

From the CEO's desk...

Max India Foundation is the CSR arm of the Max Group. We believe that as a Group we can play a small but vital role in Nation Building through our initiatives which illustrate the core values of the Max Group - Caring for Life and SEVA BHAV. Health is the first basic need of an individual. Sadly quality healthcare is not available to millions of Indians. A country cannot grow without an able human resource. All growth has to be inclusive. Therefore to do our bit for our nation, we are committed to providing healthcare for the underprivileged, spreading health awareness and working towards a healthy, eco-friendly environment. Good health will bring in a healthy work force and cut public spending on healthcare. In this endeavour we have made a difference to more than 555,000 lives directly and positively impacting their families and environment. We believe the opportunity to serve is a blessing and our endeavours will go a long way in building a strong India. Jai Hind!



Mohini Daljeet Singh, CEO

## HIGHLIGHTS OF THE YEAR



Max India Foundation's campaign against the use of tobacco on the occasion of World No Tobacco Day. A special fifteen minute feature film was screened on ABP News on 31 May 2014 highlighting the ills of tobacco usage through a Panel Discussion by experts from Max Hospital; Dr. Harit Chaturvedi (Director - Surgical Oncology), Dr. Anupama Hooda (Director - Medical Oncology) and Dr. Anand (Director - Radiation Oncology) in conversation with Mohini Daljeet Singh (CEO - Max India Foundation).

**6th Artificial Limbs and Polio Calipers Camp** at Gurudwara Gur Shabad Parkash Akal Ashram, Sohana. There were more than 250 registrations. 127 polio calipers, 112 artificial limbs, 48 crutches and 3 modified shoes were given to the needy people. To date, 3406 artificial limbs provided through camps and NGO partners like Kiwanis Rehabilitation Centre, New Delhi and Centre for Empowerment and Initiatives.

Max India Foundation participated in the NDTV initiative 'Our Girls Our Pride' hosted by the campaign ambassador Priyanka Chopra, Dr. Pranjoy Roy and Vikram Chandra on 1st December in Mumbai. Max India Foundation committed three Multi Speciality Health camps in the NCR, complete free immunization to the children of NGO Pratham and three high end surgeries.

**Awards**

- Golden Peacock Award for CSR 2013 at Bengaluru for the 3rd consecutive year.
- The Corporate Affairs Leadership Award 2014 for 'Outstanding Social Impacts'.

## PUPPET SHOW ON HEALTH AND HYGIENE

Max India Foundation to add value to its health camps, has introduced a puppet show on the theme of health and hygiene in association with ENACTUS, the social service group of Shri Ram College of Commerce. The puppeteers earn a living while providing health education.



## PHOTO GALLERY



DISASTER RELIEF at Uttarakhand



WALK FOR LIFE - Cancer Awareness



MAX ROAD CLEAN UP DRIVE - Dehradun



TREE PLANTATION DRIVE - World Environment Day



WHEELCHAIR DONATION - Spirit of SEVABHAV



NURSES DAY with children of NGO Bai Vinita Ashram



SWEATER DISTRIBUTED at Village Rail Majra

www.maxindiafoundation.org

## MAJOR INITIATIVES

### SURGERIES AND TREATMENT

Max India Foundation has sponsored high end surgeries like cardio, oncology, cataract surgery, reconstructive cleft lip etc. To date, 3154 surgeries sponsored by MIF.

### PAN INDIA IMMUNIZATION PROGRAM

All vaccines are provided free of cost. To date, 35568 children benefitted through 65605 shots in 536 camps covering 146 locations across the country.

### HEALTH CHECK AND AWARENESS CAMPS FOR THE UNDERPRIVILEGED COMMUNITIES

Multi speciality camps are organised with free medicines and spectacles provided to the needy. To date, 66889 patients have been treated through 189 camps conducted with our NGO partners.

# SEVABHAV



Calipers Provided



Multi Speciality Camp



Max Raphael Partnership Month - Immunization Camp at Mussoorie



Cataract Surgeries Facilitated



Ray of Hope - Heart Surgery



Joy of Giving



WE RAN IN SUPPORT OF THE SPECIAL CHILDREN OF NGO KHUSHBOO AT THE DELHI MARATHON.

## CANCER SCREENING CAMPS PUNJAB

MIF supported the cancer screening camps organized by Govt of Punjab and Max Healthcare. 28,000 people were screened in 22 centers. A film on Cancer Awareness was screened at 11 centres.

## GENERAL DUTY ATTENDANT TRAINING PROGRAM

Max India Foundation in association with Max Institute of Health Education and Research and Delhi Government started the programme in July 2013 to train school dropouts to become hospital attendants. To date, 77 students have been trained.