

Second Edition, April 2013



# प्रयास

एक बेहतर दुनिया की ओर...



भारत हेवी इलेक्ट्रिकल्स लिमिटेड  
(भारत सरकार का उपक्रम)  
**Bharat Heavy Electricals Limited**  
(A Govt. of India Undertaking)



Powering Progress... Brightening Lives  
Touching Every Indian Home



After our noble effort towards eradication of  
corneal blindness through



## BHEL LAUNCHES ANOTHER NOBLE INITIATIVE



support  
**ORGAN DONATION**

Organ donation  
The gift of life

Organ Donation: The gift that lives on...



## संदेश

मुझे प्रसन्नता है कि कॉर्पोरेट स्वास्थ्य, सुरक्षा एवं पर्यावरण तथा कॉर्पोरेट सामाजिक दायित्व समूह “सीएसआर प्रयास” का दूसरा अंक प्रकाशित करने जा रहा है। यह पुस्तिका कंपनी द्वारा पिछले छः माह में कॉर्पोरेट सामाजिक दायित्व के क्षेत्र में सम्पन्न गतिविधियों का संकलन है।

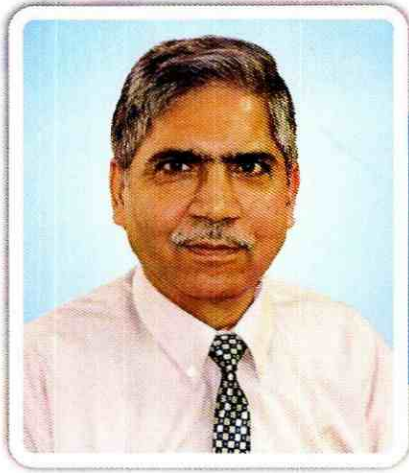
सीएसआर प्रयास के प्रथम अंक के प्रकाशन के समय से लेकर अब तक निरंतर प्रगति हुई है और हमने शिक्षा, स्वास्थ्य, कौशल विकास, आधारभूत सुविधाओं के विकास, पर्यावरण संरक्षण, सामुदायिक विकास इत्यादि क्षेत्रों में सतत रूप से विभिन्न प्रयास किये हैं, जिनका उद्देश्य समाज का समावेशी विकास करना है। इस संबंध में यह प्रसन्नता की बात है कि कंपनी ने वर्ष 2012-13 के समझौता ज्ञापन में सीएसआर एवं एसडी के लिए निर्धारित लक्ष्यों को सफलता पूर्वक पूरा किया।

कम्पनी की उपलब्धियों को मान्यता प्रदान करते हुए, इसे ‘गोल्डन पिक्कॉक एवार्ड फॉर सस्टेनेबिलिटी’ से सम्मानित किया गया है। ये उपलब्धियां हमारे कर्मचारियों और विशेष रूप से एचएसई एवं सीएसआर के समर्पित प्रयासों तथा प्रतिबद्धता के बिना संभव नहीं थीं।

मैं एचएसई एवं सीएसआर टीम को ‘समाज के कल्याण’ हेतु उनके निरंतर प्रयासों में सफलता के लिए हार्दिक शुभकामनाएं देता हूँ। मुझे विश्वास है कि “सीएसआर प्रयास” का यह अंक न केवल हमारी कंपनी की उपलब्धियों को दर्शाएगा, बल्कि आगामी वर्षों में सीएसआर के क्षेत्र में उत्कृष्टता की नई ऊंचाईयों पर पहुंचने के लिए हमारी प्रतिबद्धता एवं दृढ़ संकल्प को बढ़ावा देने में भी सहायक सिद्ध होगा।

**आर. कृष्णन**  
निदेशक (मा.सं.)





## संदेश

सीएसआर का सिद्धांत है – “प्रतिबद्ध कॉर्पोरेट नागरिक बनना और अपने कॉर्पोरेट सामाजिक दायित्वों के प्रति जागरूक रहना”। इस सिद्धांत को अपनाकर हम अनेक योजनाओं के माध्यम से समाज के कल्याण में सक्रिय भागीदारी निभाते हुए समाज के ऋणों को चुकता करने की परम्परा को आगे बढ़ा रहे हैं।

बीएचईएल जब से शुरू हुआ, तभी से यह शिक्षा को बढ़ावा देने तथा बेहतर स्वास्थ्य और सफाई आदि के लिए अनेक सामाजिक आर्थिक तथा सामुदायिक विकास कार्यक्रमों के माध्यम से अपनी विनिर्माण इकाईयों तथा देशभर में फैले परियोजना स्थलों के आसपास के समुदाय के जीवन स्तर को बेहतर बनाने में महत्वपूर्ण योगदान करता आ रहा है।

कॉर्पोरेट सामाजिक दायित्व के क्षेत्र में हमारी उपलब्धियों का संकलन ‘सीएसआर प्रयास’ का दूसरा अंक प्रस्तुत करते हुए मुझे गर्व की अनुभूति हो रही है। कॉर्पोरेट एचएसई एवं सीएसआर ग्रुप द्वारा प्रकाशित की जा रही इस पुस्तिका में कंपनी द्वारा पिछले छः माह के दौरान सीएसआर के क्षेत्र में किये गये कुछ महत्वपूर्ण प्रयासों का उल्लेख है, जिनमें कंपनी स्तर का ‘बीएचईएल का अभियान – मिले सभी को दृष्टि का वरदान’ भी शामिल है, जिसमें हमारे कर्मचारियों एवं उनके परिवार के सदस्यों में नेत्रदान का संकल्प लेने का उत्साह भर दिया।

आपको ज्ञात ही होगा कि लोक उद्यम विभाग के सीएसआर एवं एसडी संबंधी नए दिशानिर्देशों में एसडी पर विशेष बल दिया गया है, ताकि समाज का समावेशी और संधारणीय विकास किया जा सके। इसलिए, अबसे हम विशेषतः अपने साथियों तथा सामान्यतः समाज के जीवन को बेहतर और खुशहाल बनाने पर जितना अधिक ध्यान देंगे, उतना ही अपने सभी सीएसआर और एसडी प्रयासों में उत्कृष्टता प्राप्त करने में सफल होंगे।

मैं एचएसई एवं सीएसआर टीम को हार्दिक शुभकामनाएं देता हूँ कि वे बेहतर कल के निर्माण हेतु किए जा रहे अपने निरंतर प्रयासों में सफल हों, ताकि विकास का लाभ सभी लोगों को मिल सके और वे संतुष्ट एवं खुशहाल जीवन जी सकें।



विमल कुमार

महाप्रबंधक प्रभारी (प्रशासन, एचएसई एवं सीएसआर)





## संदेश

सीएसआर प्रयास के द्वितीय अंक के अवसर पर यह उल्लेख करते हुए हमें गर्व का अनुभव हो रहा है कि हमारी कंपनी ने कॉर्पोरेट सामाजिक दायित्व के क्षेत्र में विभिन्न गतिविधियों को अपनाकर पूरे देश में अपनी महत्वपूर्ण उपस्थिति दर्ज कर ली है। हम जैसे संगठनों के होने से हमारे आस-पास के समाज पर जो प्रभाव पड़ता है, उसकी जिम्मेदारी लेना हमारा कर्तव्य है। सीएसआर प्रयास के प्रथम अंक की सराहना हर व्यक्ति ने की और सितम्बर माह में इसके प्रकाशन के समय से ही सभी संबंधित कर्मचारियों को सीखने को मिला।

हमारी कंपनी समाज और अपने कर्मचारियों के प्रति अपनी जिम्मेदारी को अत्यधिक महत्व देती है। हमारी जिम्मेदारी की भावना का ही परिणाम है कि आज हम न केवल शहरी क्षेत्रों में, बल्कि देश के दूर-दराज इलाकों में भी सीएसआर और संधारणीयता संबंधी गतिविधियां पूरी कर रहे हैं। एक जिम्मेदार कॉर्पोरेट नागरिक के रूप में, बीएचईल का उद्देश्य रहा है – अपने संगठन की प्रकृतियों के अनुसार विभिन्न सीएसआर कार्यक्रमों और परियोजनाओं के माध्यम से सद्भावना और सौहार्द से परिपूर्ण समाज का निर्माण करना।

सीएसआर प्रयास के इस अंक में हमारे उन विभिन्न प्रयासों को समाहित किया गया है, जिनके माध्यम से हमने बच्चों, महिलाओं और रोगियों की देख-रेख करके, पर्यावरण संरक्षण करके तथा समाज के हर वर्ग के लोगों पर ध्यान देकर समाज के प्रति अपनी प्रतिबद्धताओं को पूरा किया है और इस प्रकार समावेशी विकास में योगदान किया है। कॉर्पोरेट सामाजिक दायित्व की अवधारणा भी उतनी ही पुरानी है, जितनी कि हमारी सम्यता। कॉर्पोरेट एचएसई एवं सीएसआर टीम के रूप में हम उसी भारतीय परम्परा को आगे बढ़ा रहे हैं, जिसमें यह संदेश है कि –

ॐ सर्वे भवन्तु सुखिनः  
सर्वे सन्तु निरामयः।  
सर्वे भद्राणि पश्यन्तु  
मा कश्चिददुःखभाग्भवेतु।

अंत में, हमारी तरफ से सभी को “हैप्पी सीएसआर”।



**वी.के. शर्मा**

महाप्रबंधक (एचएसई एवं सीएसआर)

# Contents

S.NO.	TOPIC	PAGE NO.
1.	Introduction	05
2.	Highlights of revised DPE guidelines on CSR	06
3.	Our CSR objective and thrust areas	08
4.	CSR activities undertaken in 2012-13	09
5.	CSR projects completed during 2012-13	12
6.	Our flagship projects	16
7.	CSR events	21
8.	CSR glimpses	23
9.	Our CSR initiatives in press & media	25
10.	CSR & Sustainability parameters (MoU 2013-14)	27



## INTRODUCTION

The concept of CSR in India is not new. The process though acclaimed recently, has been followed since ancient times albeit informally. Philosophers like Kautilya from India and pre-Christian era philosophers in the West preached and promoted ethical principles while doing business. The concept of helping the poor and disadvantaged was cited in much of the ancient literature. The idea was also supported by several religions where it has been intertwined with religious laws. "Zakaat", followed by Muslims, is donation from one's earnings which is specifically given to the poor and disadvantaged. Similarly Hindus follow the principle of "Dharmada" and Sikhs the "Daashaant". In the global context, the recent history goes back to the seventeenth century when in 1790s, England witnessed the first large scale consumer boycott over the issue of slave harvested sugar which finally forced importer to have free-labour sourcing.

The role of Corporates by and large has been understood in terms of a commercial business paradigm of thinking that focuses purely on economic parameters of success. As corporates have been regarded as institutions that cater to the market demand by providing products and services, and have the onus for creating wealth and jobs, their market position has traditionally been a function of financial performance and profitability.

However, over the past few years, as a consequence of rising globalisation and pressing ecological issues, the perception of the role of corporates in the broader societal context within which it operates, has been altered. Stakeholders (employees, community, suppliers and shareholders) today are redefining the role of corporates taking into account the corporates' broader responsibility towards society and environment, beyond economic performance, and are evaluating whether they are conducting their role in an ethical and socially responsible manner.

As a result of this shift (from purely economic to 'economic with an added social dimension'), many forums, institutions and corporates are endorsing the term Corporate Social Responsibility (CSR). They use the term to define organisation's commitment to the society and the environment within which it operates.

The basic objective of CSR in these days is to maximize the company's overall impact on the society and stakeholders. CSR policies, practices and programs are being comprehensively integrated by an increasing number of companies throughout their business operations and processes. A growing number of corporates feel that CSR is not just another form of indirect expense but is important for protecting the goodwill and reputation, defending attacks and increasing business competitiveness.

Companies have specialised CSR teams that formulate policies, strategies and goals for their CSR programs and set aside budgets to fund them. These programs are often determined by social philosophy which have clear objectives and are well defined and are aligned with the mainstream business. The programs are put into practice by the employees who are crucial to this process. CSR programs ranges from community development to development in education, environment and healthcare etc.

The ability to make a significant difference in the society and improve the overall quality of life has clearly been proven by the corporates. Not one but all corporates should try and bring about a change in the current social situation in India in order to have an effective and lasting solution to the social woes. Partnerships between companies, NGOs and the government should be facilitated so that a combination of their skills such as expertise, strategic thinking, manpower and money to initiate extensive social change will put the socio-economic development of India on a fast track.



## HIGHLIGHTS OF REVISED DPE GUIDELINES ON CSR

- CPSEs are expected to conduct themselves in a socially, economically and environmentally responsible manner at all times.
- Even in its routine business operations, activities and processes, it is expected to behave responsibly in all respects – socially, economically and environmentally.
- Company's Corporate Social Responsibility activities are expected to cover even its routine business operations and activities.
- CPSEs to formulate their policies with a balanced emphasis on all aspects of CSR and Sustainability equally with regard to their internal operations, activities and processes, as well as in their response to externalities.
- CPSEs to resort to public disclosure of all information for the benefit of all stakeholders.
- The CPSEs should disclose their CSR and Sustainability initiatives on their official websites.
- A brief summary of CSR & Sustainability activities should also be included in their Annual Report.
- CSR and Sustainable Development are clubbed together in one set of guidelines for CSR and sustainability. CSR and Sustainability are not to be dealt with separately in business operations.
- The Financial component of CSR and Sustainability will be based on the profitability of the company. The thrust of CSR and Sustainability is on conducting business in an economically, socially and environmentally sustainable manner that is transparent and ethical.
- It is mandatory for CPSEs to take up at least
  - one major project for development of a backward district as identified by the Planning Commission for its backward Region Grant Fund (BRGF) Scheme, and one major project for environment sustainability.
- For Maharatna CPSEs, it is mandatory to take up one more major project in addition to the above.
- Emphasis is on the scalability of projects, in terms of their size and impact, rather than on their numbers to ensure better viability, visibility and noticeable impact.
- CPSEs should follow a two-tier structure, comprising :
  - A Board Level Committee headed by either the Chairman and / or Managing Director, or an Independent Director; and
  - A group of officials headed by a senior executive of not less than one rank below the Board level which the CPSEs are mandated to create, is expected to have the authority and influence to be able to steer the CSR and Sustainability agenda of the company.
- The unutilized budget for CSR activities planned for a year will not lapse and will, instead, be carried forward to the next year.
- The unspent amount will have to be spent within the next two financial years, failing which; it would be transferred to a 'Sustainability Fund' to be created separately for CSR and Sustainability activities.
- CPSEs to implement the CSR agenda within the organization through the involvement of the employees (Internal stakeholders).
- Devise internal communication strategies to spread awareness of CSR and Sustainability amongst the employees.
- Guidelines allow the employees to avail the infrastructure facilities created by their company



from its CSR and Sustainability budget, provided the facilities are created primarily for environment protection and/or for the benefit of underprivileged communities, deprived sections and the society at large, and the use of these facilities by the company's employees (internal stakeholders) is only incidental and confined to less than 25% of the total number of beneficiaries.

- The utility of a baseline survey is recognized, but is not insisted upon in every case.
- CPSEs have the flexibility to opt for other methods, including use of their own in-house expertise and resources for need assessment studies.
- CPSEs should submit credible evidence of having made a fairly accurate assessment of the needs of the stakeholders likely to be benefitted from their CSR and Sustainability activity, which would also help in making a fair estimation of the social / environmental impact on the conclusion of the activity.

- 5% of the annual budget for CSR and Sustainability activities has to be earmarked for Emergency needs, which would include relief work undertaken during natural calamities / disasters, and contributions towards Prime Minister's / Chief Minister's relief funds.
- CPSEs may also utilize this portion of the Budget, to provide humanitarian assistance to the employees of other sick and loss making CPSEs whose employees are drawing salary, wages that are at least two pay revisions / wage settlements behind the current one and are in real distress and in need of emergency aid for survival.
- Budget for Emergency needs may be enhanced by a further 5%.
- Sustainability reporting and disclosure of all CSR and Sustainability activities undertaken by a CPSE is mandatory.





## OUR CSR OBJECTIVE & THRUST AREAS

***BHEL, a global engineering enterprise providing solutions for a better tomorrow, is committed towards holistic welfare of the society by working towards improving the lives of communities through:***

- Compliance with applicable CSR & Sustainability guidelines.
- Promotion of activities for Energy Conservation & Environment Protection.
- Promotion of Education & Skill Development.
- Supporting Community Development activities in the vicinity of manufacturing plants, project sites and presence (Operational Centres/Offices) spread across the country.
- Uplifting backward areas, including other than those in the vicinity of our plants and presence.
- Providing health care facilities to deprived sections of society.
- Promotion of Sports, Art & Culture, excluding sponsorship/donation for such events.
- Supporting rehabilitation/ restoration work in the areas affected by Natural calamities/ disaster.





## CSR ACTIVITIES UNDERTAKEN IN 2012-13

### EDUCATION AND PROMOTION OF TALENTS

- Restoration of 4 Govt. Schools in Earthquake affected Sikkim.
- Education Scholarship to mentoring students belonging to BPL and disabled category. Project duration-5 years.
- Katha Reading League initiatives in 10 MCD



Children involved in learning activities through Non-formal education at an Integrated Learning Centre at EFRAH, Delhi

schools. The program consists of Katha Reading League, Teacher Training, Website + Volunteer program, Community support program.

- Lifting Every Voice for Children (A proposal for Right to Education). Target to mainstream at least 300 out of school children into formal schools through 10 Integrated Learning Centres.



Children at an Integrated Learning Centre of EFRAH, Delhi

- Construction of Tribal Welfare School at Bhubaneswar Nagar, Assam.
- Educational Fellowship support to 100 girls from weak economic background in Haridwar, Uttarakhand.
- Renovation & Modernization of Library, Trichy.
- Establishment of a Computer Lab in Govt. Junior College for Girls, Marredpally, Secunderabad.
- Education for street children and vocational training of youth in slums of Delhi.

### HEALTH MANAGEMENT

- Providing Medical assistance to persons & children with Hemophilia.
- Mobile Medical Vans in the rural areas in the vicinity of IVP-Goindwal, Haridwar, IP-Jagdishpur & Bhopal Units.



Support to patients affected with hemophilia

- 300 Orbit Surgeries for BPL families in the states of AP, Orissa & Chhatisgarh. The Orbit & Ophthalmic Plastic department is in the name of BHEL.
- To carry out 500 free cataract operations at 14 operations per month for a period of 3 years, Guntur (A.P).
- 50 bedded Mental Hospital-cum-Rehabilitation centres, Day Care Centre, Education Wing, for at least 500 mental patients and their caregivers will





Support to set-up Blood bank and Day care centre for patients afflicted with Thallasaemia in Thane, Maharashtra

be benefitted each year. Infrastructure Development, Furniture, Equipment & Medicines for 3 years, Kolkata (W.B).

- Blood Bank and Thallasaemia Day Care Centre in Thane, Maharashtra.
- Mobile Medicare Units (4 nos.) in the vicinity of Power Sector Regions for 3 years.

#### COMMUNITY DEVELOPMENT

- "Project Anhad Gram"- Achieving the following objectives of development through a) Dairy development b) Bio mass fuel c) Women Health & Hygiene d) Food Processing & Preservation unit of 25 tonne capacity, in 25 Villages of Munger Distt., Bihar.
- Self-sustainable old age home (Integrated Project for construction of cow shed, shed for



Women folk of Mamai village in Munger district of Bihar welcome the installation of Sanitary napkin making unit under the project "Sukanya" – Anhad Gram



Inauguration of Self-sustainable old age home "VISKASAN" in Ranchi

making vermin compost, Bio gas plant) at Ranchi (Jharkhand).

- Umeed: Shelter Home and Child guidance Centre for children of BPL Families, Bhopal (M.P).
- Installation of Solar Street Light at Government Medical College, Latur.
- Installation of Bio-Gas plant in Government Medical College, Latur.

#### ENVIRONMENT PROTECTION & ENERGY CONSERVATION

- Environment Protection & Species Protection through reforestation at Ramdurga, Koppal District, Karnataka.
- Adoption of 15 Villages for Sustainable use of rain water harvesting to enhance livelihood of poor small farmers in Bijawar block of Chhatarpur district, M.P.



कोप्पल ज़िले के रामादुर्ग में बंजर भूमि





पौधा रोपण के बाद उपजाऊ हुई भूमि

- Water Harvesting Plant in Government Medical College, Latur.

#### INFRASTRUCTURE DEVELOPMENT

- Day Care Centre including Physiotherapy for 50 mentally challenged children from BPL families at Chennai.



Support towards setting-up of a Solar powered kitchen "Sevalaya"



Day Care centre "REHOBOTH" for physiotherapy of mentally challenged children

#### VOCATIONAL TRAINING

- Training for cutting and tailoring in villages of Khailar & Gopalpura, Jhansi.
- Training in Beautician course in villages of Khailar & Simarwari, Jhansi.



झांसी के खेलार एवं सिमरवारी गांवों में महिलाओं के लिए 'ब्यूटिशियन' प्रशिक्षण केन्द्र





## CSR PROJECTS COMPLETED DURING 2012-13

### BHOPAL

- Scholarship to wards of widows in adopted village schools
- Distribution of Uniforms & other items to school children like bags, shoes etc.
- Scholarships for Engg. / MBBS students (56 students)
- Scholarships to 130 disabled students enrolled in Technical courses – ITI, Pre-polytechnic, Diploma etc.
- Skill Development program through District Institute, Education & Training through BHEL Ladies club.
- Medical camps, Awareness programs (AIDS) etc.
- Renovation work at BHEL College.

### JHANSI

- To organize periodic health check-up camps for rural population in the vicinity of BHEL plant.

### HARIDWAR

- Construction of a class room of size 7.5 m x 6.2 m with verandah, boundary wall & flooring work in primary school, Anneki.
- Construction of two class rooms each with verandah of 1.5M width & CC approach road in Primary school, Roshanabad.
- Construction of cremation shed & electrification work at Kankhal.
- Support for providing security at working women hostel.

### HYDERABAD

- Repairs & renovation of Govt. Jr. College building in BHEL Township.
- Construction of additional class rooms & toilets at Special Care School.
- Development works in Parking area at main check post maintained by M/s. Abhilasha.
- Providing furniture/ other equipment in Local government schools/ Govt. Colleges near BHEL RC Puram.

- Providing play equipment, physiotherapy equipment, speech therapy equipment/ services for children in Special Care School.

### TRICHY

- Sponsoring feeding cost of animals at Govt. zoo, Vandalur.
- School uniforms and bags, library books to BPL students.
- Supporting basic education for students of class X, XI, XII from BPL families.
- Supporting Technical Skill Development of ITI and Diploma students coming from BPL families.
- Supporting Advanced Technical Education by covering B.E. and B.Tech Students from BPL families.
- Create employability to unemployed from BPL community.
- Provide a paper cup making machine for Arivalayam.
- Conduct medical camps in villages, schools.

### EDN, BANGALORE

- Distribution of study materials like note books.
- Uniforms to poor students.
- Desks for class rooms.
- Software to blind school.
- Health awareness programmes.
- Refurbishing water tanks.

### HERP, VARANASI

- Ambulance services with M/s. Jamuna Sewa Sadan, Varanasi.
- Medical Camp at Chuppepur, Varanasi.
- Hostel and Office material to Kashi Ananthalya
- Van and Photocopier to Ramakrishna Mission, Varanasi.
- Braille embossing machine and Bathroom Renovation at Hanuman Poddar Andh Vidyalaya, Varanasi.



### IVP, GOINDWAL

- Conduction of free medical camp with the coordination of one of the panel hospitals of Goindwal Sahib.
- Sponsorship of a cataract operation camp to be organized in coordination with one of the empanelled hospitals of BHEL, Goindwal Sahib.

### ISG, BANGALORE

- Providing various items ( desks and benches, aquaguard, almirah, etc.at Govt. Higher Primary School, Krishnaiahnapalya, Indiranagar post, Bangalore.
- Providing various items (Benches & Desks, Almirahs, Table & Chairs, School bags, etc) at Govt. Higher Primary School, Kudavathi, Chikkaballapur Taluk.
- Providing various educational items (Benches / desks, drinking water drums, cookers, utensils, etc.) at Gnanajyothi Jaibheem Education Society, Bangalore.
- Providing various items (almirahs, water filter, uniform, circular table and chairs, etc) at govt. higher primary school, Narasapura, Magadi Taluk.
- Providing various educational items (Smart boards with PUC content books for library (Science, Arts & Commerce), almirahs at Dream School Foundation, Bangalore.
- Providing various sports equipments (Ladder and slides top ladder, slide ladder, horse ring, rabbit ring, etc)at Mathrushree Manovikasa Kendra, Bangalore.
- Providing various items (wheel chairs for differently abled, push carts, etc) at Dr. B R Ambedkar Krida Hobby club, Bangalore.

### R&D, HYDERABAD

- Proposal for financial assistance to NGO "Aarambh" working for the welfare of individuals affected with autism.
- Conducting Medical Camps for slum people in Hyderabad.

### PSSR, CHENNAI

- RO Plant at Nelatur Village, Krishnapatinam Site, Andhra Pradesh.

- Toilet for School near Monnet Site, Odisha.
- Education assistance to Orphan Children, Chennai.
- Furniture for School run by Little Drops Public Charitable Trust, Chennai.
- Infrastructure improvement in Govt. aided School, Chennai.
- Solar Power project to Kitchen for NGO – Sevalaya, Chennai.

### IP, JAGDISHPUR

- Upgradation of Primary School at Kathaura, Rajkheta and Jeevanpath Viklang Vidyalaya (Blind school) at Phoola.
- Free medical camp in the vicinity of Jagdishpur plant.
- Distribution of Printer to School in Barabanki district, Uttar Pradesh.

### PSER, KOLKATA

- Ultrasound Colour Doppler Machine to M/s. Maitri Bhavan, Kolkata.

### CFP, RUDRAPUR

- Health Camp at Primary School, Fulshunga, Rudrapur.
- Distribution of desks & benches to Rajkiya Prathmik Vidhayalay Sanjay Nagar, Rudrapur, a slum area school for unprivileged children.
- Tricycle distribution for disabled.

### PSNR, NOIDA

- Eye check up and cataract surgery camp.

### SSBG, NOIDA

- Distribution of Washing machine, Room Cooler, Water cooler with RO system, Refrigerator to M/s Bharatpuria Shiksha Samiti.
- Distribution of 104 Wooden Desk + Note book for children of Social and Development Research & Action Group.
- Distribution of Refrigerator, Heavy Duty Mixi, Pressure Cooker to Jan Kalyan Trust.
- Transportation Charges for dispatching 10 Computers to Barabanki.











## OUR FLAGSHIP PROJECTS

### Mobile Medicare Units (MMU)

Committed to providing quality health care services for the needy and deprived people and in particular, for the aged people living in remote/backward regions, BHEL joined hands with HelpAge India, a renowned NGO, by providing them with 04 Mobile Medical Units (MMUs) for operation in the vicinity of remote project sites of its Power Sector Regions - PSNR, PSSR, PSER and PSWR.

Shri B.P. Rao, CMD flagged-off the fully equipped Mobile Medical Unit aligned to Power Sector Eastern Region from PSER, Kolkata on 21st March, 2013. The van will operate in Durgapur site for providing free

Shri R. Krishnan, Director (HR) also graced the occasion. Officials from PSNR, PSSR and Corporate Office were present to witness the ceremonial flag off of these vehicles.

The MMUs are fully equipped with basic diagnostic equipments such as Stethoscope, BP Apparatus, Glucometer for measuring blood-sugar levels weighing machine etc. including medicines for common ailments such as Hypertension, Diabetes, Arthritis, etc. The Help Age team consisting of Social Protection Officer, Medical Consultant, Physiotherapist, Pharmacist along with specialist



MMU Flagged off by our CMD at PSER Kolkata

medical treatment to the patients. Earlier, Shri Atul Saraya, Director (Power) flagged off two of the four fully equipped medical vans assigned to PSNR & PSSR at a function held in BHEL, Corporate Office, Delhi on 16th March, 2013.



MMUs Flagged off by Director (Power) & other BHEL Executives at Delhi

drivers will operate the MMUs at Nimoo Bazgoh in Leh and at Angul (Odisha), respectively, to provide free medicines and health care to the poor people residing in these areas who otherwise are unable to afford medical treatment on their own.



सीएमडी और डायरेक्टर (पावर) द्वारा एमएमयू प्रोजेक्ट का उद्घाटन



अंगुल और लेह पर संचालन को तैयार एमएमयू



### Community Development in Munger district

To supplement the health and hygiene programs, BHEL has initiated a project called "Anhad Gram" in 25 villages of Munger district in Bihar. Through the program, there is a plan to achieve four different objectives of i) Dairy development, ii) Bio mass fuel, iii) Women Health & Hygiene and iv) Food Processing & Preservation Unit, for the holistic improvement in existing living conditions of people in these villages. These projects are named as: Swadhaar (Milk chilling units), Sulndhan (Bio-mass fuel), SuKanya (Low cost sanitary napkins unit) and SuAahar (Food Processing & Preservation Unit).

**a) Swadhaar:** The program involves setting up of a milk chilling unit with a view to make animal husbandry in the village profitable & sustainable. The



दूध सुखीकरण, एकत्रीकरण एवं प्रशिक्षण केन्द्र, चौसाँव, मुंगेर (बिहार)

cooperatives have been formed from the rural population for profitable and commercial usage of milk. One group of farmers has also been formed for organic certification of their farmland and farm produce.



Training & Awareness Camp for Milk Collection & Conservation

Under this, the farmers have been trained for the proper management of their livestock for better quality and quantity of milk. The program has been envisaged to bring about sustainable development in the region in its social, economic and environmental arena.

**b) Sulndhan:** As the women of the villages have to spend a large part of the day in collection of firewood and also have to bear the drudgery and smoke while cooking by their traditional fuel methods, this program for briquette-making from agricultural bio-wastes has been undertaken. Under the program, briquettes have been produced with a burning efficiency of about 55 minutes, resulting in less pollution and better fuel efficiency while cooking.



ब्रीकेट (सुइंधन) बनाती गाँव की महिलायें

Women Self Help Groups (SHGs) in the villages have been trained for briquette making. As there is an acute shortage of domestic fuel in the villages and in the cities nearby, the women SHGs find the



Self Help Groups attending training on food processing & preservation



briquettes not only as a dynamic fuel for their domestic purpose but they have very easily assessed its commercial significance making it as their income generation source also.



गाँव की महिलायें द्वारा बनाई हुई ब्रीकेट्स (सुइंधन)

**c) SuKanya:** Under this program, BHEL is setting up a production unit of low cost sanitary napkins in the villages. The unit will be run and managed by the women Self Help Groups (SHGs) of the village. This program has been envisaged for empowerment of



स्वास्थ्य एवं जागरूकता पर प्रशिक्षण लेती महिलायें

women. The main objective of this program is to make the women of the village self-reliant and be the protagonist in the region for providing a low cost sanitary napkin alternative to the females of the region for their better health and hygiene. This will also act as an income generation activity among them.

**d) SuAahar:** Under the program, a centre for food

processing and value addition of the crops and the consequent increase in the income of the farmers has been done in the villages. Promotion of Organic farming in the selected beneficiary villages has been



दूध सुरक्षीकरण, एकत्रीकरण पर प्रशिक्षण लेती महिलायें

done. Organic farming in the region is being promoted for the sustainable development of agriculture in the region. It is through the practice of organic farming that input cost in agriculture will reduce and the farmers will get a good price for their produce. Organic farming will not only bring



जैविक कृषि पर प्रशिक्षण लेती महिलायें

sustainability in agriculture in the region but the income of farmers will also be increased by processing of some significant crops and fruits for value addition. About 100 farmers having at least 40 hectares of agricultural land will work for organic certification of their land. The method will also enhance the soil quality and capability and naturally increase the intensity of cropping in the region.



### Supporting education of girl children

Carrying forward its endeavour for inclusive growth of the society, BHEL joined hands with an NGO named



Celebration of BHEL-Udayan Shalini Fellowships Programme

'Udayan Care' to support higher education of girl children coming from below-the-poverty line (BPL) families. This CSR project, aligned to BHEL's

Haridwar unit, is yet another step by the Company towards empowering girl children coming from extremely poor family background, so that they are able to join the mainstream of development. Shri Virendra Pandhi, Executive Director, BHEL, Haridwar, launched the project at a function held in Haridwar on 18.12.2012.

Under this programme titled 'Udayan Shalini', 100 brilliant girl children, who have passed class Xth, shall be financially supported to pursue their education up to Post Graduation level alongside developing / enhancing their personality and employability.

On this occasion, children took a pledge to holistically pursue higher education in the presence of their parents and guardians and a host of other dignitaries/senior officials of BHEL.



Girls (Shalinis) taking pledge at Haridwar to holistically pursue higher education





Keys handing over of food distribution vehicles for serving hygienic & nutritious meals to school children by our CMD at Guwahati

### Mid-day meal programme for children

Not just quality education, children also need nutrition as complete care in respect of health and education which are essential in the interest of our country's future. BHEL tied up with Akshay Patra Foundation by discerning their vision "No child in India shall be deprived of education because of hunger" and provided the Foundation with 5 food distribution vehicles in order to serve hygienic, nutritious and delicious meals to school children.

At a function held in Akshay Patra Foundation's kitchen in Amingaon, Guwahati on 12.01.2013, Shri B. Prasada Rao, CMD, BHEL flagged off the vehicles. Shri R. Krishnan, Director (HR), BHEL, S/Shri Atul Sobti, ED (ISG)/BHEL-Bangalore, M. Rajeev Kumar, ED (PS-ER)/BHEL-Kolkata, and senior officials of the Govt. of Assam and Akshay Patra Foundation including their Guwahati unit President, Janardhana Das were present on this occasion.

Speaking on the occasion, Shri Rao said that BHEL is committed to the noble cause that Akshay Patra has

been working for. Through this support, we hope to lend a helping hand to an organization that satisfies a child's basic need of a filling meal, Shri Rao added.

The custom-designed vehicles will be used to distribute hot and nutritious meals to about 10,000 school children of government schools every day across Kamrup District in Assam. This support to the children is an incentive to go to school and stay in school, besides providing them with necessary nutrients needed in order to develop their cognitive abilities to focus on learning.



CMD, Director (HR) & other officials at the mid-day meal programme of Akshaya Patra in Guwahati, Assam



## CSR EVENTS

### Eradication of Corneal Blindness

In line with BHEL's tagline, "Powering Progress, Brightening Lives", a campaign "Vision to All, BHEL's Call" was launched across the corporation in order to garner eye pledges from employees and their families to contribute towards eradication of corneal blindness.



All Units/Regions/Divisions organized programs, rallies, presentations etc. for spreading awareness on the occasion of National eye donation day. Several programmes comprising of free eye check-ups, film screenings etc. have been organized from time to time in order to spread awareness about eye donation and the myths associated with the process.

So far, 52,000 eye pledges have been received from BHEL employees, supporting staff and families of the employees. The corporation has shown tremendous commitment towards eradication of corneal blindness by pledging their eyes. The initiative makes BHEL the first PSU amongst all to have undertaken this noble pursuit on a grand scale.

### Inter-unit CSR Workshop, September 2012

The Inter-Unit CSR workshop was held at Hotel Amar Mahal, Orchha from 21<sup>st</sup>-22<sup>nd</sup> September, 2012. The workshop was inaugurated by Shri A.K.Dave, ED, BHEL Jhansi. Addressing the participants, Shri Dave emphasised upon the need to focus more attention to CSR activities in view of the seriousness and concerns of all our stakeholders including the government. Shri Vimal Kumar, GM I/c (Corp. Admn., HSE & CSR), in his keynote address said that it is a matter of pride for all of us that our management had

entrusted this onerous task to us which we should take as an opportunity to meet the needs and aspirations of our society.

Earlier, welcoming the participants, Shri V.K.Sharma, GM (HSE & CSR) gave a brief outline of the various initiatives and endeavours being made by BHEL towards promotion of this noble cause as enshrined



in our CSR policy as also in the DPE guidelines. He exhorted the participants to go all out in promotion of this cause in order to prove ourselves equal to the required level of task of delivering to the society.

A total no. of 54 participants from various Units / Regions / Divisions of BHEL participated in the workshop.

Director (HR) had detailed discussions with the participants during the course of which he gave valuable tips for successfully carrying forward our CSR endeavours. He emphasised upon the need to put in our best in order to achieve a reasonable height for the organisation from where it could be seen as a successful CSR entity.





## Udaan – a skill development programme for J&K youth

The Govt. of India has evolved a scheme called 'Special Industry Initiative' (SII) to train the educated youth of Jammu & Kashmir (J&K), who have the potential to contribute to national growth/development, so as to enhance their employability. The initiative titled 'Udaan' envisages training of 40,000 youths holding professional graduate/post-graduate degrees. BHEL has joined this initiative, under its CSR programme, to provide training to 500 J&K youths over a period of five years.

The training programme for the first batch of 100 youths by BHEL was formally launched on 14.02.2013 at a function held in SCOPE complex, New Delhi which was presided over by Shri M.F. Farooqui, Secretary (HI), Ministry of HI&PE. Shri B.P. Rao, CMD (BHEL), Shri Ambuj Sharma, Joint Secretary (HI), our Directors - S/Shri Atul Saraya, Director (Power), O.P. Bhutani, Director (E,R&D), M.K. Dube, Director (IS&P), P.K. Bajpai, Director (Finance), R. Krishnan, Director (HR); and a host of other dignitaries including Shri R.K. Srivastava, Jt. Secretary (MHA - Kashmir Affairs) and Shri Dilip Chenoy, CEO & MD of National Skill Development Corporation (NSDC) were present on the occasion.

Inaugurating the programme, Shri Farooqui admired the efforts of BHEL to participate in this initiative.

Calling upon the J&K children to make the most of this opportunity, he exhorted them to prove themselves equal to the name and spirit of 'Udaan' which is apt since the programme is providing them with a platform to achieve/attain new and exalted heights of excellence for themselves as well as for our nation.

In his welcome address, Shri B.P. Rao, CMD, BHEL lauded the novel initiative of the Govt. in providing the corporate organizations with an opportunity to help the promising young children of J&K to enhance their skills and employability so as to join the mainstream of national development. Emphasizing the importance of being in the first batch to the children present in the function, Shri Rao said that their feedback would be vital for laying a strong foundation for smooth, progressive and satisfactory conduct of the programme for the children who would be coming in the ensuing batches.

The youth shortlisted for training will commence their training at ATI, Chennai, where they will be imparted technical and behavioural training for three months. This will be followed by a visit to BHEL manufacturing units and thereafter, to Power Project Sites for hands-on experience. The company will be providing a monthly stipend of Rs. 8,000/- to the Engineering Graduate trainees and Rs. 6,000/- to Engineering Diploma trainees besides free lodging and travel for them.





## CSR Glimpses



**Inauguration of project "Training of Cutting & Tailoring in village Khailar" through Navjyoti Shiksha Evam Samaj Kalyan Samiti. on 30.11.2012**



**Inauguration of programme for training of beauty culture for women from weak economic background in village Simarwari on 03.01.2013**



**Inauguration of Self-sustainable old age home (Integrated Project for construction of cow shed, shed for making vermin compost, Bio gas plant) on 17.03.2013**



## CSR Glimpses



Inauguration of Mobile Medical Van for CSR project through PHD Foundation at Haridwar on 18.03.2013



Inauguration of project "Anhad gram" at Munger district on 19.03.2013











# CSR & SUSTAINABILITY PARAMETERS (MoU 2013-14)

CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY DEVELOPMENT PARAMETERS									
Sl. No.	Evaluation Criteria	Unit	BE	Weight (in %)	CRITERIA VALUE				
					1. Excl.	2. V. Good	3. Good	4. Fair	5. Poor
A	Output/Outcome Parameters								
A1	Major Project 1 (Social) (30 - 50% CSR & SD Budget)								
	Financial support to Schools for educating children in the vicinity of BHEL Operations								
A1a	Physical Target Achieved	No. of Schools	15	0.75	100%	90%	75%	60%	<60%
A1b	Financial Target Achieved	Rs. Cr.	30	0.75	100%	90%	75%	60%	<60%
A1c	Social Impact Achieved	Nos. of Students	20000	0.50	100%	80%	60%	40%	<40%
A2	Major Project 2 (Environmental) (30-50% CSR Budget)								
	Installation of Grid Interactive Solar Power Plant of 3 MW Capacity in BHEL Plant								
A2a	Physical Target Achieved	Milestones	Commissioning by March - 14	0.75	Commissioning	Erection	Supply of Bal. Materials	Supply of PV Modules	-
A2b	Financial Target Achieved	Rs. Cr.	24	0.75	100%	90%	75%	60%	<60%
A3	Other Activities (CSR for Backward Districts) (5-10% CSR & SD Budget)								
	Infrastructural Development activities (eg. Anhad Gram,Drinking water, Roads, Drains, Boundary walls etc.) in Backward Districts identified in revised CSR Guidelines								
A3a	Physical Target Achieved	Nos. of districts	3	0.50	3	2	1	-	-
A3b	Financial Target Achieved	Rs. Cr.	8	0.50	100%	90%	75%	60%	<60%
A4	Impact of such involvement on products/ services / processes and reduction in Carbon foot-print								
A4a	Avoidance of Carbon Emission on account of Energy Efficiency Measures	MT CO2-0	1000	0.25	1000	900	800	700	600
A4b	Avoidance of Carbon Emission on account of generation of renewable Energy	MT CO2-0	650	0.25	650	550	500	450	400

MOU between BHEL and Ministry of Heavy Industries & Public Enterprises. Government of India. For 2013-14



## CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY DEVELOPMENT PARAMETERS

Sl. No.	Evaluation Criteria	Unit	BE	Weight (in %)	CRITERIA VALUE					
					1. Excl.	2. V. Good	3. Good	4. Fair	5. Poor	
B	Output/Outcome Parameters									
B1	Staff/Stakeholder engagement /									
	B1a	Board Level CSR & SD Committee	4	0.25	4	3	2	1	--	
	B1b	Senior Management CSR & SD Committee (Level 1 Committee)	4	0.25	4	3	2	1	--	
	B1c	Staff Involvement	5%	0.25	5%	4%	3%	2%	1%	
	B1d	Stakeholder engagement	4	0.25	4	3	2	1	--	
B2	Financial allocation									
	B1a	The expenditure incurred on CSR and Sustainability activities vis-à-vis the annual budgetary allocation	% of BE	1.10% of PAT of 2012-13 as approved by Board	1.00	100%	90%	95%	60%	<60%
B3	Sustainability Planning & Communications									
	B3a	CSR & SD Plan	Plan Document	--	0.25	Yes	No	--	--	
	B3b	CSR & SD Monitoring System	Documentary Evidence	--	0.50	Yes	No	--	--	
	B3c	CSR & SD Reporting	Annual Report & Website	--	0.25	Yes	No	--	--	

Sub-total

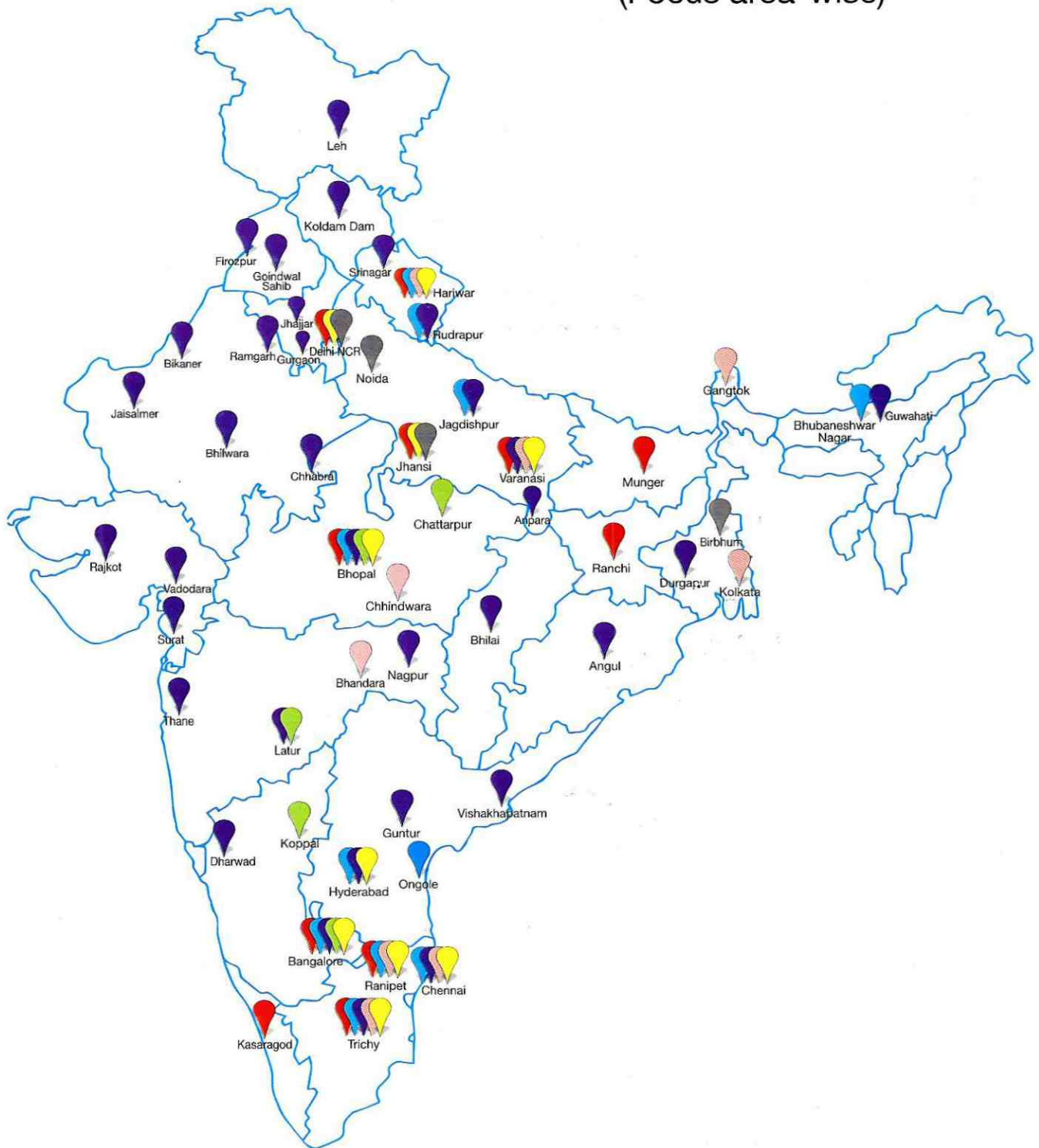
8

MOU between BHEL and Ministry of Heavy Industries & Public Enterprises, Government of India. For 2013-14



# OUR CSR FOOT PRINTS

(Focus area-wise)



FOCUS AREA	COLOUR
Community Development	Red
Education	Blue
Health Management	Purple
Energy Conservation & Environment Protection	Green
Infrastructure Development	Orange
Skill Development	Yellow
Vocational Training	Grey

Note: Not to the scale. Locations in the map are indicative it may differ from real.





## Bharat Heavy Electricals Limited

Regd. Office: BHEL House, Siri Fort,  
New Delhi - 110 049 (India)  
website : [www.bhel.com](http://www.bhel.com)



**Powering Progress... Brightening Lives**  
**Touching Every Indian Home**

Published by Corporate HSE & CSR  
Contact: 011-66337655, 66337656. Fax: 011-26493760, Email: [csr@bhel.in](mailto:csr@bhel.in)

for private circulation only