



REACH

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From the Brandix CSR Center

Welcome to this issue of REACH, our Corporate Social Responsibility newsletter.

“In the ten years since the UN Conference on Environment and Development, the world has changed substantially. In some ways it has changed for the better and in some ways for the worse. On the environmental front, much has improved and much has degenerated.

There are more people living in poverty today than ten years ago. In a world in which technological developments allow cloning of animals, space exploration and laser surgery, still millions of people do not have clean drinking water or proper sanitation facilities. In a world of solar panels, computer technology, cellular telephones and the virtual office, millions of children die each year from the easily preventable diseases of poverty like malnutrition and diarrhea”. This was an excerpt of a speech given by the Former Minister of Water of South Africa Mr Ronnie Kasrils at the World Summit on Sustainable Development.

He went on to state that 1.2 billion people still do not have access to safe drinking water and 2.4 billion do not have access to adequate sanitation.

It is therefore very encouraging that organizations like Duetsche Bank and UNHCR have, in partnership with Brandix, committed themselves to finding ways to address this situation in Sri Lanka. Water IS life, not in the abstract, but in the daily lives of millions of people we cannot ignore. For many things, like energy sources, there are alternatives. There is no alternative to water.

Our Mission

- TO LEAD in being responsible corporate citizens. Not because we are convinced that it is a good way of doing business, but because we believe it is the right way of doing business.
- TO STRIVE to make a meaningful difference everywhere we do business.
- TO LISTEN and RESPOND to environment challenges that affect our society and our planet.
- TO INSPIRE people to work towards protecting and improving water access and availability in our communities.

INSIDE	P-02 Message from the centre	P-03 CSR Extends to India	P-04 Blood Drive	P-05 Deutsche Bank & Brandix support water project	P-06 Deutsche Bank & Brandix support water project - Cont...
	P-07 Ace weight lifter and CSR Ambassador Chinthana Vidanage	P-08 Renal Care and Research Centre	P-09 Care for our own	P-10 Brandix - UNHCR partnership	P-11 Schools / Community

A Message from Dr A M L Beligaswatte



On behalf of the National Kidney Foundation of Sri Lanka (NKFSL) I am pleased to contribute this message to the forthcoming issue of REACH- the news letter of Brandix Lanka Ltd.

Chronic Kidney Disease (CKD) is a life threatening illness which transcends all barriers. Persons afflicted by this condition can lead relatively normal lives only if they have access to the right medical treatment.

There is a rapid increase in the incidence of CKD worldwide and Sri Lanka is no exception. Unfortunately the facilities available in Sri Lanka, both in the state and private sectors, are inadequate to treat the ever increasing number of patients with CKD resulting in nearly 8 out of 10 patients dying for lack of resources or kidney donors. The National Kidney Foundation of Sri Lanka (a non profit Non Governmental Organization and an Approved Charity) was launched with the objective of addressing this tragic issue.

In view of the high incidence of CKD in the North Central Province where it has become the leading cause of hospital admissions and

death and where modern treatment facilities are lacking, the Foundation embarked on a humanitarian project to establish a fully equipped "Renal Care & Renal Research Centre" in a six storied building at the Anuradhapura General Hospital as a public private joint venture.

Whilst concentrated research is needed to determine the underlying cause/causes for the high incidence, the focus is on the quality of water in the NCP, which has a very high content of fluoride and is believed to be contaminated by other toxic chemicals.

In this context, we are gratified that Brandix Lanka, with its proud record of CSR initiatives, with the excellent resources at its command, has already embarked on projects to improve the water and sanitation facilities in several parts of the country.

We express our grateful thanks to Brandix Lanka for providing the Water Treatment Plant for our Anuradhapura Centre, and look forward to your continuing support towards eradicating or at least minimizing the effects of this deadly disease.

Dr. A. M. L. Beligaswatte

MBBS, FRCS, FRCSE, FCS (SL)

Chairman

National Kidney Foundation of Sri Lanka

Brandix CSR extends to India

Brandix extended its hand to Brandix India Apparel City, Vishakapatnam, India. These projects implemented in the Padapadu Village and Dopperla Village concentrated on improving the lives of our associate's children.

The Padapadu village is home to between 80-100 Associates. The new improved sanitary facilities in both the primary & high schools will benefit 256 students & staff.

50 of our Associates reside in the Dopperla village. The newly renovated sanitary facilities of the primary & upper primary school will benefit 35 students & staff.



➡ Duppituru Village



➡ Padapadu village

Blood Drive - Brandix employees show they care

Sri Lanka's top apparel exporter concluded a massive two-month Group-wide collection campaign demonstrating that good citizenship runs in their veins. Employees of Sri Lanka's top apparel exporter Brandix donated a mind-boggling 1721 pints of blood to the National Blood Transfusion Service through a Group-wide initiative encompassing 19 locations.

Spanning June and July, the mass blood donation project conducted with the assistance of the Blood Bank involved a like number of employees from manufacturing locations and offices in places such as Avissawella, Giritale, Polonnaruwa, Katunayake, Mirigama, Minu-

wangoda, Koggala, Ratmalana, Moratuwa and Colombo, "The response of our employees to the call to donate blood was a poignant exhibition of caring across social, economic, racial and geographical boundaries," said Nigel Forbes, Chief Peoples Officer of Brandix. "The volume of blood donated this year was more than triple the collection last year, and in layman's terms, was more than 215 gallons. There could be no better expression of compassion for the needs of others."

Commending Brandix for this massive voluntary effort, a spokesperson for the National Blood Transfusion Service said the initiative was particularly noteworthy as it has resulted

in the collection of blood on weekdays, Most donors opt to donate on weekends due to their work commitments but Brandix had taken the lead to organise collections on week days, helping redress this imbalance, the spokesperson said.

A certificate of appreciation was presented by the National Blood Transfusion Service to Brandix in acknowledgement of this initiative. The certificate was received on behalf of the donors by Sujith Jayasekera, Group Human Resources Manager and two associates from Sintesi, the Brandix Group company which had the most successful collection campaign.



◀ Dr. Mrs. R. M. Bindusara presents a certificate of appreciation to Sujith Jayasekera, Brandix Group HR Manager in the presence of Brandix associates Lalani Sandamalee and Hasika Darshani

“

There is nothing softer and weaker than water. And yet there is nothing better for attacking hard and strong things. For this reason, there is no substitute for it”

—Lao Tzu (C.B.C 550)
Philosopher of Ancient China

Deutsche Bank & Brandix join hands to provide water

Unique CSR collaboration to help 2000 families at risk of kidney & other water-borne diseases

At least 2000 families exposed to the threat of chronic kidney and water borne diseases in Sri Lanka's North Central Province are to receive special water filters in a new community outreach project funded jointly by Brandix Lanka Limited and Deutsche Bank AG.

To be implemented by the Community Water Supply & Sanitation Project (CWSSP) of the Ministry of Urban Development and Sacred Area Development, the project will involve the distribution of filters that remove pathogens and harmful minerals such as fluoride from the drinking water in selected areas, the training of

recipients in the correct use of the filters and arrangements for their maintenance.

Funding for the procurement of the filters will be shared by Deutsche Bank and Brandix. The project will be executed by a network of village-level Community Based Organisations (CBOs) built up by the CWSSP over the past 15 years in districts vulnerable to water-borne diseases.

Announcing the collaboration between Deutsche Bank and Brandix at a news conference, Rohan Rodrigo, the Bank's CEO in Sri Lanka said: "We are aware that there is a high incidence of chronic renal failure and other water-borne diseases attributed to the high levels of fluoride in the water in parts of the North Central Province and the North Western Province. Brandix has done some excellent

work to help communities tackle this problem, and Deutsche Bank is pleased to support this project and work with Brandix to improve the quality of life of people in affected areas."

Anusha Alles, Head of CSR at Brandix said: "A strong and caring partner like Deutsche Bank will generate greater interest in our own community projects conducted under the theme 'Water is Life.' This partnership could be the start to many good projects and be a precedent for more partnerships among corporate entities for projects that result in tangible and meaningful interventions in poor rural communities."

Speaking on behalf of the CWSSP, Consultant Mr U. Sapukotana said the Brandix-Deutsche Bank Water Purification Project would directly benefit families chosen on the basis of their exposure to water-borne diseases. The community based organisations of the CWSSP had, with the assistance of medical practitioners, identified people most affected, he said, disclosing that priority had been given to families where at least one member had already developed renal problems due to bad drinking water.

cont.



➤ From left to right
Mr. U. Sapukotana - Consultant, CWSSP
Mr. Rohan Rodrigo - CEO Deutsche Bank
Ms. Anusha Alles - Head of CSR Brandix
Mr. W. Piyasena - Director General CWSSP

“There are more than 3,000 people registered with kidney diseases at the Medawachchiya Renal Care Centre alone,” Mr. Sapukotana said. “Large numbers of families in Medawachchiya and Thalawa in Anuradhapura desperately need fluoride filters but cannot afford them.”

Already, more than 40 people from affected communities in the North Central Province have been trained at the Brandix Water Research & Training Centre in Anuradhapura on the importance of filtering drinking water and the use and maintenance of the filters specially designed for the areas affected by contaminated water. These persons will in turn train the recipient families on how to use and clean the filters. The Community based organisations will monitor the use and maintenance of the filters distributed, while Brandix has undertaken to periodically conduct random tests of the quality of the filtered water to ensure that the beneficiaries are being protected against health

complications.

Contaminated drinking water has been scientifically linked to the high incidence in Sri Lanka’s North Central Province of Dental Fluorosis, Chronic Renal Failure and other health hazards. Research carried out by several agencies including the Water Resources Board, has revealed that one in every 10 people living in the NCP suffers from a kidney disease as a result of drinking water contaminated with heavy metals and agro-chemicals and the use of low quality aluminum containers to store water.

In September last year, Brandix donated to the government of Sri Lanka a Water Research and Training Centre purpose built and equipped at a cost of Rs. 25 million to help address this problem. The 7,000 square-foot Laboratory and Training Centre at Anuradhapura is dedicated to reducing the occurrence

of such health problems through a combination of awareness and training programmes on water purification, conservation and management and the manufacture and distribution of low cost household water filters across the province.

Deutsche Bank believes it is important to contribute to the communities in which it operates. To this end, the Deutsche Bank Asia Foundation has been involved in a wide range of charitable initiatives in Sri Lanka, including micro-finance projects; a contemporary art charity event; housing construction; health screening projects; and a large scale redevelopment of a UNESCO world heritage listed site in Anuradhapura. In response to the 2004 tsunami, an extensive relief effort included building 22 pre-schools in the District of Hambantota, which supported over 350 children in the district.



◀ *Training of the Community Based Officers, Public Health Inspectors who would be involved in implementing and monitoring this project.*

“

“It is time to recognize that a safe water supply and adequate sanitation to protect health are among the basic human rights”

—*Dr . Groharem Brundtland*
Director General of the WHO

Brandix boost for ace weight lifter and CSR Ambassador Chinthana Vidanage

Champion weight lifter and Brand Ambassador Chinthana Vidanage, one of the eight prospects that represented Sri Lanka at the Beijing Olympics, received a valuable morale booster from Brandix when the company presented the athlete with a token of its support.

Less than two weeks before he left for the greatest challenge in his athletic career, Vidanage was presented with sports gear and an assurance that his 25,000 colleagues at Brandix were also bracing their muscles with him when he embarked on his medal quest in China on August 12th.

“Chinthana symbolises the aspirations and the determination to excel that have been instilled in

employees of Brandix at all levels,” said Pravin Kalpage, CEO of Brandix Casualwear, who conveyed the Group’s best wishes at the presentation of the sponsorship. “All over Sri Lanka, associates of Brandix will be watching his progress at the Olympics with great intensity.”

The holder of eight Sri Lanka weight lifting records, Vidanage who had consistently exceeded 300 kg lifts in training for the Olympics, competed against 23 other lifters in the 69 kg Class in his first round on August 12th. The commonwealth games gold medalist had a snatch lift of 120kg, clean and jerk 165kg to total 293kg to finish on top of his group C. His all 3 lifts are new Sri Lankan records in mens 69 kgs category but he eventually finished 16th at the Olympics.

A consistent supporter of sporting teams and individuals who represent Sri Lanka, Brandix recently sponsored the Sri Lanka Schools Swimming Team that competed at the Asian Schools Swimming Championship in Malaysia. Earlier this year, the company became the clothing sponsor for the Sri Lanka Men’s and Women’s Golf teams. Other recent commitments to sport include the sponsorship of an eight-member contingent of exceptional undergraduate athletes from the University of Kelaniya to participate at the World University Games (Universiade) 2007. Sri Lanka’s colourful fast bowling sensation Lasith Malinga is also employed by Brandix as a Brand and CSR Ambassador.



➤ Brandix Casualwear CEO Pravin Kalpage presents Vidanage with sporting gear

“

Without a sense of caring, there can be no sense of community”

—Anthony Burgess
English novelists, critic and composer

Brandix further extends its help to the people in the North Central Province

Renal Care and Research Centre - Anuradhapura

Health authorities in Sri Lanka have been concerned about the rising incidents in Kidney diseases in Sri Lanka in all segments of the society. Certain patterns have been observed where some localities in Sri Lanka particularly in North Central Province (NCP) and North Western Province (NWP) have a higher incidence than the rest of the country. These localities happen to be the areas where there is a high content of fluoride in water. Medical Researchers have worked on this area and there is sufficient evidence that there is a link between consumption of water with high fluoride and incidence of kidney diseases. Other causes such as using aluminum pots for cooking and pesticides in water have also been attributed to kidney diseases.

Notwithstanding different opinions few institutions have been working hard to find a solution to this problem by using filtration methods etc. Fluoride filtration filters are used in other countries like South Korea but they are very costly and the average family cannot afford the cost. Few scientists from the National Water Supply and Drainage Board (NWS&DB) had

been working on a fluoride filter that could be used at domestic levels. One such is the fluoride filter developed by Mr. Padmasiri former Chief Chemist of NWS&DB. Although its merits are established there had been no organized mechanism to take this filter to the grass-roots.

While these efforts are made at experimental level, incidence of kidney diseases have been on the rise at an alarming rate in NCP & NWP. In NCP alone there are over 350 reported terminally ill kidney patients. Over 3000 patients are registered in Medawachchiya Renal Care Centre alone. Data relating to patients who depend on indigenous medicines is not available. This is not only a burden on the health authorities which offer free medical care but also impacts on the labour productivity of the dry zone districts which offer the major part of our food needs.

A proposal has been made to the Ministry of Science and Technology to take the lead in addressing water pollution problems particularly fluoride related pollution. In the mean time a team of Nephrologists from the Teaching Hospital, Kandy headed by Dr. Tilak Abeysekera have

been working with unbelievable commitment to address the kidney diseases in the country. Establishment of the kidney center in Kandy is a culmination of their efforts. The Center in Kandy is doing yeomen service to kidney patients in a large number of districts from NCP & NWP who get daily treatment in the Kandy center.

Since the concentration on kidney patients were in NCP and the fluoride problem is also prevalent in that province, a project had been initiated to establish a Renal Care and Research Center in Anuradhapura.

This facility will be a great boon not only to NCP but also to areas like Wannai, Mannar and Jaffna. Fluoride incidence is high in these districts too and the Renal Care and Research Center would be of great benefit to all kidney patients in these areas.

This has been initiated with funds from the general public, corporate sector and the state. Central Engineering Consultancy Bureau has done the design and is constructing the facility.

cont.

Brandix further extends...

Once complete, the six storied centre will have a Haemodialysis unit with 24 dialysis machines each costing Rs 1.7 million, a Laboratory, Radiology Unit, Pharmacy, two operating theatres for kidney transplant surgery, a peritoneal dialysis unit, outpatient clinic, an auditorium, residential quarters for staff etc.

As a continuation and extension of Brandix' commitment to help combat diseases that are water related, Brandix has funded a sophisticated filter for the Centre which would not only remove particles and suspended matter but would also remove other chemical components including fluoride in the water that feeds the dialysis machines thus helping to minimize mechanical problems associated with the machines as well as reducing medical complications. This water treatment plant will benefit over a thousand patients who will be coming to the hospital for treatment.

“ If there is magic on this planet,, it is contained in water”
—Loren Eiseley
The Immense Journey
(1957)

Care for our own

Spurred on by the success of Round One of the “Care for our own” initiative- an initiative to ensure the provision of clean water supply systems to our associates who are in desperate need- Round 2 saw thousands of applications being received. The last two months involved interviewing each of the applicants, in order to assess their actual need. The list was shortlisted with priority given to those associates who have absolutely no access to water and years of service. These micro water supply projects for round 2 have already commenced

implementation.

The communities are encouraged to get involved in the process by providing labour. This flagship project of Brandix we hope will change the lives of our workers, their families and their entire villages. In addition to supplying these villages with a vital resource, it will help improve the image of garment factory workers identifying them as assets to their communities.

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'ජලය ජීවයයි' කේමාකාර ගතිමත් මුත්තියක් සමූහ ව්‍යාපාරයේ පූර්ණ සහය, අධීක්ෂණය හා මෙහෙයවීම් යටතේ ක්‍රියාත්මක වන Care for Our Own 'ජල ව්‍යාපෘතිය' කුලීන් මේ වන විටත් විශාල සමාජ මෙහෙයවීමක් ඉටු කර ඇති බව කෙරෙහි සිටියේය. මෙම ව්‍යාපෘතිය තව පුරවත් වන ප්‍රධාන කිරීමට සමාජ මිත්‍රාපෝෂණයක් ඉවහල් සිටියේය. එබැවින් හිමිකරු අදාළවත් පුරවා හිමි ආයතනයේ CSR කමිතේශ්වරයාගේ දායකත්වය ලබා දෙන්න.

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UNHCR - Brandix partner in providing water to the North Western Region

This partnership was for the implementation of a quick impact project so as to improve the living conditions of those living in conflict-displaced communities in the North Western region.

Sri Lanka's largest apparel exporter, Brandix Lanka Limited, has linked up with UN Refugee Agency (UNHCR) in an effort to improve

the living conditions of conflict-displaced communities in the country's North Western region.

This is part of a larger programme involving Quick Impact Projects (QIPs), an integral part of UNHCR's operations in Sri Lanka, which sees the implementation of small-scale and short-term projects that have an immediate impact on communities. These projects aim to promote return as well as facilitate stability.

Commending Brandix's contribution UNHCR Representative in Sri Lanka Amin Awad

says, "The group is setting an example to the world of social responsibility by the private sector in Sri Lanka and particularly by the apparel sector, for which they should be recognized."

This is the first step in UNHCR's efforts to forge strategic partnerships with Sri Lanka's private sector, in an effort to address some of the key humanitarian needs of the country.

Brandix pioneered the concept of total solutions in the Sri Lankan apparel industry and was once again recognized as Sri Lanka's largest apparel exporter by the Export Development Board recently. With a vision "to be THE inspired solution for branded clothing", Brandix is supported by over 20 manufacturing facilities in Sri Lanka and strategically located international sourcing offices.

Brandix's Corporate Social Responsibility (CSR) efforts are driven by the central corporate theme 'Water is Life' and constitute a long term commitment to improving the living conditions of people in need including bringing safe drinking water to households in Sri Lanka. The Group's community outreach initiatives also include providing water through well and pipe-borne water to communities around the country.

cont.



Picture by UNHCR S.Perera

UNHCR teams up...

UNHCR began operations in Sri Lanka in 1987, and is the designated lead agency mandated for the protection and assistance of an

estimated 450,000 persons displaced by the conflict in Sri Lanka. The agency is also monitoring the ongoing return programme faci-

tated by the Government of Sri Lanka in the East through which some 176,000 persons have already returned to their villages of origin.

Community**Mahamevna**

Mahamevna is located in Luxauyana, in the Polonnaruwa district. This area has been a victim of water shortages for the past two years. Brandix provided a complete water supply system to the inhabitants. This water complex will provide drinking water to at least 2000 people.

**Schools****St. Thomas's College Gurutalawa**

The very dilapidated toilets of the junior dorms which are in dire need of a complete revamp including the septic tanks and sewerage system.



⬆️ *A before and after look at the toilets used by the students of the Gurutalawa school. The previously dilapidated toilets now look more suitable to be used by the children.*

Kalpitiya

Kalpitiya which is in the North Western Province of Sri Lanka is a very poor area. Therefore the facilities available to citizens in this area are very limited or non-existent. Due to this toilets and other sanitary facilities are a genuine necessity.

Brandix in line with its ethos, "Water & Sanitation" tried to satisfy this need by providing sanitary & toilet facilities to schools as well as by providing toilets in public areas.

Five schools were provided sanitary facilities, with either toilets or urinals being provided for the students. These schools are situated in the Kuringhampitiya, Kandakuliya, Karambewatte & Mudallapaiya areas.

Other than for the sanitary facilities provided to the five schools, a further three public toilets were provided. These public toilets are situated in the Ettale & Natchchikuliya areas.



Water is life

Make every drop count

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has”

— Margaret Mead
American Cultural Anthropologist

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