

# CSR

T O D A Y



MOVING  
AHEAD  
SINGAPORE  
GETS ITS FIRST  
SUSTAINABILITY  
ACADEMY

## CSRTHOUGHT

CR AND EXTERNAL  
AFFAIRS:  
BROTHERS IN  
ARMS OR LONG-  
LOST COUSINS?

## CSR CHALLENGES

NATIONAL  
MISSION FOR  
CLEAN GANGA:  
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AHEAD

## CSR WONDER JOB

FODDER TRAINING  
BY JBGVS REACHES  
7,400 DAIRY  
FARMERS WITH  
FOCUS ON LOCAL  
INPUTS

Mohini Daljeet Singh  
CEO, Max India Foundation

# LEADING FROM THE FRONT

MOHINI DALJEET SINGH, THE CEO OF MAX INDIA FOUNDATION, WHO WON THE CSR PERSON OF THE YEAR AWARD, SAYS THAT TOUCHING LIVES IN A MEANINGFUL MANNER AND CONTRIBUTING TOWARDS NATION BUILDING IN A SMALL WAY GIVES HER IMMENSE SATISFACTION AND HER ARMY BACKGROUND HELPS TO KEEP HER FOCUSED AND WORK BETTER.

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# LEADING FROM THE FRONT

MOHINI DALJEET SINGH, THE CEO OF MAX INDIA FOUNDATION, WHO WON THE CSR PERSON OF THE YEAR AWARD, SAYS THAT TOUCHING LIVES IN A MEANINGFUL MANNER AND CONTRIBUTING TOWARDS NATION BUILDING IN A SMALL WAY GIVES HER IMMENSE SATISFACTION AND HER ARMY BACKGROUND HELPS TO KEEP HER FOCUSED AND WORK BETTER.

## IN FOCUS

Meet **Mohini Daljeet Singh**, a social worker, an educationist, a conscientious citizen and a well acclaimed Corporate Social Responsibility champion. Mohini's story is characterized by passion, commitment and hope to create a better society with a focus on improving the lives of the underprivileged. Mohini strives for a day where everyone lives in harmony and where dignity of life for all including the underprivileged is ensured.

Coming from an army family and being married to an army officer, Mohini has internalized the ethos of 'service before self'. Driven by this mantra, Mohini worked wholeheartedly for the improvement in the quality of life of the jawans, their families and larger communities across the country. As CEO of Max India Foundation, while furthering Corporate Social Responsibility agenda for the Max Group, Mohini drives this mission of selfless service to bring smiles on the faces of millions of underprivileged.

Mohini has won numerous awards thereby emerging as a CSR leader par excellence. Today, Mohini is a name to reckon with in the field of Corporate Social Responsibility. As a multi-faceted CSR leader, Mohini has worked intensively on a broad range of social development issues including health, education, vocational training, women empowerment, water and environment and done some path breaking work.

### Congratulations on being awarded The CSR Person of the year by Indi-aCSR. Could you tell us how you got interested in this journey?

I think I always had the inherent quality of wanting to help and to be involved in what was happening around me.

As a class 9 student, I used to teach the son of our *dobhi* [washerman] after school since his parents couldn't help him.

About the time I went into Loreto College Lucknow, Mother Teresa's home "PREM NIWAS" in Lucknow was starting. I was among the first batch of students to volunteer to work with the slum children in educating them through games and sports. It was exhilarating and gratifying to see the change in the children as a result of our efforts.

I married an army officer and ever since there was plenty to do to enhance the welfare and quality of life of the soldiers and their families.

It has been my natural instinct and passion and I feel blessed with the opportunity to make a difference through Max India Foundation. The Foundation focuses on providing quality healthcare to the underprivileged with the objective of addressing



Interacting with children

challenges of accessibility, affordability and availability of quality healthcare.

### What is your opinion as some of the key points to be considered when launching on the CSR journey?

Firstly, the mission and intention should be clear. CSR should be aligned to the core business, so as to use its strengths in reaching out to beneficiaries. All stakeholders should be touched by the company's CSR practices; making all business practices responsible and thereby sustainable.



Talking to the children on Nutrition



Children waiting for their turn to be vaccinated



Eyesight test during a typical Health check camp

CONCERN for, COMPASSION towards and COMMUNICATION WITH the target population are ESSENTIAL COMPONENTS. The Attitude in executing CSR must be correct – one of the empathy and “working with” communities giving them self-esteem and thereby faith in the CSR initiatives.

EYE FOR DETAIL and a focus in quality of delivery is essential in planning and execution. There is no scope for failures or one will lose one’s credibility and the value of all good work done.

Also, proper monitoring and evaluation mechanisms need to be in place to assess the performance of the projects and be open to mid-course improvisation. My Mantra goes as – If the intention is right, and work is done with sincerity and honesty/diligence, it will always succeed.

**Please tell us about the journey of Max India Foundation.**

Max India Foundation, the CSR arm of Max Group was formally launched in January 2008, in accordance to the vision of our

founder Mr. Analjit Singh with the core ethos of “Seva Bhav” and “Caring for life”. The Foundation’s mission is to provide quality healthcare to the underprivileged. This encompasses a 360° degree embrace to include:

- Health education by imparting vital health awareness.
- Preventive health through Pan India Immunization for children in the age group of 0-12 years who have not been covered.
- Screening through multi speciality health camps where free medicines are given and further investigation done where required.
- Setting up Health Centres in remote under served areas like Ukhimath (Uttarakhand), Village Rail Majra (Punjab), etc.
- Facilitating surgery and treatment for those who cannot afford it including paediatric cardiac surgery, cancer treatments and others.
- Providing Artificial Limbs to the needy to enhance their mobility and thereby help physically challenged individuals to emerge self reliant.
- Working for an eco friendly sustainable environment which is a prerequisite for good health.

These are some of the major interventions. As we complete nine plus years of service, we have directly touched nearly 28 lacs lives and made a positive difference.

**What have been the yardsticks for designing healthcare programs for Max India Foundation?**

Since the beginning of operations for Max India Foundation, we have been trying to map our intervention strategy in tune with the national health policy as well as erstwhile MDGs and present SGDs. The objective is to do our bit towards the larger healthcare agenda.

**Did you have to re-strategize or discontinue some activities of the Foundation after the enactment of the rules under Section 135 of Companies Act mandating CSR?**

Not really; long before the CSR Act made

it mandatory, the Foundation was active in pursuing the CSR aspirations of the Group. The Foundation is the outcome of desire of Mr. Aniljit Singh, Founder, Max Group to contribute towards creating an inclusive society. Health has been notified as one of the focus areas and our interventions are absolutely aligned to the CSR Act.

### What are your main focus areas at present?

In addition to the ongoing regular programs, Max India Foundation has introduced two major focus areas in the last two years:

#### Drive Against Cancer:

Every 13th new cancer patient in the world is an Indian; tobacco use has emerged as one of the leading causes of cancer. As per recent data, tobacco is killing over one million people annually in India. This is due to the easy availability of tobacco products and lack of enforcement of COTPA (Cigarettes and Other Tobacco Products Act, 2003). We at Max India Foundation have launched a multi-pronged campaign against Tobacco by educating communities, students and individuals about the ills of tobacco through talks, films, puppet shows, counselling by cancer victims and importantly emphasising on enforcement of COTPA. Parallely, we are training / sensitizing Delhi Police to enforce COTPA. So far over 1200 police officers have been trained and over 800 offenders have been fined [challan issued] for violation of Act.

For screening and treatment of all cancers we are working with all the major credible NGOs who work in this field- CanSupport, CanKids...KidsCan, Indian Cancer Society, St. Jude India ChildCare Centre, Cancer Patient Aid Association.

#### Village Adoption

Besides our on-going health oriented initiatives, we decided to adopt a cluster of villages so that we could ensure holistic development for a select geography.

The first is a village called Dhakrani, the largest in Uttarakhand. The work is largely centered around the slogan 'Swachh Raho, Swasth Raho'.



Walk for Life - Cancer Awareness Walk which Max India Foundation has been co-sponsoring for many years in Delhi



Police Training

On health front, we conduct bi-weekly health camps as well as monthly multi speciality health camps with focus on women, children and elderly. The camps are characterized by free medicines, basic diagnostics and health education sessions. Nearly 7000 underprivileged beneficiaries were reached in 16-17 through health check-up camps whereas 5289 beneficiaries benefitted from health awareness sessions. In addition, free immunisation for children of 0-12 years is held. In FY 16-17, 18 camps were held whereby 1223 beneficiaries have been immunized.



Challan for an offender

Further, we started a waste management project whereby two coloured dustbins have been given to each household for segregation of organic and inorganic waste. The house to house collection is done by two tractor trolleys manned by a team of sanitation workers. The organic waste is being converted into compost at a composting site and mechanism has been created for selling plastic waste to the PWD for road construction.

Most significantly, to address the sanitation problems of the village, a sewerage



Health Check Camp at Dhakrani



Sewerage Treatment Plant



House visit by Max Life Insurance employees in Dhakrani imparting financial literacy

plant is being set up in phased manner where all waste water and sewerage waste will be diverted through underground pipelines and treated. This project will lay over 1.5 lakh ft of pipelines. So far, nearly 60000 ft. of pipeline has become operational and work is ongoing. The treated water from the STP will be good for irrigation purpose. Once the project is

complete there will be no standing waste water or garbage blocking the drains or streets, thereby uplifting the quality of life of the villagers.

In keeping with holistic development, MIF has supported two local govt schools by donating library books, sports equipment, three computers and a projector. MIF also painted the school to give it a welcom-

ing feel. In addition, talks on maintaining cleanliness, first aid and menstrual hygiene are being held at regular intervals.

**What is your opinion about the new National Health Policy 2017?**

We welcome the move of government to come with new National Health Policy. The Policy is very forward looking and takes into account the new health issues including communicable and non-communicable diseases which are posing new threats. Equally welcoming is the government's emphasis on health awareness or preventive health which is a paradigm shift. At Max India Foundation, we also emphasise on the preventive and promotive aspect of health-care so that disease burden is reduced in the long term.

**How are the activities in the areas of CSR integrated into enterprise processes?**

Max Group has been working in the business of life [in the field of Life Insurance, Health & Health Insurance]. The core interventions of Max India Foundation are centered on health. The health project protocols including strategies, processes and outcomes are designed in consulta-



Max India Foundation Team with children at a camp

tion with experts from Max Hospitals. The doctors, nurses, lab technicians as well as pharmacists work hand-in-hand with Max India Foundation to achieve desired results. Be it health camps, immunization programs or surgeries and treatments, the healthcare machinery of Max Hospitals are engaged in successful implementation. Similarly, the content of Awareness programs is run through the experts; and doctors also help conduct awareness as well as screening camps.

Max Group has a work force of over 22500 people. Through Max India Foundation, the employees are encouraged to volunteer in various interventions like registration of patients, conducting awareness sessions, providing logistic support, etc. Employee engagement initiatives have filled employees with a sense of pride for the ground level work being undertaken by MIF. Also, employees draw a sense of satisfaction and purpose.

Sustainable business practices remain at the core of all business operations of Max

Group, be it emphasis on green buildings, saving energy, waste disposal or other environmentally responsive actions. The activities in the areas of CSR are completely embedded and synchronized into the enterprise processes. While the enterprise addresses holistic healthcare with quality on a business model; the Max Group CSR, through Max India Foundation addresses holistic healthcare with quality through the social platform.

#### What does it mean to be spearheading the CSR charter for a business conglomerate like Max Group?

Well, it is a matter of great responsibility to do justice to the role and strive for realizing the vision of the Founder. Every time, our efforts are able to bring a ray of hope in the life of an underprivileged, it fills me with a sense of gratification. It feels immensely satisfying that we are touching lives in a meaningful manner and contributing towards nation building in a small way. I certainly feel blessed for doing my bit.

#### What is your vision for Max India Foundation?

Health is one of the most neglected areas in the development of our nation mainly due to huge unmanageable population and miniscule public spent.

However, health is intrinsic to life itself, so this becomes the greatest challenge as well. Without good health, Human Resource which is India's greatest asset becomes our greatest liability.

Max India Foundation is therefore committed to put in every possible resource to uplift the apathy by facilitating access to healthcare with care and quality and imparting knowledge to those who have no access to it.

Max India Foundation aspires to be the leading and most credible healthcare facilitating organization on the social platform. We will work consistently in partnership with like minded organizations so that the Right to Good Health becomes a Reality for All.

There are miles to go; and we will cover them slowly but surely. ☑