp Project of CESC.

The objective of the programme was to sensitise the community on judicious use of water avoiding wastage, spreading awareness on safe water, good hygiene practices and harmful effects of plastic use.



## People Speak

### CSR Volunteers Speak

I consider myself lucky to be associated with the Roshni Project which is being implemented in Ward Nos.65 and 66 in the Tiljala area. Through this project academic support is provided to underprivileged children for improving their reading-writing ability as well as mainstreaming drop-out children into formal schools. The project also focusses on health in the age group 0-18 years. Recently I participated in a rice-feeding programme where many mothers along with their children participated. It was a wonderful feeling to see many smiling faces amongst the beneficiaries.

**Biplab Paul**  
Sr. Manager, Mains



CSR Volunteers participating in a Baby Shower under the Roshni Project

After attending the CSR Volunteering Programme named Urja Chetana Project, I had a feel good factor, as I felt much more socially responsible for being a part of this programme and become a much more conscious human being.

**Ellora Dey**  
Lady Secretary,  
Administration

"It gives me great pride as I see the common public and residents of my Municipality benefiting from the collaborative projects of CESC and Titagarh Municipality. We have plans to go and will partner with CESC to take up more such community based interventions in near future. To date, we have built a hospital, constructed community toilets, set up education centres, lab facilities and energy clubs at some of our Government school."

**Prashanta Choudhury**  
Chairman  
Titagarh Municipality

### Stakeholder's Speak

"The academic support provided to students attending the Special Guidance Centre in our school under Roshni project has led to significant improvement in their Class X Board Examination results. I hope this support continues for the needy students of my school."

**Abdul Wahab**  
Head Master  
Monu Memorial Institution

## Photo Speak



Students demonstrating hand washing process along with some pictures of the infrastructure developed in the schools under Nirmal Abhiyan Project



Mothers Meeting and Awareness meeting on Child Nutrition being conducted under Roshni Project



CESC Limited and Centre for Environment Education (CEE) release a handbook on 'Towards Responsible Use of Plastics – Reduce, Reuse, and Recycle' on the occasion of Bal Urja Diwas 2018

Education  
Initiatives



## Photo speak



Recycling of Waste Paper and Rainwater Harvesting being done under Urja Chetana Project

### Environment Initiatives

### Health Initiatives



Community Sensitisation Programme under Suswasthya Project and Dialysis Unit set-up at Titagarh Municipal Hospital



Skill Training Programmes under Saksham Project in Topsia-Tiljala



Community Sanitary Complex under Nirmal Sankalp Project in Titagarh

### Community Development Initiatives



Children being sensitized on Child Protection under Hamari Awaaz Project in Tiljala

Computer Training Programme under Jagriti Project



## Story of Change

### Roshni

**Mehwiz Mukkaram** is a student of Monu Memorial School. Her father works as an envelope maker, and her mother is a housewife. She has two younger brothers, one of whom had to drop out of school due to financial constraints. Before attending the Special Guidance Centre under Roshni Project, Mehviz struggled to cope with what was being taught in school and her family was unable to afford private tuition for her. At the Special Guidance Centre, she received guidance for English, Mathematics and Science. Mehviz attended classes regularly, which enabled her to develop a better understanding of the subjects she was earlier struggling with. With the Centre's support Mehviz scored 64 per cent in her Class X Board Examination, which was the second highest score in her school. She has now taken admission in another school to pursue her Higher Secondary studies.

**Shabana Begum**, aged 28 years is a resident of Kamarhati Municipality. Her husband is a daily labourer. They have six children and they wanted to abort their next child. They had various misconceptions about using family planning methods and were also culturally averse to using such methods. When the Suswasthya team visited their home, that they were given information about family planning methods, birth control and birth spacing. After gaining knowledge about family planning by regularly attending the Suswasthya meetings, Shabana and her husband decided to adopt a permanent family planning method by undergoing tubal surgery. They are now living happily with their children.

### Suswasthya

## CSR in News

# A young army against abuse



A rally against child abuse  
in Topsis on Tuesday.  
Picture by B. Halder

### CHANDREYEE GHOSE

**Topsis:** Fourteen-year-old Nilima of Topsis wants to be an English teacher when she grows up. She enjoys school and never misses a day. A few years ago Nilima's dreams were under threat when her father, who works in a shoe factory, wanted to marry her off. "It took me a lot of convincing to stop my parents from marrying me off," she said, still scarred from the experience. Today, Nilima and her friends try to stop child ex-

ploitation in the neighbourhood. In an area where the incidence of child labour and abuse are high, children from the vulnerable communities are taking an initiative to put an end to social evils.

Around 130 children of ward 66 are acting as whistleblowers of their neighbourhood as part of the Hamari Awaz project, initiated by CINI and CESC. On Tuesday, they organised an awareness rally across their neighbourhood and spoke about the consequences of child abuse.

Street plays were staged to educate the residents.

"I have helped stop a child marriage. I contacted a child helpline when I realised a girl in my neighbourhood was in trouble. The child help group intervened with cops and the marriage was stopped," said 17-year-old Nagma.

The team works in six vulnerable areas — including Dhapa Para, Mazdoor Para and GJ Khan Road. Besides the core Hamari Awaz advocacy group, over 500 kids are involved in spreading awareness.



BECOME A  
**VOLUNTEER**  
& MAKE A DIFFERENCE