

BENGAL PEERLESS OPENS UP TOILETS FOR SCHOOLS

CSR Project helps the schools with better sanitation and hygiene facility

West Bengal, Kolkata: Bengal Peerless Housing Development Company Limited, a joint sector company between West Bengal Housing Board and The Peerless General Finance and Investment Co. Ltd. , have been focusing dedicatedly to bring social changes among the communities by undertaking various development works through its Corporate Social Responsibility activities by following the Peerless Group's philosophy of 'Bahujana Hitaya, Bahujana Sukhayacha' ('Welfare for Many and Happiness for Many') and commitment towards the continuous development of the society. This year's initiative is targeting towards bringing changes in the WASH scenario in various Government aided educational institutions like Primary, Middle and High Schools.

WinS –WASH in Schools is about providing gender specific (according to the National standards) minimum vital supply of safe water for hand washing along with personal hygiene with basic sanitation facilities to prevent water borne diseases and school dropout. The Pilot Project has been implemented in 15 government aided primary, secondary and Higher Secondary schools and total number of direct beneficiaries are around 11,663 (6,019 boys and 5,644 girls). For the successful implementation of the project the company partnered with UNICEF as the Technical Partner, City Level Programme of Action (CLPOA) as the implementing agency and SarvaShiksha Mission- Kolkata which is a government monitoring partner also liaising partner with schools, local administration etc.

The project has been implemented in the following schools:

Bagbazar Multipurpose for Girls, Bagbazar High School ,Haranath High School , AdarshaSikshaNiketan , Duff High School for Girls , The Park Institution , NabajatakVidyabhaban for Girls, CossiporeAmiyabalaBalikaVidyalaya, The Bhabataran Sarkar Bidyalaya, The Park Institutions for Girls, Nabadwip Roy SmrityPrathamikVidyalaya, Kumar Asutosh Institution (Main) Boys, B.T. Road Govt. Spons High School, AdarshaMadhamikVidyalaya and Sahajnanda Primary Pathsala.

The project is inaugurated in Bagbazar Multipurpose for Girls by Mr. P. P. Ray Director of Bengal Peerless, in the presence of Mr. Kartick Chandra Manna Chairman of SarvaShiksha Mission - Kolkata & Kolkata Primary School Council, Md. Mohiuddin State Chief of UNICEF, Ms. Moumita Dastidar Communication Specialist of UNICEF, Ms. Pragyan Bharti WASH Specialist of UNICEF, Ms. Nandini Chatterjee Secretary of CLPOA, Mr. R.K. Nath from PGFI and Mr. Ayan Sengupta Company Secretary of Bengal Peerless and the Principals of all the above schools.

The Company commits to continue the WinS Project in another 65 schools of West Bengal in the financial year 2018-2019 under the leadership of Mr. Jayanta Roy, the third generation of Peerless group, following the glorious footsteps of Mr. Radhashyam Roy and Mr. S. K. Roy.