



...enlightening lives

# CSR NEWSLETTER

**DECEMBER - 2024**



Welcome to the December issue of Sparsh, BRPL's monthly CSR newsletter. As we step into 2025, we reflect on a year of transformative initiatives that not only illuminate homes but also empower communities and protect the environment. From providing zero-emission electric buses to AIIMS for green mobility to empowering underprivileged women through skill development programs, and supporting visually impaired individuals with vocational training leading to successful placements, each effort underscores our commitment to progress and sustainability.

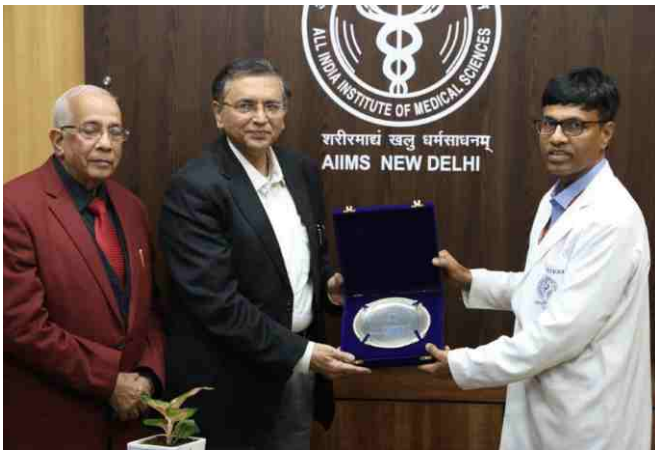
This issue of Sparsh celebrates these impactful projects and the inspiring stories of lives transformed. Explore milestones such as the AIIMS collaboration, vocational training successes, financial literacy campaigns, and initiatives promoting health and heritage preservation. Together, these endeavors embody our vision of powering not just homes but dreams and aspirations across communities.

## Electrifying Change: AIIMS Goes Green with BSES

BSES and AIIMS (All India Institute of Medical Sciences) have joined hands for promoting eco friendly mobility. In a landmark initiative to promote green mobility and better accessibility within the sprawling 213-acre AIIMS campus, BSES is providing 27 zero-pollution electric buses to the premier health facility under its Corporate Social Responsibility (CSR) program for the hospital's Free in-Campus Shuttle Service. This donation underscores BSES' commitment to societal progress and environmental sustainability, enhancing transportation for patients, their families, doctors and medical staff across the massive campus.

Under this initiative, the first set of 11 electric buses was flagged off recently by AIIMS Director, Mr. M. Srinivas and the BSES leadership team. BSES Director and Group CEO, Mr. Amal Sinha, Director on the BSES Board, Mr. V. S. Verma and BYPL CEO, Mr. Amarjeet Singh lead the BSES team. Senior BSES and AIIMS officials and doctors were also present on the occasion.

The remaining e buses will be progressively delivered by March 31, 2025. This effort exemplifies BSES' vision of powering not just 50 lakh homes but also hopes, dreams, and societal aspirations.



## Breaking Barriers: Aiding Mobility, Enabling Dreams

In a heartfelt effort to support differently-abled individuals, BRPL partnered with ALIMCO to distribute over 300 assistive aids, including wheelchairs, tricycles, and artificial limbs, to over 65 beneficiaries from economically disadvantaged sections. These devices were distributed through special camps organized to empower Divyangjans, promoting their mobility and independence.

Each camp featured personalized consultations and fittings, ensuring the recipients received appropriate aids tailored to their needs. For BRPL, this initiative goes beyond philanthropy; it reaffirms its commitment to inclusivity and building a society where opportunities are accessible to everyone, regardless of physical challenges.



## Vision for All: BRPL's Eye Camps Transform Lives

In December, BRPL, in collaboration with its NGO partners, organized 11 eye care camps across South and West Delhi. These camps provided comprehensive eye check-ups for 2838 individuals, including men, women, and children, addressing vision issues and distributing 2293 glasses and 1697 prescribed medicines.

The initiative focused on early detection of eye conditions, enabling timely interventions and improving community health. Since the start of this program, seven camps have been conducted, benefitting 3888 individuals. These camps underscore BRPL's dedication to ensuring holistic healthcare access for underserved communities, with plans to expand similar initiatives in the coming year.



# Healthier Tomorrows: Battling Tobacco Addiction Together

To combat the pervasive issue of addiction, BRPL undertook tobacco de-addiction programs targeting underserved communities in South Delhi's Naya Basti, Devli. The December session saw participation from 60 individuals, of whom 45 pledged to quit tobacco. Across three programs, a total of 150 attendees committed to breaking free from addiction.

The sessions combined expert counseling, interactive workshops, and motivational discussions, highlighting the health hazards of tobacco and offering practical strategies for cessation. By focusing on awareness and behavioral change, BRPL aims to create healthier, addiction-free communities, empowering individuals to lead fulfilling lives.



# Empowered and Prepared: BRPL's Training for Girls

BRPL, in partnership with the PCS Foundation, continues its mission to empower young girls through self-defense training. In December, 409 girls across six schools participated in training sessions led by a former SPG commando. The sessions not only equipped them with self-defense techniques but also built their confidence to navigate challenging situations.

Participants received certificates and school bags as tokens of encouragement. To date, 909 girls have been trained, emphasizing the program's success in fostering a sense of safety and independence among young women. BRPL envisions expanding this initiative further, ensuring every girl feels empowered and protected.



# Breaking Barriers: Skills That Empower the Visually Impaired

The BRPL promoted Vocational Training Center for Visually Impaired Students in East Krishna Vihar, Najafgarh, has facilitated 16 successful placements, empowering students with essential skills for independence.

Offering Basic Computer Courses and Typing, the center uses screen readers like JAWS and NVDA to enable effective computer interaction. Since its inception in August 2023, 108 students have been trained, with 60 earning certificates in the first batch (August 2023 to March 2024). In the ongoing batch (April 2024 to March 2025), 30 of 48 students have been certified, with 4 already placed, showcasing the center's dedication to inclusion and opportunity.



## Skills for Success: BRPL Shapes Bright Futures

BRPL's vocational training centers have become a lifeline for aspiring individuals from underprivileged backgrounds. In December, 87 students enrolled in eight centers, including the specialized Braille VT Center for visually impaired individuals. This brought the second batch's total enrollment to 717, with certificates distributed to 1257 students from the first batch.

These centers offer courses in tailoring, computing, and technical skills, enabling students to secure jobs or start their ventures. The success of this initiative lies in its holistic approach—equipping individuals

with skills and fostering confidence and financial independence. BRPL's dedication to skill development is a testament to its commitment to uplifting communities.



# Banking on a Better Tomorrow: Empowering Communities

BRPL's financial literacy programs educated 500 women in December about savings, government schemes, and personal finance. Over 4500 beneficiaries have been impacted to date, enabling them to step confidently into the formal banking system.

These programs provide participants with insights into managing money effectively, understanding banking procedures, and accessing government benefits. By bridging the financial knowledge gap, BRPL empowers individuals to make informed decisions, contributing to their long-term economic stability.



## Case Study: Anita Building a Secure Future

Anita, a factory worker in Mohan Garden, West Delhi, faced daily struggles to provide for her family. With a three-year-old daughter and a young son, Anita's limited earnings were carefully spent on basic necessities, leaving no room for savings. Haunted by worries about her children's future, she felt trapped in a cycle of survival.



One day, Anita attended a financial literacy drive conducted by BRPL in collaboration with its NGO partner. The session introduced her to government schemes like Sukanya Samriddhi Yojana. Inspired, Anita took the bold step of opening a savings account for her daughter. The process was simple, and representatives guided her throughout.

Holding the account passbook gave Anita a sense of pride and relief. For the first time, she felt hopeful about securing a better future for her children. The initiative not only improved her financial literacy but also empowered her to dream beyond daily struggles. Today, Anita's savings grow steadily, providing a safety net for her family. She remains deeply grateful to BRPL and SAVE for their life-changing support.

## Powering Capacity Building Through Self-Help Groups (SHGs)

Self-Help Groups (SHGs) serve as a catalyst for social and economic empowerment, especially for women from underprivileged sections of society. These groups aim to equip women with skills and opportunities for sustainable livelihoods.

In FY 2024-25, training programs were conducted on various crafts, including soft toy making, frock stitching, handicrafts, wall hangings, decorative jhumars, and bag making. These efforts have positively impacted the lives of 222 women across 22 SHGs, fostering their independence and enhancing their economic well-being.



## Case Study: Jagtaran Devi Empowered Through SHGs

Jagtaran Devi, a 49-year-old resident of Delhi, has faced numerous challenges throughout her life. With no formal education and her husband working as a daily wage laborer, Jagtaran often struggled to provide for her family. The constant financial stress made every day an uphill battle.



Her life changed when she attended a community session conducted by BRPL and SAVE. There, she was introduced to Self-Help Groups (SHGs) and their potential to empower women through collective support and skill-building activities. Inspired, Jagtaran formed an SHG with other women in her locality.

Through the SHG, Jagtaran received training in handicrafts, such as making wall hangings and soft toys. These new skills enabled her to contribute financially to her household. Today, she earns a steady income and has regained her confidence and dignity. Jagtaran also helps other women in her community join SHGs, fostering a spirit of collective progress and empowerment.

## Case Study: Sangeeta A Journey of Self-Reliance

Sangeeta, originally from Bihar, moved to Delhi with dreams of providing a better life for her two children. For 15 years, she struggled financially as her husband's income as a laborer was insufficient to meet their needs. Sangeeta's resilience and determination kept her going despite these challenges.



Her turning point came when BRPL and SAVE introduced her to the concept of Self-Help Groups. Encouraged by their words, she joined an SHG and received training in various skills. This decision transformed her life. Sangeeta now earns around Rs. 5000 monthly, significantly reducing the financial burden on her family.

Today, Sangeeta feels empowered and proud to contribute to her family's well-being. She continues to inspire other women in her community to join SHGs and take charge of their lives. BRPL's initiatives have given Sangeeta not just financial stability but also a renewed sense of purpose.

## Case Study: Rimpay - A Journey of Empowerment

Rimpay, a resident of Delhi's Chand Vihar, found her life transformed through BRPL's sanitary napkin manufacturing program. Living in a joint family with her husband, children, and relatives, Rimpay's life was marked by financial constraints. Her husband's private-sector job provided a meager income, insufficient to meet the needs of their growing family. Despite her aspirations to contribute, Rimpay lacked the confidence and skills to step out of her traditional role.



This changed when Rimpay connected with BRPL's NGO partner. Through the Self-Help Group initiative,

she received training in sanitary napkin manufacturing and stitching. Initially hesitant, she overcame societal norms and gradually grew confident in her abilities. Rimpay soon became an integral part of the manufacturing unit, managing operations and ensuring high-quality production. Her dedication enabled her to earn Rs. 5000-6000 monthly, easing financial strain and empowering her to support her family.

Today, Rimpay is a beacon of inspiration in her community, encouraging other women to seek empowerment. Her journey exemplifies resilience, determination, and the transformative power of BRPL's initiatives.

# Threads of Hope: Empowering Women, Reviving Heritage

Under BRPL's "Thread of Trust" initiative, the Handloom Incubation Units in Sangam Vihar and Uttam Nagar are transforming lives while preserving India's rich handloom traditions. These centers serve as hubs of empowerment, providing women and artisans with the skills, resources, and opportunities to sustain a dignified livelihood.

At Sangam Vihar, 25 women beneficiaries are mastering advanced handloom operations. They are being equipped not only with traditional weaving techniques but also with modern marketing strategies, enabling them to produce and sell high-quality handloom products. By linking their skills to income-generation activities, this initiative fosters self-reliance and ensures that heritage crafts thrive in contemporary markets.

## Adhaar of Change

Meanwhile, at the Uttam Nagar Handloom Incubation Centre, 22 out of 82 registered artisans received the Udyam Aadhaar certification in December. This vital recognition provides small-scale weavers access to government schemes, skill development programs, and organized market linkages. Artisans are also trained in modern weaving techniques and branding, helping them enhance their craft and earnings while preserving their cultural heritage.

Through these initiatives, BRPL is weaving a tapestry of hope and opportunity, where heritage meets innovation. By scaling operations, exploring new markets, and formalizing small-scale weavers, BRPL reaffirms its commitment to sustainable livelihoods and cultural preservation, ensuring traditional crafts remain relevant for generations to come.

