

Brandix™ S Â€~Care For Our Ownâ€™ Initiative



The quality of life of hundreds of rural families has improved significantly with the completion of 468 micro-water supply projects by Brandix Lanka Limited, Sri Lanka's top apparel exporter. In 2007, Brandix spent Rs 23 mn on this initiative, with contributions from Gap Inc and MAST Industries.

The Group's 'Care for our own' flagship corporate social responsibility project, primarily focused on water which it uses in large volumes in its manufacturing processes, provided tube wells, deep wells and pipe-borne water to the families of factory workers and communities in Anuradhapura, Polonnaruwa, Kantalai, Trincomalee, Moneragala and Hambantota.

Anusha Alles, Head of CSR at Brandix explained, "We found that some factory workers spent as much as two or three hours a day to collect their requirements of water, and that in some cases, the quality of water was very poor. This led to the launch of a project to facilitate access to better quality water. The beneficiaries include the communities in which our associates live."

Photo Caption - A tube well donated by Brandix to a community in Kahawatte