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BHEL reaches out to flood victims in Andhra Pradesh



Reaching out to the distressed victims in the flood-ravaged areas of Andhra Pradesh, Bharat Heavy Electricals Limited (**BHEL**) has made a humble contribution to help alleviate their suffering. To this effect, on behalf of **BHEL**, a cheque amounting to Rs.25 Million was presented by Sh. Vilasrao Deshmukh, Honâ€™ble Union Minister of Heavy Industries and Public Enterprises, Government of India to Sh. K. Rosaiah, Chief Minister of Andhra Pradesh. Mr. B.P. Rao, CMD, **BHEL**, Directors on the board of **BHEL** and other senior officials of **BHEL** were also present on the occasion. 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 Assam and Bihar, earthquake in Gujarat, the super cyclone in Orissa and the drought in Gujarat and Rajashtan, 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 â€™ 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**â€™s initiative aimed at all-round grass-root rural development. **BHEL** has always taken a lead and has been playing a proactive role for the upliftment of weaker sections of society. The company has taken up rural development activities, not out of emotion, compassion or as an act of charity but because it believes that rural development is an extension of the role and function of its business. **BHEL**â€™s approach to rural development is based on an in-depth study of various socio-economic factors in areas in the periphery of its unit/divisions. The company's rural development programme is based on four main objectives viz. rural development, rural education, rural health & environment and rural employment generation. **BHEL**â€™s contribution towards discharging its Corporate Social Responsibility also includes free medical camps/charitable dispensaries, schools for the underprivileged and handicapped children, ban on child labour, disaster/natural calamity aid, employment for handicapped, widow resettlement, Employment for Ex-servicemen, irrigation using treated sewage, pollution checking camps, plantation of Lakhs of trees, energy saving and conservation of natural resources through environmental management.

Mr Vilasrao Deshmukh presenting a cheque of Rs 2.5 Crore to the CM of AP on behalf of BHEL

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