



Adding Power to Life

Electrifying homes and minds

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MESSAGE FROM THE **MANAGEMENT**

Adding Power to Life – the carefully phrased out tagline of the company is multi-faceted. Yes, we are a smart holistic power utility and our primary business model is power distribution; ensuring our valued customers have access to affordable and reliable power. However, the power also denotes upliftment, encouragement, inspiration and empowerment of the communities and stakeholders of our license area.

India Power Corporation Limited took birth in the lap of Asansol during the British Rule in 1919. From the moment it received the power distribution license in 1935, the company dug its roots deep into the needs of the people of its operational area. It started with focus on business sustainability by expansion of consumers from coal mines and industries to railways to domestic and commercial segments and eventually branched into social sustainability by providing a canopy of safety and advancement to the locals.

At India Power we believe social sustainability leads to business sustainability. This is because when a company survives for more than 100 years, it transforms into an institution; an institution at the service of the people. Local communities expect us to look after them in exchange for the support towards our business growth.

We take CSR seriously. The **devotion** is reflected in our approach towards community development. The company does not have a specific department catering to execution of the initiatives. Workers from both service and line functions exhibit **dedication** towards public welfare. This **discipline** is what helps us add power to lives.

During the financial year 2022-23, India Power launched two new projects – Project Udayan aimed at child development of slum children and Project Unnati for the training and development of marginalized women in sustainable reusable menstrual product making. We continued to organize the annual signature properties of India Power as well. This year witnessed the 5th edition of Medha – promotion of girl child education and Ananya – celebrating women achievers and the 4th Edition of Rarh Bangla Karigari Mela which was organized for 4 days instead of the usual 3. We aggressively undertook health and hygiene initiatives by organizing eye camps, menstruation camps, installation of purifiers for access to clean and safe drinking water. Under Project Kalyan, geared towards social and infrastructural welfare, we carried out 8 different endeavours. This year's Saathi captures the project details and benefactors of the 39 activities that were executed in 2022-23 under 9 CSR umbrellas.

We continue to remain grateful towards the residents of our license area for their constant faith and bolstering our business strength. India Power pledges to persist in its commitment to serve and give back.

Somesh Dasgupta

Whole-time Director



Women Empowerment Initiatives by India Power



A LITTLE NUDGE TOWARDS SELF SUSTAINMENT



WOMEN EMPOWERMENT



India Power in its centenary year introduced ANANYA: a women empowerment initiative, aimed at recognizing and awarding women from our license area with compelling stories of grit, will and determination. Each year we felicitate women who have faced stiff-challenges in their lives but have found a way to overcome them and work towards a better future.

At the 5th Edition of Ananya, India Power felicitated three women.



Mamata Kisku, a 22 year old woman from the village of Haripur, is a State Level Cricketer. Her journey is one of resilience, vigour and never back down attitude who soared high despite the lack of Women Cricket Training Center at her village. Mamata's chase to success began at a Men's Cricket Academy. Slowly and steadily she climbed to the top till life bowled a misfortune at her. She is currently recovering from a knee surgery, which is a great deal for a player as it is extremely time-consuming. She is awaiting selection to the Indian National Women's Cricket Team.



Shyamali Singh, a full Marathon Runner, began running in the year 2013. Over the last 10 years she has competed on district, state, national and international levels and has won over 300 medals. The deceptively fragile athlete was diagnosed with chest and brain tumor. She underwent surgery twice but came out stronger each time. Shyamali continues to run the track of life and is currently preparing for another full marathon.



Sarama Roy, a leader of a successful SHG, had her life turned upside down when a fatal accident took away her husband, sister-in-law, brother-in-law and her brother. As anxiety and depression took over, Sarama lost the will to live. However, the determination to provide for her daughter made her stand up, fight and start the SHG again.

The event was held at IPCL Central Office on 9th March 2023 in the presence of Swami Somatmananda, Secretary, Ramakrishna Mission Asansol, Mr. Somesh Dasgupta, Whole-time Director, IPCL, Mr. Subir Das, Vice President, Technical, IPCL, Mr. Anil Prasad, Associate Vice President, Finance & Accounts, IPCL and Mr. Partha Chattaraj, General Manager, HR, IPCL.



PROJECT PRAGATI:

India Power in association with NGO Partner SRREOSHI (Society for Research & Rudimentary Education on Social & Health Issues), launched Project Pragati in the year 2021 in Barathol Village of Asansol. The objective was to provide vocational training in making artifacts from sabai grass and jute to tribal and marginalized women and eventually turn the training center to a production unit. The provision of advanced training, marketing linkages and artisan cards would empower the women to be self-reliant and sell their products in various exhibitions and fairs.

In the FY 2022-23, India Power has successfully established a sustainable production unit. Close to 50 women have received advanced training and are skilled to sustain their own livelihood without the handholding or support of India Power and the NGO Partner. The ripples of the project's impact reached nearby villages. It has motivated other women to train in the art of producing artifacts from sabai grass and jute and create a niche for themselves.

India Power will be replicating Project Pragati in other villages and empower more women.



PROJECT UNNATI:

India Power in association with NGO Partner Anahat For Change Foundation, launched Project Unnati with an SHG group of 20 women from Hirapur Thakurbari Kripin Credit Society, Asansol. Women across the world are moving towards sustainable period products which have led to a surge in demand of sustainable and reusable cloth pads. This has opened new avenues for marginalized women to be a part of a menstrual revolution and earn a living as well.

With Project Unnati, India Power has been able to impart specialized training in the production of sustainable reusable cloth pads, cloth masks and other menstrual care products. Projects like these also help in bridging the gap in the supply chain of subsidized sanitary products provided by the Government of India in the target areas.

During the course of the project the women were provided general awareness regarding menstrual hygiene management, sexual reproductive health rights and sustainable menstruation.

So while the project economically uplifts the beneficiaries, it also helps in breaking the taboo, create awareness about sustainable menstruation and understand the requirements of a woman's body during periods.



Skill Development Initiatives by India Power



HONING A PATH TO SUSTENANCE



SKILL DEVELOPMENT

PROJECT BIKASH:

India Power introduced Project Bikash, in 2019, in association with Ramakrishna Mission Ashrama Pvt. ITI. A lot of students studying at the institute belong to underprivileged families. The students have the will to develop their skills but fall behind due to economic disadvantages. In order to bridge the gap, like every year, the company provided scholarships to 15 students, 5 each from 3 different disciplines of Electrician (2years course), Welder (1 year course) and Computer Application (1 year course).

The certification ceremony took place on 13th July 2022 in presence of our Whole-time Director, Mr Somesh Dasgupta, Asansol Ramakrishna Mission Secretary, Swami Somatmananda and other representatives of RKM Asansol and India Power.



SKILL DEVELOPMENT ON MUSHROOM CULTIVATION:

Mushroom cultivation in India has seen a staggering growth in demand. Mushrooms can grow in small spaces and produce a high yield. It is a lucrative option for beginners in farming. This has also opened a gateway for earning a livelihood for several marginalised communities.

A three month long training on mushroom cultivation was imparted to an all women Self Help Group (SHG) from the marginalized community in Asansol region.

The training programme was held in association with NGO partner Dolon's Boutique & Handicrafts Trust. The women were also trained in sales and marketing of the produce. The NGO also has been instrumental in creating market linkages, thus making the initiative a sustainable one.



Green Initiatives by India Power



#giftgreen

A CSR INITIATIVE BY INDIA POWER

HEAL THE WORLD



GREEN INITIATIVES

Indoor Plant Distribution: On the occasion of stepping into 104th Foundation year of India Power, indoor plants were distributed among our valued consumers. Plants are a symbol of sustainable development, and at India Power we have always believed in growing sustainably along with the society and environment a large. Therefore, on the momentous occasion of our Foundation Day, we indulged into a Celebration with a Cause.

Plantation Drive at Mukti Dham Burning Ghat: 100 saplings was planted in and around Muktidham Burning ghat, Jamuria, by India Power under its annual signature CSR initiative #giftgreen.



Education Initiatives by India Power



UNCAGE YOUR POTENTIAL



EDUCATION

MEDHA

Education is one of the most important tools that determine one's quality of life. It shapes our minds, character and helps us become independent. However, there are several unfortunate communities who are unable to access full education owing to socio-economic challenges. In 2019, India Power's centenary year, the company introduced **Medha** – an annual signature initiative aimed at promoting and supporting girl child education. Medha has been carefully curated in line with the Government of India's initiative "Beti Bachao, Beti Padhao".

It has been observed that many girls drop out of school after class X due to economic disadvantages. This puts the girls in a vulnerable position. India Power has been contributing in its own way to support girls in completing their education.

Each year 5 meritorious girls from the 10th standard, belonging to economically challenged backgrounds, are identified and provided scholarships. The girls are given monetary support of Rs 3,000 per month towards their higher secondary education i.e. for classes XI & XII.

In FY 2022-23 we have provided this support to the 10

identified students from FY 2020-21 and FY 2021-22 and identified a new group of 5 students who were felicitated and given the certificates of recognition on 5th September 2022 in presence of dignitaries from government bodies and senior officials of India Power.

The 5 chosen MEDHAs of 2022-23 are:

1. Nibedita Sharma, Ukhra Adarsh Hindi High School (H.S.)
2. Alisha Khatun, Sripur Girls' High School (H.S.)
3. Anindita Maji, Boring Danga High School (H.S.)
4. Nikita Sharma, Jaladhi Kumari Devi Uchcha Balika Vidyalaya (H.S.)
5. Rekha Dey, Nani Gopal Roy Smriti Balika Vidya Niketan

This year the event was organized on 5th September at Srihari Global School auditorium amongst the presence of Smt. Ipsita Dutta, ACP (Special Branch), Asansol Durgapur Police Commissionerate, Swami Somatmanandaji Maharaj, Secretary, Ramakrishna Mission Ashrama, Asansol, Shri Abhijit Ghatak, Deputy Mayor, Asansol Municipal Corporation (AMC), whose presence and inspiring words encouraged all the young girls to break the glass ceiling and fly higher.



PROJECT UDAYAN

Asansol is one of the prominent cities in West Bengal's industrial belt. The presence of coal mines draws several contractual labourers and miners and their families into the city each year. Usually both parents of the families are engaged in work in industries, as vendors, domestic help, craftsmen etc. This leaves the children in an exposed situation. In the absence of parental guidance most children stray towards unethical practices and drug abuse.

Education goes beyond classrooms and textbooks. Lifestyle building and character development are equally important in proper upbringing of children. India Power has dipped their foot this year for child welfare activities which is beyond basic educational support. In association with the famous developmental organisation CRY (Child Rights & You), our company has introduced Project Udayan, with an

objective to provide educational support, life skill training and overall character building to the less fortunate teenage children who are highly vulnerable to get drifted towards child labour, drug peddling, addictions and different other unsocial activities.

Children from Ramakrishna Dangal, near Asansol Railway Station, whose parents are workers, daily labourers, train vendors etc. are often seen to be wandering around the station which makes them easy target for the antisocial rackets. Thus to protect these children and to ignite an ambition of doing better in life the year long project has been carefully curated which was inaugurated in May 2022 and is running successfully at the Child Development Centre which has been aided with required infrastructural support by India Power.



CONSTRUCTION OF SHED AT BORINGDANGA HIGH SCHOOL

Boringdanga High School, a Government sponsored co-educational institute at Jamuria, Asansol, Pashchim Bardhaman conducts open air classes for its students. In the absence of a shed it became difficult to conduct classes during summers and monsoons. The area was also used by 1400 students for consuming their mid-day meals. The prolonged exposure to harsh weather conditions was turning out to be hazardous to the health of students.

In order to ensure the children learn their lesson and consume their meals without any hindrance, India Power undertook the initiative of building a shed.



SUPPORT TO SABAR TRIBES

India has innumerable minority adivasi groups in every nook and corner of the country that have less access to benefits and sometimes even basic necessities. Sabar is one such tribe that lives in parts of West Bengal and Odisha. India Power in association with NGO Partner Bose Pukur Tahader Katha identified one such Sabar Tribe residing in the village of Sasangdih, Barabazar Block, Puruliya District, West Bengal.



The families have remote access to proper nutritional food. Children are growing up in extreme vulnerable situations with compromised education. The company has undertaken the initiative to develop an educational and guidance center for the children of the tribe. The project will provide basic education and nutritional monitoring to them.

SUPPORT TO MANJEET KAUR FOUNDATION

Manjeet Kaur Foundation in association with Asansol-Durgapur Police Commissionerate organized an Inter-School debate competition in Asansol to promote "Safe Drive, Save Life". The goal of this initiative was to increase public awareness about traffic discipline, fostering better overall civic sense and improving the quality of life in the City. India Power extended its support to the same



SUPPORT TO RANIGANJ VIVEKANANDA SEVA KENDRA

India Power continued to support Raniganj Vivekananda Seva Kendra, a supplementary school which is run by a group of retired men under the vision and guidance of Ramakarishna Mission Ashrama, Belur. During the FY 2022-23 the company provided the monthly salary of three teachers and tiffin cost of 50 students.

The school caters to education as well as character building of the slum children residing in the four nearby slums of Raniganj area.

Health and Hygiene Initiatives by India Power



A CSR INITIATIVE BY INDIA POWER

A CUSTODIAN OF VIGOUR



HEALTH AND HYGIENE

SWASTHA SAMRIDDI:

Under the annual signature CSR initiative Swastha Samridhi, India Power made a couple of medical contributions round the year.

EYE CAMP AT RAKHI SANGHA

India Power extended its support to Rakhi Sangha for organizing free health checkup and eye camps for the underprivileged people on the occasion of Raksha Bandhan.

EYE CAMP AT RANIGANJ

A free eye-check up was also organized in association with Vision RX Lab at Rambagan, Raniganj. The local community were provided eye screening and spectacles at free of cost. The camp was a resounding success with 200+ people attending it.

DONATION OF MEDICAL EQUIPMENT

India Power donated a Slit Lamp to an eye clinic run by Hindol Welfare Organization offering free medical check up to marginalized groups of the society.



HAPPY PERIOD:

India Power in association with Anahat For Change Foundation organized Happy Period – a menstrual awareness and hygiene camp at Boringdanga High School, Jamuria. 120 adolescent girls from classes VII and VIII attended the session which covered topics like basics of menstruation, pre-menstrual syndrome, hygiene to be maintained during periods, nutrition and sustainable menstruation. The company also distributed cloth pad kits to these girls which were made by the SHG of women of Project Unnati from Hirapur Thakurbari Kripin Credit Society.





PROJECT AMRIT:

India Power has continuously ensured the provision of clean and safe drinking water to the local communities in its license area.

During the FY 2022-23, the company donated a water purifier to the Pandabeshwar Police Station and Andal Panchayat office for use of the larger mass. Additionally, a cooler was also installed at Raniganj in a densely populated locality.

Promotion of Cultural heritage by India Power



REMEMBERING OUR ROOTS



PROMOTION OF CULTURAL HERITAGE

RARH BANGLA KARIGARI MELA

2020 saw the birth of a unique undertaking by India Power aimed at promoting the rich cultural heritage of Bengal. The Rarh Bangla Karigari Mela is the only fair cum exhibition that is organized by a private company at Asansol. The initiative not only promotes the cultural heritage of Bengal but also provides a platform to artisans from Bengal to showcase their artistry and generate revenue.



The Mela, which is organized at the heart of Asansol, has been widely welcomed by the residents of Asansol-Raniganj region every year since its launch.

It witnessed massive footfall in its debut year. The subsequent year, the pandemic hit and economically devastated the artisans. Once the situation turned favourable the company managed to organize the mela which was a respite to the artisans and performers of Raarh Bengal. The fair returned to the grounds with a bigger bang in 2022 as the world progressed to the New Normal.

In the 4th Edition of Karigari Mela held in FY 2022-23, the company took a step ahead by organizing it for 4 days instead of the usual 3 days, from January 26 to January 29, 2023. Almost 70+ artisans benefitted from the initiative. Fair-goers indulged in a shopping spree of indigenous art forms such as Kantha, Tant, Dokra, Patachitra etc. Each evening was dedicated to Bengal folk performances such as Baul, Raibeshe etc.



PROMOTING HINDUSTANI CLASSICAL MUSIC

India Power continues to promote the rich cultural heritage of Hindustani Classical Music by supporting prestigious music consortiums. This year the company supported The 71st Dover Lane Music Conference and the 100th Swara Samrat Festival.

Both the conferences saw participation by musical maestros, instrumentalists and vocalists alike, such as Pt. Hariprasad Chaurasia, Pt Ajoy Chakrabarty, Ustad Zakir Hussain, Ustad Rashid Ali Khan, Ustad Parvez Khan and more. The festivals also captivated the audience with dance performances by Guru Rama Vaidyanathan, Sujata Mohapatra & Troupe and Saberi Misra among others.

The support is lend in the view of preserving the rich Indian Classical Music and influencing the minds of the listeners



Relief and Care Initiatives by India Power



MAKE A BETTER PLACE
FOR YOU AND FOR ME



RELIEF AND CARE

SUPPORT TO UTTARAN – YES WE CAN:

This year India Power had a delightful opportunity to bring small bouts of happiness to specially-abled friends. Halo Heritage, an art organization, in association with Sacred Heart Church, organized Uttaran – Yes we can – a cultural milieu that takes place every year to celebrate the never back down attitude of specially-abled children.

The cultural carnival is a celebration of the creative brilliance of the children wherein the festival organizes an exhibition of their handmade artifacts, along with an interactive session in form of dance (movement therapy), song, storytelling and painting.

India Power donated tiffin boxes as small tokens of love for the children.



Social Welfare and Infrastructural Development by India Power



BUILDING HOPE



SOCIAL WELFARE AND INFRASTRUCTURAL DEVELOPMENT

PROJECT KALYAN:

Under the umbrella of Project Kalyan, every year India Power takes up several construction activities aimed at the benefit of the community of its license area.

1. India Power in line the Government of India's initiative Swachh Bharat Abhiyan, took up an initiative to build a community toilet at Raniganj near a doctor's colony that has massive footfall of patients and their families on a daily basis.
2. In order to contribute to the control and prevention of crime in the company's license area, India Power this year donated 18 CCTV cameras to the Asansol-Durgapur Police Commissionerate. The cameras have been installed in densely populated areas that are prone to accidents and other crimes.
3. India Power reconstructed the Community Rest Shelter at Nil Nirjan Burning Ghat on request by the local villagers.
4. Infrastructural support to Training Centre under BDO, Jamuria – For the development of local youth, a training centre has been built by BDO, Jamuria, where India Power has supported the cause by donating furnitures to the centre.
5. The company renovated the traffic police assistance center at Barakar and donated traffic furniture as requested by ADPC.
6. Amoragori Juga Sangha runs an old-age home for widowed mothers in Kolkata. During power-cuts the mothers of the oldage home were left feeling uncomfortable and uneasy and unable to do any work. With summers around the corner, it was become increasing difficult for them during loadshedding. Keeping the health perspective in mind, India Power donated a generator to the Bridhashram.
7. The communities of Ukhra and Sodepur were in need of a community assembly center for people to come together for common activities. India Power extended support by aiding the construction of the centers.
8. India Power installed a water tank and long basin at Sodepur Colliery School. The installation helped the children and school staff to easy access of water along with making the day to day operations of the school kitchen for mid-meals easier.



Nationally Acclaimed Sports Supported by India Power



A CSR INITIATIVE BY INDIA POWER

PLAYING IT RIGHT



NATIONALLY ACCLAIMED SPORTS

India Power supported the Football Tournament "Vivekananda Gold Cup" 2022, organised by Asansol Pragati - a Social Welfare Organisation. The support was lent in the form of providing individual prizes on the final day of the tournament.

India Power provided the travel and logistical support to the Indian Team players that participated in the 5th Sub-Junior Boules Sports Championships and Federation organized by Boules Sports Federation of India.

A community sports event was organized at the Gobindapur Shib Mandir Football Ground, by Asansol Municipal Corporation. A total of 25 events took place and for each event 1st, 2nd and 3rd winners were awarded. India Power helped in facilitating the event with a humble donation.





INDIA POWER
Adding power to life

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