



ADVERTORIAL

An initiative by **RED**
Rural Empowerment Development

ADVERTORIAL



REC FOUNDATION Fostering the Future (CSR Arm of REC Limited)



ABOUT REC LIMITED

REC Limited is a Maharatna Central Public Sector Enterprise providing financial assistance across the entire power sector value chain as well as the Non-Power Infrastructure sector such as roads, airports, etc.

REC has also been entrusted by the Government of India to act as the nodal agency for several Flagship Electrification programmes like Deen Dayal Upadhyaya Gram Jyoti Yojana (DDUGJY) and SAUBHAGYA, the program to illuminate every household in the country. Through its activities, REC Limited lights up the dreams and fulfils aspirations of millions of people throughout our nation.

REC'S CORPORATE SOCIAL RESPONSIBILITY VISION & MISSION

"To fund and support Corporate Social Responsibility projects with sustainability as a guiding principle giving priority to issues of foremost concern in line with the agendas for national development such as safe drinking water for all, health, sanitation, education, etc. and

To reach a wide spectrum of beneficiaries with a view to empower economically and socially backward communities, old persons, specially-abled, children, youth, etc., by contributing in rural development, environmental protection, conservation of water and natural resources, slum development, cleanliness and sanitation,

creation of livelihood, eradication of hunger/poverty, skill development, etc."

REC'S CSR MODEL

REC Foundation adopts an integrated approach to CSR. Our CSR model is an amalgamation of

'People' - creating positive impact on the communities around us;
'Power' - leveraging expertise to transform lives;

'Planet' - Contributing to the global goals of sustainability.



PEOPLE : CARING FOR OUR COMMUNITIES

REC believes that it is important for an organisation to have a strong and mutually beneficial relationship with the community. It is at the local level that the impact of CSR activities can be felt in social, economic and environmental terms.

Through REC Foundation, difference is made by active involvement in communities. Their numerous community programmes focus on education, skill development, health, sanitation, access to safe drinking water, rural and urban infrastructure development and women empowerment.

In its 10 years of existence, REC Foundation has created a mammoth impact on the community through its programmes and initiatives. These programmes are in line with the national development goals as well as the global Sustainable Development Goals, which have resulted in reduction in poverty and hunger, and have promoted education, good health and overall well-being.



- 10,007 litres of sanitizers
- 4,690 PPE Kits
- 2,500 gloves

SUCCESS STORY

A Boost to Healthcare in Rudrapur

The town of Rudrapur located in Udham Singh Nagar District of Uttarakhand, is the Gateway to the enchanting Kumaon Region. REC partnered with this district in its efforts to upgrade medical infrastructure. Within a short span of six months, REC has helped in completing civil & electrical works and operationalised them at Pandit Ram Sumar Shukla Smriti Government Hospital. This has been of great help during the Covid crisis.

A 300-bedded hospital facility including an ICU ward with 36 beds has been added. A total of over 2800 Covid-19 cases were handled during the two waves averaging about 192 cases per month.

In November 2020, a covid testing facility was also set up to supplement the efforts.

With this upgraded infrastructure the people of Udham Singh Nagar now have access to better medical care.

HEALTH & WELLNESS

- 100+ children with hearing impairment supplied with Cochlear Implants
- 64,000+ people provided with aids & assistive devices
- 1000 doctors & nurses trained in maternal care
- 3 blood bank equipment facilities upgraded
- 1 District Medical College fully upgraded with better infrastructure facilities
- 30+ mobile health clinic for primary health care service
- 3 operation theatres in three hospitals and equipping them for Leprosy affected patients
- Two 100 bedded & one 200 bedded waiting halls will be constructed in district hospitals
- Installed Neuro Navigation Machine in SMS Hospital, Jaipur
- 15+ district PHC & CHCs equipped with latest medical equipment
- Integrated Muscular Dystrophy & rehabilitation center set up at IAMC Centre, Solan, Himachal Pradesh
- Renovation of Central Sterile Supply Department and providing new medical equipment in AIIMS, Delhi
- 2,29,000 people being screened for cervical, throat and breast cancer at Tata Memorial Centre, Muzaffarpur, Bihar

COVID ACTION

- Rs. 250 Crore contributed to PM-CARES Fund
- Rs. 10 Crore contributed food, ration and Personal Protection Equipment for migrant labourers and their families, engaged at construction sites and Sub Stations
- Around 10,000 workers provided with ration in 34 districts across India
- 4 ambulances provided in Mamit district of Mizoram to ferry covid infected patients to and from the Quarantine Centres and Covid care centres
- 189 Cold Chain Equipment supplied to the State/UT of Dadra & Nagar Haveli, Nagaland and West Bengal to store vaccines against Corona Virus.
- Supported development & deployment of Master Chequin App for remote verification of tickets at Mumbai Central Railway Station to safeguard Ticket Collectors from contracting Corona Virus.
- 5 PSA Oxygen plants with capacities ranging from 300 to 1700 LPM financed for District hospitals and Community Health Centres

DISTRIBUTED

- 4.83 lakh Kgs of food grains distributed
- 4.68 lakh meal packets

SKILL DEVELOPMENT

Formed with an objective to empower communities and catalyze change in the society by strengthening families and encouraging entrepreneurship, the Foundation has created role models for future. The shared future for our country is strengthened by the various initiatives of the Foundation which center around skill development, women empowerment, health, education among many others.

In line with the National objectives, Skill Development is critical for the economic growth and social development of a country. A country cannot march ahead ignoring a substantial majority of its population. REC Foundation is therefore working towards providing a platform to support women to take up commercial ventures. The women empowerment programs focus on building their capabilities and turn them into successful entrepreneurs.

Another important focus area is 'Education' which is essential for harnessing human potential, and is a key driver in the development of the nation. REC Foundation supports various programs to augment learning outcomes, strengthen infrastructure and empower students as also teachers.

These initiatives aim to create opportunities within India and provide a helping hand to the underdeveloped segments of the society.

Over 46,000 youth trained/undergoing training through skill development training in various vocations

Over 70% employed after skill development training 1000+ local artisans in Varanasi have been trained to work on solarized charkhas and looms



AWARDS

- Global CSR leadership Awards, 2023
- PSE excellence Award for CSR, 2023
- Response To Covid (Gold)- SKOCH Awards, 2020
- Best Organization for Women Empowerment - Exchange4Media, 2021 & 2020
- Dainik Jagran CSRAward - in PSU Category, 2019
- Swachh Bharat Puraskar - Ministry of Drinking Water & Sanitation, 2019

and acts as an incentive to reduce migration. This project leads to an annual reduction of CO₂ by about 137 tones.

SPORTS

- Rs. 100 crore assistance provided for broad basing of sports in India
- Constructed Multi purpose hall cum Indoor Stadium in Ukhrul district, Manipur
- An Indoor badminton court being constructed in Raipur
- A Motor sports Race Track and sports complex being constructed in Mizoram

SUCCESS STORY

REC is extending CSR Assistance of 100 crore for the project, "Broad basing of Sports and promotion of excellence in sports in India" being implemented by National Sports Development Fund (NSDF), Ministry of Youth Affairs & Sports (MYAS), Govt. of India. The project covers three sports namely Boxing, Athletics and Badminton. REC Foundation support has yielded rich dividends for the nation as a total of 29, 5 and 3 medals were won by Indian sportspersons in Athletics, Boxing and Badminton respectively at the recently concluded Asian Games.

WOMEN EMPOWERMENT

- 10,000 women trained in the last five years in diverse skill sets
- 70% of the women trained are employed or running their own enterprise
- Women linked through partner agencies to avail Mudra Yojana for loans
- Training of 3000 women for manufacturing affordable sanitary napkins and awareness generation



on menstrual hygiene amongst rural girls/adolescents/ women in Palwal, Haryana

- Supported safe residential care for 150 girls in 24 Parganas in West Bengal and 35 girls in Dehradun in Uttarakhand
- Residential building for 150 tribal girls will be constructed at Sihore, Madhya Pradesh
- Constructed a hostel facility for girls in 24 parganas in West Bengal

SUCCESS STORY

Dreams on Wheels

For the 462 children of migrant workers living in temporary shelters near the construction sites in Gurugram and Haridoi, education was a distant dream. When these children couldn't go to school, REC brought learning to their doorstep through 'Innovative Mobile School - School Aapke Dwar'.

These mobile schools are set up in buses and equipped with smart classrooms. The children are provided with study material, stationery kits, uniforms and mid-day meals from the schools. 330 Watt Solar Panels mounted on roof of the bus runs a few fans, computer, projector, etc.

The mobile schools are accredited under the Open Basic Education (OBE) programme of National Institute of Open Schooling (NIOS), a National Board of the Government of India to enable these little learners to get into mainstream education. All the children receive certification at the end of the programme to allow them to get further education and pursue a vocation of their choice.

PLANET : IMAGINING A SUSTAINABLE FUTURE

Every business is run to earn profits, but excessive exploitation of natural resources is not morally justifiable. A myopic vision to garner short-term profits should not compromise the well-being of our future generations. Therefore, REC Limited has integrated sustainability as its core business strategy and has committed itself to support projects which have far-reaching social and ecological goals. The Foundation supports various such initiatives.

Rural sanitation is a focus area for the Corporation and is an integral field in its CSR initiatives. REC believes that the primary cause of health problems in rural areas is poor sanitation practices, which is the reason for the CSR strategy of the Company being supportive of Government schemes like Swachh Bharat Mission-Gramin (SBMG), Swachh Vidyalaya Abhiyaan among many others. These are undertaken to uplift the rural community and create awareness amongst the youth and encourage them to use and maintain proper hygiene and sanitation practices. These projects are aimed at reducing open defecation, increasing hygienic practices, increasing enrolment and attendance in schools and also reducing dropouts, especially amongst girls.

The Corporation is committed to supporting projects which protect the planet and help improve the quality of life of the rural community, ensuring future generations are more sensitive towards the planet and its practices.

SANITATION & HYGIENE

- 12,500 toilets constructed and repaired in government schools across the country
- 6 e-rickshaws provided for picking up garbage in New Delhi
- 500 toilets being constructed at work force of BSF troops in Punjab
- Under Swachhta Action Plan (SAP), every city where REC has its presence, adoption of a slum is underway, wherein clean drinking water and proper sanitation is ensured. Provided infrastructure for Mechanized Sweeping, collection and

transportation of Municipal Solid Waste in Varanasi, Uttar Pradesh

- Sewage Treatment Plant set up at Tata Memorial Centre, Navi Mumbai
- Electric crematorium setup in Ghaziabad and Nashik

SUCCESS STORY

Building Local Communities

North-east India is a critical area for our country to ensure connectivity with our neighbours in East. It also boasts of a rich bio-diversity and culture. However, because of the difficult terrain, unique challenges and inadequate infrastructure, the region has lagged in rapid economic development.

REC Foundation has partnered with NESFAS (North East Slow Food and Agrobiodiversity Society) for a project called 'No One shall be Left Behind' which aims to provide a free marketplace to bring together agri partners from various regions to showcase agrobiodiversity and culinary styles in about 130 villages. This acts as an amplifier for promoting their heritage and local cuisine.

As a part of this project, REC Foundation and NESFAS have established seven 'Mother Earth Café (Mei-ramew cafes)' in the state of Meghalaya. A 'Mei-Ramew Café' is an indigenous café serving local cuisine and thus encourages experimentation of local recipes using locally produced ingredients. The main objective of the café is to encourage entrepreneurship and promote traditional food. Apart from this, REC Foundation is also instrumental in establishing solar microgrids to provide electricity to around 200 households in villages.

ENVIRONMENTAL SUSTAINABILITY

- Established solar microgrids providing electricity to households in villages for lighting and appliances
- Established Solar rooftops in over 100 residential schools, hostels in rural areas
- Distributed more than 1,50,000 solar lanterns
- Installed Solar rooftops on premier institutions like President's Estate, IIT Madras, IISc, MKU, IIM Tiruchirappalli, Sambalpur University, Acharya Nagarjuna University, etc.
- 5,900+ Solar street lights installed across India
- Establishing bio diversity and wildlife conservation lab & training centre in Kashmir & Ladakh
- 950 bunk beds & 3000 RPET T-shirts made from plastic waste being provided to 38 Govt. children care Institution

RURAL DEVELOPMENT

- 300+ Reverse Osmosis water plants installed
- 14 arsenic treatment plants set up
- 1000+ hand-pumps installed
- 24000+ farmers in drought prone areas provided with seeds
- 1000 water harvesting structures constructed for dry land agriculture
- Construction of multipurpose hall cum indoor stadium in Somdal Village of Ukhrul District of Manipur

PARTNERSHIPS

For REC Foundation, a partner is anyone who shares the dream of creating a more equitable and sustainable society, and bringing about a meaningful difference in people's lives. By working with partners who have the same goal, REC has been able to reach a large number of people and help improve their quality of life.

SOME OF REC'S MEANINGFUL PARTNERSHIPS

REC has partnered with District Authorities to improve physical infrastructure and quality of services in Education, Healthcare, Sanitation, and Lighting.

During the second Covid wave, REC partnered with various District Hospitals/ Community Health Centres in establishing Oxygen Generation plants, equipping them with ICU beds, ventilators, BIPAPs etc.

During COVID-19 pandemic first wave, REC partnered with Police, DISCOMS and agencies like Indian Red Cross to reach out to the stranded workers and the needy and provided meal/ration, safety equipment.

REC partnered with various governmental, non-governmental and academic institutions in enabling them to use green energy by providing support to establish solar PV systems, differently abled and combating rare diseases.