

# Newsletter—August 2014



 **MAX INDIA**  
FOUNDATION  
Making a difference... to life



The month long, **Dengue Mukht Delhi Campaign** was kick started at Max India Office on 1st August 2014 with a show by the puppeteers from Kathputli Colony, screening of a video on Dengue Prevention by Dr Sandeep Budhiraja, followed by a street play by the children from NGO Jamghat illustrating the message on dengue prevention.

20 camps were organized in North, West and East Delhi supported by MSSH Patparganj and Shalimar Bagh. Besides this, banners were put up at the camps and pamphlets in hindi were distributed in the community to sensitize people on Dengue prevention.

MIF designed a standy with the relevant information on Dengue as the environment tip for August which was electronically communicated to over 15000 Max employees and well wishers. These were also put up at hospitals and at the MLIC offices in the selected geography and clinics of consultants.

An ambulance with Dengue Mukht Delhi branding was taken to all the camps. MIF with support of MCD, conducted fumigation at the venue of the camps.

A Blood Donation drive was organized on 4th Sept at Max Life Insurance offices in Gurgaon in association with Rotary Blood Bank. A total 148 units of blood was collected from both the MLIC facilities. Kudos to Abhinav Rahul, Arpan Basu, Vinit Julka, Bharti Joseph and Team MLIC !

Our sincere thanks to our NGO partners - Rasta, Prayas, Child Survival India, Salaam Baalak Trust, AISSJ, Delhi Brotherhood Society, Tata Power and GMR Foundation for making our "**Dengue Mukht Delhi Campaign**" a success. Max India Foundation appreciates the exemplary work and support extended by Dr Roopali Nath Mathur, Dr T. Joseph Rajiv, Dr Alka Parashar, Dr Vishnu Dutta Agrawal, Dr Anand Sagar, Dr Hemender Pal Singh, Dr Lakhim Chand and the nurses from Max Healthcare who carried out check ups through out the month of August. Many thanks to all the Max Life Insurance volunteers: Anand Pandey, Ashish Chauhan, Bhagwat Parashar, Monika, Rajesh, Jamil Ahmed, Mandeep and Suresh Goyal for helping us conduct our camps smoothly.

Ambreen Arun and Paromita Das from MIF Team did a great job at coordinating the camps :)

**Apart from this, 5 Immunization camps were organized** at the following locations: Kirti Nagar, Jahangirpuri and Palam in Delhi and 2 camps in Bhubaneswar in association with NGO partners: Prayas, Ashalayam and Kalinga Institute of Social Sciences.

MMR	Typhoid	Hep –B	DPT/DT/Td	Vitamin A
60	390	820	30	100

**Total number of children immunized to date, some of whom have got multiple shots: 37262**

**Total number of people benefitted through health camps to date: 71223**

**Surgeries and Treatments supported this month:**

**Max Hospital, East Block, Saket.**

1. 12 yr old boy treated for Rheumatic Heart Disease.
2. 23 yr old man underwent Facial Reconstruction.
3. 8 Pediatric Cardiology surgeries conducted through ARCS.



### Max Hospital, West Block, Saket.

1. A young girl from NGO Tara Homes provided consultation by a Gastroenterologist.
2. 58 yr old woman treated for Pulmonary TB.
3. 24 yr old woman underwent Decompressive craniectomy

### Max Medcentre, Panchsheel.

1. 33 children from NGO Udayancare provided Health Check ups.
2. 2 children from NGO Tara Homes provided consultation by a Dermatologist and 1 child received consultation by an Ophthalmologist.

### Max Hospital, Shalimar Bagh.

1. 11 yr old boy treated for Heart disease.

### Max Hospital, Noida.

1. 45 children from NGO Udayancare provided health check ups.

### Max Hospital, Gurgaon.

1. 20 children from NGO Udayancare provided health check ups.

**Total surgeries and treatments supported to date: 3527**

### Health Awareness:

A special session on “**Importance of Breast Feeding**” was organized with the help of Anganwadi workers. Dr. SMS Sidhu, Medical Officer, Max Health Centre, Rail Majra conducted the session on 6<sup>th</sup> August for a group of 21 lactating mothers.

### Representation at Various Forums:

1. Mrs Mohini Daljeet Singh addressed the Ludhiana Management Association on CSR Initiatives: The Dos and the Donts ! on 6 Aug at Park Plaza Hotel, Ludhiana.
2. Mrs Mohini Daljeet Singh spoke at the CSR Live Week 2014, the biggest Conference cum Exhibition in CSR and Sustainability organized at World Trade Centre, Cuffe Parade on 27 and 28 Aug. CSR Good Book was launched on the occasion.



- Mr. Jagjit Singh, PCS, Hon'ble Sub Divisional Magistrate, Balachaur honoured Max Specialty Films Ltd for its contribution in the field of CSR, Health Care and Education facilities.
- **Van Mahotsava** was celebrated by **Max Eco Club** (MSF) by planting saplings in premises of Govt Schools in Villages Paniali Khurd and Rail Majra on 6th & 14th August respectively. A Drawing competition was organized for the students in both the schools.
- Max India Foundation associated with Ms. Jaya Row to organize an event on the occasion of Guru Purnima on 3 August at Kamani Auditorium, New Delhi. **Ms. Row spoke on '3 Gs to Fulfillment'**.

**Total number of beneficiaries to date: 1186772**