



Max India Foundation is the social service arm of the Max India Group of Companies. Through MIF, the CSR mission of Max Group is focused on providing quality healthcare to the underprivileged, facilitating awareness of health related issues and working towards preventive healthcare. Funded by contribution

from group companies and some individual donations, MIF is designed to encourage employee engagement in the execution of its initiatives.

### Our Commitment - Providing Quality Healthcare through

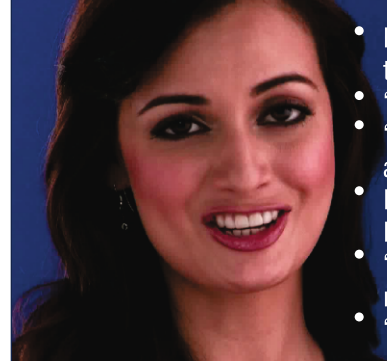
**Surgeries for the underprivileged:** 1449 complex and lifesaving surgeries facilitated by MIF.

**Pan-India Immunisation Programme:** MIF through Max Life Insurance employees conducts immunisation to protect children from life threatening diseases. 29631 children have been benefitted through 444 camps in 118 locations.



**Health Camps:** MIF has organised multi-speciality camps for the underprivileged in Delhi-NCR, Punjab, Uttarakhand and also remote locations in Ladakh and MP. MIF has organised 157 multi-speciality health check camps benefitting 60667 patients.

### Sensitizing People on Health & Environmental Issues



- Film on Cancer Awareness specially for the Cancer Screening camp in Punjab
- 'Breathe' - Film on Environment
- 'Humari Bahuran' - Film on Oral Health and Hygiene
- Diabetes Awareness Film in English and Hindi
- 'Six Seconds' - Film on the ills of and the necessity to Stop Smoking
- 'With a Little Help' - Film on Child Cancer

### Clean Doon Project

- Where MIF has adopted a stretch of 30 km from the Airport to Purkul village in order to make it clean and environment friendly
- Promote use of jute bags
- Tree plantations on World Environment Day
- Monthly Eco-friendly environment tip circulated on mail to all employees of Max Group



### REWARDS AND RECOGNITIONS

MIF's journey of five years has been exponential. It has proved its track record and has emerged as a role-leader.

- Best CSR Practices 2013 at the World CSR Day
- Best CSR Practices 2013 at the 7th Indy's Award
- Responsible Business Leader Award 2012 by World CSR day, Mumbai



- Golden Peacock Award for CSR 2012
- Global CSR Awards at the World CSR Day 2012
- Golden Peacock Global Corporate Social Responsibility Award 2011
- 5th INDY'S Stars of the Industry Awards 2011
- The BSE 6TH Social And Corporate Governance Awards 2010

### Environment Tip of the Month FEBRUARY 2013



### MIF has set up permanent Health Centres

**Ukmath Health Centre:** Recently set up, it will cater to medical needs of the Uttarakhand disaster affected people. A dedicated team of doctor and nurses will provide medical assistance to the needy.

**Dehradun Health Centre:** Started at Guniyal Gaon near Purkul Dehradun in February 2013, the centre has provided basic medical requirements to villagers living in the vicinity.

### MAX opens Health Clinic in Guniyal Gaon

**By OUR STAFF REPORTER DEHRADUN:** 5 Feb: Max Group, a leading healthcare service provider in the country recently opened its MAX Super Speciality Hospital in Doon, which so far was dependent on Delhi and Chandigarh for critical medical facilities. As a responsible group, Max observed that Uttarakhand over the last 60 years or more in which time medical science has evolved by leaps and bounds, the rural population of the state had been suffering unfairly due to negligence. In its effort to reach the village folks near their door steps and ensure they overcome their shyness of seeking medical advice, a Free Health Clinic was inaugurated at Guniyal Gaon on 4 February.

The Max Group was represented by CEO Tara Singh, MD Max India Foundation, Mohini Daljit Singh, GM, Max Hospital, Gaurav Reiki, Head, Max Enterprise, Brig. Bani, and Head, MaxLife-North, Vivek Tiwari. The programme was convened by Max Sr Manager Tanti Mohan, and the Chief Guest MLA Ganesh Joshi. It was attended by Gram Pradhans, PYSO Secretary GK Swamy, Editor, Garhwal Post, Satish Sharma, Principal of John Martin School and many other residents. The Clinic will be served by doctors from Max Hospital and also provide free medicines. The villages have a population of over 10,000 in the vicinity and will greatly benefit from this Health Centre.



**Rail Majra Health Centre** near the MSF location, serves the local population. Since 2008, over 59007 patients have been checked and given medicines.

**CanSupport East Delhi Field Centre** has provided palliative care to 1922 terminally ill cancer patients and their families to date.

**Day Care Centre** being run by NGO "JAMGHAT - A Group of Street Children" at Old Delhi and Lado Sarai, benefitting 50 street children.

**Chinmaya Health Care Unit** in Sunlight Colony, Ashram. Since 2008, 48800 patients have been treated.

### Largest Cancer Screening Camp covering 22 districts of Punjab

Max India Foundation supported the Cancer Screening camps organised by Govt. of Punjab and Max Healthcare. 28,000 people were screened in 22 districts. Max India Foundation produced a film on Cancer Awareness specifically for these camps and distributed pamphlets.



### General Duty Attendant Training Programme (GDA in hospitals)



Max India Foundation in association with Max Institute of Health Education & Research in partnership with the Delhi Govt. rolled out its 1st Batch of 56 students (class VIII passed individuals from slum areas) in two groups for the GDA (General Duty Attendant) Training programme on July 15 at Azadpur. It is a 40 day training programme fully funded by MIF with assured placement.

### Artificial Limbs And Polio Calipers

**5th Artificial Limbs and Polio Calipers Camp:** MIF & Manav Seva Sannidhi (MSS) March 2013 at Dehradun. 203 artificial limbs, 134 calipers, 16 crutches and 6 splints were given away to the patients.

**Kiwanis Club of New Delhi:** MIF provided 364 limbs.

MIF also supported three artificial limbs and polio calipers camps organised by the Centre for Empowerment and Initiatives in Agra, Ghaziabad and Lucknow in 2012 and has sponsored 2644 Artificial Limbs and Polio Calipers.



### When Nature Plays Havoc...



Relief for Uttarakhand: Unprecedented rains in Uttarakhand played havoc with the lives of many people, leaving thousands homeless and claiming hundreds of lives. MIF bought medicines, sleeping bags and sent essential material including rations, blankets, quilts, woollens, clothes to the Nodal Officer Incharge from the Uttarakhand Government. Max Hospital, Dehradun supported by MIF provided a free treatment to 42 patients affected by the disaster.

• Assam Disaster Relief in August 2012, Relief for victims of Cloud Burst at Rudraprayag in November 2012

• Aid for Kendrapara District, Orissa with Americares Foundation in September 2011, Aid for Uttranchal in October 2011

• Disaster Relief in Leh - 07 August 2010

• Aid for Victims of Cyclone in West Bengal in May 2009, Aid for Flood Victims in Andhra Pradesh in October 2009

• Aid for flood victims of Bihar - Sept ember 2008

### A Helping Hand to our NGO Partners

MIF partners with **Raphael Centre**, Dehradun which looks after special children, TB patients, cured leprosy community and sponsors one month's expenses of the organisation besides executing many joint initiatives.

Support to **CanKids...KidsCan:** Annual Sponsorship of treatment for children suffering with cancer.

**Life Line Express Camp:** The lifeline express is a train fully equipped with OPD facilities under specialists, Operation theatres and free medicines. MIF and Max Healthcare annually sponsor and participate in a Multi-speciality camp on board the "Lifeline Express" and provide free treatment to underprivileged people in Madhya Pradesh in partnership with Shrimant Madhavrao Scindia Swasthya Seva Mission. To date a total of 30000 patients have been examined and treated through this camp.

**Purkul Youth Development Society, Dehradun:** Annual support for providing nutrition to the children of Purkul village studying in the school.

**Blood Donation Camps:** 144 camps have been organised through MIF by various Max group companies and 4442 units of blood donated.

and miles to go...

### MIF at a Glance...

