



MAX INDIA  
FOUNDATION  
Making a difference... to life

NOTE FROM THE CEO'S DESK

Max India Foundation manifests the Max Group's philosophy of 'SEVABHAV'- service to mankind with care and compassion. We are committed to providing quality healthcare to the underprivileged. Slowly but surely, our dedicated hard work is making a difference to the lives of many.

To quote our Chairman, **Mr. Anajit Singh:**  
"The opportunity to serve is grace. And making a difference to someone's life, our humble duty".



# MAX INDIA FOUNDATION

Max India Foundation spearheads the CSR initiatives of the Max India Group of Companies by channelising its activities, either singly or with the help of reputed non-governmental organisations, for the betterment of the society. The foundation is committed to providing quality healthcare and facilitating health awareness among the underprivileged as well as promoting environmental awareness. Barely 7 years old, the foundation has an enviable track record of on-ground activities.

Total beneficiaries till date: 15 lakh

## NEW BEGINNINGS

### THE VILLAGE ADOPTION PROJECT

Max India Foundation, on behalf of Max Life Insurance Company, has adopted Dhakrani village near Dehradun on the health and sanitation platform. The project was formally inaugurated on 3 July by the Honourable Chief Minister of Uttarakhand, Shri Harish Rawat.

Achievements so far :

- › A solid waste management system covering the entire village implemented through NGO Citizens Foundation for Better India.
- › A tractor purchased for the collection and transportation of wastes.
- › A sewerage project initiated through our NGO partner Punjab based Indo-Canadian Village Improvement Trust.
- › Sets of two different coloured dust-bins distributed to 1,800 households.
- › Education on cleanliness and waste management imparted.
- › Regular health check-up camps organised in association with Bella Healthcare and Max Healthcare, Dehradun.



### TRADITIONAL BIRTH ATTENDANT (DAI) TRAINING PROJECT

Providing quality healthcare is our strength and we believe in taking it to remote corners where needed. In March 2015, Max India Foundation rolled out a training program for Traditional Birth Attendants (or Dais) across all districts of Uttarakhand to encourage institutional births and conduct safe deliveries where hospitals are not available. The project was inaugurated by the Honourable Health Minister of Uttarakhand, Shri Surender Singh Negi. The program was successfully completed with 1,413 Dais trained.

## HIGHLIGHTS OF THE YEAR

### CANCER AWARENESS AND SUPPORT EVENT

Max India Foundation organised a Cancer Awareness and Support event in Chandigarh on 14 July with the aim of creating the much needed awareness on cure of cancer. Ms. Namrata Singh Gujral, Hollywood actor and film-maker, twice afflicted and cured of cancer, who had launched a film "1 a Minute" during her chemotherapy for breast cancer in 2010, was the Chief Guest. Her inspirational talk about the importance of a positive attitude, hope and faith was highly appreciated.



'CELEBRATE ME'

AN EVENING TO REMEMBER



Honouring cancer survivors and celebrating their strong will and steely determination in overcoming this life-threatening disease, MIF culminated its month long breast cancer screening and awareness campaign with 'Celebrate Me' an event in Delhi on 22 March at Manekshaw Centre. The event featured breast cancer survivors walking the ramp along with doctors who helped them through the journey. The evening was graced by Ms. Shweta Bachchan Nanda as the showstopper. Fashion designer Mrs. Ritu Kumar was gracious enough to provide attire for the fashion show and Dr. Blossom Kochhar of Aroma Magic made the participants look beautiful on the ramp.

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### CANCER AWARENESS AND SCREENING CAMPS DELHI AND PUNJAB - FEB 2015

Max India Foundation and Max Healthcare, Bhatinda organised a month long cancer awareness campaign. 8 cancer screening camps with a total footfall of 1,50,000 people were organised by Max Healthcare and Indian Society of Health Professionals. Over 100 women were screened for breast and cervical cancer. A similar initiative was organised by Max India Foundation in Delhi and Rewari which educated 400 women about various forms of cancer.



## MAX INDIA FOUNDATION DENGUE MUKT DELHI CAMPAIGN



The month long Dengue MukT Delhi Campaign was started at Max India Office on 1 August 2014 with a show by the puppeteers from Kathputli Colony and a street play by children from NGO Jamghat.

- › An informative film on Dengue Prevention screened.
- › An ambulance taken to all camps.
- › Fumigation at all camp venues conducted by MIF with support of MCD.
- › 20 camps organised in North, West and East Delhi.
- › Banners put up at the camps and pamphlets in hindi distributed in the community.
- › Standee with relevant information on dengue was electronically communicated to over 15,000 Max employees and well-wishers.
- › Similar standees also put up at hospitals and the MLIC offices.

# NEPAL RELIEF

To support the devastating tragedy in Nepal, Max India Foundation in collaboration with Max Healthcare, initiated Operation **Sadbhavana**. Doctors and volunteers from Max carried relief material comprising dry ration, blankets, sleeping bags, tarpaulin sheets, torches, personal hygiene kits and baby food to Nepal.



## REGULAR INITIATIVES

### SURGERIES AND TREATMENTS

4,500 high-end surgeries like cardio, oncology, cataract, neurology, reconstructive surgery, cleft lip, etc. facilitated free of cost by MIF, which otherwise are expensive and continue to remain outside the means of the poor and the needy.

### PAN-INDIA IMMUNISATION PROGRAM

- › 50,000 children immunised through 825 camps.

### HEALTH CAMPS FOR

### THE UNDERPRIVILEGED COMMUNITIES

- › Multi-speciality camps organised and free medicines provided.
- › 1.2 lakh people reached through 525 health camps.



### HEALTH AWARENESS PROGRAMS

The foundation joined hands with Enactus, to use the puppeteers of Kathputli Colony to enact plays on health and hygiene. Besides spreading awareness it also helped the puppeteers earn a living. MIF has also conceptualised and released three cancer awareness films - 'They share', 'Their journey' and a cancer awareness film for the masses in Punjabi. The same was later dubbed in hindi also.



### HEALTH CENTRES

Standing true to our belief and commitment to provide accessibility to quality healthcare, Max India Foundation has reached out to a large number of people through its health centres.

- › Health Centre in village Rail Majra, Punjab since its inception in 2008, has catered to approximately 75,000, people.
- › Health Centre in Ukhimath - The natural calamity and devastation that struck the state of Uttarakhand in the year 2013, prompted us to open a health centre in Ukhimath, district Rudraprayag in November 2013. Till date, free health consultation and medicines provided to 6,000 people.
- › Health Centre in Mussourie - Medical care provided to 1,000 people.
- › Day Care Centre in association with NGO Jamghat in Old Delhi - Free educational and nutritional support provided to 2,000 street children.
- › Health Centre near Antara, Dehradun - 5,500 labourers and children given health consultation and medicines.

## SUPPORT TO OUR NGO PARTNERS

- › Max India Foundation aids CanSupport's East Delhi Field Centre. The organisation is working towards providing palliative care to the terminally ill patients. Till date, palliative care provided to 2,500 patients and 20,000 home visits conducted.
- › MIF through its association with NGO India Foundation provided free medicines to 18,000 people at their Health Clinic in Lodi Colony, New Delhi.
- › Free artificial limbs provided to 15 people through Kiwanis Rehabilitation Centre, New Delhi every month.
- › Regular nutritional support given to 300 students of Purkal Youth Development Society, a charitable english medium school for village children in Dehradun.
- › Cankids...KidsCan, an NGO working towards creating awareness on childhood cancer in association with MIF supported 1,085 children for cancer treatment.
- › 100 children provided with medicinal support through Delhi Council for Child Welfare, PALNA.

- › 300 HPV/DNA tests conducted through Indian Cancer Society, New Delhi.
- › MIF has supported a centre to house children suffering from cancer in association with St. Jude India Child Care Centre in Noida since January 2015. Till date, 24 children suffering from cancer have been provided free boarding and lodging.
- › MIF in association with Rittana Childrens Foundation, Greater Noida has provided nutritional support to 100 children every month since 2013.
- › Vocational training conducted through NGO partner Seva Mandir for slum and village communities in Rajasthan. Women of the village trained to conduct home deliveries and facilitate institutional deliveries. A total of 8,000 people benefitted.

## GENERAL DUTY ATTENDANT TRAINING PROGRAM

Max India Foundation in association with Max Institute of Health Education and Research and Delhi Govt. successfully completed 5 batches of General Duty Attendant Training Program for the young boys and girls from the underserved communities of Delhi. 163 candidates have been trained till date and most of them are now working in Max Hospitals. The 6<sup>th</sup> batch of 40 students was rolled out in July 2015.

## WALK FOR A CAUSE

The Max Family came out in full support of cancer survivors on 7 Feb 2015 at Nehru Park in New Delhi to participate in a walk - an annual event organised by CanSupport.



## 7<sup>TH</sup> ARTIFICIAL LIMBS AND POLIO CALIPERS CAMP IN DEHRADUN

Max India Foundation truly believes in helping the differently-abled. It organised the 7<sup>th</sup> Artificial Limbs and Polio Calipers Camp from 25–28 November at Raphael Centre, Dehradun. A total of 306 patients from Dehradun, Mussourie and surrounding villages attended the camp. 119 artificial limbs, 180 calipers, 5 crutches and 2 MCR sandals were given away. 48 volunteers from Max entities in Dehradun provided unconditional support during the 4 days.

"Great work in the true spirit of Sevabhav - the Max way."



## DISASTER RELIEF

Max India Foundation, in collaboration with Max Healthcare, sent 1,800 kgs of relief material for Nepal and Kashmir. This included medicines and consumables, ration, baby food, sleeping bags as well as clothes.

## RECOGNITIONS AND AWARDS 2014-15

1. Max India Foundation ranked amongst the top 100 for India's Best Companies for CSR - 2014 by the ET Futurescape-IIM Udaipur CSR Survey.
2. Max India Foundation felicitated with the 'Best Overall CSR Practice Award' by ABP News.

Reach us at: 42598000 - ext-135 or visit our website: [www.maxindiafoundation.org](http://www.maxindiafoundation.org); facebook page: <https://www.facebook.com/maxindiafoundation>

The best preparation for good work tomorrow is to do good work today.