

Social Responsibility

Offering apprenticeships and continued vocational training for employees is an essential aspect of social responsibility. As a responsible SME, Brodos feels obliged to live up to this philosophy, both now and in the future. As well as the high quality of the training provided in the company, the well above average retention rates for trainees speak for themselves. For example, the Baidersdorf-based distributor achieved a retention rate of 83 percent in 2016 alone.

Charity campaign ?SMS to Santa?



Sending text messages to help people in need - this charity campaign, initiated by Brodos AG in 2006, focuses on providing children and young people with vocational training. In 2006 and 2007, the well-known German TV presenter Ruth Moschner acted as the patron for the charity campaign. With her association ?Ruth tut gut e.V.? (?Ruth does good?) Ruth Moschner is already working to combat youth unemployment.

As well as ?Ruth tut gut e.V.?, a German organisation, we also support an Indian organisation, the ?Hemalata orphanages? which works to provide severely disadvantaged children and young people with vocational training, offering them some prospects for the future.

International commitment - The Hemalata orphanages in India



Aid, which gets to those who need it - since 2007 Brodos AG has been supporting the children in the Hemalata orphanages in Chennai, near Madras in India. The aim is to improve the lifestyle and prospects for the future of approximately 350 Indian orphans, making it possible for the children and young people to benefit from vocational training.

The children range from one to sixteen years old and belong to various religions. They are cared for all day long, go to nursery,

schools or apprentice workshops and are allowed to stay in the homes until they have completed their training.

?Sound vocational training is the most important foundation for the orphans' quality of life when they leave the orphanage. As a company which recognises the importance of providing training, it is particularly important for us to provide part of the so desperately needed funds for financing the training of the orphans, offering them prospects for the future? explains Dominik Brokelmann.

Aid for the Indian orphanage has been organised since 1989 from Bavaria in Germany by Dieter and Irmgard Castelhun. Irmgard Castelhun: ?Thanks to the generous donation from Brodos we were able to fit out the new training workshop for 25 trainee electricians with all the necessary equipment, tools and machines.?

The large donation from Brodos in 2009 was used to finance a desperately needed van used to ensure that food could be transported to the orphanages. In addition, part of the money was used to repair the roof over the dormitory, which had sprung a leak after the last monsoon.

Brodos supported the Hemalata orphanage once more with a donation in 2016, as the orphanages were severely affected by the heaviest rainfall for decades in early December 2015. Water leaked through the roofs of the living quarters and the kitchen, the children were suffering from the wet accommodation, the schools were closed and electricity, internet and telephone were cut off.

Furthermore, there was a change of government to the Hindu conservative party MODI, which stipulates minimum requirements for charitable institutions. These entail considerable expense. Unfortunately, there are not sufficient funds available and the authorities are putting pressure on the orphanage to finish the new building they insisted on having built. There are also difficulties in obtaining a loan, and the leaving exams for the apprentices who have ?finished? are being delayed considerably as a result.

Thanks to generous donations from Germany, many improvements have been able to be made over the years. Some of the projects which have already been implemented include for example improving hygiene by building toilet facilities, building a well, purchasing a van for delivering groceries, fitting out the school with benches, creating a new apprentice workshop, purchasing generators and building two huts in the plantation.

Further information on the Hemalata orphanages can be found at: www.hemalata-waisenhaeuser.de.

Account for donations:

Hemalata Waisenhäuser

Sparkasse Forchheim

Account no.: 57 59 48 5

Bank sort code: 763 510 40

The following film clip gives an idea of the life of the orphans living in the Hemalata orphanages near Madras in India, for whom Brodos provides financial assistance. The video material was produced by Hemalata and provided to Brodos for publishing.