

SPARSH

...enlightening lives

BRPL has been reaching-out to the targeted beneficiaries through a variety of CSR programs. Since April 2022 alone, they have positively impacted the lives of around 1.25 lakh beneficiaries in South and West Delhi. Apart from updating about the various on-going programs during November, this issue of Sparsh carries case studies from the tobacco-de addiction program.

Tobacco de addiction program improves quality of lives for 4000 participants

BRPL's tobacco de-addiction camps continue to make the residents, as the name suggests, quit the habit. In November alone, 136 of the 158 people who participated in the program quit the habit. Translating into a success rate of 86%, this shows the success of the program. Since April, 279 people, including women, participated and of these, 225 quit the habit. Since inception, the program has seen around 4000 participants quit the habit.

Date	Program Venue	No of participants	Quit the smoking
1-4 Nov'22	Purani Choupal, Kalyan Pana Village, Tikri Kalan	46	38
7 Nov-10 Nov'22	Haridas Baba Mandir, Haridas Colnony, Tikri Border	70	60
13 Nov-16 Nov'22	Barat Ghar, Tajpur Pahari Coopeartive Society road	42	38
Total		158	136

Case Study 1 Shiva

Shiva, a young 16 year old adolescent, used to smoke 18-20 Bidis per day, for last 7 years. He had started at the age of 9. Supported and encouraged by his family, he wanted to quit the habit. After enrolling for the BRPL program, he used to attend it religiously and infact, he was the first to arrive every day. He was prescribed a combination of Nicotine patches and gum and also pastilles. He was also advised to have more Vitamin C. At the end of the program, he completely and successfully quit smoking bidis.



Case Study 2 Bhagirath

Bhagirath, a 67 year old male, was addicted to tobacco chewing since the last 54 years. He used to consume it 15 times in a day. He was willing to quit tobacco because of his health concerns. At the BRPL tobacco de-addiction program, he was given counseling support and also medication to quit the addiction. Like others, he was given a combination of NRT products for helping him quit the tobacco addiction. He was put on the Nicotine patch therapy, Nicotine pastilles and Nicotine gum therapy to help him with his urges/withdrawals. At the end of the program, he quit the addiction completely.



Case Study 3 Raj Narayan Tiwari

Raj Narayan Tiwari, a 51 year old male, was a habitual tobacco consumer for the since last 35 years. Like scores of people like him, he was struggling to quit the habitat, but was unable to do so. Hearing about BRPL's tobacco de-addiction camps, he was a willing participant. He was given counseling support and also medication to quit the addiction, which he completely did. He too was given a combination of NRT products for helping him quit the tobacco addiction.



Case Study 4 Ishwar Dutt

Ishwar Dutt, a 73 year old male, was addicted to tobacco chewing since the last 55 years. He used to consume 10-12 times in a day. After several unsuccessful attempts to quit, he decided to participate in BRPL's tobacco de-addiction program about which he had heard from his friends. He was given counselling support and medication to quit the addiction. Looking at his addiction, he was prescribed a combination of NRT products for helping him quit the tobacco addiction. At the end of the program, he quit the addiction completely. Today, Ishwar Dutt is very happy person after quitting tobacco. He felt he has got a new life and has 'entered heaven' after quitting.



Yoga camps organised for the well-being of the mind, body and soul

For the well-being of our society, Seven Yoga camps were organised at various locations in South Delhi. Around 100 people got benefitted from them in Nov'22. The participants were also trained-on simple exercises that they can do at their leisure for their well being. Around 808 people have been benefitted so far since April.



Not only electricity, BRPL also powers dreams

BRPL not only supplies reliable electricity, it also powers dreams. Hundreds of youngsters from the underprivileged backgrounds are realising their dreams and aspirations through the discom's vocational training centers. The students at these VT Centers are undergoing training in various fields, including, Basic & Advance Computers, Beauty Culture, Fashion, Designing & Tailoring through physical training mode. During November, 871 students have been enrolled in 2nd batch. Earlier, 806 students completed the 1st batch.

Vocational Training Centre	No of students enrolled
Mundka	149
Jaffarpur	166
Nilothi, Nangloi	191
Najafgarh	185
Tagore Garden	116
CRPF (Dwarka)	54



Promoting hygiene: Manufacturing and distributing mask and sanitary napkins

Continuing with its theme of hygiene, BRPL is striving to make homemade sanitary napkins and affordable masks accessible to the underprivileged sections. Stitched by BRPL's Self Help Groups, 41982 sanitary napkins and 3145 (3 ply) masks were stitched and distributed among the neediest in the month of Nov'22. Since November, 187630 sanitary napkins and 20020 masks have been distributed so far.



Powering financial literacy among the needy

For powering financial literacy among the needy, BRPL, through its CSR programs, is spreading awareness on the financial concepts, personal finance and the management of money. Bank accounts are being opened for the beneficiaries who don't have accounts and are willing to be part of the formal banking system. Around 500 women benefitted from the drive in November 22 and 4000 women in the last six months.

