



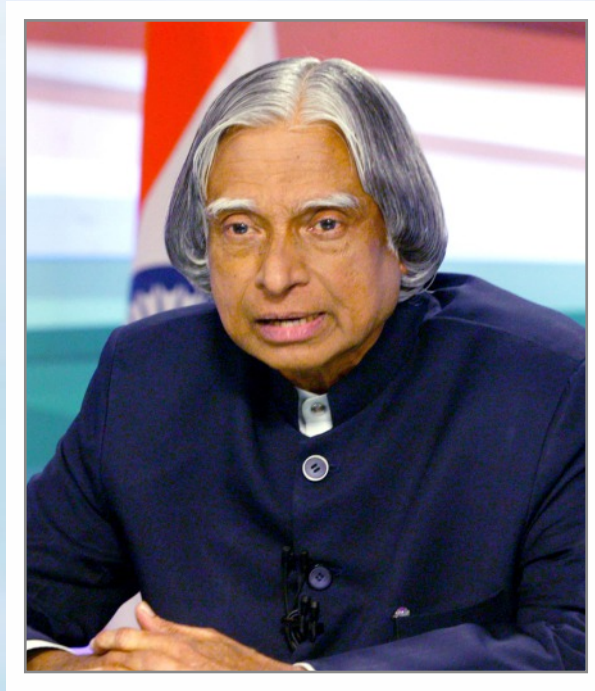
BRAHMOS

CSR Bulletin



**CORPORATE SOCIAL RESPONSIBILITY
ENDEAVOURS**

**Inspired by the
Bharat Ratna Late Dr. A P J Abdul Kalam
Former President of India**



“Corporate Social Responsibility (CSR) directs towards conservation of the environment and building social infrastructure so that a part of the prosperity reaches the bottom of the pyramid and touches the lives of the citizens”.

"It should become an integral part of corporate strategy, management practices, business operations and product development,"

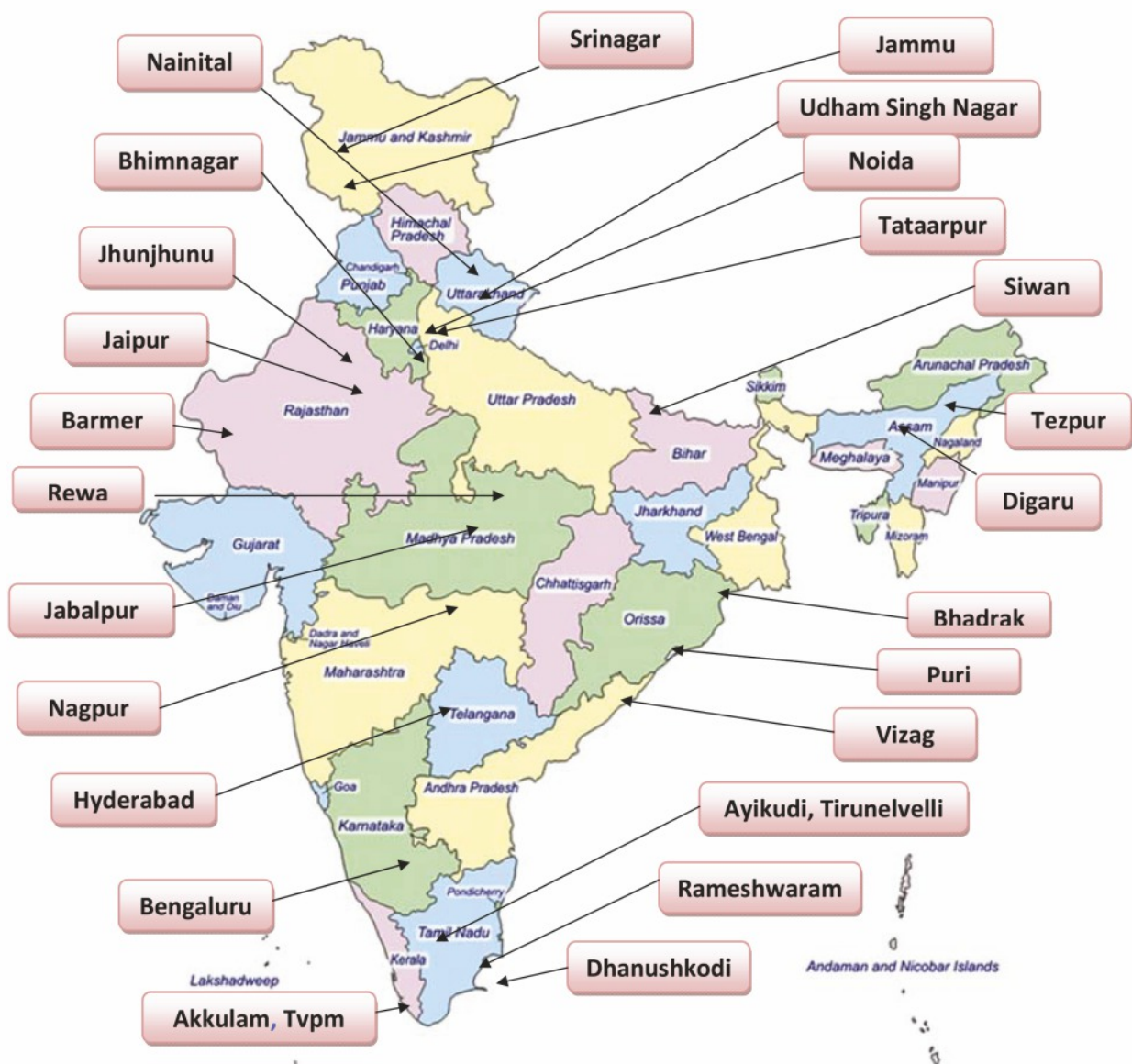
**Dr APJ Abdul Kalam
during 'CSR Excellence Awards 2012-13'
organised by ASSOCHAM.**



Shri Sudhir Kumar Mishra
OS & CC R&D (BrahMos) &
CEO & MD, BrahMos Aerospace

“ BrahMos Aerospace has been actively involved in CSR activities for many years from now. Though India is one of the fastest growing economies, it is still facing many socioeconomic problems like poverty, illiteracy, lack of healthcare etc. and the Government has limited resources to tackle all these challenges. The primary areas of our CSR programme include education, social & women empowerment, healthcare for the needy, sanitation, construction of water resources & their conservation, environmental protection and disaster management activities. Technology and aerospace surely have great potential to transform the livelihood of entire mankind. ”

BrahMos CSR Initiatives



OBJECTIVES OF BRAHMOS CSR POLICY

- Ensure an increased commitment at all levels in the organization, to operate its business in an economically, socially & environmentally sustainable manner, while recognising the interests of all its stakeholders.
- To directly or indirectly take up programmes that benefit the communities of the Country and results over a period of time in enhancing the quality of life and economic well being of the local populace.
- To generate, through its CSR initiatives, a community goodwill for BrahMos and help reinforce a positive & socially responsible image of BrahMos as a corporate entity.

CSR INITIATIVES 2015-16

- Digaru (Assam)
- Jhunjhunu (Rajasthan)
- Vasant Vihar (New Delhi)
- Gautam Budh Nagar, Noida (U.P.)
- Jabalpur (M.P.)
- Tataarpur (U.P.)
- Bengaluru (Karnataka)
- Jaipur (Rajasthan)
- Garhwal Region (Uttarakhand)
- Bhodara, (Odisha)
- Akkulam, (Kerala)
- Nagpur (Maharashtra)
- Bhim Nagar (Haryana)
- Udham Singh Nagar, (Uttarakhand)
- Dulaniya, Jhunjhunu (Rajasthan)

PROMOTING EDUCATION AND INFRASTRUCTURE

Utkarsh Vidya Mandir, Nagpur (Maharashtra)

The objective of this project was to help needy and down trodden rural people who cannot afford to provide expensive education to their children. BrahMos Aerospace has supported in construction of three class rooms, two science laboratories and a Library Room for Utkarsh Vidya Mandir, a High School run by Bhartiya Utkarsh Mandal. Project Coordinator- Maj. Gen AS Deo (Retd.), GM (P), Nagpur.



Foundation stone laying ceremony

Gurukul College, Tataarpur (U.P.)

The objective of this project was to provide education to the children of surrounding areas. BrahMos Aerospace supported in repairs of infrastructure for school children at Gurukul College, Tataarpur, U.P. The school was having crumbling rooms and poor condition of walls. The school supports the students and children from under privileged sections of the society. Project Coordinator- Shri Rahul Tripathi, Systems Manager.



CEO & MD interacting with children



Project after completion

Shakti Shishu Purva Madhyamik Vidyalaya, Udham Singh Nagar (Uttarakhand)

The objective of this project is to focus on improved teaching- learning environment, to reduce incidences of drop outs by addressing the issue of safe and hygienic toilets and to get rid of water logging in the school premises. BrahMos Aerospace has supported in providing safe, better infrastructure to the students by renovating the school in Shakti Shishu Purva Madhyamik Vidyalaya located in Dist Udham Singh Nagar, Uttarakhand. This project is executed through New Millennium Information Technology Centre. Project Coordinator- Shri Rahul Tripathi, Systems Manager.



Students studying without proper infrastructure



Work in progress



Work near to completion



Smiling faces

Government School, Village Sadhopur, Gautam Budh Nagar, Noida (U.P.)

BrahMos Aerospace has supported school children by providing kit that consists of school bags, pair of canvas shoes, etc. at government school in Village Sadhopur, Gautam Budh Nagar. A function was organized in order to distribute the school kits to the children. Project Coordinator - Shri Praveen Pathak, GM (MP & E).



Distribution of school kits

Adarsh Rajkiya Madhyamic Vidyalaya, Jhunjhunu (Rajasthan)

The Aim of this Project was to develop infrastructure and promote education for children. BrahMos Aerospace is supporting the school by constructing classrooms and toilets for the poor students of the adjacent villages who were forced to study in open air due to lack of facility. Project Coordinator- Shri Anil Misra, GM (Infra & TP).



Project site



Work in progress

Shankardev Shishu Niketan, Digaru, District Kamrup (Assam)

The Aim of this project was to construct and furnish the classrooms for children which will be beneficial for their education. The School is located in the tribal belt of Assam where people are mostly uneducated and do not have proper infrastructure for education. BrahMos Aerospace has supported in proving infrastructure building to the School including earthwork in excavation, Brick Soling, Anti- termite treatment, PCC work, RCC work, reinforcement bars, form work, brick work, flooring, ceramic tile works on walls etc. Project Coordinator- Shri Anil Misra, GM (Infra & TP).



Project site



Completion of work



Furnished classrooms

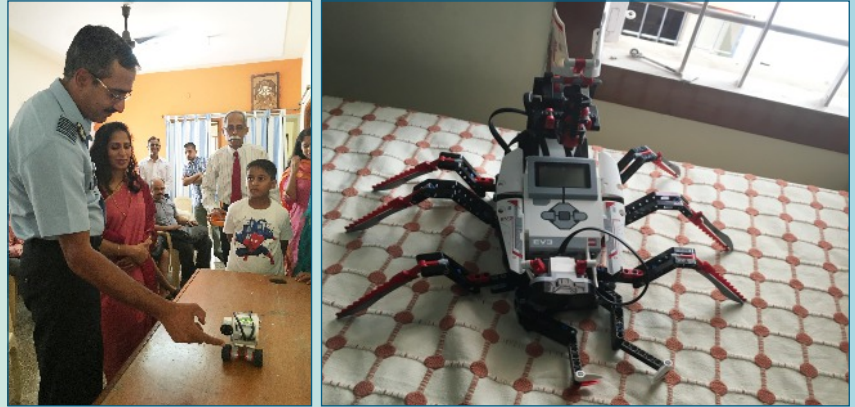


Classrooms and benches for children

SUPPORTING DIFFERENTLY ABLED

Autism Society, Bengaluru (Karnataka)

BrahMos Aerospace has supported Autism Society in conducting training sessions for 15 individuals through Lego Mindstorms EV3 machine. The objective of this project was to help persons suffering from Autism Spectrum Disorders (ASD) to acquire soft skills required for employability. Project Coordinator - Gp. Capt. KN Santosh, Dy PD (S&EI).



Lego mindstorms EV3 machine

Shankara Vidya Kendra, Vasant Vihar (New Delhi)

BrahMos Aerospace being socially responsible corporate has helped the needy and physically challenged people by constructing toilet blocks for under-privileged people of the society. This project was executed through Kri Foundation. Project Coordinator- Shri Rahul Tripathi, Systems Manager.



Before



After

SKILLED INDIA - ENHANCING VOCATIONAL SKILLS

Garhwal Region, (Uttarakhand)

The main focus of this project is to find a better place for the girls in the society and overall development of the region by generating self-employment opportunities for the youth, spreading literacy on good hygiene etc. BrahMos Aerospace has supported in developing structure that leads to overall growth of the under developed regions of Garhwal. This project is executed through Him Jagriti Uttaranchal Welfare Society. Project Coordinator - Shri Rahul Tripathi, Systems Manager.



Work in progress

PROVIDING RO PLANT, CONDUCTING HEALTH CAMPS AND PRIZE DISTRIBUTION CEREMONY

Government School, Village Sadopur, Gautam Budh Nagar, Noida (U.P.)

BrahMos Aerospace installed RO Plant at Government School in Village Sadopur, Distt. Gautam Budh Nagar. This Project was executed through SHODH Foundation. Health camp along with prize distribution ceremony was conducted for the meritorious students of the school which was well appreciated by the local community and their leaders. Project Coordinator - Shri Rohan Mishra, Sr. Executive Assistant.



CEO & MD inaugurating RO Plant



RO drinking water facility



CEO & MD interacting with School Children



Health Camp organised for Children



Prize Distribution by GM (HR & Pers)



CEO & MD taking feedback

PROVIDING FRESH DRINKING WATER FACILITY

Gurukul College, Tataarpur (U.P.)

The main focus area of this project was to provide fresh drinking water facility at Gurukul College, Tataarpur, U.P. The school was not having proper source of drinking water and the available ground water was not suitable for drinking as it is rich in different unwanted chemicals due to presence of lime stones in the region. The school supports the under-privileged sections of the society. Project Coordinator- Shri Rahul Tripathi, Systems Manager.



RO facility

PROMOTING HEALTHCARE

Rural Hospital at Village Parsodi (Khapri), Nagpur (Maharashtra)

The main focus area was to help the needy & down trodden rural people of the society. BrahMos Aerospace has supported in procuring MINIVIDAS and Fully Automated Random Access Analyzer machines to upgrade the medical facilities and provide low cost service to poor people of around 150 villages. MINIVIDAS machine will help in conducting tests like Hormonal, Torch, Thyroid, Prostate, LH/FSH, Prolactin. Fully Automated Random Analyzer help in conducting tests like Bio chemistry (FLT/KFT), HBAIC, Electrolyte, Calcium, Phosphorous. Project Coordinator- Maj. Gen AS Deo (Retd.), GM (P), Nagpur.

Inauguration of new facility by GM (P), Nagpur



New Pathological Lab instruments

Government Hospital, Jhunjhunu (Rajasthan)

This project aims at providing world class surgical facilities to the rural population which can save thousands of lives. BrahMos Aerospace has supported in constructing state of the art modular operation theatre for Government Hospital in Jhunjhunu through Society for Human and Organisational Development in Harmony (SHODH). Project Coordinator- Shri Praveen Pathak, GM (MP & E).



New Medical Devices

ECOLOGICAL & ENVIRONMENT SUSTAINABILITY

Bhadra High School, Bhadra, District Puri, Odisha

The objective of this project was to construct two units of Bio Toilets. It is a self-sustaining model for eco-toilets where the toilets get supply of water 24 hours a day by using solar energy. As part of "Swachh Bharat Abhiyan" eco-friendly Bio Toilets have been installed by BrahMos Aerospace through ELAAN Foundation wherein electricity will be generated by means of solar power and the water will be arranged from borewell through solar operated submersible pump. Project Coordinator - Shri Rohan Mishra, Sr. Executive Assistant.



Kendriya Vidyalaya AFS, Akkulam, Trivendrum (Kerala)

The objective of this project was to provide hygienic toilets to all the students of the school. BrahMos Aerospace has constructed 'Eco-Friendly Bio Toilets' at Kendriya Vidyalaya AFS Akkulam, Trivandrum. The essence of these toilets is that they get supply of water 24 hours a day through solar power operated submersible pump to withstand the demands of a toilet. Project Coordinator- Shri Rohan Mishra, Sr. Executive Assistant.



During project



After completion

CARE AND PROTECTION OF THE GIRL CHILD

Udayan Care, Jaipur (Rajasthan)

BrahMos Aerospace being a responsible corporate has come forward in the care and protection of the girl child. BrahMos has sponsored education of ten girls who are living in Udayan Care. It is an NGO who are taking care of orphaned children and involved in providing residential facility and education to girl students. They help in the overall development of the girl child. Project Coordinator - Shri Praveen Pathak, GM (MP & E).



Activities at Udayan Care

Government Girls School, Bhim Nagar, Gurgaon (Haryana)

The objective of this project was to provide a safe, better infrastructure to the girl students by renovating, refurbishing and rehabilitating the Girls Government School's physical infrastructure. The girl students from the community will benefit from a better environment for education which will translate into improved learning for the girl child. As part of "Beti Bachao, Beti Padhao Yojna" this project has been executed by Society for Human & Organizational Development in Harmony (SHODH), New Delhi. Project Coordinator- Shri Rohan Mishra, Sr. Executive Assistant.



Before



After

BRAHMOS AEROSPACE

"WORKING FOR THE WELL BEING OF COMMUNITIES"



SUDHIR KUMAR MISHRA
CEO & MD
BrahMos Aerospace

BY ANSHUMAN BHARGAVA

Q. Tell us about BrahMos.

A. BrahMos Aerospace is the producer of the world's best and fastest cruise missile system BRAHMOS. It is a joint venture company between Defence Research and Development Organisation (DRDO) of India and NPO Mashinostroyeniya of Russia established in 1998.

DRDO had developed crucial systems like inertial navigation systems, mission software and mobile launchers for Prithvi and Agni missiles. NPOM had expertise in the area of ramjet engines together with a number of technologies for space systems, launch vehicles and cruise missiles. Thus, the combination of the capabilities and competencies of both institutions gave birth to a world class product - BRAHMOS, in ashort time.

Together, we have been making and supplying the BRAHMOS weapons to India's Army, Navy and Air Force. Today, we are one of the leading aerospace companies in India and the world.

Q. What CSR means to BrahMos?

A. BrahMos Aerospace takes cognizance of the fact that as a business entity, it is part of the society and that its activities impact on the environment. The company thus appreciates that it has a key role and responsibility to contribute to the society and to ensure a cleaner, safer and healthier environment.

Q. How BrahMos Aerospace is changing life through its CSR activities?

A. BrahMos Aerospace being a responsible corporate is concerned about the wellbeing of the host communities residing around the Country.

BrahMos perceives welfare and developmental measures for the host communities more as a responsibility rather than an obligation. Therefore it maintains constant interaction with the local communities to assess their socio-economic needs and formulates strategies and schemes for their upliftment.

Q. Being CEO and MD of BrahMos, how do you envision the future of India and what will be the contribution of BrahMos through its CSR activities?

A. The varied topography of India and its abundant natural resources combined with the huge manpower are the country's greatest assets. All these factors, if put into use effectively, can steer the nation towards exponential

growth and progress. India can then become a fully developed country and not a developing one any more. If we talk about the vision of Dr. A P J Abdul Kalam, he had dreamt of a Developed India by the year 2020. And rightly so. We have all the potential to become one with a focused mind, and a "to-do" and "can-do" attitude.

BrahMos Aerospace has been actively involved in CSR activities for many years now. Though India is one of the fastest growing economies, it is still facing many socio-economic problems like poverty, illiteracy, lack of healthcare etc. and the Government has limited resources to tackle all these challenges.

The primary areas of our CSR programme include education, social & women empowerment, healthcare for the needy, sanitation, construction of water resources & their conservation, environmental protection and disaster management activities.

Q. What are the CSR activities being carried out by BrahMos?

A. Like I said before, in the last few years we have undertaken and successfully commissioned several CSR projects in various parts of India focusing areas such as health care, education, hygiene, pure & safe drinking water and empowerment of girl children. A state-of-the-art operation theatre facility is being developed at a Government hospital in Buhana, Jhunjhunu (Rajasthan) under "BrahMos Save Life Project". Another project named "BrahMos Swachh and SwasthyaPey Jal Pariyojana" is functional in Village Sadhopur, Gautambudh Nagar (UP) is providing pure and safe drinking water to the villagers and improving the general health of the community members, reducing incidences of water borne diseases and improving the overall productivity. We have installed set(s) of Eco friendly bio toilets at Basic School, Sarahara, Siwan, Bihar, at Bhadra High School, Bhodara, District, Puri, Odisha and at Kendriya Vidyalaya, AFS Akkulam, Thiruvananthapuram in an attempt to enhance the hygienic condition of the children. Also, we have sponsored school benches with integrated desks sufficient for 500 students of Govt. School located at Maheswaram Village in Telangana. Another project named "VidyalayaNavinikaranPariyojna", was undertaken to rehabilitate and modernise Girls Govt. School, Bhim Nagar, Gurgaon.

The list is long, I have named a few.

Q. Water is emerging as a global problem particularly in various parts of India. What would be the role of BrahMos in conservation and creation of water bodies?

A. India is the seventh largest country in the world by geographical area, second populous country and second country which gets the most frequent rainfalls. Then why is India experiencing water shortage? Unfortunately, there is an ecological imbalance on a global scale. India is one of the eight countries which are seriously facing a sharp increase in water crisis that threatens humans, while a huge percentage of the world has no access to sanitation and clean water.

The average person only needs 20 or 30 litres of water, while most Indians use a big amount of water per day for different purposes. Additionally, overpopulation and pollution have also been a cause of water poverty in India. Therefore, young children under the age of five make up the 75% of 37.7 million people who are affected by water-borne disease.

I feel that several ways to deal with the problem of water shortage in India include harvesting rain water, watershed management, conservation and creation of water bodies and river interlinking.

Q. India has been home to traditional water bodies from ancient period. BrahMos is running a project for conservation of ancient water bodies, please tell us about it.

A. India was a cradle of civilization in the ancient world. An interesting feature of all ancient civilization was that its inhabitants realised the tremendous value of water in human life. Each of these civilizations was located on the banks of a river or within a convenient distance from the sea or around any kind of water bodies. This was to ensure a perennial supply of water for day to day activities.

BrahMos Aerospace in collaboration with CSR Partner Vivekananda Kendra (Nardep), Rameshwaram took up a Project named "Green Rameshwaram - conservation of traditional water bodies". There were depositions of algae & garbage, and its outer boundary wall of the water body was broken. The depositions were cleaned and the boundary wall was renovated bringing the biggest water body "RamarTeertham" back to its original glory under the aegis of BrahMos Aerospace.

EXCLUSIVE INTERVIEW

Q. Power problem is another major issue being faced by the country. What are the CSR initiatives of BrahMos in this direction?

A. Traditional electricity is sourced from fossil fuels such as coal and natural gas. When fossil fuels are burned to create energy, they emit toxic gases that are the primary cause of pollution and global warming.

While, renewable energy - wind, solar, geothermal, hydroelectric, and biomass - provides substantial benefits for our climate, our health, and our economy.

Keeping this in mind, BrahMos Aerospace has sponsored a project for setting up permanent solar powered electrical connection at Aanganwadi and Health Centre at village Amiliki in Rewa, Madhya Pradesh to cope up with the shortage of power, particularly in the summer season. This initiative has enabled 24 x 7 availability of power connection thus enabling the health centre to work even during night time and provide better health services to the villagers. Dhanushkodi, a small town at the south-eastern tip of Pamban Island of the Tamil Nadu state of India, was devastated due to a cyclone in the year 1965. BrahMos has supported for the Solar Electrification of the school and village tenements. 49 years after the cyclone, the only school and 80 household remained receiving 10 hours of light per day. Electrification of starting houses and commu-

nity facilities in this area has been taken up in Phase - II of the project. In addition to above, BrahMos has sponsored setting up eco-friendly bio-toilets in schools located in the rural areas of Odisha, Bihar and Thiruvananthapuram. These bio-toilets are fitted with solar panels to ensure sufficient lights inside toilets and for self-cleaning purpose.

Q. BrahMos played a major role for bringing life back to normal after Hud-Hud super cyclone in 1996. Please tell readers about it.

A. Our CSR project namely SOS Children's Village, Vishakhapatnam was established in response to the Super Cyclone in 1996. In this village, there were 14 family homes, 140 children and 14 mothers.

BrahMos took the rehabilitation and renovation work as challenge in order to support extensive damages caused to the village, houses and its entire infrastructure due to the cyclone 'Hudhud'. Renovation work like fixing of roof, repair of drainage connections and repair of water pumping motor were carried out to bring back the life of villagers on a normal track.

Q. What according to you is the importance of CSR to society?

A. For any business entity, profit-making is the primary aim. But that profit always comes at a cost. Often that cost involves the environment, its natural/ material resources and the manpower as well. Hence, the profit earned by the business entity should percolate down to the society and environment at large. Therefore Corporate Social Responsibility is very essential for maintaining sustainable growth. What we take from society, we have to give it back.

Q. Please tell us about yourself and your vision for the changing India.

A. As a scientist, I have been associated with India's defence programmes for over 32 years. I have worked with India's premier defence research institution DRDO for many years before being appointed the BrahMos Aerospace Chief in August 2014. I also feel blessed to have worked with our former President and "Missile Man" Dr. A P J Abdul Kalam who was a great visionary and always dreamt of a vibrant, shining India in the global map.

I have been greatly inspired by Dr.Kalam's vision and philosophy. And I do believe that with the right spirit, effort and dedication, we can make India a great nation. We have already achieved economic excellence, and militarily too, we are reckoned as one of the leading powers today. India is changing fast. It has all the potential to emerge as a global power one day.

Q. How technology and aerospace will revolutionaries the scenario of developing rural India?

A. Technology and aerospace surely have great potential to transform the livelihood of entire mankind. We have already witnessed it and continue to do so even as the evolution of technology continues. In rural India, technology has brought in many changes, like for example in electricity generation and transmission, and also in irrigation of agricultural land.

One major development in recent times is the use of solar energy. Many parts of rural India are using solar panels to generate power. So is the use of space-based assets like satellites to help farmers in cultivation.

The aerospace domain has indeed played a very important role in the national development. I firmly believe that only application of technology would transform India's socio-economic situation and bring happiness and peace to the world.

WAY FORWARD

Corporate Social Responsibility (CSR) is the balanced integration of social and environmental consideration into business decisions and operations. Continuing with the efforts this year we will be focussing on the thrust areas as mentioned in CSR Policy of BrahMos and will cover more parts of India for CSR Activities. Also the contribution of the NGOs and Nodal Officers has been praiseworthy.

Employees are the key stakeholder in any CSR Program. We are hopeful that this year also we will achieve greater milestones in our Corporate Social Responsibility.

CSR MOMENTS



Concept: Cmde SK Iyer (Retd), GM (HR&Pers)

Coordinator (CSR)- Mr. Virendra Joshi Executive (HR)

BrahMos Aerospace

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