

# SPARSH

...enlightening lives

Greetings and welcome to the January edition of Sparsh, the BRPL CSR newsletter. It provides a summary of the numerous CSR outreach initiatives being carried out in South and West Delhi to benefit the targeted groups of the community.

Through programs like Menstrual Hygiene, Cleanness and Arsh & Wash, vocational training facilities, the production and distribution of Mask and Sanitary napkins, financial literacy initiatives, and capacity building through Self Help Groups, the discom's CSR initiatives continued to drive the positive impact during January. A few case studies on the effects of these SHG groupings are included in this issue.

## Hygienic disposal of household sanitary waste

In order to maintain a clean environment and surroundings, BRPL works with the local community to educate and raise awareness among the targeted families. The programme works with rag pickers in the Okhla, Tehkhand area to collect, sort, and dispose of household-generated sanitary trash. Dustbins were also made available. Around 1200 persons benefited in January.



## Awareness on hygiene through Arsh & Wash

Around 3200 people benefited from awareness campaigns on proper sanitation, hygiene, and trash disposal that were held at various places in South and West Delhi. In this initiative, BRPL has mainly concentrated on reducing water-borne infections, raising awareness, and enhancing cleanliness at home and in the neighbourhood. An emphasis was placed on reducing the number of girl students who drop out of school and raising their awareness of hygiene in the slums of Rang pahari and other slum areas of the Delhi Cantonment.





## Not only electricity, BRPL also powers dreams

In addition to providing dependable electricity, BRPL fuels aspirations. Through the vocational training centres run by the discom, hundreds of young people from disadvantaged backgrounds are able to fulfil their hopes and objectives. BRPL's vocational training institutes are currently providing training to ~ 1000 additional participants in a classroom setting in a variety of subjects, including Basic & Advanced Computers, Beauty Culture, Fashion, Designing & Tailoring. Over 800 students successfully finished the programme earlier, in the first batch of current FY.



Vocational Training Centre	No of students enrolled
----------------------------	-------------------------

Mundka	161
--------	-----

Jaffarpur	167
-----------	-----

Nilothi,Nangloi	189
-----------------	-----

Najafgarh	184
-----------	-----

Tagore Garden	114
---------------	-----

CRPF(Dwarka)	66
--------------	----

Dwarka	120
--------	-----

## Manufacturing and distribution of Mask and Sanitary napkins

In keeping with its theme of hygiene, BRPL is working to increase access to inexpensive masks and homemade sanitary napkins for the less fortunate. Around 42500 sanitary napkins and about 3810 (3 ply) masks were sewn by BRPL's Self Help Groups and handed to the most in need in the month of January. So far since January 2, 29510 masks and 73,780 sanitary napkins have been provided.





## Powering financial literacy among the needy

Through its CSR programmes, BRPL is raising knowledge of financial concepts, personal finance, and money management in order to support financial literacy among the underprivileged. Beneficiaries who do not currently have bank accounts but wish to participate in the established banking system are having accounts opened for them. The drive in January 23 benefited about 500 women. In the past six months, 5000 women in total have benefited.

## Powering capacity building through Self Help Groups

BRPL Self-help groups (SHGs) are designed to help women, especially those from disadvantaged socioeconomic groups, achieve social and economic empowerment. The project intends to increase the skill sets of the nine SHGs in West Delhi so that the women can become more independent on the social and economic fronts. Approximately 92 people participated in this initiative in the month of January. Various training programmes in soft toys, garland, bag making, and handcrafts were conducted for SHG members in addition to formation and need assessment.



## Case study 1

### Neelam



My name is Neelam, 28, and I have studied up to the 12th. Originally belonging to Bihar, I have been living in Mohan Garden, Delhi for last ten years and have a daughter. We have financial problems as my husband works as a daily wage labour. There are times, his employment is erratic and he does not find any work, making it difficult for me to even meet my basic needs. This makes me feel the need to earn some money and help my family.

The irregular income of my husband and difficulties in running the household and being unable to fulfil the basic need of the family like getting milk for my daughter was pushing me to do something in order to help my family financially. But I could not do anything other than to accept the situation. Due to lack of exposures, I wasn't able to get a job. Whenever I visited a company or office, they used to give me a form to fill and I ended up reaching back home empty handed without getting a job as it was very difficult for me to fulfil the required criteria.

One fine morning, I came across a meeting where a lady from BSES Rajdhani Power Ltd was explaining about Self Help Group (SHG) formation. I attended the meeting and for me it was like help from God to help me make my dreams come true. During the meeting, all aspects of SHGs were covered like how to form a SHG, how to conduct a meeting, opening of bank account, getting loans, starting a business unit, etc. Topics were covered and explained in such a community friendly manner that we formed a group. BRPL-SAVE provided training of making Tokris/baskets and with their help, I have started making (and selling) different designs of Tokris, Flower vases, Dairy Covers, etc and selling. Today, I earn 6-7 thousand a month.

The team of BRPL was so warm and close to us as if they are from our own community and were always ready help us in every possible manner. I had shared my desire to start my own unit with them. They came forward and helped me through the Economic Development Program for SHG's run by the discom. It helped me to strive for success in my daily life by forming groups and enhancing different skills.

## Case Study 2

### Parvati



Originally belonging to Badaun, U.P, Parvati, aged 47 years, has been living in West Delhi for the last 22 years. Although I had always wanted to do some work and earn some money on a regular basis but was clueless about it. One of my friends, who is associated with the Self Help Group (SHG) of BSES Rajdhani Power&SAVE Ltd asked me to attend a meeting so that I get some information and knowledge about the benefits of SHGs. She also told me that it will help me to form my own group and undertake some work.

Keeping negative feelings in my heart, I met with the coordinator of the BRPL Self Help Group. I explained my apprehension and also shared my dream of earning some money of my own so that I

can feed my family. The instant reaction from her, was: "If you're clueless about your action plan with a strong desire to do some work, you're in good company as because when you say that I don't know anything about the subject that means you have crossed the barrier of hesitation. So, here's the good news: You can start taking charge of your dream at any time'. She asked me join their next SHG session, where they had rounded up stories and tips from people who went from being clueless about starting a business to money-saving champs by going through training".

But I was still skeptical, "I didn't think that it really was this simple. I was certain there was a trick or secret no one was willing to share." After attending the sessions to my surprise, I could join a SHG group and by the end of the year after getting the training, I have started making Soft Toys & Torans and selling the same and started earning 5-6 thousand a month.



## Case study 3

### Krishnawati

My name is Krishnawati and live in Mohan Garden, Delhi. I have studied up to the 10th. As growing up in a poor family, my parents could not manage to send me to school despite their best intentions. I wanted to do something of my own but without finances, no one can think of running a business. Even I didn't have proper training of any particular thing that could help me can start a business. One fine day, I happened to visit the officials of BRPL. They made me aware about the process of formation of Self Help Group and its benefits. The team briefed that 10 -12 members from the same community can



form a group and once the constitution/rulebook is ready the group members can open a bank account in the name of the group in and can also do 'inter-loaning' to run their business.

After the session, they extended their support in starting a SHG group. It was a real hand holding. They also provided training in handicrafts and bag making to our group and now I stitch order-based bags and earn approx Rs 5-6 thousand a month with the help of BSES Rajdhani Power Ltd. By running my own business, had definitely boosted my morale and making me feel confident. The Economic Development Program run by BSES Rajdhani Power Ltd is real help and striving to enhance success in daily life by building enhancing skills and earning livelihood.

## Case Study 4

### Priyanka

Priyanka, a 25 years old lady belongs to a poor family. Her husband was jobless for quite a long period and lived in West Delhi. She was completely unaware of the working world as she never got an opportunity. She wanted to start her own stitching unit so that she can earn some money for the future of her children. The barrier in fulfilling her desire to start the unit was her limited skill and knowledge and lack of self-confidence. She came to know about the Economic Development Program through SHG's of BRPL-SAVE from her neighbour. She met the team, who were providing assistance related to formation of SHGs, opening of bank accounts and other related schemes to the ladies of same community.



She was so impressed the way the team was engaged in making the ladies aware and motivated about the SHGs and its formation. She approached the counsellor of the project and briefed her problem. Priyanka attended a session on the SHG formation where she got all the requisite information about the various aspects, including the process of Bank linkages & its day to day operation. She became a member of one SHG group and was assisted in every possible manner including on training of Stitching.

Now she has her own stitching unit and from where she earns Rs six to seven thousand per month and helps her family which makes her feel safe and secure her future. She proudly says now that "I am not going to be a burden for money on anyone after joining the SHG capacity building project for women"