

REC Limited Media Coverage 01 October 2024

REC Limited CSR Advertorial in Outlook Coffee Table Book



THE INDIA DRIVE.





CORPORATE
SOCIAL
RESPONSIBILITY

REC FOUNDATION: POWERING CHANGE, ILLUMINATING LIVES

Empowering Progress: REC Foundation illuminates millions of lives with a legacy of transformation and sustainability



Begun in the shadow of a national crisis, REC Limited (formerly Rural Electrification Corporation), a Maharatna entity of the Union Ministry of Power, has not only brightened India with infrastructure development but has also been a beacon of hope through its expansive CSR endeavours.

The REC Foundation, the philanthropic wing of REC, has diligently worked across the nation, from the rustic hamlets of Uttar Pradesh to the underserved pockets of Tamil Nadu, channelling over Rs. 1500 crore into impactful projects. By embracing the key pillars of community enrichment, life transformation, environmental sustainability, and collaborative partnerships, the REC Foundation's far-reaching initiatives have touched over 5 million lives, setting a steadfast course for reaching a CSR target of Rs. 2000 crore and scripting inspiring stories of societal change. Join in tracing the substantial footprint of REC's CSR journey, a testament to the power of enduring commitment and collective upliftment.

REC: CHAMPIONING "GAME" CHANGING INITIATIVES

As elite athletes in India train hard for Olympic glory at the SAI facility in Bangalore and elsewhere, REC gives their unstinted dedication a winning boost by sponsoring world-class coaching, global exposure and much more with a view to increasing the nation's medals tally.

Arjuna Award-winning steeple chaser Parul Chaudhary toils relentlessly, day and night, at the Sports Authority of India (SAI)



« Courtesy: Sports Authority of India



REC Limited has allocated Rs 100 crore to Broad-basing of sports and promotion of excellence in sports in India, focusing on boxing, athletics, and badminton.

centre in Bangalore, laser-focused on her next target – the Paris Olympics 2024, her steely resolve amply backed by REC. For years, the PSU has sponsored the international training and exposure of her and other similarly talented athletes with impressive results. Chaudhary, who trained in the US in 2022, won a historic gold at the 2023 Asian Athletics Championship in Bangkok the following year. Later, in qualifying for the Olympics, she set a new national record at the World Athletics Championship in Budapest and crowned that achievement with gold and silver in the 5000m and 3000m steeplechase events at the Asian Games. Unsurprisingly, the multiple medal-winning athlete is filled with gratitude.

Just back from her morning practice session, the 28-year-old Chaudhary says, “I feel grateful for the opportunity. The training in the US helped and gave me the necessary exposure.” From winning an 800m school race - her first ever race in 2011—in her village to winning international events, Chaudhary has come a long way.

She is upbeat about her Olympic preparation. “My training at this top-notch campus is right on track,” she says. “The sport has given me a lot, and all I want is to keep working hard. I was awarded the post of DSP in the UP Police and received Rs 4 crores from the UP Government.”

Recognising sports as a key contributor to social development, REC Limited has allocated Rs 100 crore to “Broad-basing of sports and promotion of excellence in sports in India,” a project executed by NSDF, MYAS, and the Government of India, focusing on boxing, athletics, and badminton.

This initiative, aligned with SAI’s vision, aims to enhance India’s international medal count, making it a sporting powerhouse. Kerala long jumper Ancy Sojan, a beneficiary of REC’s CSR, won silver at the Hangzhou Asian Games, pipping the more fancied Shaili Singh with a 6.63-meter leap. She is now training to breach the seven-meter mark at SAI Bangalore.

Undeterred by challenges like jumper’s knee in 2022, Sojan has persevered through physiotherapy, rehabilitation, and strength exercises. Acknowledging REC’s support, she emphasises the role of quality sports equipment,



▲ Podiums and Punches: the victorious spirit in athletics and boxing, fuelling dreams and dedication

particularly shoes, in an athlete’s career.

REC’s 2022 CSR initiative supports athletes with talent identification, excellence promotion, academy aid, human resource development, and fair scholarships. Selection processes occur at NCOEs, STCs, and SAI-accredited academies, reflecting the PSU’s commitment to advancing Indian sports.

For Paramjit Singh Bisht, every minute is precious. After qualifying for the Paris Olympics by finishing 9th in the Asian Walk Race Championship in Japan, the 20km race walker has been training rigorously at SAI Bangalore for the Olympics, focussing particularly on technique, which is crucial in his discipline. The 23-year-old Bisht, the second athlete from Uttarakhand’s Chamoli district to qualify for the Olympics after Manish Rawat, is delighted with the support of organisations like REC. Even his parents, who wanted a regular 9 to 5 job for their son, are now over the moon with all the recognition and exposure Bisht is getting. “It’s not easy being a sportsperson. You don’t get to go home. You have to work extremely hard, you get injured, and you have to be careful about your diet. In my sport, technique and diet

» At TLM Hospital:
Dr. Roberts Helen's
compassion shines in the
wards of the Hospital



are key. We appreciate the support of REC as it allows us to enhance our performance,” says Bisht.

Among the recent noteworthy initiatives, a Foreign Training Camp for the Indian Middle and Long Distance Athletics Team comprising of 10 athletes and 3 support staff/coach, is being held in Colorado Springs, USA, from 1st March to 15th June 2024. This training initiative, under the guidance of Scott Simons, the National MLD Coach, aims to enhance the skills and capabilities of the athletes in preparation for 2024 Paris Olympics. During the 107-day duration of the camp, the athletes will undergo specialized training, and this exposure is crucial for their international development and will contribute significantly to their overall experience and performance. This initiative is in alignment with REC’s commitment to sports development and talent enrichment.

THE LEPROSY MISSION HOSPITAL: AN EPITOME OF COMPASSION

Backed by the REC Foundation, this hospital is freeing leprosy patients from the disease, its associated mental scars and social stigmas, giving them a second chance to live a normal life with a unique sense of empowering purpose. Nestled in the heart of Vaadathosalur, a village in Tamil Nadu, The Leprosy Mission (TLM) Hospital

stands as a beacon of hope, providing medical care and emotional support to patients battling leprosy and other debilitating diseases.

We arrive at the TLM hospital at lunchtime and are greeted by the cheerful sight of the hospital staff serving fresh food to patients. At this sanctuary of healing and hope, we meet Mutukannu, who shares his ordeal since being diagnosed with leprosy, a disease that causes disfiguring skin sores, nerve damage, and numbness.

“I was only 12 when I was diagnosed with leprosy, and two years later, I had to be hospitalised. Despite pursuing an MBA post-treatment with aspirations to become a consultant, job retention proved to be a challenge due to the frequent recurrence of ulcers. The uncertainty was daunting and had a devastating impact on both my personal aspirations and professional life.” His story serves as a grim reminder of the devastating effects of leprosy on life. “The support provided by this hospital is a lifeline. Earlier, adequate care was a distant dream. But, thanks to REC, we’re not just surviving—we are living,” says another patient.

In the female ward, Thilagam has a similar story to share. Wearing gajra and a bright saree, she recounts her two-decade-long battle with leprosy that culminated in reconstructive surgery at the hospital. “Earlier, tying my hair, wearing a saree, or cooking for my children was impossible. But now I am recovering my sensation and hopeful of regaining my lost life.”

TLM follows a nuanced approach to treating leprosy ulcers, involving a detailed examination and crucial assistance, addressing the physical, mental and social aspects of the disease.

Next, we met Chandira, a patient whose story is both complex and inspiring. Battling lagophthalmos alongside comorbidities, her condition is delicate, requiring careful and compassionate management. Despite the poor prognosis, she looks surprisingly confident, thanks to Dr Helen Roberts and the support of the REC Foundation. "I'm on the brink of a complex surgery," she says. "But I'm full of hope."

Completed in 2022, the new building of the TLM Hospital symbolises a big step forward. Amplifying its significance, Dr Roberts says: "The new building boasts several facilities, including an ICU and a modern operation theatre complex, equipped for major corrective surgeries. In 2023 alone, we performed 57 such surgeries and treated more than 200 patients for ulcers other than managing leprosy complications and operations. We are grateful for this gift!" she says, with pride and gratitude for the REC Foundation's support.

Although she retired in September 2023, Dr. Roberts' commitment to the hospital remains unwavering. For more than twenty years, she has been a selfless guide, navigating the hospital through good times and bad. Her exceptional leadership and unstinted dedication have been crucial in the hospital's development as a top-notch centre for leprosy treatment.

Dr Roberts walks us through the new In-Patient Department, her eyes glowing with pride and hope. "Completed in 2022 amidst a raging pandemic, this wing represents a dream realised. It's a space where healing and advanced care come together, all thanks to the REC Foundation's generous support," she says.

Stitching a Future

In the bustling school wing of the hospital, we meet Amit, who personifies hope and ambition. Once a patient with a debilitating claw hand, Amit's life had taken a remarkable turn post-surgery. The hospital didn't just heal Amit's hand; it also opened up a new world of opportunities for him. Now, he is a skilled tailor and a testament to the hospital's values of empowerment. Amit's workspace is adorned with examples of his craftsmanship, including a flawlessly stitched formal suit. As he recounts his journey, Amit's eyes light up

✓ The new In-Patient department at TLM Hospital marks a significant step in its growth



Before the surgery, I couldn't even hold a needle properly. But now, I can create not just clothes but also a future for myself and training others in my community.



✓ From patient to a skilled tailor, Amit's journey is a testament to the hospital's empowerment through employment post-surgery



▲ Doctors for You: Bringing essential healthcare to doorsteps, transforming lives in underserved communities like Mahadalit Sarthua village, Bihar

with pride. “Before the surgery, I couldn’t even hold a needle properly. But now, I can create not just clothes but also a future for myself. I am now training to teach these skills to others in my community, so they too can find a new path in life.” Amit’s story is one of physical recovery and rediscovery of potential and purpose.

It is evident that TLM goes beyond healing and is on a mission of inclusion and dignity. Dr Roberts explains TLM’s philosophy, which is based on the ‘Touch and Heal’ teachings of Jesus Christ. The motto ‘Healing, Inclusion, Dignity’ is not just a slogan but a way of life at TLM. The hospital treats physical ailments and works to overcome societal stigmas by providing education and job opportunities to help patients reintegrate into society with dignity.

REC Foundation: A Testament to Philanthropy and Hope

The REC Foundation’s role in TLM Hospital’s transformation goes beyond financial support; it’s a partnership in fostering a better, more inclusive world. As we left the hospital, the stories of Mutukannu, Ganesh, Thilagam, Chandira, and Amit lingered on – each a narrative of triumph over adversity, each a tribute to the power of compassionate action.

WHEELS OF CHANGE HOME DELIVER HEALTH

An innovative mobile medical concept is taking healthcare to the homes of communities in far-flung Bihar villages driving home REC’S profound commitment to reach out to the needy wherever they are with the right help.

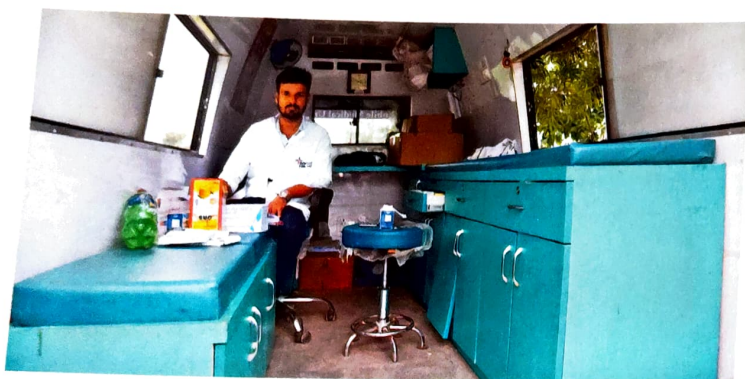
Doctors for You (Doctor Aapke Dwar) is a unique REC initiative that delivers healthcare to the poor and the underprivileged at their dwar, or doorstep, sparing them the pain of commuting long distances for medical help. Unsurprisingly, the service has been a resounding success.

At the Mahadalit Sarthua village in the Bhojpur district of Bihar, around 90 kilometres from Patna, dozens of people have gathered around a mobile medical unit (MMU), demonstrating the significant demand for healthcare services in the community. If the doctors hadn’t come visiting them, these people would most likely have ignored their health issues, deterred by the prospect of travelling 7-8 kilometres to reach the nearest health centre.

Operating in the Ara, Piro, and Jagdishpur sub-divisions of Bhojpur, the programme extends medical treatment and free medications to over 100,000 individuals across 14 blocks, more than 25,000 of them



Doctor Aapke Dwar:
Extending medical
treatment and free
medications to over
100,000 individuals
across 14 blocks, with
more than 25,000
beneficiaries, and
3 MMUs dedicated
exclusively to women.



▲ MMU Check-up Camp: Empowering the marginalised through transformative healthcare

Mahadalits. The initiative deploys ten MMUs, each comprising a doctor, nurse, and pharmacist, following a pre-defined plan. Neeraj Kumar, the state coordinator for Doctors for You, says three MMUs are exclusively for women, underscoring REC's commitment to inclusive care.

Doctors for You serves thousands of patients, offers free generic medicines and conducts over 20 camps every month. Established with a mission of "Health for all," it has rapidly gained recognition as an outstanding medical and humanitarian aid provider.

"Though there are community and primary health centres at the panchayat and block levels, they are inaccessible to many villages. The MMUs bridge this gap by taking health care to homes," says Neeraj. "The programme's objective is to serve the marginalised sections of society and modify their health behaviour.

Since its inception in December 2022, Doctors for You has addressed the pressing healthcare needs of more than 100,000 underserved people.

Patients like eighteen-year-old Sudhir Kumar, who gets treated for his high fever right at his doorstep. "This is unbelievable," he beams. "Earlier, I would have had to travel seven kilometres to a Primary Health Centre (PHC) for any medical help. Now, there is no need to go anywhere."

Says Ruby Kumari, "I was too weak to get help for my son, who has been down with a fever since yesterday. My husband is a daily wageer with no time to go to the PHC. But thanks to the MMU, we received timely care and free medicines from a visiting doctor for the second time in recent months. It is a godsend for us, and we are very grateful."

"As I came out of my home, I saw a doctor, a nurse and a mobile van treating patients and giving away medicines," says Sanju Devi (35). "On inquiry, I learned about the MMUs. It left me speechless. I immediately brought my ailing son for treatment. Otherwise, I would have waited for someone to take my son to the doctor. Everyone in the village highly appreciates this initiative by REC."

Raja Ram (70) is another grateful beneficiary who visited an MMU with breathing problems. He received prompt treatment and free medicines. Now, he is recovering well.

Dr Jaswant Kumar, an MMU doctor, is on duty from 10.30 am to 3 pm daily, treating as many as 50 patients a day, most of them suffering from orthopaedic issues or infections such as colds. "The village folk are very good and supportive," says Dr Kumar. "Although, at the start, they avoided us mistaking our mobile medical units for police vans. But now that they know us, the response is excellent."



▲ Sustainable living in Alipur, Sohna: An Anganwadi powered by Solar Energy

Kumari Geetanjali, a nurse, says, “In the eight months I have been with the MMU, the feedback has been very positive. Most of our patients come to us with viral fever or common illnesses. Now, impressed by the quality of care, the villagers request us to visit them more frequently.”

REC LIGHTS UP LIVES ACROSS RURAL INDIA WITH SOLAR POWER

Defying historic hurdles, REC has worked on mission mode to electrify India with solar energy, scripting a remarkable story that has dispelled darkness, empowered villages and reshaped the nation's rural landscape.

Traditionally, power grid shortages, insufficient transmission facilities, and high electricity costs have hamstrung India's efforts to electrify its villages. But the narrative has been changing, slowly but surely, thanks to the push by the Government and the right attitude by organisations.

REC, a world-leading solar energy solutions provider, has been doing its bit with a CSR mission to solarise India, leveraging its large national presence and established domain prowess.

Alipur and Harichandpur, in Sohna, Haryana are just two of the many villages that have benefitted from the Maharatna CPSE's vision. REC has solarised all Government institutions in Alipur, and from hospitals to schools, every organisation benefits from its outreach. The Head Mistress of Government Girls Middle School, Alipur, Laxmi Raghav, says that her school has been a beneficiary since 2017. The electricity generated by these panels goes to the electricity board, which then transmits it to the school free of cost—clearly, a win-win for both the school and the government.

Before the solar panels were installed, the government paid huge bills to the electricity board. Raghav advocates the installation of such solar panels wherever possible because they benefit everyone and the environment.

Once darkness fell, like all school-goers, Ritika, an eighth-grade student at GGMS, found it impossible to study in her village due to the lack of electricity. Thanks to solar, however, that is no longer the case: there is now light round-the-clock, meaning Ritika can study and finish her homework when she wants. Unsurprisingly, the arrival of solar power in the village has lifted the academic performance of Ritika and all her grateful fellow school mates.

Madan Dagar, head-teacher at GGMS, asserts that solar panels have been a game changer in Alipur, which is now largely rid of erratic power supply. Before this, residents grappled with a complicated process to access electricity, which involved multiple visits to the treasury office, extensive paperwork, obtaining government approval for bills, and visiting banks to withdraw money to pay the electricity board. The process was tiring, time-consuming and expensive as it entailed significant travel costs.

The solar panels have not only cut electricity bills substantially but also eliminated the time-consuming payment process. As a result, government schoolteachers can now utilise this saved time to focus on teaching children and imparting education.

Solar energy enables the rural population to be at par with their urban counterparts. Tarachand Ji (a member of the Harchandpur Gram Panchayat) points to the several solar panels installed in his village, and Dharmendra Dagar (an employee of Superdry) says that REC has installed solar panels in every chaupal, mandir, stitching centre, and Aanganwadi in the village. Solarisation on this scale has transformed the face of the villages. 🌞



REC leads India's solar revolution, electrifying villages nationwide. With a bold CSR mission, REC is illuminating millions of lives, leveraging its expertise and extensive presence.





✦ **Vivek Kumar Devangan,**
Chairman and Managing Director, REC Limited

“WE CHAMPION INITIATIVES THAT EMPOWER COMMUNITIES”

Vivek Kumar Devangan, the public-spirited Chairman and Managing Director of REC Limited, is the force behind its CSR endeavours that have turned dreams into reality and promising athletes into champions

What does CSR mean at REC?

REC's Corporate Social Responsibility (CSR) is committed to national development and SDG goals, with over 400 supported projects across healthcare, sanitation, education, and environmental sustainability. REC Foundation has committed over Rs 2000 Crore for projects aligned with national and global development goals, promoting overall well-being.

From solar panels to health to supporting sports, you work on various areas of CSR. How do you choose your areas for intervention?

REC's CSR portfolio spans healthcare, education, skill development, and more, guided by international SDGs and national priorities. The company focuses on serving underprivileged sections of society, as seen in its 'School Aapke Dewar' project. The mobile school for 462 children of migrant labourers in Gurugram, Haryana, and Hardoi, Uttar Pradesh, provides certification for further education and a vocation.

Does your work in rural areas also help you build a good rapport with communities for CSR initiatives?

REC's CSR approach centres on developing the communities it supports through genuine partnerships. The REC Foundation engages with communities through education, skill development, health, sanitation, women's empowerment, and other programmes. REC is committed to rural development and improving the lives of local communities.

What is the most rewarding aspect of CSR for REC?

The most rewarding aspect of CSR for REC is witnessing the positive impact of our projects on the communities we serve. Whether providing clean energy, supporting education, or empowering livelihoods, we feel proud to contribute to a better future for all.

How are the logistics for technology in 'Doctors for You' managed? What has been your experience in this project?

REC has committed over Rs. 1200 crore to healthcare initiatives and launched "Doctors Apke Dwar" to bridge the gap in medical facilities in rural areas. The project involves 10 Mobile Medical Units in Bhojpur District, Bihar, bringing primary medical services directly to patients' doorsteps. Since its launch, the MMUs have served over 1,00,000 patients across villages in Bhojpuri. This achievement is a testament to the project's effectiveness and REC's dedication to supporting the healthcare of rural communities.

What do you think Indian sportspersons lack the most? How many players do you support, and how is it to see them do well?

Our partnership with NSDF aims to support young Indian sportspersons in badminton, boxing, and athletics. We believe a robust support system from a young age is critical for long-term success. Our project covers all core and development players under the Target Olympic Podium Scheme of GoI, with Rs. 100 crore committed to their training. Witnessing their dedication and progress over the recent years has been incredibly rewarding. We have witnessed their success at regional and national competitions, filling us with hope for the forthcoming Olympics and other International Games.