



Max India Foundation (MIF) represents the Max Groups social responsibility aspirations. The Foundations work is focussed on healthcare for the underprivileged, covering the areas of immunization, health awareness, support of treatment and surgeries, and sensitization for a clean and healthy environment.

Max India Foundation works on the model of engaging Max employees in CSR and has over 400 NGO partners. It is a manifestation of the Group philosophy of Sevabhav or service to mankind, touching over 2.5 million lives with compassion and care.

VILLAGE ADOPTION an inclusive project for Health & Environment

In December 2014, Max India Foundation (MIF) adopted two Village clusters Dhakrani (population 12,000) and Chandrothi Gram Sabha in Dehradun district of Uttarakhand with a focus to uplift the quality of life of the villagers on the platform of health and hygiene.

A number of initiatives on healthcare, sanitation and waste management are being undertaken in the village and have visibly improved the lives of the villagers.



DHAKRANI

HYGIENE IMPROVEMENT THROUGH SOLID WASTE MANAGEMENT

Dhakrani village had no solid waste management system in place and garbage was thrown by households on the streets and along the canal. On an average, a household produces around 2 kg of waste daily creating large quantity of garbage around the village area.

- A solid waste management system covering the entire village has been initiated by Max India Foundation.
- Two waste bins each for organic and inorganic waste have been distributed to around 2000 households in the village and community bins installed at key locations.
- A tractor-trolley has been acquired and put in place for the collection and transportation of waste. Each household is paying Rs. 20 towards expenses for collection of waste.
- Four sweepers have been hired to sweep the streets daily. Segregation of waste is being implemented so that the organic waste does not end up in landfills and can be composted which can be used by farmers in village. The non-biodegradable waste is being recycled.

These initiatives have made a significant and visible difference



SEWERAGE SYSTEM

In Dhakrani village, there was no outlet for release of waste water which made it a breeding ground for mosquitoes and flies and subsequently innumerable health diseases. Further, waste water spilt into the garbage spread on streets mixing into the source of drinking water supply.

- MIF partnered with Punjab based Indo Canadian Village Improvement Trust (ICVIT) was commissioned to put in place a sustainable underground sewerage system in the village. The project is to be executed in five phases as the village is large and spread out over 6 Sq Kms.
- Under the project all waste water and sewerage waste is being diverted through pipelines and a sewerage treatment plant will treat this waste. The treated water can be used for irrigation. The project is well under way and two phases will be commissioned by September.
- It aims at minimising open drains in the village and maintaining hygienic environment in Dhakrani, with no standing waste water.

MULTI SPECIALITY HEALTH CAMPS

- Since the village lacks good healthcare facilities in the neighbourhood, MIF organises regular monthly multi-speciality Health camps at Dhakrani through Max Super Speciality Hospital
- In addition to medicines, free eye checkups are done and glasses are also provided.
- Bi-weekly health camps are also held regularly by Bella Health, an old NGO partner of MIF
- So far, 15,278 people have been benefitted through these medical camps.



CHANDROTHI GRAM SABHA

Max India Foundation adopted Chandrothi Gram Sabha, Dehradun as the second village under its village adoption program along with Antara Senior Living.

- As the streets did not have lighting at all, a solar street light project over a stretch of 2 kilometres in the dark hilly roads of Guniyal Gaon, Chandrothi Gram Sabha, have been installed.
- Monthly interventions are done at the Government School at Guniyal Gaon with students on health issues and vocational guidance capsules.
- The walls of the schools have been painted and a lady cleaner has been engaged for cleaning the toilets and classroom of the school to ensure better health and hygiene of the children. Besides this the school has been provided with library books, sports equipment and fully equipped Audio Visual room.
- A cleaning vehicle has also been commissioned in the village along with cleaning staff.



ANTI TOBACCO CAMPAIGN

A partnership with law enforcement agencies

In partnership with Delhi Police and Sambandh Health Foundation, MIF is running a campaign against tobacco to save the future generations of Delhi.



- There are more than five million children in India who are addicted to tobacco. This is due to the easy availability of tobacco products and the lack of enforcement of The Cigarettes & Other Tobacco Products Act, 2003 (COTPA) in and around schools and in public places.
- The campaign seeks to remedy this situation in Delhi to ensure the COTPA law and make Delhi into a healthier capital. The campaign was launched at a press conference on 28 May in presence of Special Commissioner (Law & Order) Delhi Police, Mr. P Kamaraj

and Dr. Harit Chaturvedi, Chairman – Cancer Care, Director & Chief Consultant - Surgical Oncology, Max Healthcare.

- From health outreach in semi urban areas, to media outreach and strategic partnership with law enforcement agencies, MIF took various steps to ensure that the voice against tobacco is heard across the country.
- MIF is conducting special health and awareness camps focused on the perils of tobacco which feature a film show and puppet shows on the theme of tobacco.

INTRODUCTION OF ORAL HEALTHCARE IN THE AGENDA



Max India Foundation organises Multi-speciality health check-up camps for the underprivileged in various semi-urban and rural locations.

- This year MIF introduced awareness and check-ups for oral hygiene with an in-house dentist.
- 255,797 patients have been treated through 1040 camps across India so far. Besides this, Max Hospital doctors have served at the Lifeline Express treating 85,426 patients till date.
- MIF has been running awareness programs themed on sanitation, menstrual health and perils of tobacco in a variety of formats that are understood by the end beneficiaries that include talk shows, films and puppet shows.
- A visible change in the behaviour of the community regarding health, sanitation and hygiene is seen and further expected after the intervention which would help reduce the burden of disease.

MILES TO GO..

Going ahead, MIF aims at continuing to work towards its mission of 'Health for All' with its programs that include - Pan India immunization, Preventive Health Awareness through camps, screening, talks, films, social media; Village adoption and working for a clean and healthy environment.

Each year Max India Foundation has extended its caring arms wider to encompass a larger population of the underserved. There are miles to go which will be covered slowly but surely.

