



# BDL'S CSR

## ANNUAL REPORT / IMPACT ASSESSMENT STUDY REPORT

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# EXECUTIVE SUMMARY

Corporate social responsibility (CSR) is one of the most central concepts in the literature and, in short, indicates the positive impacts of businesses on their stakeholders. However, despite the growing body of literature on this concept, the measurement of CSR is still problematic. Although the literature provides several methods for measuring corporate social activities, almost all have some limitations. According to the UNIDO<sup>1</sup>, Corporate social responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (Triple-Bottom-Line Approach) while at the same time addressing the expectations of shareholders and stakeholders. In this sense, it is important to distinguish CSR, which can be a strategic business management concept, and charity, sponsorships or philanthropy.

Bharat Dynamics Ltd (BDL) is proactive in taking various initiatives in the area of Corporate Social Responsibility. Corporate Social Responsibility (CSR) is about conducting business in a socially responsible and sustainable way, keeping the needs and expectations of the key stakeholders in focus in various business activities.

## **Projectwise Suggestions are detailed below**

**Project 1:** Provision of Mobile X Ray Machine, Indira Gandhi Zoological Park, Visakhapatnam:

BDL's worthwhile initiation of providing X-ray scanning machine to Indira Gandhi National Zoological Park in Visakhapatnam of Andhra Pradesh as it diagnoses different species when they get sick or illness or injuries. A total of 829 different species are presently at Zoo Park. On average, 70000 adults, 20000 children visit Zoo Park in a month. Importance of protecting rare species is desperately needed to develop the Zoo park basic infrastructure facilities and extend species lives by providing better healthcare services. It is suggested that BDL continue these kinds of initiations in the future also as highly impacting society.

**Project 2:** Provision of School Furniture to Government Schools in Telangana through Central Prisons, Chanchalguda and Cherlapalli, Hyderabad.

The project initiated in Cherlapalli & Chanchalguda jails inmates to provide 3000 school dual desks at various ZPHS / Government Schools located in various districts of Telangana state, benefitting more than 6000 students. This CSR project has greatly impacted the jail inmates reintegrating them with society and values. The inmates were happy to work on the project as they supported the cause of education. This project has given a holistic view of the life of the inmates, which has helped them settle in society on their release.

**Project 3:** Mid-Day Meal to Govt. Schools children in Patancheru during Academic Year 2017-18 and 2018-19 and

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<sup>1</sup> <https://www.unido.org/our-focus/advancing-economic-competitiveness/competitive-trade-capacities-and-corporate-responsibility/corporate-social-responsibility-market-integration>

**Project 4:** Mid-Day Meal to Govt. School Children in Visakhapatnam during Academic Year 2017-18 and 2018-19

The Mid Day Meal scheme is a well-intentioned Programme. The government of India has attempted to address the fundamental problems of Health, Nutrition, Education, and overall development of children in the country by implementing the Programme all over the country. It provides children with at least one nutritionally adequate meal a day. This program leads to higher attention spans, better concentration, and improved child performance. School meal program also provides parents with a strong incentive to send children to school, thereby encouraging enrollment and reducing absenteeism and dropout rates. It supports Health, Nutrition, and Educational goals and consequently will have a multipronged impact on a nation's overall social and economic development.

The initiative of BDL partnering with Akshaya Patra Foundation to provide mid-day meals to various government schools located in the Patancheru area of Sangareddy District in Telangana and Visakhapatnam in Andhra Pradesh have benefited more than 12000 students. The project has to be made sustainable for the future. It impacted schoolchildren positively and made them attend school regularly. As the food served is of high nutritious value, the children's health has also improved.

**Project 5:** Digitization of Classrooms in Government Schools of Kamareddy District and

**Project 6:** Smart School Project in Government Schools of Mahadevpatnam and Narsapuram Constituency, Andhra Pradesh

Education activities have always been the forte of BDL's CSR initiatives and staying true to its worthy steps supporting various Government schools located in both the districts of Kamareddy and West Godavari to provide smart classrooms. Educationalists have appreciated this initiative for converting government schools in these two districts from blackboard to digital board. BDL's idea behind this initiative was to bring students closer to technology and improve learning methodologies and outcomes. Digital classrooms enable government school children to be technically & academically strong and compete with private school children in getting better career opportunities future. After introducing digital classrooms in government schools, there are positive changes in students' attendance and academic performance levels, especially in board exams. BDL Limited bridges the technology gap between government and private schools in India.

**Project 7:** Developmental activities in Aspirational District - Jayashankar Bhupalpally

Government hostel and PHC buildings renovation and repairing works were completed as per given schedule in the MoU, whereas hostel buildings constructions were delayed due to delays in proper approvals and permissions from concerned departments to start the works. In some places works were delayed due to inabilities of work contracting agencies in work execution on time. In one place, there was land issue, it was taken time to sort out the issue, As a result, project was delayed for 6-8 months to avoid these problems, companies need to rethink the model used to provide the facility and, any CSR project should consider 'sustainability' as a key factor for getting the results of the project objective.

**Project 8:** Awareness Creation and Supplying of Sanitary Napkins to Girl Students of Government Schools in Telangana through National Institute of Rural Dev. & Panchayat Raj (NIRD & PR), Hyderabad

Menstruation and menstrual practices still face many social, cultural, and religious restrictions, which are a big barrier in menstrual hygiene management. In many parts of the country, especially in rural areas, girls are not prepared and aware of menstruation, so they face many difficulties at home, school, and the workplace. IPE team found that little, inaccurate or incomplete knowledge about menstruation is a great hindrance in personal and menstrual hygiene management. Girls and women have little or no knowledge about reproductive tract infections caused due to ignorance of personal hygiene during menstruation. So, they mostly rely on reusable cloth pads, which they wash and use again. The needs and requirements of adolescent girls and women are ignored even though there are major developments in water and sanitation. BDL's project has focused on educating and creating awareness among students. This also has helped them to improve their health standards. Implementation of modern techniques like incineration can help to reduce waste is one of the key highlight of the project. BDL could consider continuing the project.

**Project 9:** Distribution of Aids and Appliances (Artificial Limbs) to Divyangjan through Artificial Limbs Manufacturing Corporation of India (ALIMCO)

The implementing agency (ALIMCO) could create Awareness among beneficiaries before implementing the project. ALIMCO should disclose distribution camp details properly to maintain transparency of the system. However, it is needed to recheck once for all beneficiaries' details of name, fathers name, age, address, mobile number, caste categories, type of disability, disability percentages, product category, worth/value of each product / device / aid, etc., for data analysis of the project. It is also necessary to keep all beneficiaries products receipts and their photos while distributing aids to beneficiaries for preventing malpractice of selection of beneficiaries.

**Project 10:** Health Care by Mobile Medical Unit (MMU) at Nalgonda and

**Project 11:** Health Care by Mobile Medical Unit (MMU) at Vizag

BDL's MMUs facilitated to conduct tests such as BP, Sugar, Blood, and Urine tests was well received. To make the project more viable BDL could consider providing some beds in villages and also having a shelter for the doctors to serve the patient during rainy season.

**Project 12:** Cochlear Implants for Hearing Disabled through Artificial Limbs Manufacturing Corporation of India (ALIMCO)

A successful implant programme involves several steps, from hearing screening to post-operative rehabilitation. A coordinated multidisciplinary approach is important to make the best outcomes. A cochlear implant programme cannot occur without a well-resourced neonatal hearing screening programme, coordinated assessment programmes by audiology, speech pathology, educational and medical services, and a dedicated audiology verbal therapy team for rehabilitation. Out of 44 children cochlear implant surgeries, 44 children hearing and speech levels improved after each speech therapy attended by children as children parents

shared to the IPE team. It is a worthwhile CSR project. It is suggested that BDL could consider continuing the project in future also.

**Project 13:** Establishment of fully automated Microbiology Lab at MNJ Institute of Oncology & Regional Cancer Centre, Hyderabad

**The project is an important initiative of BDL towards healthcare. The constant review of the project should focus on consolidating oncology services into a single center focusing on cancer care, build the cancer program around the patient, review hospital chargemasters to insure that claims for chemotherapy drugs are billed correctly by increment, closely examine billing rejections to learn why claims are denied and keep a clinical fact sheet protocol on every patient. BDL could consider investing more in such projects of social importance and further take initiatives to Invest in healthcare technology.**

**Project 14:** Project 14: Adoption of Military Madhavaram village

BDL constructed a community hall in military Madhavaram village, providing space for villagers to organize cultural events, festivals, cultural activities, marriages, social events, birthday celebrations, etc. Unfortunately, no event was organized since handed over the community hall to the village. There was no electricity provision to the hall. Further, BDL constructed a gymnasium hall for the village's youth. Still, it was not functional due to the non-availability of gymnasium equipment/aid and constructed school toilets at ZPHS high school to address the problem of school children toilets. BDL could consider encouraging the stakeholders towards strengthening the initiatives so projects could be viable.

**Project 15:** Maintenance for 3 RO Water plants functional at Janagaon, Narayanpur and Peepalpahad villages

The BDL supported Naandi Foundation to establish three Community RO water plants at Narayanpur, Janagam, and Peepalpahad and also has been providing financial assistance to meet their operational and maintenance of these RO water plants. However, there is no need for financial support for RO water plants' maintenance and operational activities. Community water centres raise funds by selling RO water to community members to meet these plants' regular maintenance and operation. That's why BDL gradually decreased their financial assistance to implementing agency "Nandi Foundation" year after year.

**Project 18:** Maintenance for toilets constructed in 103 Govt. Schools in Telangana State during Academic Year 2017-18 and 2018-19

Swachh Vidyalaya intervention provides physical facilities, i.e. construction of toilets with provisioning of water as input, which is expected to result in a 'functional' toilet as output. The use of toilets by students' results in improved health and reduced morbidity reflected in their improved attendances. Better attendance is envisaged to better attract more students to school, leading to improved enrollment. School enrollment and student performance will finally result in economic growth and development in the programme's long-term impact. The project's success depends on the degree of maintenance of toilets by schools' authorities. Sufficient running water levels are available at toilets. Local bodies procured all sanitary material in most schools to meet the regular maintenance of schools' toilets and deployed a scavenger to clean schools' toilets. Local bodies took up all these initiatives to make the project sustainable.

**Project 19:** Construction of Toilets and Establishment of RO water Plant in Govt. Schools in Mahabubnagar District

To execute all components mentioned MoU work order, it is necessary to structure a proper monitoring mechanism for corrective measures for all the project execution levels, estimate the work progress at each level, and assess the implementing agency work quality and standards. All these checks and controls enhance project value and increase the social return on investment.

**Project 20:** Skill Development training for 80 Unemployed youth through Central Institute of Plastics Engineering & Technology (CIPET), Hyderabad and

**Project 21:** Skill Development training for 520 Unemployed youth through Central Institute of Plastics Engineering & Technology (CIPET), Hyderabad

This training program supplies the skilled manpower to plastics industry. Both plastics industry and unemployed youth directly get the benefit from this project. Skilled manpower is key asset for any country to develop the industries. This project completely aligned to Government of India Skill India Mission. Size of the Indian plastics and polymers industry in 2018 was over USD 3 billion, India's demand for major plastics in 2018-19 was 16 million tonnes. The industry spans the country and hosts more than 2,000 exporters. It employs about 4 million people and the availability of skilled labor in this industry is only 1.7 million people and comprises more than 30,000 processing units, 85-90% of which are small and medium-sized enterprises. BDL needs to scale up these kinds of training programs for unemployed youth to provide job opportunities. Communication skills need to be improved in majority trained students for their better career advancement.

**Project 22:** Digital Class Rooms at Indo-German Institute of Advanced Technology (IGIAT), Visakhapatnam

**Project 23:** Skill Development training for 200 Unemployed youth through Indo-German Institute of Advance Technology (IGIAT), Visakhapatnam

**Project 24:** Skill Development training for 175 Unemployed youth through Indo-German Institute of Advance Technology (IGIAT), Visakhapatnam

IGIAT requires scaling up various short-term skill development training initiatives to reach more unemployed youth to build their career paths. There will be one more advantage: if IGIAT explores various advanced computer training courses, more unemployed youth will train on BDL computer digital labs and get more job opportunities. BDL supported computer labs and the programme designed by IGIAT course could reach more numbers of unemployed while helping them to explore more technical jobs and improving livelihood.

**Project 26:** Provision of Tools, Equipment Machinery, and Raw Material to Govt. ITI, Shantinagar, Hyderabad.

BDL supported the National Skill Development objective of strengthening ITI colleges and various skill development institutes. In the future, also BDL focus on developing other Government ITI colleges / Skill Development institutes through its CSR intervention to generate a skilled workforce to meet the demand and supply of various industries.

**Project 27:** Skill Development Program for Divyangjan (PwBDs) through National Handicapped Finance & Development Corporation (NHFDC), New Delhi

BDL needs to scale up various short-term skills development training initiatives to reach more PwBDs. In this regard, explore various skill development training programs in line with National Skill Development Corporation programs and industry requirements. BDL could conduct meetings with industries, academic institutions, government, and policymakers to identify shortages in various skilled workforces of industries. Based on industries requirements, short term training programs should be designed accordingly.

BDL should ask for transparent reports from implementing agencies having the details of course objectives, training period, candidates selection mechanism, syllabus theory and practical hours, placement / self-employed details, training cost per one candidate, output, outcomes, enabling companies to avoid misappropriation of funds.