

CSR प्रयास

एक बेहतर दुनिया की ओर...



Bharat Heavy Electricals Limited





MESSAGE

BHEL has entered into the Golden Jubilee Year of its proud establishment and since then the story of our sustained growth has continued in not just our core operations but also in the welfare of society at large. In the three quarters gone by we have been able to make significant progress in our endeavour for harmonious development of the society through implementation of various CSR programs across the country in diversified fields such as, Community empowerment, Skill development, Women empowerment, Education & Promotion of talents, Health management, etc. This has enabled us to not just contribute to the overall development of communities around us but also position ourselves as a responsible corporate citizen and creating goodwill for the Company. I am very happy and proud to note that all these achievements are being brought out in the form of the third edition of our CSR magazine – CSR Prayas.

The Companies Act, 2013 is a challenge for us to integrate our business processes with not just social but also environmental and economic objectives of the society. As the business environment is getting increasingly complex and stakeholders becoming more vocal about their expectations, good CSR practices can be of greater benefits to us.

I wish the HSE & CSR team all the best in their continuing endeavour for 'doing good to the society.' I am confident that this issue of CSR Prayas will not only serve as an endorsement of the achievements of our Company but would also further our commitment & resolve to attain newer heights of excellence in CSR in the years to come.

R. Krishnan
Director (HR)



MESSAGE

CSR is a concept ingrained in the operations of BHEL since its establishment. It is a matter of pride that the Company has been undertaking various projects for the socio-economic growth and development of communities in the vicinity of its operations since inception. As we enter into the Golden Jubilee year of our establishment, it gives me great joy and pleasure in presenting the third edition of CSR Prayas – a compendium of our various initiatives undertaken across the country for the welfare of people.

In line with our CSR commitments, we have supported a number of initiatives aimed at improving the lives of the marginalized, disadvantaged and economically backward people of our country. It has always been our endeavour to work for the development of the society and contribute towards the nation's growth. Now, with the introduction of the Companies Act and notification of CSR Rules on 27.02.2014, it is all the more important for us to be aware of the needs of the communities around us and expand our CSR horizon for achieving new avenues in the field of human development.

To achieve this, we need to focus on planning and execution of our CSR activities/ projects. Accordingly, we need to identify the activities/projects on which we can work and strategize with a view to contribute towards holistic development of our society. At the same time, we should also understand the importance of sustainable development to be able to grow in an economically, socially and environmentally sustainable way.

I hope that this third issue of the magazine will be extremely useful for all of us and help in understanding various aspects of implementation of CSR activities by our company.

**Executive Director
(CSR, HSE & Admn.)**

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CSR in BHEL- A Historical Perspective

Our Mission Statement on CSR is -

"Be a Committed Corporate Citizen, alive towards its Corporate Social Responsibility"

The company has been fostering the tradition of repaying the society at large by actively participating in the welfare of local communities through numerous schemes.

As an integral part of the society, BHEL is moving forward by achieving the objectives of its social responsibility in a systematic manner. The Company has supported innumerable social initiatives across the country by undertaking projects in diversified areas like Education, Community Development, Health Management, Environment and energy conservation, Vocational Training & Skill Development etc. The company supported several projects comprising Afforestation, Water Conservation, provision for Potable Water accessories, besides conducting Health Camps around the Units/Project sites for Diagnostic and Medicine distribution for common ailments. In addition, the company collaborated with reputed NGOs such as, HelpAge India, Akshay Patra, Udayan Care, Katha, EFRAH, Hemophilia Foundation, The Rotary Club, etc. in order to reach out to a large number of underprivileged people and children in the country so that their lives may be positively impacted through these initiatives. BHEL's endeavour has been to bring about a change in the lives of the communities existing around us so that people living in these communities can improve the conditions that they live in.

A Committed Corporate Citizen

- BHEL has been alive to the social and development needs of the Community since its inception
- Company has undertaken various activities under its Corporate Social Responsibility (CSR) schemes
- Early stages → health and sanitation awareness for various community development programmes
- Villages close to manufacturing units adopted for integrated development leading to inclusive growth
- Gradual expansion covering → health, environment, hygiene, education, community development, self empowerment, water conservation, providing potable water, conducting health camps for diagnostic, medicine distribution for common ailments, etc.

Past Practice as Corporate Citizen

BHEL has been supporting socio-economic and community development programmes to promote education, improvement of living conditions and hygiene in villages and communities located in the vicinity of its manufacturing plants and project sites spread across the country under various schemes such as:

20-Point Programme of the Govt. of India - for development of the villages and under-privileged sections of the society

- Gram Vikas Seva Samithi (GVSS) was formed in the year 1984 under this Programme
- BHEL is providing rehabilitation to the dependants of the deceased employees. GVSS undertakes minor printing and binding Works
- Over 56 villages near manufacturing plants have been supported for improving quality of living conditions
- Activities include improving hygienic environment, construction of school buildings, repair & maintenance/ renovation works for sustainability
- Distribution of books, stationary and school uniforms etc. to the students of economically weaker sections, Scholarships/ Cash awards to meritorious students.

CSR in BHEL since the introduction of DPE guidelines

The "Guidelines on CSR for Central Public Sector Enterprises (CPSEs)" issued by the Department of Public Enterprises on 9th April 2010 have been adopted by BHEL as its CSR Policy from 2010-11 onwards with 0.5% of Profit After Tax (PAT) of previous year as the CSR budget, and wherein the CSR funds are non-lapsable. Further, the Board of BHEL in its meeting held on 03.08.2013 approved enhancement of the CSR budget of the Company from 2013-14 onwards to 1.2% of previous year's PAT. Within the domain of CSR policy adopted by BHEL and the revised guidelines on CSR for Central Public Sector Enterprises (CPSEs) issued by the Department of Public Enterprises (DPE) in April 2013, following 8 priority / focus areas of CSR activities / programmes have been identified by the Company:

Environment Protection & Energy Conservation

Adoption of ITI's and Setting up of Skill Development Institutes

Vocational Training

Education & Promotion of Talents

Adoption of Villages and Community Development

Disaster / Calamity Management

Health Management

Infrastructure Development



Support for setting up of Day Care Centre & Blood Bank for patients affected with Thalassemia



Construction of Tribal Welfare School in Bhubaneswar Nagar, Assam



Cutting & Tailoring program for women at "Disha" Resource Centre, New Delhi



Project to enhance the socio-economic conditions of farmers through technology based agriculture interventions



Education and skill development of disadvantaged children and youth by imparting non-formal education including skill training



Adoption of 15 Villages for Sustainable use of rain water harvesting to enhance livelihood of poor farmers in Bijawar block of Chhatarpur district, (M.P.)



Support towards setting up of an industrial training institute "Kabiguru Industrial Training Centre" (KGITC) at Bolpur, Santiniketan (WB)



Distribution of vending carts to vendors in Trichy

CSR Initiatives by Units

BHOPAL

- Scholarship to wards of widows and disabled children in adopted village schools
- Scholarship for Engg/MBBS students
- Scholarship for disabled students enrolled in technical courses (ITI and Polytechnic diploma courses)
- Skill Development programs like Beauty Parlour, Embroidery (DIET), Purse making, Web designing, Computer Hardware, Plumber, Flower Bouquet making, Beautician, etc
- Adopting 20 Tribal children for providing education and related facilities along with lodging and boarding in Vivekananda Vidyapeeth, Piplani, Bhopal
- Upkeep of BHEL created Infrastructure in adopted villages in the vicinity
- Conductance of Baseline/Impact Assessment of CSR projects
- CSR website designing and development, documentation, training, seminars, creation of a record room for CSR, digitisation of records, yoga training classes, etc.
- Construction of one Sulabh Complex to maintain hygiene and sanitation
- 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.)
- Technology based agriculture interventions for development of tribal communities of District Khargone (M.P.)
- Providing palliative therapy through Palliative Clinic and Mobile Unit
- Construction of concrete cement roads in 73 villages of Chhindwara

JHANSI

- Construction of Public toilets nearby Jhansi Unit
- Scholarship for poor children
- Creating sports & education infrastructure in village schools
- Training of cutting and tailoring in village Khajarahha
- Training of beautician course at village Janoli
- Training of cutting and tailoring at village Rajpura
- Training of beautician course at village Manpur, Rasoi
- Environment awareness program and education for children of labourers
- Providing free medical treatment to the most needy and poor people of Bundelkhand region through Lifeline Express, world's first-hospital- on-wheels

HEEP & CFFP, HARIDWAR

- Construction of one physiotherapy hall along with toilet for old age people at Community Centre, Shivalik Nagar
- Modification/renovation of toilets of school buildings in BHEL township
- Providing support to Akanksha - an NGO
- Providing hand pumps for drinking water in adopted villages
- Providing training for tailoring/ stitching to women of weaker sections of society at Bal Bhawan
- Providing security for working women hostel
- Construction of Ganga Prem Hospice (30-bedded) for terminally ill cancer patients near Raiwala, Rishikesh
- Mobile Medical Van Project in the service of rural poor and slum dwellers at Haridwar and its nearby areas
- BHEL Udyan Shalini educational fellowship support to 100 girls from economically weaker sections

RC PURAM, HYDERABAD

- Adoption of village – Togarpally, Kondapur District for provision of drinking water in the village
- Renovation and repairs in SC/ST girls' hostel, Chitkul, Isnapur Mandal, Hyderabad (Medak District)
- Providing physiotherapy equipment in Special Care Schools
- Undertaking repairs in various BHEL Township schools
- Providing furniture in a school run by Yagna Trust, Vikarabad
- Organizing blood donation and medical camps in and around the vicinity of BHEL township
- Construction of Hostel for SC/ST girls at Ongole (A.P.)
- Setting up of Adolescent counseling centre and career guidance centre in BHEL Township in partnership with Urivi Vikram Charitable Trust

TRICHY

- Adoption of a remote & underprivileged village
- Providing furniture, PA System, Sports material to St. Michael's School, Kodimunai, Kanyakumari district
- Construction of Toilets, Barbed wire fencing at infant Jesus Girls HSS, Thuvakudi Malai North
- Providing furniture in Govt. and Govt. aided schools
- Providing a paper cup making machine for Arivalayam
- Construction of compound wall of 280 metres at Govt. Girls High School, Anna Nagar
- Construction of compound wall, Syntax water tank to Panchayat Union Elementary School, Manjathidal
- Promotion of Arts & Culture activities

- Installation of solar street lights, solar home lights for villages and schools
- Development of schools/ villages near BHEL, Thirumayam
- PHC & Solar Lighting to Devarayaneri village
- Providing incinerators to schools & colleges
- Repair works of solar lights in Karuveli village
- Financial assistance to the school of special children- Arivalayam
- Financial support towards feeding animals at Zoological Park, Vandaloor
- Scholarships to X, XI, XII class students from BPL families
- Scholarships for technical courses like Diploma & ITI students from BPL families
- Scholarships to students from BPL families for advanced technical courses like B.E. & B.Tech, etc.
- Skill development training (TREC-STEP) for employability to unemployed from BPL families
- Conducting medical camps in adopted and nearby villages
- Construction of water tank at Thuvakudi Municipality for providing drinking water facility under Self-sufficiency scheme
- Skill training to the prisoners at Central Jail, Tiruchirapalli
- Construction of Community halls/ Class rooms/ other facilities to Uthamarseeli panchayat, Tiruchirapalli district
- Construction of 55 Class Rooms, Renovation & Modernisation of Library, & Construction of Ladies Hostel at National college, Tiruchirappali
- One-day District level training programme at Latur for Gram Sabha Adhyakshas. 65 Block level programmes of one day each at Latur
- Setting up Rain water Harvesting Plant, Latur
- Setting up Bio Gas Plant at Medical College, Latur
- Installation of Solar water heating system (1000 litre capacity), Latur
- Installation of Solar street lights at Govt. Medical College, Latur
- Installation of Central Oxygen Supply System in OT & wards, Govt. Medical College, Latur
- Providing Solar Lighting in 46 PHCs of Latur District
- Providing Solar Lighting in 252 SCs & PHCs of Latur District
- Installation of water purifier in 252 SCs & PHCs at Latur District
- Computer Education in 227 schools by setting up 10 Computer Labs with 10 computers & peripherals in each lab

BAP, RANIPET

- Construction of compound wall for Government Girls Higher Secondary School, Sholingur. 1900 girls students studying in the school
- Providing R.O. Water facility for Government Girls Higher Secondary School, Sholingur
- Construction of kitchen, store room & distribution area for preparation and distribution of free mid-day meals in SRK BHEL school under State Govt. Scheme
- Construction of toilet, providing drinking water and improvement of layout for the benefit of local vendors who put up vegetable, fruits and meat stalls etc. at shanties located inside BHEL township premises
- Construction of toilet and water tank for Sri Ambedkar Memorial Charitable Trust

EDN, BANGALORE

- Providing Study material like note books in a school located nearby EDN
- Conducting Health Awareness program in the vicinity of Unit
- Installation of Solar powered UPS for School in the vicinity of Unit
- Distribution of Braille books for National Association of Blinds
- Aids for differently-abled children
- Providing food distribution van for carrying nutritious and hot meals to school children through Akshay Patra Foundation

EPD, BANGALORE

- Construction of one Anganwadi (Creche building) for children of daily wage earning women of rural village at Devanahalli Taluq, Karnataka
- Quarterly distribution of nutritious food to malnourished children of Doddaballapur district, Karnataka
- Four free medical camps in nearby villages
- Issue of 10 nos. Laptops for developing learning process to Intellectually disabled children including provision of boarding & lodging facilities to the outstation children in Bangalore during the training period for Data Entry Operation

HERP, VARANASI

- Operation of Ambulance Services in the vicinity of HERP Varanasi
- Civil Renovation work at Hanuman Podaar Aandh Vidyalaya
- Construction of 6 baby friendly toilets at Aanganwadi centres

IVP, GOINDWAL

- Adoption of an elementary school in Goindwal Sahib in village Khakh & Hansawala
- Running a Mobile Medicare Unit (MMU) for the poor & needy in the vicinity of Goindwal Unit through PHDRDF
- Running a Mobile Medical Van in the rural areas of Guruharsahai, Ferozepur District (Punjab) through HelpAge India

ISG, BANGALORE

- Providing Benches With Desks, Office Table with Drawer, Almirahs, at Govt. Model Primary School, Attiguppe, Bangalore
- Providing medicines for children suffering from epilepsy at Mathushree Manovikasa Kendra, Bangalore
- Providing Almirahs, Two Tier Cots, Bed Spreads at Manav Charities Kammagondanahalli, Bangalore
- Providing Almirahs, Office Tables with Drawer, Computer Tables, Carpets at Govt. Higher Primary School, Ahalokottai, Magadi Taluk, Ramanagara district
- Providing Bench with Desk, Almirahs, Band Sets, Playing Items at Govt. Higher Primary School, Hollahally, Harrowhally Hobli, Kanakpura Taluk, Ramnagar district
- Providing Almirahs, Drinking Water Facility, Book Racks at Govt. Primary School-B, Narayanpura, Bangalore
- Providing Almirahs, Drinking Water Facility & Book Racks at Govt. Higher Primary School, Hoodi, Bangalore
- Providing Almirahs, Drinking Water Facility, Lab Equipments & Play Items at Govt. Higher Primary School, Aloor, North Bangalore

R&D, HYDERABAD

- Conducting 500 Cataract operations for the needy and poor people through Goparaju Trust
- Supporting Gram Vikas Seva Samithi for running school at Chanda Nayak Nagar and also for providing books, uniforms to children, whitewashing of the school building etc.
- Part funding of salary of a special teacher for teaching Autism affected children of Aarambh Association for Vocational Training
- Sponsoring autism affected student (Ms. Divya) of Aarambh Association for Vocational Training
- Establishment of a Computer Lab in Govt. Junior College for Girls at Marredpally, Secunderabad

PEM, NOIDA

- Conducting voluntary medical camps involving health check-ups and providing free medicines for the needy in the rural areas
- Organizing various medical testing events like: Diabetes detection camp, Bone Mineral Density testing camp, Dental & Eye check-up camps, Peripheral Vascular Disease camp, Talk on Eye Donation, Hepatitis B examination, Yoga camp, Cancer Awareness Talk, Blood donation camp at PEM
- To provide essential amenities like toilets/washroom to the schools based on their request in NCR areas
- Setting up of Computer labs for an NGO – Bal Sahyog
- Imparting technical training to over 150 students from various institutes for 4-8 weeks annually at PEM Head Quarter
- Purchase of kitchen equipments for food production and distribution through SPYM - sustainable project for De-addiction Centre "Sahyog"

PSSR, CHENNAI

- Infrastructure improvement for Primary School, Mirzapur village
- Infrastructure improvement for Donagalia Middle School
- Infrastructure improvement for Primary School, Dohad
- Construction of bus shelter near Chiksguru Railway station
- Infrastructure improvement for Govt. Primary School, Chiksuguru
- Installation of 2 PTZ Surveillance Cameras for Raichur Town
- Infrastructure improvement for Govt. School, Kudithini Village
- Providing furniture for The United Orphanage for the disabled, Coimbatore
- Sponsoring teachers in 5 Schools (one teacher in each school) through Swami Vivekananda Rural Development Society
- Part Assistance for Vehicle to Gnanadarshan Seva Foundation for the disabled
- 300 Orbit Surgeries for BPL families in the states of AP, Orissa & Chhatishgarh and naming of the Orbit & Ophthalmic Plastic department after BHEL
- Environment & Species Protection through reforestation in Ramdurga, Koppal District, Karnataka for 5 years
- Running a Mobile Medicare Unit in Angul (Odisha) through Helpage India

IP, JAGDISHPUR

- Distribution of braille books & almirahs in blind school
- Distribution of benches & tables in Primary Pathashala Rajkheta (School identified by ABSA)
- Distribution of PCs at a school in Barabanki district
- Construction of 3 nos. Toilets at blind school for girls
- Running a Mobile Medical Van in the rural areas in the vicinity of IP, Jagdishpur
- Installation of 100 hand-pumps and 100 solar powered street lights in Barabanki district

PSER, KOLKATA

- Community development of 25 villages in Munger district, Bihar
- Restoration of 4 Govt. Schools in Earthquake affected Sikkim
- Construction of a 50-bedded Model Mental Hospital-cum-Rehabilitation centre, Day Care Centre, Education Wing Mental Hospital and support for Furniture, Equipment & Medicines for 3 years – 500 mental patients and their care givers will be benefited each year.
- Construction of Tribal Welfare School at Bhubaneshwar Nagar, Assam
- Running a Mobile Medicare Unit in the vicinity of Durgapur (West Bengal) through Helpage India

CFP, RUDRAPUR

- Conducting Medical Camps in nearby villages.
- Toilet construction for girls primary schools.
- Providing desks and benches to primary school located in the vicinity of the Unit.

TBG, NOIDA

- Providing 2 Movable Medical Units to Nirmal Hridaya, Maharogi Sahyog Samity, Anandvan near TBG Site
- Providing medical assistance to 300 persons and children suffering from hemophilia
- Education for street children and vocational training of 240 youths in slums of Delhi for a period of two years

PSNR, NOIDA

- Distribution of various utilities like books, dresses, tables, chairs, almirahs, gardening and sports equipment etc. for various backward schools in Mirzapur District (U.P.)
- Eye checkup and cataract surgery camp with the help of Rotary Eye Hospital, Palampur (H.P.)
- Running a Mobile Medicare Unit in Nimoo Bazgoh (Leh, Jammu & Kashmir) through Helpage India

ASSCP, GURGAON

- Providing Palliative Therapy through Palliative Clinic and Mobile Unit at Gurgaon

HRDI, NOIDA

- Education Scholarship to mentoring students belonging to BPL and disabled category for 5 years
- Graded value education program in schools of Delhi/NCR and Bhopal through Ramakrishna Mission, New Delhi
- Financial support for audio-video aid to conference hall at Karnataka Sangeetha Sabha, Gole Market, New Delhi

PSWR, NAGPUR

- Fabrication and installation of dustbins in the township.
- Running a Mobile Medicare Unit (MMU) in the vicinity of Nagpur (Maharashtra) through Helpage India.
- Construction of roads, community halls, drains, compound walls, installation of bore-wells in 6 villages of Bhandara district.

ROD, MUMBAI

- Blood donation camp in association with Triumph Foundation

Our Flagship projects

1. Day Care Centre & Blood Bank for Thalassemic patients

BHEL has extended its support to Triumph Foundation, a charitable trust under the Rotary Club of Thane Hills for setting up a Day Care Centre and Blood Bank for patients afflicted with Thalassemia, a disease caused by the weakening and destruction of Red Blood Cells resulting in bone deformities and cardio vascular illnesses. In a ceremonial function held at Thane, Mumbai on 3rd June, 2013, the Day



Support for setting up of Day Care Centre and Blood Bank to Triumph Foundation for treatment of patients affected with Thalassemia

Care Centre and Blood Bank was inaugurated by Shri Eknathji Shinde, Honourable MLA, Thane. Shri H.S.Patil, Honorary Mayor of Thane was the Guest of Honour at the event. Shri Vimal Kumar, GM I/c (Admn., HSE & CSR), BHEL and Shri V.K. Sharma, GM (HSE & CSR), BHEL attended the function.

BHEL has funded the state-of-the-art equipments at the Blood Bank with modern facilities such as,



Mobile van to Triumph Foundation's Day Care Centre for conducting voluntary blood donation camps

provision of Nucleic Acid tested blood and blood components at a very nominal cost, Mobile Van facility for conducting voluntary blood donation camps, facility to store 1000 units of blood, Bar coding of all samples and blood units and components to ensure donor and patient identity.

There are close to 1000 Thalassemia children in Mumbai alone who need regular blood transfusions. The Triumph Blood Bank with financial support from BHEL will provide safest possible blood at a very nominal cost to all through its Blood Bank and Thalassemia Day Care Centre.

2. Audio-Visual Aid to Conference Hall to Karnataka Sangeetha Sabha

Culture encompasses all that a civilisation stands for, and Art is the means to arouse the poetic and social imagination of its people. BHEL has ventured into a CSR activity that would enrich and enliven people and communities and in particular the younger generation, through the promotion of Art & Culture.

Under its CSR support initiative of promoting Art & Culture, BHEL is partnering with Karnataka Sangeetha Sabha (KSS), one of the country's renowned cultural institution engaged in the promotion of Fine Arts, to provide financial support for 'Audio Video Aid to the Conference Hall for music education to children' for the Sabha's new building being set up by them in the Gole Market area of New Delhi. An agreement to this effect was signed between BHEL and KSS at a grand function held in BHEL's Corporate Office in New Delhi on 12th



CMD, BHEL and President, KSS exchanging documents after signing of agreement



Function organized at Corporate Office for signing of agreement between BHEL & Karnataka Sangeetha Sabha (KSS)

August, 2013. Shri B.P. Rao, CMD, BHEL, Shri R.Krishnan, Director (HR), BHEL, senior BHEL officials and a host of eminent personalities including Dr. C. Rangarajan, Chairman (EAC) to the Prime Minister, Padma Bhushan Smt. Saroja Vaidyanathan, Justice (Retd.) K. Ramamoorthy, Chairman (KSS) and Shri M.N. Krishnamani, Sr. Advocate & President, Supreme Court Bar Association graced the occasion.

BHEL is supporting this noble cause as it believes that promotion of Fine Arts helps strengthen multi-cultural understanding between people irrespective of their caste, creed or religion. The function assumed significance for BHEL as it has ventured into a unique and important CSR activity and also a landmark achievement for KSS in their Platinum Jubilee Year.

Over the years, the interest of our society in music has increased manifold. This prompted the KSS to have a building of its own so that they are able to pursue promotion of these noble activities viz. dance, drama and music without any hindrance or interruptions. The KSS imparts music education, especially classical Carnatic and Hindustani music education to children through qualified and experienced teachers in the field, with the objective of safeguarding the cultural heritage of India.

3. Providing Health care services for the poor and needy people of Bundelkhand through Lifeline Express.

BHEL has undertaken yet another noble CSR initiative on health by engaging the services of 'Lifeline Express' train, the '**world's first hospital on wheels**', to provide free medical treatment to the most needy and poor people of Bundelkhand region. Appropriate/ adequate medical facilities is the crying need of these under-privileged people, who

constitute around 80% of the local population. These people shall be provided with medical treatment for their problems related to orthopaedic, neurological (epilepsy), cleft lips, ear, cataract, post-burn contracture release, dental disorders besides corrective polio surgeries for children below 14 years of age - medical treatment which otherwise they are unable to afford on their own.

At a function held at Jhansi Railway Station on 27th August, 2013 (Tuesday), the 'Lifeline Express' was inaugurated by Shri Pradeep Jain 'Aditya', Hon'ble Minister of State for Rural Development, Govt. of India in the august presence of a host of dignitaries/senior officials from BHEL and the state/district administration including Shri A.K. Dave, Executive Director, BHEL-Jhansi, Commissioner of Jhansi Division, DRM (North-Central Railways - Jhansi), District Magistrate (Jhansi) besides the CEO of Lifeline Express and his team of medical professionals. Banners, hoardings, posters, handbills and other communication tools were pressed into service by BHEL to reach out to the people from the remotest corners of Bundelkhand so that they are motivated/encouraged to reach Jhansi Railway station to avail this free medical facility which is at par with the facilities available in any good hospital of the country.

The Lifeline Express train is a full-fledged hospital on wheels consisting of 05 coaches with all kinds of hospital equipments including 02 operation theatres (OTs) and 05 operation tables fitted with a CCTV camera, supporting equipments like generators, sterilizer rooms and medicine store rooms. The camera is attached to a state-of-the-art microscope which will relay the operation proceedings from the OTs on an LCD TV for viewing by doctors/medical specialists seated in the train's auditorium (which has



Patients being treated in the Lifeline Express Train stationed at Jhansi





Patients waiting in the camps for availing treatment at the Lifeline Express stationed at Jhansi Railway Station

a seating capacity for 40 persons) in order to upgrade their knowledge about the latest techniques of surgery.

Under the initiative, the hospital train was stationed at Jhansi Railway Station from 25.08.2013 to 20.09.2013 for providing free medical services such as, restoration of sight, movement and hearing, correction of cleft lips, dental and neurological treatment etc. to the poor and needy people in nearby villages of Jhansi. During the period, around 1000 patients have been surgically operated upon for various problems such as polio, cleft lips, post-burn contractual release, eye & ear ailments, epilepsy and dental problems. 2, 642 patients have been given medical treatment for these ailments including hearing aids to 292 patients suffering with ear problems and calipers to 13 patients affected with polio.

4. Support to mentally challenged patients in Kolkata

BHEL has undertaken a noble initiative to alleviate the suffering and pain of patients afflicted with serious mental disorders. As part of its CSR initiative, the company extended financial support of Rs.100 lakh to an NGO named "Sane and Enthusiast Volunteers Association of Calcutta" (SEVAC) for construction of a Mental Health Care facility at Thakurpukur, Kolkata. BHEL's support involved construction of: (i) a 50-bedded Mental Hospital-cum-rehabilitation centre; (ii) a Day Care Centre; and (iii) an Education Wing Hospital for at least 500 mental patients and their care givers who shall be benefitted every year. Around 2 percent of the total population of India suffers from major mental illnesses while another 15 percent are in dire need of mental health care.

At a grand function held at Kolkata on 26th November, 2013, the Mental Health Care Facility was inaugurated by His Excellency, Shri M. K. Narayanan, Governor of West Bengal in the presence of a host of dignitaries including Shri B. Prasada Rao, CMD, BHEL, Shri R. Krishnan, Director (HR), BHEL, Justice (Retd.) Shri Chittatosh Mookerjee and Shri Sankar Sen, former Director General, National Human Rights Commission. BHEL officials from Corporate and Kolkata were also present. Shri Narayanan lauded BHEL's CSR initiatives to reach out to the underprivileged people of the society and in particular for its generosity in providing support to SEVAC in its endeavor to alleviate the pain of patients afflicted with mental disorders. He was confident that this support from BHEL would go a long way in enabling SEVAC to serve these neglected people of our society in a more befitting manner.

Reciprocating the sentiments expressed by H.E. Shri Narayanan, Shri B. Prasada Rao, CMD, BHEL said that as a Maharatna PSE whose name begins with the word 'Bharat', "we are proud to say that all our activities including CSR initiatives are dedicated to the growth and prosperity of our great country and it is indeed a momentous occasion for BHEL to be associated with a noble cause as this". Shri Rao underlined the various CSR activities being undertaken by the company particularly the initiatives by the company's manufacturing units where special care schools have been established for providing care and comfort to the children suffering from different forms of disabilities including mental disability. CMD also highlighted BHEL's pioneering companywide campaign to motivate its employees to pledge their eyes for donation as well as its



His Excellency, Shri M.K.Narayanan, Governor (West Bengal), inaugurating the BHEL Block in the SEVAC centre for mentally challenged patients



CMD, Director (HR) and senior officials of BHEL at the inauguration of the BHEL Block at SEVAC Centre

wholehearted support to the national campaign on 'Organ Donation'.

SEVAC is a charitable organization serving the cause of unfortunate and disadvantaged sections of the society suffering from serious mental illnesses and deridingly described as mad persons. Mental health care requires help of dedicated and passionate people who are most sympathetic towards this cause. BHEL has therefore taken up this onerous task of helping such unfortunate people who are treated as a burden by their family members and are the most neglected and inhumanly treated lot of the society.

CSR Project agreements signed recently



BHEL reaching out to people of the flood-ravaged Uttarakhand

As an expression of its solidarity and support to thousands of people devastated by the recent floods in river Ganges & its tributaries in Uttarakhand region, BHEL swiftly got into the act to provide relief and succour to them by way of food, water, medicines as well as Mobile Medicare services.

Contribution to the Chief Minister's Relief Fund

Reaching out to the victims of flood-ravaged Uttarakhand, BHEL made a humble contribution of Rs. 2 Crore under the company's CSR initiatives to the Chief Minister's Relief fund of Uttarakhand to alleviate the suffering of the grief-stricken people of the region.

Contribution to the Prime Minister's Relief Fund

In addition to the amount given to CM's Relief fund, BHEL employees also came forward to express their solidarity and support for the people devastated by nature's havoc in Uttarakhand by contributing their one day's salary amounting to Rs. 6.43 Crore to PM's Relief fund. This noble gesture of BHEL employees yet again symbolises the inherent strength of the Company in integrating its organisational values with the determination and passion of its employees to reach out to the most needy and downtrodden sections of the society.



Bus loaded with relief material leaving BHEL-Haridwar unit for the flood-ravaged victims of Uttarakhand



Relief material at Uttarkashi

BHEL vehicles pressed into service to provide relief to the Distressed

A four-member team from BHEL-Haridwar carried food, milk, water, medicines and other essentials in a bus to the calamity struck areas in Uttarkashi district of Uttarakhand. The route was perilous due to landslides in the area and the bus got stuck at one such location, but the team under the guidance and motivation from BHEL-Corp. Office, managed to arrange smaller vehicles to carry the relief provisions to Uttarkashi. These provisions were comprehensively distributed to the disaster struck people in Uttarkashi, Harshil and Rudraprayag areas. The returning vehicles also transported the distressed people, who subsequently boarded the bus and were brought back to safer places on the



Relief material being taken to Uttarkashi in smaller vehicles due to rough terrain



People receiving medical attention at Triveni Ghat in Rishikesh

plains. The BHEL vehicles carrying relief materials were the first to reach Uttarkashi and this immensely benefitted the grief stricken people who till then had no access to food, water, medicines, etc. and whose conditions were worsening every moment due to heavy downpour, landslides and floods. The BHEL team acted swiftly and effectively delivered the relief materials to the affected people without being deterred by the adverse terrain and inclement weather conditions. This swift action to help the flood-ravaged people was timely and it fortified the Company's resolve of being a responsible corporate citizen committed for the betterment of the society.

Providing medical aid through Mobile MediCare Unit (MMU)

BHEL-Haridwar is operating a mobile medicare unit (MMU) to provide health care/medical treatment to the poor and downtrodden people living in remote areas in the vicinity of the unit. In the wake of massive destruction in Uttarakhand, the MMU allocated to BHEL-Haridwar unit was immediately deployed to provide medical relief to victims of the natural

tragedy which included pilgrims visiting the shrine of Lord Kedarnath and other holy places of the region. The MMU was stationed within the precincts of Jolly Grant Airport in Dehradun where the rescued/evacuated pilgrims from Kedarnath, Rudraprayag and other places were arriving by army helicopters. The BHEL team of doctors, employees and attendants were on hand to help the victims get medical check-up and treatment for various health problems faced by them. The problems people suffered ranged from diarrhea and fever to cuts and swelling in feet. This immediate and personalised medical aid provided to these people by the BHEL medical team proved handy as they felt good and cheerful.

Subsequently, the MMU moved to Rishikesh to render medical assistance to rescued people as well as to the people living on the river banks affected by floods. The relief team at Rishikesh comprised doctors and officials from BHEL Corporate CSR. The MMU was further deployed at Triveni Ghat in Rishikesh, where silt of about 3 meters was deposited



BHEL's MMU at Jolly Grant Airport to provide medical treatment and relief to victims being airlifted from various disaster-struck locations



BHEL's MMU stationed at the Rishikesh Bus Stand providing medical aid to victims



Distressed people being treated by the MMU stationed in Triveni Ghat (Rishikesh)

on the Ghat base/floor resulting in the shops and temporary stands alongside the Ghat getting completely washed out. Sadhus and seers affected by this natural disaster were also provided with medical aid and medicines for their physical ills. People benefitted by this endeavor of BHEL were extremely happy to state that this medical attention was the first of its kind in that area. The BHEL medical team also rendered medical assistance/relief to some of the grief-stricken people involved in retrieving wooden logs and dead bodies from flowing waters by bandaging and dressing their wounds. Refreshment packets like biscuits/snacks, water bottles, etc. were also distributed to the patients. BHEL's MMU service is continuing with the relief operations in Rishikesh in addition to its regular programme of providing medical treatment to the rural/poor villagers in the vicinity of Haridwar unit.

BHEL rushes relief supplies for the distressed people

BHEL's relief operations for the victims of Uttarakhand calamity continued unabated. The second foray into the disaster struck region with relief supplies was conducted by BHEL-Haridwar and supported by BHEL Ladies Club which included relief/food materials for the homeless and displaced/distressed local people of Uttarakhand villages. A three-member team from BHEL-Haridwar carried packages of food materials such as rice, flour, pulses, sugar, refined oil, mustard oil, dry spices, etc. and other essential items like umbrella and torch for 200 families in three mini trucks which were handed over to the govt. authorities for distribution to the affected people.



Relief material being sent for the victims of disaster-struck Dehradun

Stranded pilgrims at Badrinath rescued

On 25-Jun-13 information was received by BHEL authorities that some pilgrims from Hyderabad were stuck up at Panchpuri Sadan near Badrinath bus stand where the weather was turbulent and very bad. The BHEL officials remained in constant touch with them over the mobile and assured them of all possible help. The stranded people were advised to reach Joshimath by taking the help of Army and Air Force helicopter services as the road from Badrinath to Joshimath was severely damaged. On 29-Jun-13, all 23 people from Hyderabad reached Joshimath safely. 05 SUVs were pressed into service by BHEL-Haridwar unit which reached Joshimath in time to evacuate these people and safely transported them to Rishikesh and then to Jolly Grant Airport, Dehradun from where they were subsequently provided with all help for their safe return/passage to their respective hometowns on 1st July, 2013 and reunion with their families.



Handing over of relief material for the victims of Uttarakhand tragedy to ADM Dehradun

CSR in Press & Media

BHEL distributes free kits for haemophiliac children

Special Correspondent

TIRUCHI: The industry sector of the Bharat Heavy Electricals Limited, New Delhi, in association with The Haemophilia Federation (India), Tiruchi chapter, distributed free medical kits containing anti-haemophilic factors (AHFs) to seven haemophiliac children hailing from poor families here recently.

Haemophilia, a genetic

bleeding disorder because of lack or deficiency of essential blood clotting factors, results in severe bleeding even for minor wounds.

The standard method of treatment was through injection of factors that arrest bleeding.

M. Palanivel, general manager, Human Resource, BHEL Tiruchi, distributed the medical kits to the beneficiaries.

Tara Sundararajan, president, Haemophilia Society, Tiruchi Chapter, and other office-bearers of the society were present.

K. Mohan, Additional General Manager, Industry Sector, BHEL, New Delhi, said BHEL had taken up a pan-India corporate social responsibility project christened "Heal-A-Soul" and distributed kits with AHFs to 230 persons so far.

BHEL Contributes Rs.2 Crore to CM's Relief Fund

Posted on June 24, 2013 14 PM

New Delhi, June 24: Reaching out to the distressed victims in the flood-ravaged areas of Uttarakhand, Bharat Heavy Electricals Limited (BHEL) has made a humble contribution to help alleviate their suffering.

To this effect, an amount of Rs.2 Crore has been contributed by BHEL to the Chief Minister's Relief Fund of Uttarakhand. In addition, BHEL employees have contributed one-day's salary for the cause. BHEL has also rushed important supplies including food, milk, water and medicines to the affected areas, from its plants located at Haridwar

In addition to lighting the homes of people, BHEL is also helping in lighting the lives of people in distress. BHEL

and its employees have always risen to the occasion and contributed towards rendering relief to victims of natural calamities like the tsunami-affected states; floods in Karnataka, Assam, Bihar and Andhra Pradesh; earthquake in Gujarat; the super cyclone in Orissa and the drought in Gujarat and Rajasthan, in addition to the Kargil war.

As part of its Corporate Social Responsibility (CSR) and as an attempt to share its profits with one of its key stakeholders - society, BHEL has adopted 56 villages around the country for welfare activities. Primarily located in the vicinity of its major manufacturing plants, around the country, these villages and their 80,000 inhabitants are benefiting from BHEL's initiative aimed at all-round grass-root rural development.

THE HINDU Business Line

BHEL's Industrial Systems Group provides vending carts to poor

BHEL's Industrial Systems Group (ISG), Bangalore, as part of its Corporate Social Responsibility (CSR) activity has provided vending carts to the economically poor and wheelchairs to physically challenged persons.

At a function organised jointly by BHEL and the

programme implementing NGO, Dr B. R. Ambedkar Kreedha Club, Nagavara, Bangalore, Atul Sobti, ED ISG presented vending carts and wheelchairs to the beneficiaries.

Also, BHEL has contributed Rs 2 crore to the Chief Minister's Relief Fund to help victims in the flood-ravaged areas of Uttarakhand. BHEL employees have also contributed over Rs 6.50 crore.

CSR in Press & Media

DINA
Daily News & Analysis
Newspaper

Thane gets its first NAT blood and thalassaemia centre

Varsha Dugar *Overseas Editor*

Thane: There are about 10 thalassaemia patients in Thane, 20 in Mulund and 1000 across Mumbai region.

Yet, Thane did not have a thalassaemia blood transfusion facility. Thalassaemia patients in and around the city had to travel all the way to Mumbai for blood transfusions. But, not anymore.

The city has got its first thalassaemia Day Care Centre, which will be inaugurated on June 3. Triumph Blood Bank (TBB) and Triumph Day Care Centre, at Orion Business Park, Kapurbavchi, is a joint initiative by Triumph Foundation run by Rotary Club of Thane Hills (RC TH), TMC and the corporate social responsibility programme of Bharat Heavy Electricals Limited.

Built at the cost of more than Rs 25 crore, the blood bank promises to provide safe blood to its patients. With the NAT (Nucleic Acid Amplification) technology, TBB will be able to provide NAT tested blood is currently available at Hinduja hospital and Kokilaben Ambani hospital, both in Mumbai.

"NAT tested blood is the purest form of blood available in the world because it is rarely available because it is costly. But, we have this technology at our disposal and we will provide it at very nominal cost," said Dr. V. S. Patil, a pathologist at TBB.

NAT is the most advanced technology for detecting infectious diseases transmitted through blood.

While NAT tested blood is available at more than Rs 3,000 at other places and that too on demand, TBB will provide it at Rs 1,200.

Thalassaemia day care centre will provide blood transfusions for free. "Triumph Foundation will sponsor 60 thalassaemic children in the first year who will get free blood transfusions. Later, we will adopt more children," said Ravinder, president, RC TH.

The blood bank will run on a no-profit-no-loss mode. "Blood donations should have

BHEL, Sangeetha Sabha sign agreement



NEW DELHI: As part of its corporate social responsibility to promote art and culture, Bharat Heavy Electricals Limited signed an agreement with Karnataka Sangeetha Sabha at a function here on Monday.

In a release, BHEL said this agreement will ensure that children of the Sabha avail of music education. It will provide financial support for audio-visual aid to be used in the conference hall of the Sabha's new building being set up in Gol Market.

— Staff Reporter

Greenocracy

During 2012-13, BHEL achieved a fund flow of 163.30 crore on its various CSR initiatives.

Civic duty paramount for BHEL

BHEL, chairman and managing director B. Prasad Reddy said the company is undertaking socio-economic and community development projects to promote education, improve living conditions, health and hygiene in villages and communities. Located in the heart of the manufacturing hub and project sites, BHEL extended financial support to 100 talented students, who have cleared class X to pursue higher education up to the post-graduate level under a programme titled 'Udayan Sanksh'. The company has joined hands with the government of India and the state of Karnataka for enhancing the employability of the youth of Karnataka and Kerala.

To live with this commitment, the company supports various social initiatives across the country by undertaking projects in rural areas, education, health, environment, sports, etc.

enrichment, vocational training, calamity management, etc. Some of the initiatives of BHEL in education include a Reading League in 10 ACD schools of Delhi which has been mentored by an NGO named 'Katha'. The project has successfully achieved the objective of rehabilitating shunt children, including school drop-outs, developing their inclination towards learning through the method of story telling. During 2012-13, the company achieved a fund flow of Rs 30 crore on its various CSR initiatives.

Another project titled 'Lifting every voice of children' has been undertaken by the company to provide quality education to 360 children belonging to the privileged economic section.

To supply drinking water and hygiene facilities, BHEL has initiated 'Atal Ghar' in 25 villages of the backward district of Munger in Bihar. This programme aims to achieve basic necessities, generate employment, improve women's health and hygiene, develop food processing and

to improve the living conditions of villagers.

Consistent to providing quality healthcare services for the needy and deprived people and in particular for the children living in backward regions, BHEL joined hands with Arogya India, a renowned NGO, by providing mobile medical units for operations in the vicinity of remote project sites of its four power sector regions.

Reaching out to the victims of flood-ravaged Uttarakhand, BHEL made a contribution of Rs 1 crore under the company's CSR and to the Chief Minister's Relief Fund of Uttarakhand. In addition, BHEL employees contributed one day's salary amounting to Rs 30 crore to the PM's Relief Fund.

THE HINDU



'National Eye Donation Day' at BHEL-ISG, Bangalore

Carrying forward BHEL's mission of 'Vision to All BHEL's

Call' - an initiative to eradicate corneal blindness, BHEL's Industrial Systems Group (ISG), Bangalore observed 'National Eye Donation Day' on September 13, 2013. Atul Sobti, Executive Director (ISG) addressed the gathering highlighting importance and need for eye donation.

Awards & Accolades

SILVER PLATE AWARD TO BHEL FOR CSR INITIATIVES ON HEALTH CARE

BHEL has been awarded for its exemplary work in the field of health care services for the needy and poor people of the country under its CSR support initiatives. Instituted by HelpAge India, a renowned NGO, working for the cause and care of disadvantaged people, the award was conferred upon BHEL in recognition of its zeal and commitment to provide quality medical services to the underprivileged people and in particular, the elderly people living in the remotest/backward regions of the country.

At a function held at India Habitat Centre, New Delhi on 1st October, 2013, to mark the International Day of Older Persons, Shri V.K. Sharma, GM (HSE & CSR), received the Silver Plate Award on behalf of BHEL from Dr. Syeda Hameed, Member, Planning Commission in the presence of a host of eminent

persons including Mrs. Justice (Retd.) Leila Seth, Mr. Mark Gorman, Director - Strategic Development, HelpAge International (UK), senior functionaries of the Govt. of India as well as officials from BHEL.

Fully equipped 05 nos. Mobile Medicare Units (MMUs) have been provided to HelpAge India for operation in remote project locations of BHEL's 04 Power Sector Regions - Northern Region, Eastern Region, Western Region & Southern Region; and one at Guruharsahai in Ferozepur district (Punjab) for meeting the health care needs of poor and needy people through medical checkups and distribution of medicines at their doorsteps free of cost. The MMU team comprising a Doctor, Pharmacist & Social Protection Officer conduct weekly visits to the houses of bedridden elders who otherwise can't approach or cannot be brought in vehicles. Necessary advice and counselling is provided to patients & caretakers on various ailments and home care.



Shri V.K. Sharma, GM (HSE & CSR) receiving the Silver Plate Award from Dr. Syeda Hameed, Member, Planning Commission at a function held in New Delhi

Training & Development



Participants in the "Training of Trainers" program held at Corporate Office

Training of Trainers program conducted at Corporate Office

A two-day training program on Corporate Social Responsibility and Sustainability was organized at BHEL, Corporate Office on 29th & 30th August, 2013 for CSR unit coordinators/ committee members at various Units/ Regions/Divisions of BHEL. A total of 36 executives from various Units including CSR team of Corporate Office participated in the program. Shri K. K. Seth, ED (NIC, HRDI & CPG) was the Chief Guest on the occasion. Dr. S.K. Gupta, Director, Institute of Cost Accountants of India (ICAI) was invited as a Guest faculty to sensitize the participants on different aspects of CSR and its evolution as a necessary phenomenon for business corporations. Dr. Gupta touched upon various aspects of CSR beginning with DPE guidelines on CSR, Baseline Survey for CSR projects, Impact assessment of projects, Monitoring of CSR projects etc. He explained in detail about identification of NGOs for implementation of CSR projects, signing of MoU with implementing agencies and quantitative & non-quantitative techniques for verifying the progress of CSR projects.

Dr. Gupta also presented case studies in CSR of other PSUs such as Airport Authority of India Limited (AAI), Hindustan Petroleum Corporation Limited (HPCL) & Steel Authority of India Limited (SAIL) for a comprehensive understanding of CSR implementation in Public Sector Organizations. The last

session comprised questions from the participants, which were satisfactorily replied by Dr. Gupta.

The second day of the program began with a presentation on implementation of CSR initiatives by BHEL. A detailed presentation was made by Corporate CSR group wherein all aspects of CSR project implementation in the Company such as, screening of projects proposals by three-tier committee at Corporate level, various CSR projects undertaken by BHEL. The presentation also touched upon the CSR & Sustainability policy and guidelines for formulation of a mechanism for baseline survey & impact assessment of CSR projects by the units which are under approval. The session was followed by site visit to one of the CSR projects being implemented by Global Cancer Concern India (GCCCI) at Gurgaon - a centre for providing palliative therapy to patients afflicted with cancer and other ailments. Speaking to the participants at the centre, Dr. Sampurna Behura, Project Director (GCCCI) gave a detailed overview of GCCCI and its activities including palliative therapy with particular reference to the initiatives being undertaken by them in partnership with BHEL. She commended BHEL for all its encouragement and support to reduce the suffering of patients afflicted with cancer and other ailments.

In this series, all the Units of BHEL are conducting such programs at their respective HRDCs so that maximum numbers of employees are sensitized on CSR across the Company.



Dr. S.K. Gupta, Director, ICAI addressing participants at the program

Glimpses of Training programs organized for sensitization of employees in the company



Inter-Unit CSR workshop organized at Corporate Office on 7th & 8th January, 2014



Employee sensitization program held at PEM, Noida on 27.12.2013



Employee sensitization program held at IVP, Goindwal on 20.01.2014



Sensitization program for employees of PSSR, Chennai



CSR Sensitization program conducted at HEEP, Haridwar



GM (HR), HEEP, Haridwar addressing a session on sensitization of employees at HEEP, Haridwar

Articles on CSR

आओ...कुछ नया करें...

दो चार दियों के जलने से, कब मिटा धरा का तम हे प्रिय।
हर मन न हुआ यदि ज्योति-पुंज, आँखों में होगी नम हे प्रिय!!
उज्ज्वल भविष्य की आशा में, कितने काले कल बीते हैं।
कब पूर्ण हुए वे दिवा-स्वप्न, हम हार गये वे जीते हैं।।
गाँधी-सुभाष ने सोचा था, हम राम-राज्य ले आएंगे।
न ऊँच-नीच का हो अंतर, हम ऐसा देश बनाएंगे।।
इतने दिन बीते मुक्त हुए, पर मंजिल कहाँ मिली अब तक ?
निर्बल आँखों में आँसू हैं, वे हँसना सीखेंगी कब तक ?
आओ अब कुछ ऐसा कर लें, हो क्षुधा, गरीबी नष्ट यहाँ।
सब शिक्षित हों, सब स्वस्थ रहें, ना हो अब कोई कष्ट यहाँ।।
पर याद रखो सब मिल-जुल कर, यदि आगे पग न बढ़ाएंगे।
तो चना अकिंचन जैसे ही, तम-भाड़ तोड़ ना पाएंगे।।

आशुतोष मिश्रा

सहायक अभियंता (परचेज, एम एमएम बो.ओ.आई.)
बी.एच.ई.एल. — त्रिची

सी.एस.आर.

हर कम्पनी का उत्तरदायित्व है सी.एस.आर.,
समाज का हर व्यक्ति है जिसका हकदार।
बी.एच.ई.एल. है जिसके लिये हर दम तैयार,
सी.एस.आर. की निगरानी करती है भारत सरकार।
‘जीवन को ज्योति, प्रगति को गति’ है उद्देश्य हमारा,
हो समाज की समग्र सेवा, ऐसा है प्रयास हमारा।
सी.एस.आर. के क्षेत्र में है हमने कदम बढ़ाया,
BHEL's Call-Vision to All, को जन-जन तक पहुँचाया।
जून के महीने में हुई उत्तराखंड में भयंकर त्रासदी,
प्रधानमंत्री राहत कोष में हर कर्मचारी ने एक दिन की वेतन दी।
बी.एच.ई.एल. के इस प्रयास को प्रधानमंत्री जी ने खूब सराहा,
जिसके लिये C.M.D. साहब के पास PMO से धन्यवाद पत्र आया।
अभी तो हमने सी.एस.आर. को है जाना,
आगे भी हमने सी.एस.आर. के द्वारा भारत को है विकसित बनाना।
हर कर्मचारी की हो इसमें पूरी भागीदारी,
सी.एस.आर. कम्पनी की ही नहीं हमारी भी है जिम्मेदारी।

लक्ष्मी कान्त मिश्रा

सहायक इंजीनियर, बी.एच.ई.एल. एच.ई.ई.पी. — हरिद्वार

CSR – The BHEL Way

A Committed Corporate Citizen;
Enormously thriving for the betterment of Community,
Not just out of compassion or charity
But, to Value its Belief of
“Community's Development is the Role of Any Company”
Be it any Sphere of Revamping;
Reaching out to victims of Uttarakhand Calamity,
Eradicating corneal blindness through Eye Donation Camps,
Building Schools for the underprivileged children,
Improving the livelihood of Rural Community,
Saving the Environment by Acquiring Advanced Technology (FGD System),
Promotion of Art & Culture,
You shall always find BHEL as a “Healer”.
The Silver medal Accolade for the Healthcare Service;
Is just the tip of our CSR Ice
In the walks of “Providing a Better Tomorrow”
We keep uprooting the hassles impeding a Better “Today”
The Triple Bottom Line Approach of People-Planet-Profit
Is like one of our Power - Plant – Project
Where, we rededicate ourselves every time,
Not to earn but to disseminate our Profit.

By
Gayathiri Sridharan
Sr. Executive-HR,
BHEL-Piping Centre, Chennai.

CSR – The Road Ahead

Changing expectations about the role of business in society has pushed the concept of good corporate citizenship into the forefront of business decision making. Research studies have revealed that good corporate activities have a positive impact on business performance. Most major companies now recognize that they have an extended family of stakeholders which include investors, employees, non – government organizations and the community in which they operate.

Corporates now realize that for long term survival they need to look beyond just making money for their shareholders and owners and pay heed to the needs of the community. This change in attitude is what Corporate Social Responsibility is all about.

The World Business Council for Sustainable Development defines CSR as "the continuing commitment by business to behave ethically and contribute to economic development while improving

the quality of life of the work force and their families as well as the local community and society at large."

According to another definition, CSR involves the "operations of a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has from business. It is viewed as a comprehensive set of policies, practices and programmes that are integrated through business operations and decision making processes that are supported by top management."

These definitions reveal that Corporate Social Responsibility is not merely giving funds for community development and religious purposes. It involves a wide range of activities and extends to a wide range of stakeholders of the business for a company. To qualify as a good Corporate Citizen it is essential not only for the top management to be pro-CSR but also involvement of the entire workforce of the company in some way or the other in the Company's Corporate Social Responsibility activities / programs.



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	Pink
Skill Development	Yellow
Vocational Training	Grey

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



Powering Progress... Brightening Lives
Touching Every Indian Home

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