



...enlightening lives

CSR NEWSLETTER

OCTOBER - 2024



Welcome to the October edition of Sparsh, BRPL's CSR newsletter that highlights our efforts towards community empowerment and sustainable development. This month, we have introduced several initiatives focusing on trust, wellness, and innovation.

During the month, we launched the BSES Basketball Academy, a new program that aims not only to teach basketball skills but also to empower youth to achieve their dreams. Our Charity Mall of Kindness, another unique initiative, is giving new life to

discarded items, promoting reuse and sustainability. We also organized organized eye care camps to improve vision in our community, and our sanitary napkin project is helping women by providing essential hygiene products.

While undertaking our CSR initiatives, we are reminded that true power lies not just in illuminating homes but in lighting up lives. Each initiative we undertake is a step toward building resilient communities, fostering inclusivity, and nurturing future leaders.

Dribbling Towards Excellence: BSES and Dribble Academy Team Up to Slam Dunk Dreams

At BSES, our mission goes beyond delivering electricity—we aim to energize the future of our communities. That's why we are thrilled to announce the launch of the BSES Basketball Academy in partnership with Dribble Academy. This initiative is dedicated to inspiring, engaging, and empowering young athletes, both boys and girls, to reach their full potential on and off the court.

With expert mentorship from top state and national-level coaches, our academy is designed to unlock the potential of Delhi's youth. We provide quality training, state-of-the-art equipment, and competitive opportunities. Beyond the Centre of Excellence, we are also setting up High-Performance Grassroots

Centers to nurture future champions while promoting well-being.

The academy was inaugurated by BSES Director Shri V. S. Verma and BYPL CEO Shri Amarjeet Singh in a spectacular event at the BYPL Sports Complex, Patparganj. A thrilling basketball match marked the occasion, igniting passion and enthusiasm among all attendees.

Through this initiative, we are not just teaching basketball skills; we are instilling values like teamwork, discipline, and perseverance. We believe that sports can be a powerful catalyst for personal and social development. Together, let's create a brighter, more active future for our youth through our efforts!



Mall of Kindness: Turning Compassion into Action

In a pioneering step toward sustainable community development, BSES Rajdhani Power Limited, in collaboration with Social Vision, launched the Charity Mall of Kindness project. This innovative initiative is dedicated to serving humanity and advancing environmental sustainability by promoting the reuse and recycling of materials to benefit underprivileged communities.

Volunteers go door to door, collecting discarded and unused materials, objects, appliances, and even books. These items are then sold at nominal prices in community stalls. The Charity Mall of Kindness redistributes essential items to thousands in need, fostering a culture of empathy and resource-sharing. By diverting items from waste streams and reintegrating them into communities, the project not only helps preserve the environment but also uplifts marginalized groups, inspiring sustainable change.

The inauguration ceremony also recognized participants in the skill development program, awarding certificates and empowering them with valuable skills for a promising future.



Weaving Threads of Trust: Handloom Incubation Unites Communities

BRPL's Handloom Incubation Centers at Sangam Vihar and Uttam Nagar are weaving opportunities for women to become self-reliant. In October, 25 women enrolled in Sangam Vihar to learn handloom machine operations and allied skills. At Uttam Nagar, more than 15 beneficiaries out of 82 have registered with Udyam Aadhar, formalizing their ventures.



Empowering Artisans through Udyam Aadhar Registration

Registering with Udyam Aadhar is a significant step toward formalizing and supporting small-scale weavers and artisans in the handloom sector. It provides them with a unique identification number essential for accessing various government schemes and benefits. Beneficiaries can avail financial support, skill development programs, and market linkages, enhancing both productivity and market reach. This initiative not only empowers individual weavers but also strengthens the traditional handloom industry, fostering innovation and sustainability.



Vision for All: Eye Care Camps Illuminate Lives

In our ongoing commitment to community health, we organized an eye care camp in Vasant Vihar, South Delhi, in October. Over 100 people attended, and 70 glasses were distributed to beneficiaries. So far, across five camps, we have reached around 560 people and distributed around 415 glasses. These camps are helping individuals see the world more clearly, enhancing their quality of life.



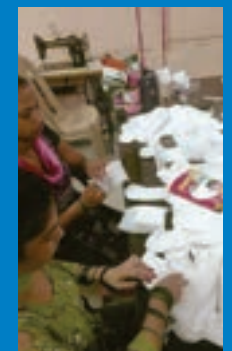
Yoga for Wellness: Stretching Towards a Healthier Tomorrow

For the well-being of the students, teaching and non-teaching staff at government schools, six yoga camps were organized, benefiting 200 people in October. So far, 2,710 people have benefited from 66 camps. These sessions aim to promote physical health and mental peace, ensuring that educators are well-equipped to shape the minds of the future.



Stitching Hope: Empowering Women Through Sanitary Napkin Production

Continuing with our theme of hygiene and women's empowerment, BRPL is striving to make homemade sanitary napkins accessible to underprivileged sections. Stitched by BRPL's Self-Help Groups (SHGs), around 5,680 sanitary napkins were produced and 8,900 distributed among the neediest in October. To date, a total of 19,809 sanitary napkins have been stitched and 13,900 distributed. This initiative not only promotes hygiene but also provides livelihood opportunities for women.



Powering Dreams: Vocational Training Lights Up Lives

BRPL not only supplies reliable electricity but also powers dreams. Hundreds of youngsters from underprivileged backgrounds are realizing their aspirations through our vocational training centers. In October, around 530 students enrolled across eight

centers. From April to September 2024, approximately 1,257 students graduated in the first batch from 11 centers. These centers offer courses that enhance employability, empowering youth to contribute meaningfully to society.



Banking on Knowledge: Financial Literacy for All

To empower the underprivileged with financial knowledge, BRPL, through its CSR programs, is spreading awareness about financial concepts, personal finance, and money management. We assist beneficiaries in opening bank accounts, integrating them into the formal banking system. In October, around 500 women benefited from the drive, with a total of 3,500 beneficiaries to date. This initiative promotes economic inclusion and financial independence.



Powering Futures: Self-Help Groups Forge Ahead

The Self-Help Groups (SHGs) are instrumental in bringing social and economic empowerment to women, particularly those from underprivileged sections of society. Training on soft toys, frock making, handicrafts, wall hangings, jhumar, and bag

making have been conducted. In October, around 20 women were involved in two SHGs, and four training programs were conducted. So far in FY24-25, around 222 women have benefited across 22 SHGs.



Quenching Thirst: Water ATMs Serve Clean Water Anytime

BRPL is addressing the challenge of safe drinking water by installing Anytime Water Machines (ATMs). We began work at four new locations in West Delhi—Paschim Vihar, Rajouri Garden, Nangloi, and Viaspuri Bakkarwala. Once operational, more than 8,000 people will benefit from these Water ATMs. BRPL has already commissioned nine Water ATMs, ensuring access to clean drinking water for thousands.

