

Prince Andrew launches ARM's social programme

Duke of York Prince Andrew Thursday launched chip designer ARM's corporate social responsibility (CSR) programme here that will benefit hundreds of underprivileged children in India's silicon hub.

Andrew, second son and the third child of British Queen and Duke of Edinburgh, dedicated 6,000 hours of ARM employees' work to three social organizations - Ashwini Charitable Trust, Sahasra Deepika Institute for Education and the Marathalli government school, located in and around Bangalore.

'I am pleased to support ARM's CSR initiative with the local community and specifically children, with a commitment of 6,000 hours of the company time to three projects over the next two years,' Andrew said after inaugurating the new design centre of the ARM India subsidiary.

The CSR programme, christened Anvas, which means 'to reach out' in Sanskrit, will support a range of socio-economic, educational and health initiatives.

'We will contribute a financial amount matching the personal contributions of employees to encourage Anvas,' ARM Holdings vice-president (HR) Bill Parsons said on the occasion.

The Prince also lauded ARM for setting up India operations and expanding its facility to become the largest chip design centre outside its headquarters in Cambridge, about 120 miles from London.

'I am delighted to visit ARM in [Bangalore](#) and impressed by what is being achieved here. As a leading British firm, ARM produces key business-to-business solutions for the electronic world,' Andrew said in a statement later.

The \$514-million firm, formerly Advanced Risc Machines (ARM), designs processors (semiconductor chips) for advanced digital products spanning wireless, networking and consumer entertainment solutions to imaging, automotive, security and storage devices.

Andrew, who is on a weeklong visit to India beginning March 9 to promote bilateral trade and investment between the two countries, called on Karnataka Governor Rameshwar Thakur earlier in the day.

He also visited state-run Hindustan Aeronautics Ltd (HAL), IT bellwether Infosys Technologies Ltd and British technology firms including as Logica CMG and AstraZenaca.

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