

# SPARSH

...enlightening lives

## BYPL CSR SPARSH round up for the year 2017

BSES Yamuna Power Limited (BYPL) through its CSR SPARSH programmes carries out customer outreach programmes by undertaking activities in the focus areas of Promoting Education and Promoting Health. BYPL CSR activities in line with the CSR rules caters to the underprivileged living in our distribution area of East & Central Delhi. In 2017, we directly reached out to over 24,300 people. Here is a quick look at all BYPL SPARSH activities conducted during 2017.

### Promoting Education : Mahila Shiksha Kendra (MSK)

BYPL has engaged the services of NGO partner Dhanpatmal Virmani Education Trust and Management Society to run MSK in the low income clusters of division Yamuna Vihar, Daryaganj, Chandni Chowk, Paharganj, Mayur Vihar and Vasundhara Enclave. As of August, we have increased the number of MSK centres from 40 to 60. In the year we have enrolled 4200 women at our MSKs for a six month functional literacy classes where they are being taught to read and write.



### Promoting Education : Vocational Training

BYPL through its NGO partners HAQ Educational and Social Welfare Society (HAQ) in Paharganj Division and Datamation Foundation Charitable Trust (DFCT) in Yamuna Vihar Division is supporting vocational training in cutting and tailoring for 325 women.



# Promoting Health: BYPL conducts 130 Health and Eye Camps with NGOs

BYPL has successfully conducted 90 health camps with NGO partner - PHD Rural Development Foundation and another 30 camps with other charitable hospitals and NGO partners like HAQ, DFCT, Safia & Society for Promotion of Youth & Masses -SPYM reaching out to 15,401 men, women and children in BYPL area.



Through 10 Eye camps conducted with NGO partner Ishwar Charitable Trust and their partner I-Core Hospital, BYPL reached out to 2930 men and women and over 300 people were diagnosed with cataract and advised to contact hospitals for surgeries at the earliest.



At the 3 blood donation camps held in July, a record 175 donors successfully donated blood. In 15 years since BYPL has been holding blood donation camps this is the highest number of donors registered at the summer blood donation camp.

Additionally, BYPL colleagues also donated and distributed 1331 warm clothes during last winter amongst the needy.



## BYPL CSR initiatives score big in Nielsen Survey

In April-May 2017, BYPL undertook a third party impact assessment survey of its CSR programmes for the last three years. The respondents gave BYPL CSR activities a big thumbs up!

### SNAPSHOT OF FINDINGS

	 Mahila Shiksha Kendra	 Vocational Training	 Self Defence Training	 Health Camps + Eye Camps
Likeability (Like & Very Much)	76	96	71	65
Relevance (Rated 5/5)	84	93	76	79
Helpful (Impacted a Lot)	82	96	97	75
Impactful (Rated 5/5)	73	89	58	68
Opinion on Continuation	98	96	97	100
Key Source of Awareness	Mahila Shiksha Kendra	Friends	School	Mahila Shiksha Kendra
Key Themes	Independence Security Achievement	Relevance Independence Achievement	Safety Confidence Relevance	Proper Check Ups Free medicines Good Management