

Cultural Heritage
Social Welfare &
Infrastructural Development
Relief and Care
Health & Nutrition
Skill development
Education
Women
Empowerment
Promotion of
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**SUSTAINING SMILES ARE KEY
TO A SUSTAINABLE FUTURE**



MESSAGE FROM THE MANAGEMENT

'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 Government authority in Asansol gave us the go-ahead for 4MVA power for PHE needs in the face of stiff competition from SEDCL. 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 at J.K. Nagar, Jamuria, Benali and Pandabeshwar.

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

Somesh Dasgupta
Whole-time Director

COVER STORY

BRINGING TOGETHER WHAT IS GOOD FOR BUSINESS AND WHAT IS GOOD FOR THE WORLD

A business can stand tall for more than a century only when it has a strong foundation. India Power has built its business on the rock solid foundation of commitment, expertise and trust over the years. At India Power, we believe our primary business is to build a better world for one and all.

understands that business sustainability can be achieved successfully only after achieving social sustainability through carefully crafted CSR initiatives. Initiatives that underline the potential of business gains through unadulterated community-development efforts.

'Sustainable Business' grows upon the long-term impact, through an integrated approach involving all the stakeholders of a company, where business environment is prioritised over ruthless profitability. As one of the pioneers in the Indian Power sector, India Power has been consciously addressing the social injustice and inadequacies so as to curb alarming issues like human rights violation, gender biases, social taboos etc. which have a direct effect on the environment and its people at large. CSR is not a Philanthropic approach for our company, as India Power

Expertise **Commitment**
Community-development efforts Touching lives
Commitment **Touching lives**
Bringing smiles Expertise Trust
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Touching lives Commitment Expertise
Community-development efforts

In the Financial Year 2019-20 we had introduced a number of Annual Signature Programmes like Ananya, Happy Periods, #giftgreen, MEDHA, Karigari Mela etc. to not only serve the people but also the environment they are living in. The financial year 2020-21 came with challenges we never thought we would have to deal with. The entire world came to a stand still due to the advent of the Novel Corona Virus, the deadly invisible enemy, which we have been fighting since then. While the country was sinking, the challenges were heightened with the nationwide lockdown where a major section of the society was affected the most. India Power plunged into relief care

with all its might, and the Team served people at ground zero along side infrastructural restoration after the humongous devastation caused by the super cyclonic storm Amphan in West Bengal. When situations were under control, we again focussed on our initiatives of bringing women and youth into the mainstream and supporting education of the girl child as well as children with economical challenges. We addressed malnutrition and also did our bit to provide oxygen support to those in need. Our Company maintained all the safety protocols and once again helped the art and

artisans of Bengal to rise above all the adversities through the Karigarhi Mela. India Power has been instrumental in touching lives and bringing smiles in the lives of people as it has always considered itself to be a people's Company with the primary objective to grow as society grows. We believe in serving the community to the best of our abilities and never stop our endeavours of adding power to the lives of more and more people over the coming years.



WOMEN EMPOWERMENT

“To all the little girls who are watching, never doubt that you are valuable and powerful and deserving of every chance and opportunity in the world to pursue and achieve your own dreams.”

– Hillary Clinton, *Former United States Secretary of State.*



Women Empowerment

Women Empowerment is about providing the opportunity, exposure and due recognition to women who have grown their wings, but need a platform to take off from. We feel honoured to be able to provide them, the women who have accomplished what they wanted despite all social and economic barriers, with that platform of constructive encouragement.

Project PRAGATI

This Financial Year, through our Project PRAGATI, we joined hands with the NGO SRREOSHI (Society for Research and Rudimentary Education on Social & Health Issues) and imparted vocational training to 26 tribal women at Mithani village and Dishergarh. They honed their skills of making exquisitely intricate handicraft using babui grass and date leaves. All 26 of them were then successfully introduced to the mainstream market for such products, and orders have already started coming in from West Bengal and Hyderabad.

Project ANANYA

This year, through Project ANANYA, our most celebrated annual signature program, we awarded another five inspiring women from the region, who have shown their mettle rising above all social, economical and physical challenges in life. This is an annual event held on International Women’s Day to celebrate the spirit of womanhood.

The five wonder-women this year are Sk. Rokhana from Jamuria, who became a mechanic at 12 after her father died, to take care of her family of 8; Indrani Mukherjee from Durgapur became the only female Toto driver after

her father’s paralysis, to support her family as well as to continue her studies; ManaBuri from Chalbapur, who instead of pursuing a career after higher studies decided to open a school in her village, and keeps encouraging the village women to get involved in working towards financial independence; Debasree Orang from Borthol is that girl, who not only found her way to self-reliance but inspired other brave women in her village to be so too; Kakali Sarkar from Asansol has overcome more than her fair share of obstacles to remain financially independent and has shown the way to other willing women too.



ANANYA 2020-2021



“It’s not how much we give but how much love we put into giving.”

- Mother Teresa, Religious Sister

RELIEF & CARE

India Power has been instrumental in touching lives and bringing smiles in the lives of people as it has always considered itself to be a People’s company with the primary objective to grow as the society grows. India Power believes in serving the community to the best of its abilities and in this time of crisis, it has stepped forward to serve the needy.

One such extreme time of need has been ever since the Coronavirus levelled the world to total incapacitation. Our team has been on ground since then, delivering hope and relief in tangible and intangible ways, to the very best of their individual as well as combined capacities.

Team India Power has distributed food items to the people in need within its licensed area in Asansol-Ranigunj belt. This had included, in its 4 phases of relief work, Asansol, Ranigunj, Andal, Tirat, Subhaspally, Porida, Mithani Village, Mahisila Colony, Alladih tribal areas, Gopalpur, P.N. Malia Road, Gindi ara, Bawri para, Turi para, Pandabeshwar, SPS region, Borindanga, Gopalmath, Sitarampur, Kanchan Para, Garui, Duidih, Ethora, Amrasota, Manorharbahal Colliery, Maji Para, Sasti Nagar, Suranjana Prantika Old Age Home, Burnpur, Garui Kanchrapara, Garui Bauripara, Mamudpur, Dasna Dhadak, Bharati Bhawan, Suidih village, Etora Village, Jhalbagan, Amrasota Village, Boringdanga, Barachak village, Monoharbhal Colliery and BR Ambedkar Vidyapeeth.

Team India Power extended its support going beyond its licensed area and reach out to the people in some parts of Purba Midnapore district of West Bengal as well by distributing Personal Protection Equipments such as Masks, Gloves and Hand Sanitisers along with food.

Another citable example was when, amidst the chaos the pandemic was causing, the catastrophic Super-cyclone Amphan ripped through West Bengal, wreaking immeasurable havoc in its wake. Team India Power immediately reached the site to restore infrastructural damage in Howrah.



सूर्यदय
A CSR INITIATIVE BY INDIA POWER

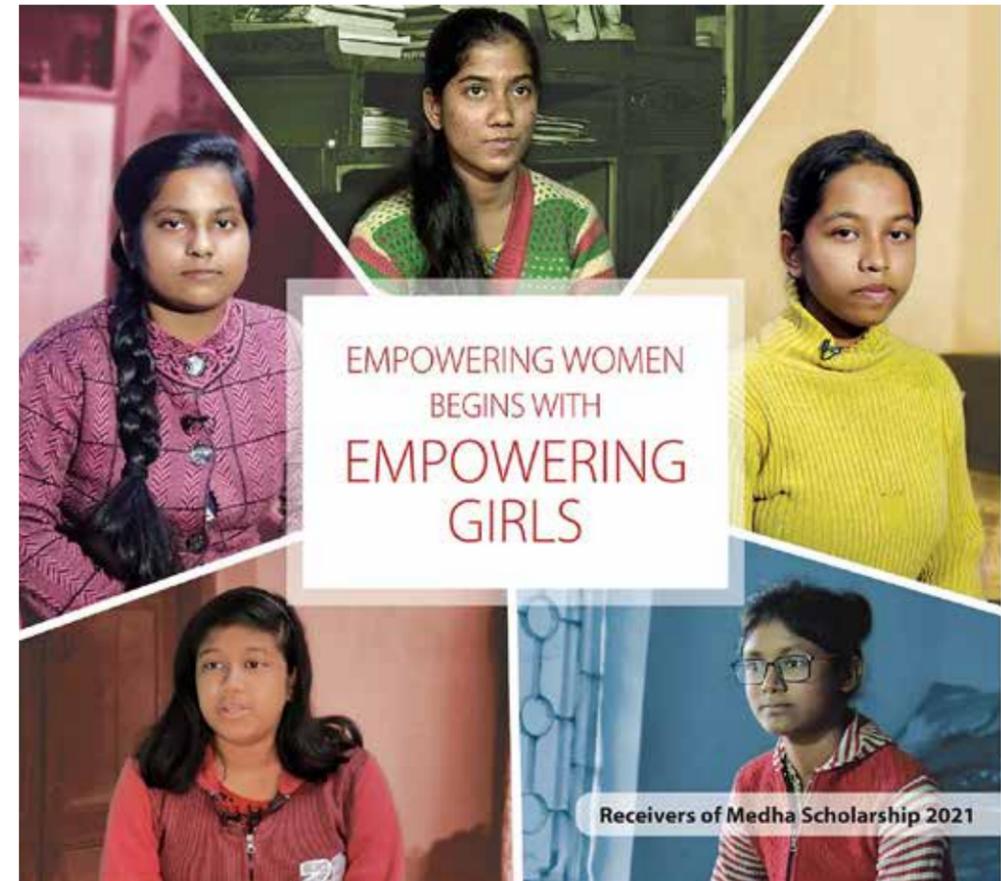


When you educate one person you can change a life,
when you educate many you can change the world.”

- Shai Reshef, Academic Administrator & President of the University of People



EDUCATION



At India Power, we believe an educated girl child is an empowered woman tomorrow. In the last financial year, in association with Srihari Global School, we had initiated the MEDHA scholarship to support and encourage the education of the underprivileged girl-child, so that economic conditions do not stand between a meritorious girl and her ambition to fly high.

We shortlisted five girls who had the potential to match their ambitions, and awarded them this scholarship. All of them passed their Madhyamik (Class X Boards) Examination with flying colors, while one of them, Anushree Ghosh of UGМК Girls' High School, made us even prouder by securing the 1st position among girl examinees in Paschim Burdwan District, and the 9th position the overall State of West Bengal!

This year too, we have carefully chosen 5 extremely deserving, ambitious and meritorious girls from the interiors of the Asansol-Ranigunj areas. They are Sadhana Sarkar (Kulti

Girls' High School, Kulti) her father is working as a hawker for his family's livelihood. But she is an exceptionally meritorious student, and She dreams of becoming an engineer, Liza Roy (Burnpur Girls' High School, Burnpur) her father does every kind of small jobs in order to feed his family. She wants to be an english teacher to aid her father, Rani Chowdhury (Basanti Devi Girls' High School, Ranigunj)

Rani belongs to a poor family. Her father is a hawker who sells tin and glass. But she dreams of being an English school teacher to aid her family, Birajita Dey (Gandhi Memorial Girls' High School, Ranigunj) Birajita comes from a family where her father supports her by working in a grocery shop. Nevertheless, she is the topper of her class, and her dream is held high as she wants to be a doctor, Debarati Gorai (PBGB Balika Bidyamandir, Ukhra) she belongs from an economically deprived family, where the dream of becoming a professor will then end their sufferings.

“It is health that is the real wealth, and not pieces of gold and silver.”

– Mahatma Gandhi



HEALTH & NUTRITION

As the world's one of the most populous countries, India faces both unprecedented opportunities and unique challenges in the sphere of public health. As the Indian government strives to provide comprehensive health coverage for all, the country's rapidly developing health system remains an area of concern. In addition, there are disparities in health care systems between poorer and richer. Also, in terms of nutrition, India is home to one of the most malnourished children worldwide. So there is a dire need to provide the necessary support to the health and nutrition of common people.

The life-saving gas oxygen is a necessary treatment for those who have been severely infected with the Coronavirus. Unfortunately, as Coronavirus cases rise at an exponential rate in India, the country's profound shortage of oxygen supply has become evident. But, India Power believes in helping people as much as we can in times of distress. Hence we bought an Oxygen Concentrator for emergencies of local people, including our employees, such that in this trying time, all of us can stay safe.

Dysfunctional global food systems are fuelling soaring levels of malnutrition and causing a world health crisis. In India, one in every three children is suffering from malnutrition. We, India Power, work towards ensuring nutrition to 30 downtrodden children throughout the year by providing dry food via a Non-profit organization: New Town Ramakrishna Sevangan. We need to overcome this situation as children are the future of our nation, and they deserve to be looked after in the most delicate possible manner.



“To ensure continuing prosperity in the global economy, nothing is more important than the development and application of knowledge and skills.”

- Martin Rees, British Cosmologist



SKILL DEVELOPMENT

Skill development is crucial for economic growth and social development. Moreover, the demographic transition of India makes it imperative to ensure employment opportunities for more than 12 million youths entering working age annually. With the same thought, We, India Power Corporation Limited in the last financial year, helped students get exposure to the actual working environment while enhancing their skill and knowledge in a particular forte.

Similarly, this year, We are sponsoring industrial training for the students of Ramakrishna Mission, Asansol in three major disciplines: Electrician, Welder, and Computer Application. Last year it was five students, and this time we have scaled up to 20 students. These new skill sets can be their founder stone towards a promising future of our country.

It's a proud moment to announce that we have concluded the final handholding phase of Project Sakti this year. This

project is vocational training for women of the Kankardanga Leprosy colony at Burnpur. Here our local young talents get their hands-on wool knitting and crystal jewellery making. This new phenomenon has also given economic power in the hands of women for which they were earlier totally dependent on males.



“Alone we can do so little; together we can do so much.”

- Helen Keller



SOCIAL WELFARE & INFRASTRUCTURAL DEVELOPMENT

Social welfare is, no doubt, necessary. For man does not live for himself, but for the society to which he belongs. If we only think and care for ourselves, we become self-seeking. We must think of others — first of our immediate neighbors, then of our community, and finally of everyone else in the world.

We Indians believe in family cultures, but many people have become so busy that they can't provide their parents or senior family members with needs. Hence, this new concept of 'old age home' is necessary to provide daily necessities, medical and psychological support to elderly members. To do our bit, India Power extended its support by giving a 20Ltrs Refrigerator to Amoragori Old Age Home, a caring place for older women.

Abandoned by their families and society, widows are subjected to much humiliation and are denied even fundamental human rights such as shelter, food, security, health, and dignity. These injustices can be traced to the culture-specific practices and social taboos surrounding widowhood in India. Hence to support against the social injustice, We, at India Power, have distributed Sarees among socio-economically challenged widows of Khottadih village on the auspicious occasion of Mahalaya.



DONATION OF AMBULANCE TO BDO PANDAVESHWAR



For betterment of the people at large, India Power donated an ambulance to BDO Pandaveshwar. It will solely be utilised in emergency situations for people in villages.



INDIA POWER
Adding power to life

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