



# DOING A WORLD OF GOOD



APRIL 2019

# Saathi

A CSR initiative



**INDIA POWER**  
Adding power to life



'Sustainability' is the modern-day buzzword in every sphere, and responsible businesses have a critical role to play in this. It's about long-term thinking, through an integrated approach involving all the stakeholders with the ultimate objective of creating better value, socio-economically and environmentally.

Hence, in today's context, whether we call it 'Corporate Social Responsibility', 'Ethical Business' or 'Sustainable Business', it's all about sustainability or long-term impact. At India Power Corporation Limited (IPCL), we believe in relentless relationship-building with all our associates, to cultivate an ambience of mutual trust. Hence, all our CSR activities are designed to optimize resources and ensure that not only here and now, but the needs of future generations are met as well.

India Power serves industrial and domestic consumers of electricity across a 618-sq km area in a unique, competitive scenario, and we look out for every opportunity to handhold with the people we serve. While in the distribution segment, excellent rapport with the local administration, law-enforcement agencies and civil society organizations is vital, a generation plant displaces people and it's of prime import to support these land-losers and handhold with them through their journey out of darkness.

The rewards we reap thanks to our sustainable CSR programmes are significant and underlines the potential of business gains through earnest community-development efforts. For instance, the Asansol Municipal Corporation gave us the go-ahead for 8MVA power for PHE needs in the face of stiff competition from SEDCL and DVC. Pockets of stiff resistance from local people in our prestigious 132KV transmission line across 32 km were overcome to a large extent through organizing free medical check-up clinics in Benali and Pandabeshwar.

Similarly, the 3x150MW thermal power project in Haldia, which displaced landholders of several villages, was completed only thanks to the numerous community-level projects we undertook to mitigate vexatious issues regarding health and hygiene, safe drinking water, education and livelihood support, to make life easier for the land-losers. Their continuing goodwill is our fuel for growth.

In this, our fourth edition of Saathi, we are pleased to share our people projects undertaken in the last financial year.

**Somesh Dasgupta**

*Group President, India Power Corporation Ltd*



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of good**



The power sector remains one of the spearheads of the government's policy of promoting sustained industrial growth. At India Power, we are heralding a rare milestone -- our centenary year -- with hope, positivity and an unflinching commitment towards sustainable growth.

We all know that a carefully crafted CSR or Corporate Social Responsibility policy creates various opportunities for a better quality of life, a fundamental goal for most people. To bring about such sustainable positive change in the way people live and work, there has to be seamless coordination among three critical entities -- the government, corporates and civil society organizations or non-profits. These three components constitute the main fabric of a community, working together to meet the most basic requirements of the people.

This is the fulcrum of our overall CSR strategy and all our community-development initiatives are geared to work at the intersection of these three critical components. We believe in walking and growing together with the people we serve, in an ambience of mutual trust, and the engine that powers that trust is CSR.

To us, CSR is not just an obligatory exercise as mandated by Section 135 of the Companies Act 2013. It is basic hygiene and runs in our DNA. We are totally invested in long-term improvement in the quality of life of communities we touch through our businesses. Initiatives like 'Project Shakti', where 40 BPL women in a leprosy colony in Jamuria were rehabilitated through vocational training and market linkage, or the numerous free health-screening camps we organized across our 618 sq km licensed area, have helped us achieve this emotional connect.

Donating basic study furniture and water purifiers to primary schools of Kulti, supporting football for tribal women in collaboration with Kenda Police Phari or health-screening camps in Ushagram, Benali and Pandabeshwar are among the numerous other initiatives IPCL undertook during the last financial year, reiterating our pledge to impact lives in a positive way.

In keeping with India Power's sharp focus on women's empowerment, we also created a unique platform for

underprivileged women/girls. On this International Women's Day (March 8), we introduced Ananya 2019, marking a new dawn for a group of courageous women from rural belts in the Asansol-Raniganj region who have all overcome stiff odds by dint of their never-say-die spirit, to become agents of change.

Held in association with Sri Hari Global School, Ananya 2019 felicitated five such strong-willed women with special awards and certificates at a unique function at the Sri Hari Global School auditorium, Shristinagar, Asansol. This IPCL initiative has been hugely appreciated by political leaders and administrative functionaries in Asansol, and we hope to make Ananya 2020 bigger and better.

Earlier, India Power had collaborated with charitable trusts like Mission Smile and ASWWF (Acid Survivors & Women's Welfare Foundation) to support free, life-changing cleft care and surgeries for children born with cleft lip and palate, and supporting acid-attack victims through vocational training, counselling and medical support to ease their woes a touch and bring about a permanent qualitative change in their lives.

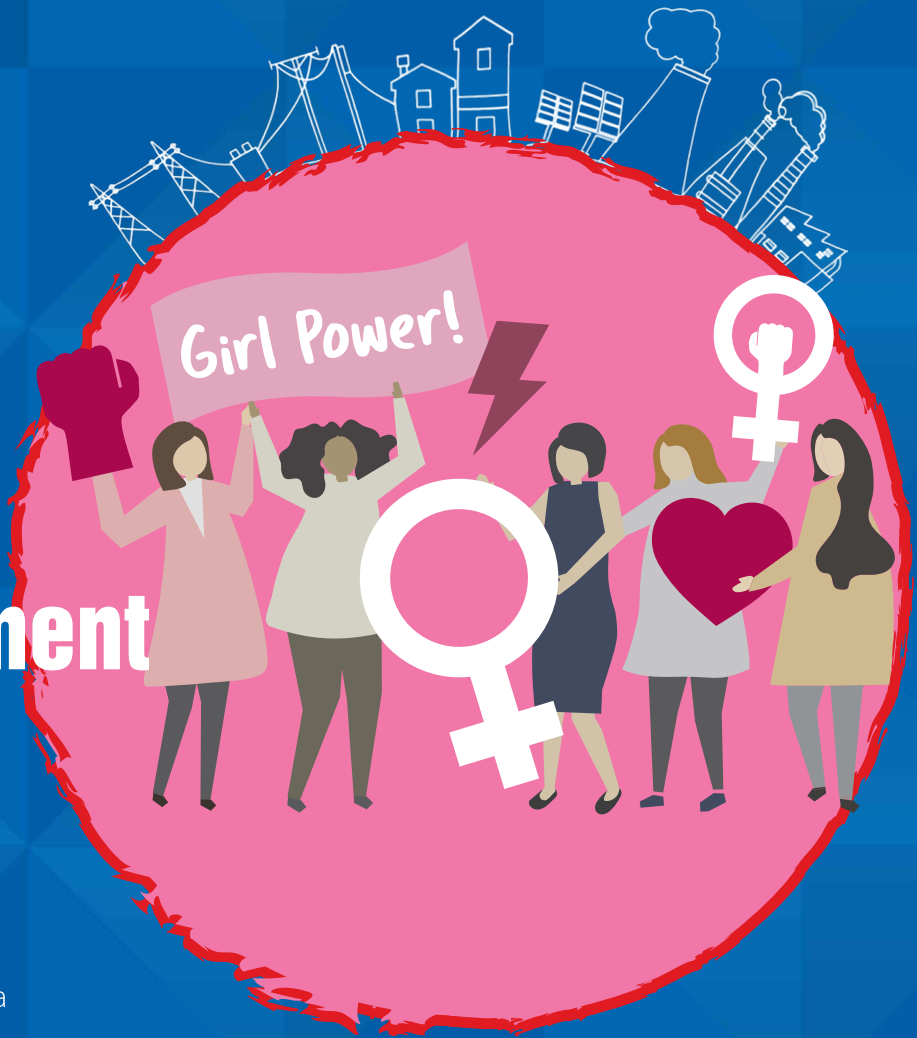
All our CSR projects are designed to be sustainable, by empowering and enriching the community, while remaining aligned with the company's business goals. This provides significant brand boost, ramps up employee engagement and serves the interests of all major stakeholders -- from customers to investors to suppliers, and not the least, the environment.

To mark our centenary, all our CSR initiatives this year are underpinned by the 'Power of 100' theme, which means we are aiming to touch 100 lives through each of our projects. For instance, the medical camps are targeting to screen 100 people each, the vocational training and skill-development programs are being structured to cater to 100 underprivileged individuals each (primarily women) and likewise.

This thread will run through all our community-development work this year and we are happy to share with you glimpses of our efforts in this edition of Saathi.



# Women's Empowerment



Holistic development of society is unthinkable without equal contribution from women. India Power strongly believes in gender parity and facilitating a level playing field where women have the power to become change agents.



## Ananya 2019

India Power Corporation Limited (IPCL) is stepping into its centenary year of operations this year. As part of its centenary celebrations, the company came up with a special project to honour a group of courageous women from rural belts in the Asansol-Raniganj region who have all overcome stiff odds by dint of their never-say-die spirit, to become agents of change.

This project, Ananya 2019, culminated on International Women's Day, which is observed around the world, on March 8 after women gained the right to vote in an election in Soviet Russia in 1917 on this day. The day was then predominantly celebrated by the socialist movement and communist countries until it was adopted in 1975 by the United Nations.

Today, International Women's Day celebrates womanhood.

In sync with this theme, India Power, in association with Sri Hari Global School, felicitated some of these strong-willed women with special awards and certificates at Ananya 2019, a unique function, on March 8 at the Sri Hari Global School auditorium, Sristinagar, Asansol.

Case studies have been culled from villages and peri-urban communities located across the company's license area in tandem with local civic bodies and civil society organizations familiar with the socio-economic fabric of the region. Our braveheart Ananyas have their own inspiring stories of overcoming challenges which have been briefly penned here.

Let us now take a quick peek into the lives of our Ananyas:

### CHANDNI BAURI

**(Born fighter- big responsibilities on tender shoulders; juggling various facets of life)**

At the tender age of 15, when she was supposed to be playing with friends and concentrating on her studies,

Chandni had to take care of her younger sisters, Sonamoni and Jyotsna, instead. Plagued by acute poverty, the frail girl from Manasha Mandir slum in College Para, Raniganj, worked as a domestic help in the early hours of the morning, before rushing off to school. Once school was over, Chandni picked up her needle and coloured thread rolls and got busy stitching ladies' dresses to meet delivery deadlines set by her supervisor. "She's a born fighter and very skilled in her tailoring work," says her trainer from the NGO which provides girls like Chandni with weekend stitching lessons. And the glint in her eyes tells clearly that Chandni won't take her foot off the pedal and that her siblings are secure in her care.

### PARBATI MEJHANI

**(Empowering the community)**

Parbati dreams her two sons would grow up to be engineers. Considering the milieu she hails from, a very poor tribal village in Mithani, and the fact that she was married off while still in her teens, pitchforked into a life of perennial want, this might seem like a pipe dream. But Parbati is bent on making her dream and those of other women in her community come true.

Having mastered the art of weaving with "babui" grass and beads to create beautiful handicraft products and daily-use items like baskets, table mats and necklaces, Parbati now teaches the craft to 80-odd girls in her village and outside. Many among these young girls can now support their families through this special skill painstakingly imparted by their beloved "Parbati-didi".

As for Parbati herself, she is saving up for starting her own business to retail those pretty items produced through her labour of love, which she now vends at shops and in fairs. The budding entrepreneur hopes that once her shop is off and running, her sons, now 10 and 8, will not be impeded in their higher studies for want of funds.

### RIMPA ADHIKARY

**(Pursuing education braving stiff odds in life)**

Rimpa always wanted to study. But she was forced into wedlock by her parents while still shy of 15, and plunged into paralyzing poverty. Her husband, a daily labourer, brings home a paltry Rs 150 a day, hardly enough to feed six mouths. So, young Rimpa, who has magic in her hands, took the burden on her tender shoulders to provide subsistence to the family, including her five-year-old son. She burnt midnight oil to learn crafting an assortment of knick-knacks and daily-use items like ladies' handbags, jewelry, etc, working through the night and hawking her wares by day.

All this while, amid all the hardship, she never lost sight of her passion for studies. Having cleared Madhyamik after marriage, she is now gearing up to appear for HS through open school, and then pursue higher studies. Rimpa has a will of steel and is not one for resting on her oars. She wants to start her own shop to fund her studies and the family, and is saving up to chase that dream.

### ASTAMI MISHRA

**(Overcoming stigma attached to Leprosy and the disease itself)**

Born of leper parents, Astami had inherited the disease as a child, but worse was the stigma attached to it since society ostracizes lepers. After battling early onset of leprosy in her childhood and conquering it, Astami could actually figure out the enormity of the battle that lay ahead of her. Outside the perimeters of the Kankordanga Leprosy Colony where she was born and grew up, girls like her were shunned by one and all, hence, finding work was well-nigh impossible. Astami was lucky to be employed as a domestic help in a non-leper household, a job that hardly yielded enough to support her sons, but one that opened up a new vista for her. Her employer arranged for lessons in tailoring which Astami quickly picked up.

Now, she is part of a self-help group she helped set up with women from her colony from similar challenged backgrounds. Thus, while ensuring her sons' continued education, Astami has now become self-reliant, and through the SHG, managed to empower other women facing the same scourge.

### SANGITA DEVI

**(Overcoming domestic violence and empowering other women in similar situations)**

Sangita Devi was physically and mentally tortured by her husband who left her to marry another lady.

With little resources and four daughters to support, she was broken, desolate and all but gave up on life. But the fear and vulnerability she saw on the faces of her girls ignited a spark in her.

Sangita Devi picked herself up from the mat and started taking up odd jobs, including that of a mall security guard. The aim was to garner some resources to try and help other women in similar plight. Her sheer perseverance, resolve and empathy led to the birth of Nai Roshni, an NGO which supports widows and women abandoned by their husbands, through vocational training in stitching clothes, making pickles and papads and even in using computers.

Nai Roshni also helps these women retail their produce. "Till date, I have helped over 200 hapless women who had nowhere to go," said a beaming Sangeeta.

We look forward to make Ananya an annual event linked to International Women's Day, going forward, we can scale up the project to identify and reward more such women of substance in the region.



## Project Shakti



Leprosy is a disease which has been considered to be a curse on human race since ages and even Gandhi ji struggled to eradicate this mindset of the people and help the leprosy affected people, the "Vaishnavjans".

The women, all from the special-area leprosy colony in Jamuria, took lessons in wool-knitting on power-operated panel machines, weaving pretty patterns on sweaters, caps and stoles, under the watchful eyes of their instructor "Madam". This was part of the nine-month vocational training programme organized by India Power Corporation Limited for women members of the colony. The project, rolled out in collaboration with non-profit Pyari Foundation, also included a three-month course on phenyl-making, engaging another 20 women. They had a smile on their faces, all of them. Clearly, they were enjoying their learning experience and revelling in a project designed to make them self-reliant to a great extent. "We are very happy to be part of this training, because it gives us the confidence to do something on our own. My husband is supporting me wholeheartedly in this," said one of the trainees, a housewife and mother of two children.

Besides an increased sense of self-esteem, this project gave these women an opportunity to earn some valuable money for their families, since the NGO has pledged to buy back their entire produce at prevailing market value and organize for retailing of the products. Also, each of the women who went through the knitting course, have been donated a knitting machine, raw materials for their initial lot of produce, so that they can continue working and earning from home utilising the market linkages that have been streamlined as part of the entire program.

## Distribution of Sarees to Marginalised Women

Clothing is counted as one of the basic needs of living other than food and shelter. Our company took up the initiative to distribute sarees among the economically backward and marginalised women residing in the adjoining villages of Haldia. On 23rd April, 2018, at Gunjan Sangha Club, Village Kismat Shivram Nagar, this social welfare program was organised.



## Awareness Program for Women in Need of Women's Health & Hygiene

The primary challenge of health and hygiene is the lack of awareness which gives rise to health issues to women that can be avoided with subtle lifestyle changes and maintaining hygiene. Our company organised an awareness program on Women's Health and Hygiene issues for the village women where Dr. Sutanuka Santra, MBBS, MD, Community Medicine, was invited to guide the women towards a healthier and happier life. 80 village women turned up for the awareness program which was organized on 25th may, 2018 at Tetulberia Shyamrai Primary School.





# Social Welfare & Rural Development

Augmentation of rural infrastructure that takes into consideration the socio-economic as well as cultural fabric, can improve quality of life and bring smiles on the faces of villagers. We are constantly striving to accelerate the process through our community-development activities.



## AC bus shelter in Raniganj for Women

India Power built and handed over to the Asansol Municipal Corporation (AMC) an AC bus shelter at the busy Searsole Rajbari More, for the benefit of women and the elderly of the locality. "India Power has always stood by the people of the Asansol-Raniganj region and I thank them for their continuing CSR initiatives," Asansol mayor Jitendra Tiwari said at the inauguration of the Raniganj AC bus shelter.

## Non-AC Bus Shelter at Dhemo Main More, Kulti

Bus shelters not only add to the infrastructural development of the localities, but also serve as a resting area especially during adverse weather conditions.

With this objective of bringing positive change to the community and its people's lives, another bus shelter has been constructed by the company at Dhemo Main More on GT Road in Kulti and handed over to AMC under Ward No 58.



## Awareness Program in Asansol

India Power Corporation Limited in association with the United Religions Initiative organised an Electricity Safety Awareness campaign at Genex Exotica, Asansol, one of the premium housing societies of the city. The campaign was organized with the objective to educate our consumers on safe practices related to electricity and usage of electrical appliances, power theft and energy conservation through street plays. A drawing competition was also organised keeping electricity conservation in mind so as to involve the budding minds as well.



# Education



Education is the cornerstone on which society is built. Today's children are tomorrow's future, and India Power recognizes their potential to define the country's progress, by trying to provide them with a conducive ambience and adequate tools to learn and grow.

## Support towards IISD Edu World and Sri Hari Global School

IISD Edu World and Sri Hari Global School are among the many institutions which have been catering to the country's educational scenario, towards making the future better and brighter. India Power, like every year, extended its helping hand towards this noble cause which has a direct effect on the socio-economic development of our country.



### Bringing 100W Smiles

As we stepped into the 100th year of our glorious existence, we started our march towards this glory by donating wardrobes, ceiling fans, cotton carpets, wooden chairs low & high bench sets and water purifier to primary schools of DPS and Kulti area to mark its support towards education.

The schools that got benefitted are Gopalpur Govt Sponsored Primary School, Sadhya Devi Free Primary School, Gopalpur, Bidyanandapur Primary School, Kulti Circle, Sodepur Colliery High School, Sitalpur Free Primary School in Dishergarh and Bal Bodhan Primary School.



### A Step Towards Girls' Education

India Power with the objective of developing the educational scenario of our country partnered with Rotary Club of Raniganj and took a bold step towards the educational needs of girls' education. IPCL donated 50 sets of hard wood High and Low benches to the Anjuman Urdu Girls' primary School on the occasion of Teachers' Day which put bright smiles and gleam in the eyes of the little girls as well as their teachers.



# Healthcare



A healthy community is a happy and productive community. At India Power, we believe in investing in preventive healthcare, which is the key to growth for a developing nation like ours, as the cost of therapeutic care is often crippling. Our community health projects are geared towards this.

## Medical Camp in Ushagram

India Power partnered with United Religions Initiatives India and organised free medical camp at Kalyan Nagar Community Hall in Ushagram, Asansol on 20th May, 2018. The entire program was organised with the objective to serve the people of Asansol.

Dr. Masud Hasan, Skin Specialist from SD Hospital, Asansol, Dr. M.K. Mondal, General Physician, Dr. Satyen Sannigrahi, General Physician and Gynaecologist were invited to take care of the camp. 163 registered patients were provided with required treatment, medicines and tests. Medical support included 25 Blood Sugar tests, medicines like antibiotics, iron, folic acid, vitamins, anti-inflammatories, antiviral, skin care ointments etc. Besides, a special nutritional guidance depending on the height and weight of the patients were also provided to each and every patient who attended the camp.

## Medical Camp in Benali & Pandabeshwar

Our team has been working at grassroot level and they identified that there is a huge requirement for Primary Healthcare in the villages in and around our business area. To address this need of the society and its people, our company organised free health screening camps in the villages of Benali and Pandabeshwar. Our company associated itself with Medica Hospitals who went to these villages with their medical team from Kolkata. The camps experienced a huge footfall where we also distributed medicines other than providing medical and nutritional consultations, ECG, Blood Sugar and Blood Pressure tests. It was in our camp in Pandabeshwar, where a 12 year old girl was diagnosed with a congenital cardiovascular anomaly and was referred to and guided for further treatment by the paramedical team.



# Support to Nationally Acclaimed Sports

Sports happen to be a great tool in establishing egalitarian ethos within the community and even beyond it. India Power pledges to promote equality not only amongst men and women, but also backward communities by organizing tournaments of nationally acclaimed sports like football.





## Soccer Tournament in association with Kenda Police Phari

India Power Corporation Limited associated itself with the Kenda Police Phari under Jamuria P.S. for organising a football tournament for both men and women of the tribal communities residing in this region on August 10, 2018.

The primary objective of this event was to inspire and encourage the men and women of our country, especially belonging to the grassroot level, to come forward and embrace the nationally acclaimed sport, football, and take it up as a serious profession.





# Green Initiatives

India Power has always been extremely conscious of the environmental implications of the company's operations and we are proactive in inculcating best green practices to leave behind a better world for our future generations.



# World Environment Day Celebration

The World Environment Day was celebrated by our company through awareness programs and sapling plantation in all the locations. The primary awareness message was related to the harmful effects of plastic pollution and the necessity to eradicate it by replacing plastic with biodegradable materials in our daily lives.

In Haldia, our company celebrated this day along with government officials and students of Sapua High School. The school students presented a skit in tune with the day's objective of preventing and eradicating plastic pollution, while, in other locations the message was circulated through e-mailers posters and plantation drives.



# Support to Cultural Heritage

Our cultural ethos is an integral part of our socio-economic and historical fabric, defining us and our community. As a responsible corporate entity, India Power is conscious of its role in preserving and promoting our cultural heritage.





## Shivcharcha - A folk culture of Rural India

Shivcharcha is practiced by a group of people who consider themselves as 'Shiv Shishya'. They are disciples of Lord Shiva and consider him to be their 'Guru' or teacher. On the occasion of Shivratri they worship the lord by narrating mythological stories, folklores, singing divine songs, ballads or chanting 'shlokas', holy hindu texts.

Although this has a religious interest, over the years it has become a cultural norm of a particular community. India Power partnered with Asansol municipal Corporation and handed over musical arrangements to such shiv shishyas of Pandabeshwar village to support and preserve such age old practices.



## Rash Purnima Celebration

Rash purnima in West Bengal is the festival to celebrate the divine love of Shri Krishna and Radha. This practice is predominant in the rural belt of Bengal and our company celebrated this holy festival in Haldia.



## Saluting the legacy of Hindusthani Classical Music

Kolkata has established itself as the Cultural Capital of India. The city of joy, culture and heritage celebrates Hindusthani Classical Music through a number of music festivals and conferences. Our company has been supporting two of such most prestigious events, Swara Samrat Festival and Doverlane Music Conference since years now. Living legends like Ustad Zakir Hussain, Naveen Sharma, Begam Parveen Sultana with Pt Swapan Chausdhuri, Pt Yogesh Samsiad Guru Malabika Sen, Pndit Tejendra Narayan Majumder have been a part of these festivals. India Power feels proud to associate itself with such a mammoth celebration of our very own culture.







Clearly, our sustainable CSR initiatives are not only creating business value by multiplying customer base and boosting bottom-lines, but also by enhancing IPCL's corporate reputation, while spreading a sense of cheer and collective pride across our team members.

CSR is our credo, our moniker. And we believe we have only just scratched the surface. Communities out there in our business backyard need our help and we are ever poised to chip in and plug the gaps. What matters to us is the smile we can potentially bring to their faces. The fruits will follow.



**INDIA POWER**  
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**Registered Office:**

**India Power Corporation Limited,  
Plot No: X 1-2 & 3, Block EP, Sector V,  
Salt Lake City, Kolkata- 700091**

**Tel: +91 33 6609 4300/08/09/10**

**Fax: +91 33 2357 2452**

**CIN No: L40105WB1919PLC003263**

**[www.indiapower.com](http://www.indiapower.com)** |

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For private circulation only.

Published by Somesh Dasgupta - Group President

Editorial Co-ordinator: Subhro Saha, GM - Corporate Communications & CSR

Content Developer: Shalini Mukherjee, Executive-PR