

# SPARSH

...enlightening lives

In this January edition of Sparsh, BRPL CSR newsletter, we explore a series of transformative stories and activities that underscore BRPL's commitment to social responsibility. From empowering women through Self Help Groups (SHGs) to enhancing community well-being via health camps and environmental initiatives, this issue provides insights into how concerted efforts are fostering significant societal change.

Join us as we delve into engaging case studies and impactful projects, showcasing our ongoing dedication to empowering communities and nurturing dreams. Here you will find inspiring tales of resilience and success. Meet individuals like Jannat, who overcame educational and financial barriers to earn through handicrafts, and Deepa, whose jhumar-making business is flourishing. Among these stories, Reena's tale of empowerment through jhumar making stands out, exemplifying the profound impact of SHGs. It's clear: when women unite, progress follows, and together, we are crafting a brighter future.

## Empowering Women, Crafting Futures: The SHG Success Saga

BRPL's Self Help Group (SHG) initiative is transforming the lives of the underprivileged women in West Delhi by fostering social and economic empowerment. In January 2024, 22 SHGs engaged 222 women in skill-building activities, enabling them to become self-reliant and contribute to their households.



# Inspiring Stories of Change

## Jannat's Journey from Shadows to Empowerment

In the bustling lanes of Mohan Garden, Delhi, Jannat's life story unfolds as a beacon of transformation and hope. Married to a daily wage worker and hindered by a lack of formal education, the financial strains on her family were palpable. The pursuit of a dignified life seemed like a distant dream, with every day bringing its own set of challenges to make ends meet. The turning point came when Jannat learned about the Self Help Group (SHG) initiative, aimed at empowering women like her. With skepticism and hope intermingling in her heart, she took a step that would redefine her life's trajectory.

The journey from a hesitant newcomer to a skilled artisan was not just about learning to create bags and handicrafts; it was about rekindling hope and rediscovering self-worth. The SHG



provided Jannat with more than just vocational training; it offered her a platform to connect, share, and grow alongside other women facing similar struggles. This collective journey of empowerment led to her earning a stable income of ₹5,000 to ₹6,000 monthly, a significant leap that brought financial relief and renewed confidence. Jannat's transformation underscores the profound impact of collective action and targeted empowerment initiatives on individual lives, turning aspirations into tangible realities.

## Deepa's Dazzling Transformation: A Tale of Resilience and Renewal

Deepa's story is a testament to the power of hope and the transformative impact of community support. Residing in Vikaskunj, Vikas Nagar, her aspirations seemed to be continually overshadowed by the economic hardships of her family. The cycle of financial instability seemed unbreakable, with limited education and no clear path to self-reliance. However, meeting BSES promoted SHG officials in her locality marked the beginning of a new chapter. Intrigued by the concept of SHGs and the promise of economic independence, Deepa embarked on a journey that would illuminate her path with possibilities.

The process of learning Jhumar making, facilitated by the support and resources provided by the SHG, was both



challenging and exhilarating. Each intricately designed Jhumar not only added to her skill set but also paved the way for a steady income of ₹5,000 monthly. This newfound financial independence transformed Deepa's outlook on life, instilling in her a sense of pride and purpose. Her story of determination and empowerment, highlights how access to the right resources and community support can catalyze significant economic and personal growth.

## Reena's Radiant Revolution: Crafting a New Destiny

Reena's story begins in the modest surroundings of Vikashkunj, where limited educational opportunities and financial constraints painted a grim picture of her future. The monotonous struggle to meet basic needs was a constant reminder of the limitations imposed by her circumstances. However, her encounter with the SHG initiative introduced her to a world brimming with possibilities. Motivated by the success stories of other women in her community, Reena took the bold step of joining the group, a decision that would mark the beginning of her transformation.

The training in Jhumar making provided by the SHG was more than just a skill-building exercise; it was a journey towards self-discovery and empowerment. As Reena

mastered the art, her creations began to reflect her newfound confidence and creativity. The financial gains from her work, amounting to ₹4,500 to ₹5,000 monthly, brought much-needed economic stability to her family. More importantly, it endowed her with a sense of independence and fulfillment. Reena's story is a powerful testament to the impact of empowerment initiatives on empowering women to envision and realize a future filled with hope and prosperity.



## Eyes Wide Open: Illuminating Health and Hope

The eye care camp organized by BRPL in Ujjawa, (Chawala division), is a testament to our commitment to community health. On January 4th, 2024, 225 individuals received comprehensive eye care, including the distribution of 162 glasses and 182 eye drops, highlighting the importance of vision care in enhancing quality of life. This camp is part of a broader initiative that has reached 2,569 people (1344 females & 1225 males) across nine camps this financial year, where 1,914 pairs of glasses and 1,926 bottles of eye drops were provided to the beneficiaries.





## Clearing the Air: Breathing Life into New Beginnings

BRPL's Tobacco De-Addiction program, held in Ambedkar Colony from January 30th to February 2nd, 2024, represents a critical step towards promoting healthier lifestyles. With 51 attendees and 40 pledges to quit tobacco, this program demonstrated the power of community engagement and education in combating substance abuse. So far in this fiscal year, a total of 122 people have participated, and 87 have pledged to quit their habit through this program. The success of this initiative lies in its ability to inspire change and provide support to individuals committed to improving their health and well-being.



## Building Blocks of Hygiene: Revamping School Sanitation

Improving sanitation in MCD schools has been a key focus of BRPL's CSR initiatives. In January 2024, we repaired 40 toilets in 20 schools, benefiting 7,370 students and 385 staff members. In this FY, a total of 190 toilets in 95 schools have been repaired, positively affecting 38,500 students, including 665 school staff members. This initiative not only fosters a healthier learning environment but also underscores the significance of hygiene and sanitation. Consequently, it contributes to improved attendance and engagement in educational activities.



## Dignified Departures: Transforming Spaces of Solace

BRPL is enhancing community well-being by renovating six crematoriums in West Delhi as part of its CSR efforts. This project addresses the lack of basic facilities like proper podiums, seating, exhaust fans, sanitation, and water at these sites. The work is in full swing underway at Nilothi, Sayyad, Nangloi (Camp no-4), Dabri, Moti Bagh, and Khaira Village crematoriums, ensuring respectful settings for mourning and celebrating loved ones. This initiative reflects BRPL's commitment to community power distribution.



## Balancing Mind and Body: The Power of Yoga

For the well-being of our society, five yoga camps were organized at various government schools in South and West Delhi, benefiting 150 students and faculty members in January 2024. The participants were trained in simple exercises that they can perform at their leisure for their well-being. So far this year, 2,545 people have benefited from 66 camps. Through yoga, we are fostering a culture of wellness that extends beyond physical health to include mental and emotional well-being, demonstrating the comprehensive benefits of yoga in daily life.



## Igniting Passions, Shaping Futures: Vocational Training Centers

BRPL not only supplies reliable electricity but also fuels dreams. Hundreds of underprivileged youths are turning their dreams into reality at the company's vocational training centers. In January, 11 new students joined, bringing the second batch's enrollment to 1,156. Approximately 1,400 students have graduated from 11 BRPL vocational training centers in the first batch, mastering skills in Basic & Advanced Computers, Beauty Culture, Fashion Designing, and Tailoring.

These centers, located in Najafgarh, Jaffarpur, Mundka, Nangloi, Tagore Garden, and Dwarka, also awarded certificates to the first batch of students. In total, 3,701 students have enrolled in these programs during this financial year.





# Stitching Health into Every Fabric: The Sanitary Napkin Movement

Our initiative to stitch and distribute sanitary napkins addresses a critical aspect of women's health and hygiene. Crafted by BRPL's Self-Help Groups, ~ 9000 sanitary napkins were created and distributed to those most in need during January 2024. In the fiscal year 2024, a total of ~37000 sanitary napkins were produced and shared with the community.



## Weaving Success: Empowering Women through Handlooms

The "Thread of Trust" Handloom Incubation Unit at Sangam Vihar, established by BRPL, stands as a testament to the company's dedication to empowering women through skill development initiatives. Launched in December 2023, this project has successfully enrolled 25 beneficiaries, focusing on enabling women from weaker sections of the community to become self-reliant by engaging them in income-generating activities.

These activities not only facilitate financial independence but also play a crucial role in preserving traditional crafts, contributing significantly to both the cultural and economic fabric of our society. Moreover, several of these skilled women have ventured into selling their finished products, establishing ties with the newly set-up handloom unit at Rajeev Gandhi Bhawan, Connaught Place.



## Financial Literacy for a Brighter Tomorrow

Our financial literacy programs are designed to empower communities by providing essential knowledge on managing finances. In January 2024, 500 women benefited from our initiative, underscoring our commitment to integrating individuals into the formal banking system and promoting financial inclusion and independence. Since April 2023, a total of 5,000 women have been enrolled in the program.

