



प्रयास

एक बेहतर दुनिया की ओर..

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



SANITATION FOR ALL





MESSAGE

We have deliberated upon and discussed at various forums that the quintessence of Corporate Social Responsibility (CSR) is that people and organizations must behave ethically and with sensitivity toward social, cultural, economic and environmental issues to be able to sustain in an increasingly challenging global scenario.

The issues such as climate change, environmental problems; the tight supply of resources, energy, food, water, should not and cannot be tackled by national governments or international organizations alone. Rather, all organizations including businesses must face them as humanity's common problems and play their part in finding solutions.

BHEL has, since its inception, understood these problems faced by the society and, accordingly, embraced the CSR philosophy - "Committed towards holistic welfare of the Society" through various activities/programs undertaken by the Company over the years. I am happy to note that the CSR initiatives undertaken by the Company during the last couple of years are being brought out in the form of this fourth issue of this now popular publication amongst our employees - CSR "Prayas."

With the notification of CSR (Policy) Rules, 2014 (effective 1st April, 2014) under the Companies Act, 2013, there will now be greater thrust on compliance of CSR activities/programs on the ground. You are aware that a CSR Policy of the Company has also been approved by the Board of Directors in line with the said Rules and as mandated under the Companies Act, 2013. All our CSR activities/programs will have to be aligned with this Policy and carried forward accordingly.

Given our presence across the country and a giant power equipment manufacturing organization that we are, we must continue to strive for the overall good of the society and thereby contribute our part toward holistic development of the country.

(R. Krishnan)
Director (HR)



MESSAGE

It gives me immense pleasure to present the fourth issue of our very special publication – CSR Prayas. The publication has proved to be a very useful reference document for our stakeholders to know about the various CSR initiatives being undertaken by the Company. It has also been serving as a showcase for the various achievements made by BHEL in the field of CSR – which can be a model to emulate.

CSR at BHEL is a continuing commitment to behave ethically and contribute to harmonious and sustainable development of society and planet through business, while improving the quality of life of the community and the society. Through CSR initiatives, we aspire to play a catalytic role in the socio-economic development in the region and aim to create an enabling working environment for BHEL as well as income generation opportunities for the local community.

We have made a significant impact on our surroundings with successful implementation of projects related to 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, etc.,

With the enactment of CSR Rules, 2014 under the Companies Act 2013, it has become mandatory for all organizations to spend at least 2% of net profit on CSR activities. This, along with our passion for a stronger and healthier society, provides BHEL with an opportunity to promote a “new culture of social responsibility”. I wish that this issue of the magazine will further the objective of drawing the road map for CSR for our great organization.

Wishing you all a “Happy CSR.”

(Pradeep Singhal)
ED (CSR, HSE & Admn.)

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BHEL's CSR POLICY

CSR POLICY STATEMENT

BHEL, a global engineering enterprise providing solutions for a better tomorrow, is committed towards holistic welfare of the society by undertaking CSR activities within the ambit of Schedule-VII of the Companies (CSR Policy) Rules, 2014. However, thrust areas for CSR activities will be:

- Mitigation of hunger and poverty through livelihood promotion/ augmenting income generation;
- Promoting health care including preventive health care;
- Sanitation and making available Safe Drinking Water;
- Promoting Education with thrust on informal education to reduce dropouts at primary school level, toilets in schools specially for girls, value education, enhancing vocational skills;
- Setting up old age homes, day care centre and such other facilities for senior citizens
- Ensuring environmental sustainability with emphasis on projects based on Solar Energy;
- Protection of national heritage, art and culture;
- Rural Development Projects;

In the above thrust areas priority will be given to under privileged, neglected and weaker sections of the society.

The company shall give preference to the local areas for spending at least 75 % of the amount earmarked for CSR activities. The remaining amount may be utilised beyond local areas. At least 75% of the new proposals (i.e. CSR proposals approved for the first time on or after 1.4.2014) shall be taken up in project mode. The Provisions of the Companies Act, 2013 and CSR Rules made thereafter (including DPE Guidelines, as and when issued, on CSR) shall have overriding effect vis-à-vis the provisions of this policy.

Periodic review of the policy shall be done to ensure its continued suitability, adequacy and efficacy.

(For details refer www.bhel.com)

OBJECTIVE & SCOPE

The purpose of the CSR policy is:

- To define CSR projects or programs which BHEL plans to undertake and which fall within the purview of the Companies Act 2013, the Companies (CSR Policy) Rules, 2014 and the Guidelines on CSR as and when issued by Department of Public Enterprises;
- Modalities of execution of such CSR projects or programs;
- Monitoring process of such CSR projects or programs;
- To make the stakeholders aware about CSR practices in BHEL.

Scope

- The policy broadly covers all relevant clause(s)/ sections of the Companies (CSR Policy) Rules, 2014 and the Companies Act, 2013.
- The Policy relates to the activities to be undertaken by the Company as specified in Schedule VII of the Companies Act and the expenditure thereon, excluding activities undertaken in pursuance of normal course of business of the Company.
- As clarified by the Ministry of Corporate Affairs vide General Circular no. 21/2014 dt. June 18, 2014, CSR activities mentioned in Schedule VII are to be interpreted liberally. Further, one-off events such as marathons/ awards/ charitable contribution/ advertisement/ sponsorships of TV programmes etc. would not qualify as CSR activities.

- The CSR projects or programs or activities that benefit only the employees of the company and their families shall not be considered as CSR activities.
- This policy document will be applicable for all BHEL units for implementation of CSR activities/ programs.

Funding & Allocation

Funding

- In line with extant provisions of section 135 of the Companies Act 2013 and requirements laid down in the Companies (CSR Policy) Rules, 2014; 2% of the average net profit of the company made during the three immediately preceding financial years will be allocated for CSR activities.

Allocation

CSR Budget will be utilized for the following heads on a year-to-year basis:

- Support to Schools and Skill Development
- CSR Capacity Building Reserve
- MoU Projects
- Reserve for Emergency Needs
- Renewal/ Extension of ongoing CSR Projects
- Baseline Survey/ Need Assessment
- Impact Assessment
- Salary to CSR Staff
- Proposal through Registered Trusts/ Societies/ Govt. Agencies/ Customers

MOU 2014-15

MoU 2014-15 has been signed with Ministry of Heavy Industries and Public Enterprises, Govt. of India wherein parameter **“Infrastructure Development Activities in number of Identified Villages (5 Nos.)”** has been taken as CSR Parameter. As per the parameter, Company needs to complete following activities in each village during the year 2014-15:

CSR & SUSTAINABILITY: ACTIVITIES TO BE UNDERTAKEN IN VILLAGES	
Sl. No.	Activities
1	Construction/Renovation of Community Center.
2	Installation of Solar Lighting System.
3	Infrastructure improvements in school.
4	Construction of classroom.
5	Construction of toilet in school

Based on the MoU and as per the approval by our Board of Directors, our 04 manufacturing Units – Bhopal, Haridwar, RC Puram, Hyderabad and Trichy and 01 Power Sector Region – PSER, Kolkata are carrying out the above activities.



OUR FLAGSHIP PROJECTS

BHEL supports construction of Ganga Prem Hospice in Uttarakhand for providing palliative care/treatment to terminally ill cancer patients

Entering into its Golden Jubilee year (the 50th year of its establishment), BHEL has undertaken yet again a very noble CSR initiative to alleviate the suffering and pain of terminally ill cancer patients who are battling with this deadly disease. As part of its Golden jubilee CSR initiatives, the Company has provided financial support of Rs. 2.43 Crore to Shraddha Cancer Care Trust, Haridwar towards construction of a 30-bed Hospice for providing palliative cancer care to terminally ill cancer patients through medical, social, emotional and spiritual support to the patients and their families.



Signing of MoU between BHEL & Shraddha Cancer Care Trust at Haridwar.

An agreement to this effect was signed between BHEL and Shraddha Cancer Care Trust at a function held at the Haridwar Unit of BHEL on 25th January, 2014 for construction of "Ganga Prem Hospice," a flagship Hospice for cancer patients, on the banks of the holy river Ganga in Gohri Mappha village of Raiwala, near Rishikesh. The function was graced by a host of dignitaries from BHEL and Shraddha Cancer Care Trust including S/Shri Prakash Chand and S.V.S. Narayana, Executive Directors, BHEL-HEEP/Haridwar and BHEL-CFFP, Haridwar, respectively, and Dr. A.K. Dewan, Medical

Director of Rajiv Gandhi Cancer Institute & Research Centre, New Delhi and one of our country's renowned Oncologist & Founder Trustee on the Board of Trustees of Shraddha Cancer Care Trust. Senior officials from BHEL Corporate and Haridwar viz. Shri V.K.Sharma, GM (Corporate HSE & CSR), New Delhi, Shri Anil Kapoor, GM (HR), BHEL/Haridwar and Dr. Dewan's team of medical/technical professionals and support staff of the Hospice were also present on this occasion.

Under the project, free-of-charge services will be provided to terminally ill cancer patients irrespective of their religion, caste or race. The patients coming to avail treatment at the Hospice will be provided with care and comfort in order to lift their morale and reduce their physical pain, which at times become unbearable, and emotional suffering during the last days of their lives. The hospice will provide facilities such as screening for the possibility of cancer, consultation for cancer patients and their families, distribution of free medicines, home care program for advanced cancer patients and emotional support to the bereaved families of the patients.

Agriculture intervention for socio-economic upliftment of tribal community farmers for Bhagwanpura Block of distt. Khargone

With a view to enhance the socio-economic condition of the farmers belonging to tribal community of Khargone district, Madhya Pradesh, BHEL has undertaken a CSR project in association with Manthan Gramin Evam Vikas Sewa Samiti, an NGO working for the upliftment of marginalized farmers. Since Khargone district is dominated by tribal farmers, the knowledge of the inhabitants with respect to advanced agricultural practices is very poor in the area, thus resulting in a declining productivity of farming. Besides, the resources available with these farmers have not been adequately harnessed by them due to their low literacy levels and poor economic conditions. Under this project, initiatives



Seeds are being distributed to a farmer

such as nursery management, crop management, training and awareness program for agriculture techniques, pest management and post harvest efforts are being undertaken to encourage them to adopt advanced technology in carrying out their agricultural work resulting in production of high quality vegetable crops and earn a reasonable income for themselves. Also, enhancement of quality of existing crops including vegetable crops is being emphasized upon under the project. The project aims at empowering the tribal farmers to pursue better agricultural practices/ farming on a sustainable basis.



Field visit to the farms for assessing the quality of soil in the Region

Support towards Construction of Sri Sri Gnan Mandir, Bhubaneswar Nagar, Assam



Tribal Welfare School under construction

Taking into consideration the holistic development of communities through intervention of setting up tribal schools in remote parts of North-Eastern States, BHEL undertook a project "Construction of Tribal Welfare School" at Bhubaneswar Nagar in Assam. The ultimate goal is to educate tribal, rural and slum children such that they grow with a self esteem to take the right decisions in life. The project also aims at developing the interest of the students in studies and to augment their artistic skills.

The project involved construction of a Kuchha school to be transformed into a Pukka construction within a plinth area of 14700 square feet. The area – Bhubaneswar Nagar has been lacking proper educational and community facilities. Construction of a Pukka school for children ensures that the children are well groomed and equipped with better skills. The school also takes care of the clothing, food, books and transport for the children. The construction of the school is complete and it was inaugurated in April, 2013.



Tribal Welfare School, Bhubaneswar Nagar, Assam

CSR INITIATIVES BY UNITS

BAP, Ranipet

- Construction of Toilets/urinals along with necessary water facility for six Govt. Girls Schools located in nearby area
- Provision of School Furniture for ten Govt. Schools located in nearby area

Bhopal

- Scholarships to orphans, widow wards and differently-abled students
- Scholarships to engineering & MBBS students
- Scholarships to disabled students of ITI & Polytechnic
- Community development (Medical camps, Yoga classes, waste reduction awareness programs, support to schools etc., infrastructure at anganwadi)
- Support to Vivekananda School, Awadhpuri, Bhopal
- Support to Ummeed Shelter Home
- Skill development programs
- Construction of a Public Toilet at Panchi Vihar, Bhopal
- Support for construction of additional infrastructure facilities at Jyoti disabled school, Anand Nagar, Bhopal
- Repair and renovation works at Triveni Girls Hostel, Govindpura, Bhopal
- Empowering children to prevent them from community/ culture based prostitution and sexual abuse, Rajgarh district, M.P.

- Repair and renovation works at Aanganwadi Kendra in Hostel no. 5 run by Madhya Pradesh Bal Kalyan Parishad
- Rain water harvesting with Stop dam in BHEL Sports Complex, Barkhera
- Installation of Solar Street Lights at Kamla Nehru Park to develop it as energy park
- Rain water harvesting at Bijawar Block, Distt. Chhatarpur
- Mobile van project by PHD Chamber of Commerce and Industry
- Palliative therapy through palliative clinic and mobile unit

CFP, Rudrapur

- Medical camps in the vicinity
- Desks and benches to primary schools
- Dress distribution to primary school children belonging to rural backward areas
- Toilet construction for girls dominated schools
- Special CSR – Providing Computers and Furniture to School

EDN, Bangalore

- Boundary walls/ roofs at schools in adopted villages at Doddagularhatti & Bairagi colony
- Supply of boards and tree guards to Pollution Control Board
- Maintenance of roads in front of the factory
- Classroom furniture at Bachehalli & Ramesandra, Dodda basti Govt. school

- Aids for differently-abled persons at Snehaddeep
- RO plant at school in Doodagullarhatti
- Construction of Classrooms at Sphoorthidama Ambedkar Memorial Campus
- Uniforms, School bags, Stationery and Study Material to Schools in adopted villages
- Medical camps at Doddagullarhatti/ Bairagi Colony
- Providing medicines for MMU (Karuna Trust)
- Sports equipment to schools
- Providing books/ furnitures/ facilities for library
- Scientific equipments for Science Lab to Agastya International

EMRP, Mumbai

- Support to Day Care Centre working for rehabilitation of children afflicted with cerebral palsy

HERP, Varanasi

- Corrective surgery and rehabilitation for children affected with cerebral palsy and polio at M/s. Kiran Society
- Installation of Solar water heating system
- Braille machine for the visually disabled
- Beds, mattresses and mosquito nets at hostel for girls run by Jeevan Jyoti Institute for the disabled
- Gym equipment for the gym run by Jeevan Jyoti Institute for the disabled

IP, Jagdishpur

- Construction of boundary wall in BHEL Kendriya Vidyalaya

- Construction of platform and shed in the cremation ground
- Providing a split AC to National Information Centre, Gauriganj, Amethi
- Providing computers for blind students of Jeevan Path Vidyalaya, Phoola Singh Block, Amethi

IVP, Goindwal

- Donation of 50 benches, 01 water filter and water cooler to Elementary school, Goindwal Sahib
- Ceiling fans, 50 benches and Tree Plantation in Govt. Elementary School, Goindwal Sahib
- Donation of 50 benches to the Govt. Elementary School, Hansawala
- Donation of water cooler and water filter to Navodaya Vidyalaya, Goindwal Sahib
- Room on rent, tailoring machines and other equipment to conduct a cutting and tailoring course for women

ISG, Bangalore

- Providing training kit, water purifier, TV sets and indoor sports items at Manav Charities, NGO for differently-abled children
- Providing computer sets and its peripherals at Govt. Higher Secondary School, Madavara
- Providing Cots, tables, chairs etc. at New Ark Mission of Hope
- Medical camps in the villages of Nelamangala Taluk
- Providing almirahs, aqua guard, uniforms, sports items and library books to Govt. High School, Muddenahally
- Providing various items at Govt. High School, B.Narayanpura

- Providing various items at Ashray Seva Trust
- Providing training in tailoring through Dr. B.R.Ambedkar Yuvaka Sangh
- Providing desks and benches, water filter and podium at Govt. First Grade College

RC Puram, Hyderabad

- Support for Govt. Degree College for Women, Sangareddy – Construction of Additional Class rooms, Furniture, Toilets & Drinking water
- Support for Z P H School Serilingampally- Construction of Additional Class rooms, Furniture, Toilets & Drinking water
- Support for Mandal Upper Primary School Madinaguda – Construction of Additional Class rooms, Furniture, Toilets & Drinking water
- Support to LWC for running Spoken English and Computer classes in Science Library premises for benefit of under-privileged children from nearby Schools and colleges
- Providing furniture & other equipment for BHEL – UVCT Adolescent Counseling Center
- Support to SAHI – Foundation for undertaking Cochlear implant surgeries for 3 nos. hearing impaired children
- Screening Medical Camps and health care support for under-privileged persons in surrounding areas of the unit
- Construction of Public toilets in the market areas of Township
- Providing spares and repairs for running of Toy Train Services (Train donated by BHEL in 80's) in Nehru Zoological Park, Hyderabad

PPPU, Thirumayam

- Cons. of Class room at Govt. Elementary School, Neduvasal
- Construction of Swimming Pool (SSS) 1/3 Amount
- Providing of Teaching Aids for Mentally challenged School at Ambattur

PSER, Kolkata

- Support to primary schools (School equipments and other aids) in rural areas of Bokaro project site.
- To arrange de-addiction training programmes near our project sites, in association with specialized NGOs. The result might well have positive impact upon the theft activities near project sites.
- Training of 5-10 welding trainees belonging to the Govt. ITI, nearest to their newly opened project sites, in WRI Trichy, on the practical aspects of hands-on training on latest welding technology.
- Installation of Solar energy equipments at PSER, Headquarter

PSSR, Chennai

- Setting up Diagnostic Centre at Kudathini Village
- Infrastructure Improvement in schools at Yerasmus site
- Infrastructure Improvement in schools at Tuticorin site
- Equipments to NGO for vocational training of mentally challenged students, Secunderabad
- Specialised equipment for hospice, RMD Pain and Palliative Care Trust, Chennai

- Distribution of mobility aids to physically challenged
- R.O Unit, Solar Lights, Flush cots, Rehoboth, Chennai
- Equipments for Laboratory, Little Drops Chennai
- Supporting Leprosy Affected Persons, R K Math, Chennai

PSWR, Nagpur

- Cataract Operation at Old Age Home through Help Age India for 200 people
- Support for Slum area development in Nagpur through registered NGO/External agency/Organization
- Setting up/support to school at Nagpur by providing drinking water facility and sanitation/toilet facility through registered NGO.
- Tree plantation with Tree guards
- Organizing a "Multi speciality Camp" in collaboration with Hospital (Hanumant Hospital) in nearby village of Pipavav site

PSNR, Noida

- Community-based Rehabilitation programme for the differently-abled persons with the help of DISHA a non-profit organisation
- Eye checkup and cataract surgery camp at remote site areas.
- Making and donating school desks and chairs from waste packing wood for school at Parbati site

- Donating RO plants to the schools in the vicinity of the remote sites.
- Setting up an acoustic audiology and speech lab with a project cost of Rs. 8.4 Lakh through M/s. Amar Jyoti

R&D, Hyderabad

- Running and maintenance of Gram Vikas Seva Samiti School at Chanda Nayak Nagar, Hyderabad
- Installation of Solar Water Heating system for Old age home
- Provision of solar water heating system for SC/ST hostel
- Provision of 150 dual desks for students of Zilla Parishad schools at Athamaru village, Krishna district
- Part funding of one special teacher's salary for teaching autism affected children at Aarambh association, Hyderabad
- Organizing 06 medical camps for the underprivileged in the vicinity of Hyderabad
- 50% funding of 3 nos. special educators honorarium for one year for teaching hearing impaired children by Ashray-Akruti at Gandhi Hospital, Hyderabad
- Providing 19 steel almirahs for use by inmates in the old age home and orphanage run by Sai Seva Sangh, Moosapet, Hyderabad

TBG, Noida

- Providing artificial limbs to needy people near Agra

- Providing Solar Water heating system and solar home lighting system in Sri Guru Granth Sahib Vidya Kender Society
- Organising Medical/health check/blood donation camps

Trichy

- Sponsoring feeding cost of one Indian Elephant (Saravanan) and few rare animals in Arignar Anna Zoological Park, Chennai
- Adopted Villages : Devarayanery – Renovation of Community hall, Solar lighting
- Adopted Villages : Vaalayur- Solar Lighting in Pachamalai hills
- To conduct Medical camps in Villages, Schools etc.
- Providing Incenerator to Schools and Colleges
- Scholarship to students
- Skill training at TREC-STEP
- To conduct Promotion of Art and Culture activities.
- Promotion of Arts through Dr.Chinnamoulana Trust
- Skill training to the prisoners at Central Jail, Tiruchirappalli
- To provide Solar home lighting system for Villages and Schools
- To conduct National level / State level sports
- Furniture to St.Joseph's High School, Pothamettupatty, Manapparai
- Furniture to Panchayat Union Middle School, Mattaparaipatti, Manikandam

CASE STUDY

BHEL SUPPORTS UTTARAKHAND'S FIRST CANCER HOSPICE



Graphical representation of Ganga Prem Hospice

In the West, terminally-ill patients choose to die at home, with excellent end-of-life medical care facilities. In India, patients are forced to die at home, in absence of hospice or any kind of palliative care. For a country with ten lakh new cancer cases every year, 70% of which are already in non-curable stages by the time the cancer is diagnosed, India's hospice facilities are still woefully short.

Ganga Prem Hospice, a non-profit medical project based in Rishieksh to provide palliative medical care and emotional and social support to terminally-ill cancer patients, has been working for cancer patients since 2007. With monthly charitable cancer clinics, and a home care service to provide palliative care, the Hospice team felt the acute need for an in-patient facility where

terminally ill patients could spend the last days of their lives in comfort and in loving medical care. Led by senior surgical oncologist, Dr AK Dewan, a 30-bed charitable hospice in Rishikesh was envisioned by medical professionals of the Hospice.

With the Ganga Prem Hospice inpatient facility design ready, a request was made to the BHEL CSR department to sponsor the construction of the East Wing of the Hospice, which would make 17 beds in the Hospice operational. After due deliberations and verifications, the request was approved by BHEL for sponsorship of part-construction of what would be the first cancer Hospice in the state of Uttarakhand. The BHEL Corporate and the Haridwar unit coordinated with each other to bring about the signing of the MoU between BHEL and Ganga Prem

Hospice, Shradha Cancer Care Trust. At the MoU signing-event at the BHEL Haridwar HEEP office on the eve of 26th January, 2014, after seeing a documentary on the plight of terminally ill cancer patients in the region, the BHEL Executive Director Shri Prakash Chand said, "My heart goes out to such socially-neglected people. Being so near to the Ganga Prem Hospice site, BHEL will put its might behind the project".



Dr. AK Dewan, Medical Director of Ganga Prem Hospice who saw that in the year 2013 alone, 57 Ganga Prem Hospice home care patients from Rishikesh, Haridwar and Dehradun had died in need of an in-patient facility, said that he prays that people of all faiths, race and socio-economic background may have their great medical needs satisfied at the Hospice.



Situated at the Gohri Maphi village over a plot area of one acre in Raiwala, Rishikesh, around fifteen kilometers from Rishikesh and Haridwar, Ganga Prem Hospice hopes to be able to serve the need of giving a dignified death to advanced cancer patients from all over North India, for whom cure from cancer is not an option anymore. Patients will be able to live the last days of their lives, well cared for. One carer of the



patient will also be able to live with the patient, free of charge.

Under-privileged families will especially benefit as they won't have to spend their scarce financial resources on caring for their loved ones who have end-stage cancer.







AWARDS & ACCOLADES

BHEL wins Pandit Madan Mohan Malaviya Bronze Award for 'Best CSR Practices in Education'



BHEL has won the 1st Pandit Madan Mohan Malaviya Bronze award under the category – 'Best CSR practices in Education, 2014' – for its CSR initiative to support higher education of girls. Named after one of India's greatest educationist, thinker and social crusader, Pandit Madan Mohan Malaviya, the award was conferred upon BHEL for its committed and continuous support towards empowerment of girl children belonging to weaker sections of the society by providing them with

scholarships to pursue higher education under the company's CSR initiatives.

At a function held in SCOPE Complex, New Delhi on 6th June, 2014, Shri Pradeep Singhal, Executive Director (CSR, HSE & Admn.) and Shri V.K.Sharma, GM (HSE & CSR), BHEL received the award from Justice (Retd.) M.S.A. Siddiqui, former Judge of the Delhi High Court and Chairman of the National Commission for Minority Educational Institutions, in the presence of a host of dignitaries viz. Dr. K.K. Upadhyay, Head, FICCI; Air Vice Marshal (Retd.) Vishwa Mohan Tiwari and Shri Shakti Sinha, former Power & Finance Secretary, Govt. of India.

Carrying forward its endeavour for inclusive growth of the society, BHEL joined hands with an NGO named "Udayan Care" to support higher education of girl children in Haridwar (Uttarakhand) coming from below-the-poverty line (BPL) families. The project is yet another



step forward by the company towards empowering of girl children coming from extremely poor family background, so that they are able to join the mainstream of development. BHEL's association and support to the programme began in the year 2012 in Haridwar where 100 meritorious and needy girls were selected through a selection tool called NAT (Need-Ambition-Talent) involving written test, interviews and home visits.

The program has been designed in a manner that the girls attain a high degree of self-confidence so

that they are able to face all financial & social odds/hardships while pursuing their cherished aim to achieve excellence in life. The fellowship makes positive impact in three core areas – (i) academic preparedness; (ii) career orientation; and (iii) personality development. BHEL supports higher education of meritorious children from marginalized community and touches a base with both primary & secondary stakeholders in the form of girls, mentors, the peer group, their network of parents and school teachers.



S/ Shri Pradeep Singhal, ED (CSR, HSE & Admn.) and V.K.Sharma, GM (HSE & CSR) receiving the award from Justice (Retd.) M.S.A. Siddiqui at New Delhi

Blood transfusion centre for thalassaemia patients

Wagha Puri
wagha@bhel.com

It is a bid to help children suffering from thalassaemia, a life-threatening blood disorder, in collaboration with the Thalassemia Foundation and the Thalassemia Foundation.



The new centre is equipped to test blood samples for various like B19 and Hepatitis B and C.

Thalassemia is a genetic blood disorder. It is a life-threatening condition. It is a genetic blood disorder. It is a life-threatening condition. It is a genetic blood disorder. It is a life-threatening condition.

Currently, the centre has been set up to help children suffering from thalassaemia. The centre will be inaugurated soon.

The centre is equipped to test blood samples for various like B19 and Hepatitis B and C.

HELP AT HAND
A new blood transfusion centre is being opened in the city to help kids with Thalassemia.

कैंसर पीड़ितों की मदद को ढाई करोड़ देगी भेल

भेल की देवरेख में कैंसर के पीड़ितों की मदद के लिए भेल ने 15 करोड़ रुपये का योगदान दिया है।



भेल ने कैंसर पीड़ितों की मदद के लिए 15 करोड़ रुपये का योगदान दिया है।

भेल ने कैंसर पीड़ितों की मदद के लिए 15 करोड़ रुपये का योगदान दिया है।

भेल ने कैंसर पीड़ितों की मदद के लिए 15 करोड़ रुपये का योगदान दिया है।

Lending a helping hand

The main focus of BHEL's CSR initiatives is to ensure the livelihood and well-being of the weaker and marginalised sections of society and to work for the environment as the organisation believes that engagement of local communities is essential for long-term sustainability.



Anhad Gram

BHEL, in its CSR initiatives, is committed to ensuring the livelihood and well-being of the weaker and marginalised sections of society and to work for the environment as the organisation believes that engagement of local communities is essential for long-term sustainability.

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अमर उजाला



हमिदर ने विभिन्न संस्थाओं पर चर्चा लगाकर सोलर लाइटों की वितरित करने में एक अभियान।

भेल ने बांटी सोलर लालटेन

हमिदर। भेल प्रशासन की ओर से सीएसआर (सामाजिक दायित्व-खोज) के तहत विभिन्न संस्थाओं के निराश्रित बच्चों को 75 लालटेन वितरित की गई। भेल के कार्यपालक निदेशक प्रकाश चंद ने बताया कि उनके निर्देश पर सीएसआर अंजन कपूर के नेतृत्व में लालटेन वितरित की गई। सीएसआर विभागाध्यक्ष पीके शोषदत्त ने भी सहयोग किया। जिसमें निराश्रित बालिकाओं के अग्रज 'मातृ आश्रम' की खड़खड़ी और जगन्नीलाल इकाईयों में 15-15, दिव्य प्रेम सेवा मिशन के दोनो कक्षाओं में 10-10, खासकर बच्चों में 10 बालकुल संस्था में 15 सोलर लालटेनों का वितरण किया गया। इस अवसर पर श्री सिंह, शक्ति कुमार चौहान, लक्ष्मी कुमार, विकास, मोहित आदि उपस्थित थे। अमर उजाला



CSR INITIATIVES IN INDIA - ARE THE MOTIVES ACHIEVED

“Business does not take place in vacuum nor does it function in a failed society”

CSR involves “socially responsible” activities undertaken by companies together with their core business activities. It may be social investment, philanthropic programs or engagement in public policy. Companies have realized that their impact on the economic, social and environmental landscape directly affects their relationships with stakeholders, in particular investors, employees, customers, business partners, government and communities at large. It is essentially a new business strategy to reduce investment risks and maximize profits by taking all the key stakeholders into confidence.

The practice of CSR is much to debate and criticism. Proponents argue that there is a strong business case for, in that corporations benefit in multiple ways by operating with a perspective broader and longer than their short-term, immediate profits. Critics argue that it distracts from the fundamental economic role of business, others argue that it is nothing more than window-dressing; others argue that it is just an attempt to prevent the government from being a watchdog to the multi-national companies. Though there are such arguments to it, it should also be accepted that there is an innate conscious prospect too as the consistency of such behaviour over time builds trust in the hearts of people.

CSR experts blame the lack of trained personnel, non-availability of accurate information and lack of understanding of the necessity, objectives and the benefits for the slow acceptance of CSR in the country. But the present condition seems to be changing as many

companies are making efforts to take their CSR beyond ‘planting trees or giving away to charity for the needy.’ The trend is to move away from just doing a ‘social good’ to viewing CSR as a business necessity. The corporate social responsibility trend in India is also undergoing a change as more and more companies realize the importance of addressing social and environmental concerns along with transparent stakeholders.

CSR initiatives in the west are indirectly linked to achieving business results. This is one of the methods in which sustainability of the project is ensured. The sustainability is determined by the business results as CSR activities would thrive longer when it is a part of a business strategic plan. Ignoring this is the reason of many projects being terminated once support is withdrawn.

In India CSR activities are relationships between the state and community. Since most of the resources of the corporate sector are drawn from the society, they aim to give back to the society through CSR. Most of the activities include advocacy through NGOs, adoption of communities, Focus on education, catering to environmental preservation and so on. CSR being established in India, the question now arises - are the motives of CSR met? Does it actually help to serve the people? Is it really people-centred or profit-centred?

First of all, it must be understood that CSR is not charity, and the difference has to be known. For instance, charity is selfless giving toward any kind of social need whereas CSR is not selfless, but the company derives long-term benefits from CSR.

The practice of CSR in India can be traced to decades back where companies like Tata, Birla and Mahindra had adopted CSR trends. They focused on health and hygiene,

environmental conservation and education. With a 2% of the company's profit demanding to be allotted to CSR activities (Companies Act, 2013), some companies go as far as rationing 25% of their profits for CSR. But in the process, the idea of CSR sometimes dissolves, where the companies start functioning as charitable organizations. Adopting a village and providing them safe drinking water facilities for a fixed period and then withdrawing from that area does not ensure sustainability. Instead it makes the people dependant and to revert back to their previous state once the helping hand is withdrawn. However, it should also be agreed that some of the activities do touch the livelihood of the people, like vocational training centres, providing basic education, transit schools, which enables the citizens to carry on independently. Even the formation of self-help groups in communities ensures that the self-determination of people is nurtured so that they can continue to uplift themselves. CSR activities of a company should be formulated with a vision in mind, i.e. long-term goals that the initiatives should seek to fulfil. Only very few companies have this objective in mind.

CSR and ethics should be coupled with each other in understanding its practices and customs. A company should have its own ethical standards in complying with CSR. CSR activities should be value-driven, since it is born from thought, translated into feelings and implemented into action. The Government of India initiated Corporate Responsibility for Environmental Protection (CREP) in 2003, set guidelines of non-mandatory norms for 17 polluting industries. However, there is no real pressure for its implementation. The question whether CSR methods adopted by companies help the people, it is really company-centric. Some CSR activities function so well that the people are empowered to a great extent whereas some, again, work as charity and are of little or no help to the people. A common perception about CSR is that it starts and ends with community service and that, if a business undertakes community development works, its responsibility of CSR obligations are fully met. This is a wrong interpretation of the CSR.

CSR encompasses the entire gamut of activities that are involved in the management of a business. Starting from stakeholder engagement and management, it covers relationships with the supply chain, consumer and customer relations, labour relations, corporate governance, Human Resources (HR), Environment, etc.

When it comes to the question of the motives being achieved, the main objective of CSR being the welfare of the people, some corporate organizations have been successful in reaching the pinnacle of driving results whereas some are still in progress.

Challenges to CSR in India:

- Lack of Community Participation in CSR Activities
- Need to Build Local Capacities
- Issues of Transparency
- Lack of Consensus
- Non-availability of Well Organized Non-governmental Organizations
- Non-availability of Clear CSR Guidelines

CSR has come a long way in India. From responsive activities to sustainable initiatives, corporate have clearly exhibited their ability to make a significant difference in the society and improve the overall quality of life. In the current social situation in India, it is difficult for one single social entity to bring about change, as the scale is enormous. Corporates have the expertise, strategic thinking, manpower and money to facilitate extensive social change. Effective partnerships between corporate, NGOs and the government will place India's social development on a faster track.

B. George

AGM (HR)
BHEL-EPD, Bangalore

कर लो थोड़ा जतन



पग सम्भालो ललन, रो रही है धरा ।
आज अपना चलन खो रही है धरा ॥

फिर कहाँ ने लूटी नई डोलियाँ,
खो गयी कोयलों की मधुर बोलियाँ,
कहता उजड़ा चमन, रो रही है धरा ॥

आज दीपक भवन को जलाने लगे,
सिन्धु भी बिन्दु में अब समाने लगे,
अब तो रोता गगन, रो रही है धरा ॥

वेदिका वेद की है ऋचायें कहाँ ?
प्राण देती जगत को दिशाएँ कहाँ ?
आज कैसा हवन, रो रही है धरा ॥

फिर से भूषण सहित माँ का वन्दन करो,
प्रिय भूमि के तृण-तृण को चन्दन करो,
कर लो थोड़ा जतन, रो रही है धरा ॥

डॉ. संतोष कुमार मिश्र
राजभाषा अधिकारी
बी एच ई एल – त्रिची

नारी- सामाजिक विषमता और सशक्तिकरण - एक सामाजिक उत्तरदायित्व



पूरे भारतवर्ष के समक्ष आज सबसे बड़ी सामाजिक विषमता यदि है तो वह है - पुरुष और स्त्री के बीच वर्चस्व का पौराणिक युद्ध और इस युद्ध का स्वरूप दिन-ब-दिन बिगड़ता ही जा रहा है। हमारे समाज में घटित अनेक ऐसी घटनाएँ हैं जिनमें संचार माध्यमों में जगह पायी इसलिए हम इससे २५-२६ हज़ार लेकिन हमारे आसपास ऐसी भी घटनाएँ घटित होती हैं जो या तो दब जाती हैं या दबा दी जाती हैं। निश्चित ही इन घटनाओं के पीछे हमारी पारम्परिक मानसिकता, कुण्ठित यौनचेतना और महिलाओं को अबला समझने का मनोविज्ञान है। आज भी पुरुष ने अपने व्यवहार में कहीं ना कहीं अपने वर्चस्व को औरत के ऊपर बनाये रखने के लिये कोमलांगी महिला को अपना शिकार माना हुआ है और वो यदा-कदा अपने व्यवहार को ऊपरी सतह पर लाकर उसे दर्शाता रहता है। यह व्यवहार किसी युग में, शायद पाषाण युग में, समाज के रूप के अभाव के चलते सही होगा, लेकिन आज ऐसा नहीं है। इस मनोविज्ञान का सबसे बड़ा कारण और कोई नहीं बल्कि नियमों की और वर्तमान नारी के बराबर के भागीदार होने की जानकारी से अनभिज्ञता है। इसके अलावा भी विषमतायें समाज में व्याप्त हैं जो कहीं ना कहीं नारी के अस्तित्व का हनन कर रही हैं।

आज स्त्रियों के अस्तित्व पर सबसे बड़ी चुनौती है - भ्रूणहत्या। जनसंख्या नियंत्रण के नाम पर भ्रूणहत्या आज जघन्य अपराध नहीं माना जा रहा। शहरों से लेकर गाँव-गाँव तक इसके जंजाल फैले हुए हैं। दिनानुदिन इस क्षेत्र में विज्ञान और तकनीक का विकास इसे सहज और सुलभ बनाता जा रहा है। लेकिन कहीं ना कहीं इस प्रविधि का दुरुपयोग भी हो रहा है और इसका उपयोग कन्या भ्रूण की हत्या के लिए विशेष रूप से किया जाता है। इसी के चलते हमारे देश के कुछ प्रदेशों में पुरुष और नारी का लिंग-अनुपात एक विचारणीय स्तर से नीचे आ चुका है। देखा जाये तो इसके पार्श्व में पुरुष की वही पौराणिक पार्श्विक प्रवृत्ति है।

परंतु इन कठिनाइयों के बावजूद अच्छी बात यह है कि समय के साथ साथ महिलाओं की अवस्था में भी परिवर्तन आया है जिस में वह खुद को पत्नी, माँ, सहेली, प्रेयसी आदि परम्परागत सम्बन्धों से आगे कुछ नया महसूस कर रही हैं और जीवन के हर क्षेत्र में वे आज वह सभी कार्य कर रही हैं जो पुरुष ने अपनी बपौती की तरह कब्जाया हुआ था। अपने अंदरूनी आत्मविश्वास तथा आत्म निर्भरता को दर्शाने वाला परिवेश उनकी पहली पसंद है। उनके बनने से पहले भी आत्मविश्वास झलकता है। परम्परागत मेहंदी रचने के साथ-साथ अब उनका आकर्षक टैटू भी दृष्टिगत होता है।

यह बदलता हुआ परिवेश ही है और आगे अब इसका स्वरूप भीमकाय होता जायेगा और पुरुष उसके साथ हर क्षेत्र में स्पर्धा के बाद ही अपना स्थान बना पायेगा। लेकिन इसकी गति और दिशा अभी भी सही नहीं है। आवश्यकता है कि समाज के धनाढ्य वर्ग, बड़े-बड़े अनुष्ठान, सरकार का सुदृढ़ ढांचा और उससे जुड़े सभी वर्ग इसको गतिमान बनाने के लिये ठोस कदम उठाएँ और इस प्रकार की योजनाओं को अंजाम दें जिससे की कहीं ना कहीं नारी सशक्तीकरण पर इसका सीधा प्रभाव पड़े और यह पौराणिक युद्ध समाप्त हो सके। आज भी पूर्व के समाज का स्वरूप पार्श्विक सभ्यता, जो इसमें अभी पूर्व से आगे है, उससे आगे निकल जाये और पूर्व भी विश्व स्तर पर आँखें उठा कर बात कर सके।

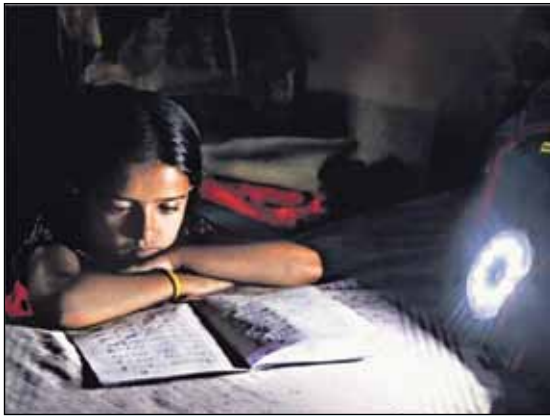
आज के परिवेश में स्त्री पुरुषों की अनुगामिनी नहीं बल्कि सहगामिनी है। यह बात घर-घर पहुँचनी आवश्यक है और उसका केवल एक ही सशक्त माध्यम है शिक्षा का अभेद्य वाण। आवश्यकता है कि वस्तुओं से अनुष्ठान, मंदिरों को सजाने के बजाय उन्हें नयी शिक्षा का तरकश भर-भर के दें और समाज की इस पौराणिक असमानता को जड़ से उखाड़ फेंकें। सरकार का ढांचा इतना बड़ा है कि उसे कुछ एक पहिये लगा कर नहीं चलाया जा सकता है। उसकी भी नीतियों में परिवर्तन का जिम्मा समाज का है और समाज के बीच की सबसे महत्वपूर्ण कड़ी है इसमें कार्यरत अनुष्ठान और विभिन्न छोटे बड़े विभाग जो कि इस कॉर्पोरेट सामाजिक उत्तरदायित्व को भली भाँति निभा सकते हैं और समाज में त्वरित परिवर्तन का हिस्सा बन सकते हैं। ग्रामीण स्तर पर महिला और लड़कियों को ज्यादा से ज्यादा अध्ययन की सुविधाएँ दी जाएँ और उनका सशक्तीकरण यदि इस माध्यम से किया जाये तो आज नहीं तो कल समाज में बदलाव लाजमी तौर पर आयेगा ही और वे स्वयं इस पौराणिक विषमता से लड़ कर समाज को एक नया स्वरूप दे पाएँगी।

अब सोचना यह है कि यदि अर्थ-सरकारी और अन्य सक्षम अनुष्ठान अपने कमाये धन का हिस्सा किसी भी सामाजिक कार्य में लगा रही हैं तो यह बेहतर होगा कि उसे वे इस तरह से इस्तेमाल में लायें कि बजाय ऊपरी दिखावे के और साज सज्जा के समाज की आत्मा में परिवर्तन आये। हम सभी इस समाज के अंग हैं और अंततोगत्वा लाभ भी सभी का है।

सुनील चौधरी
संपदा अधिकारी
बीएचईएल उपनगरी
नोएडा

SOME INSPIRING STORIES

Shining school bag idea lights up slum children's lives



Solar Panels attached to the sides of the school bag collect energy during the day to power LED lights. The lamp is hidden behind a flap in the front of the bag. (HT Photo)

The brilliant idea came to 34-year-old creative designer Anusheela Saha when she was talking to her domestic help. "She told me about the problems her children faced while studying at night. There are frequent power outages in her slum. This got me thinking."

Saha's solution was simple. Attach solar panels to schoolbags that collect energy during the day to power an LED light in the night. The bags are also equipped with a nifty device that converts a child's movement into electricity as they walk around during the day

The backpacks look like regular schoolbags but turn into a lamp when their front pockets are unzipped. Solar panels are attached on the sides, and can power the lamp for over eight hours.

"Children are out in the sun. walking to and fro to school, playing in the fields While they are doing that, the panels attached to their bags get activated Any physical activity they undertake while carrying their bags also adds energy. A regular school day will charge the inbuilt lamps to work for eight hours." Saha explained.

"There is no dearth of sunlight here so why not use this readily available source to benefit the masses?" she added.

One would think such an idea would be immediately picked up by manufacturers but after facing several rejections. Saha eventually had to approach a local tailor to give shape to her vision.

The solar panels are imported from China "I didn't use locally made panels because they are heavy." she said. As a result the bag weighs just 600gm and is easy to carry.

The idea isn't exactly new and similar bags are available at leading stores but they come for ₹ 4,500 and up.

Saha intends to distribute the bags for no profit. The first batch was produced with funding from Salaam Balak — an NGO working for the education of poor children. Despite this, Shah incurred a production cost of ₹ 1,500 per bag.

So far, 22 backpacks have been given to students studying at the Shastri Park centre of the NGO for free. "I do not want to burden the families by the cost of these bags so I am looking at avenues for crowd funding where people can make donations for this initiative." said Saha.

Source: hindustantimes.com



Devesh Patel
(Anand, Gujarat)

Left Lucrative career Opportunity to propagate organic farming

- After graduating in computers in 2005, he did not pursue a job in USA but returned to his boraiavi village to become a farmer.
- He focused on 'organic farming' after seeing thousands of farmers falling sick with chronic breathing and headache problems induced by the chemical fertilizers used in farming.
- Devesh developed 'Labour Less Technology'. With this innovative technology, per hectare cost reduced to just Rs. 5000 with 5 laboureres compared to Rs. 50000 with 25 labourers earlier.
- He won Agricultural National Award' between 2010 and 2012 and he was honoured with 'Sardar Patel Award' by Gujarat Governement.
- He Advocates the use of Liquid Bio Fertilizer (LBF) which has helped improve the health of soil and hundreds of farmers in Gujarat are now living healthier lives.
- He now supplies potato, sugar free potato, fresh ginger, green ginger, fresh turmeric powder and healthy organic products.



Dr. Laxmi Gautam
(Vrindavan, UP)

Transforming lives of widows in Vrindavan

- Even today, widows in India are abandoned and dumped by their own family members.
- Vrindavan, in India is home to thousands of abandoned widows, young and old left by those they called family once.
- Dr. Laxmi Gautam is a professor at a city college in Vrindavan who is bringing dignity to these abandoned widows, both in life and in death.
- She takes care of these widows by providing them with a warm meal, a blanket and takes care of their medical needs.
- She also provides them with the much needed emotional care and helps widows get their pensions.
- For more than 5 years, Laxmi's day begins with walking through the city, searching for bodies of widows that are unclaimed and rot for days.
- She arranges for getting firewood to lifting of the body to pyre and performing the last rites. She has performed last rites of almost 500 widows.

Source: yahooindia.com



Kabita Bhattarai
(Bihar)

Remarkable work of treating leper (Leprosy) patients for free

- India accounts for more than 54% of world's leprosy cases. People having this condition are treated as 'untouchables' and are socially excluded.
- Kabita works with 'Little Flower', an organization that supports and treats leper patients and makes them independent.
- She manages 21 colonies housing leprosy patients and has treated nearly half a million leprosy patients for free in her hospital.
- She was offered to head ministry of new government of Nepal by Nepal's Prime Minister, she declined because she wanted to continue working for 'Little Flower.'
- In her hospital, patients get treated for free and then in return, work at hospitals, fields and dairy farms owned by 'Little Flower.'
- She is not paid by 'Little Flower' but still works very hard day and night to improve the lifestyle of lepers.
- Kabita also provides 'free education to over thousand children. Because of all her humanitarian work, selflessness and dedication, she is also known as the 'Modern Day Mother Teresa.'



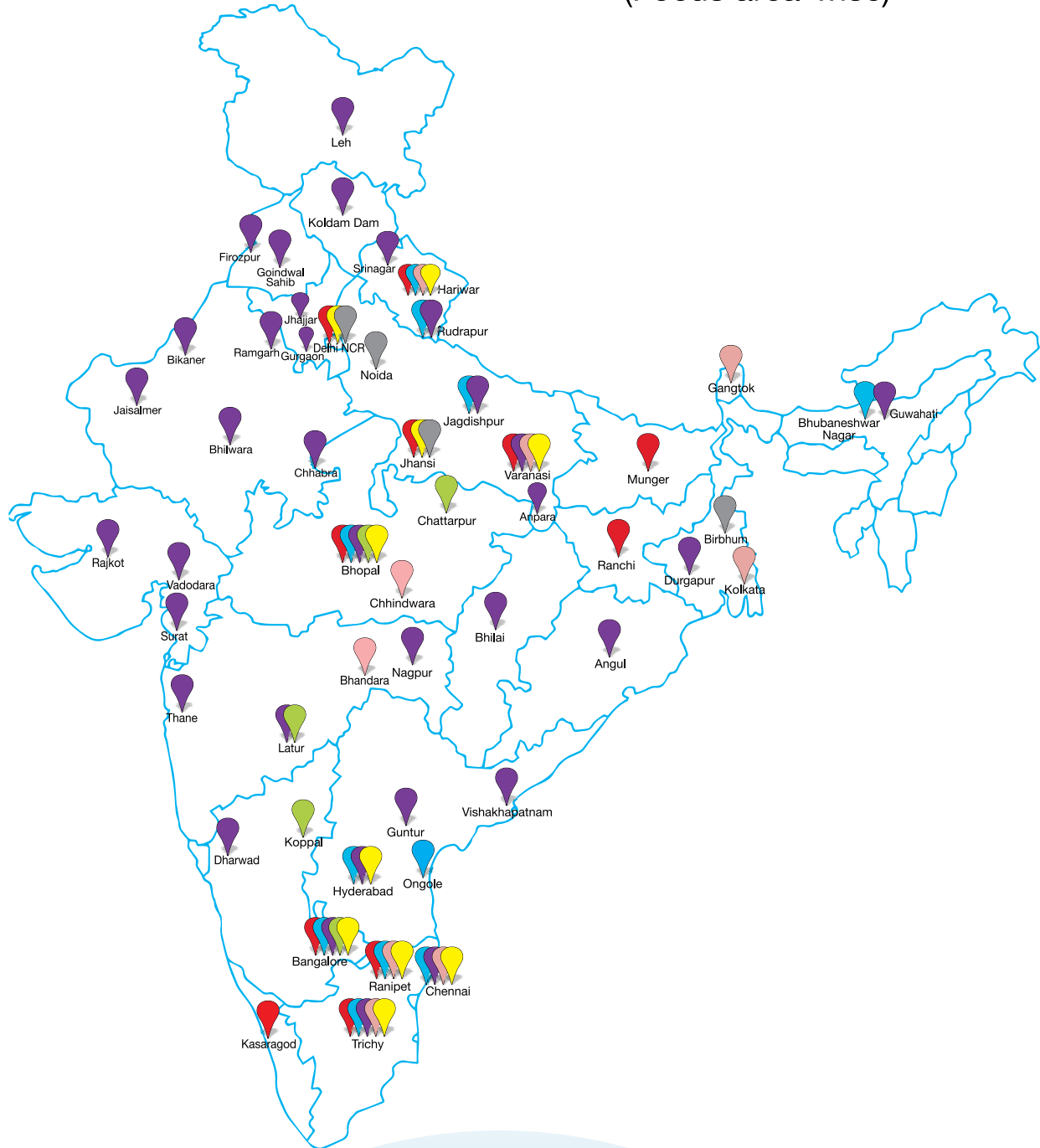
Sabbah Haji
(Jammu and Kashmir)

Left corporate world to provide free education to children

- Sabbah Haji runs a school in a small village at Breswana, called 'Haji Public School' which was set up by her in 2009.
- Reaching Breswana is difficult task - it takes 10 hours to drive from Jammu to Doda and 5 hours further trek across the mountains.
- Commerce graduate from Bishop Cotton, Bangalore, she quit the comforts of her job and came back to her ancestral village in 2008, where she spent few months in setting up this school.
- She started this school from 2 tiny rooms in her father's house and grew it into a building with 200 children with 2 new branches in Parsholla and Shadiwan in Jammu.
- Besides all this, she also raises funds through social media sites and invites volunteers to teach in her school. Her school has not seen any dropout in past 5 years.

Source: yahooindia.com

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.



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