

BRAHMOS AEROSPACE

“WORKING FOR THE WELL BEING OF COMMUNITIES”



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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 a short 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 from 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 focussing 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 Swasthya Pey 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 "Vidyalaya Navinikaran Pariyojna", 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 started receiving 10 hours of light per day. Electrification of remaining houses and community 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 revolutionise 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.



CSR - Three letters that speak volumes

The principle of sustainability is changing the way we look at the world, at the people we share our planet with and, indeed, at ourselves.

We now realize that even abundance is finite; that the real cost of consumption is higher, much higher, than the price one pays; that the earth gives no 'overdrafts' - if we exhaust a resource, our children must go without it.

We now know that when we talk of the communities around us, the conjunction to use is not 'either or' but 'and'. Because if it is not together, it is not at all. And finally, that happiness grows when it is shared.

At Larsen & Toubro, we have made these principles the cornerstones of our business vision.

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