

IMPACT ASSESSMENT OF MAX HEALTHCARE INSTITUTE LIMITED CSR PROGRAMS FY 2023- 24



TABLE OF CONTENTS

01 Background

02 Evaluation Method

03 Insights from the interventions

04 Impact of the Interventions

05 Conclusion



Background

INTRODUCTION



UNDERSTANDING MAX HEALTHCARE INSTITUTE LIMITED CSR VISION

Max Healthcare is deeply committed to fostering social well-being in communities around its hospitals. Rooted in its core values, the Foundation drives inclusive development through initiatives focused on:



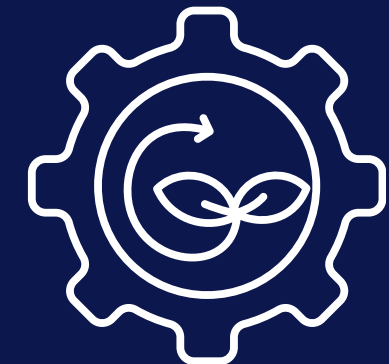
Equitable access
to healthcare



Environment
Rejuvenation



Educational
empowerment



Skill Development

Max Healthcare's CSR initiatives are designed to address critical social challenges through targeted programs across multiple sectors. The organization focuses on creating sustainable impact by integrating health, education, livelihood, and environmental conservation into its core CSR strategy.

THEMATIC FOCUS



Health

Objective: "To enhance the quality of medical care by ensuring the availability of essential equipment, improving diagnostic and treatment facilities, and ensuring a steady supply of medicines"

Project: Health Awareness



Education

Objective: "To support and strengthen educational opportunities for students by providing financial assistance, improving learning infrastructure, and enhancing access to essential academic resources."

Project:

1. Installation of Desks for Sewa Bharti Schools
2. Distribution of book "Principles of Critical Care"
3. MAX medical Scholarship
4. Bus for Delhi Police Public School



Skill Training

Objective: "To provide skill development and certification in Food & Beverage (F&B) hospitality for incarcerated individuals, in alignment with the Skill India Mission, with the aim of supporting correctional reform and enhancing post-release livelihood opportunities."

Project: Max Skill Training for Sustainable Livelihoods



Environment

Objective: "To construct ponds aimed at enhancing groundwater recharge while serving as a model for sustainable ecosystem management through integrated water conservation and community engagement strategies."

Project: Max Water Conservation Programme

PROGRAMS BY MAX HEALTHCARE

1

Skill Development

Skill training & certification in F&B hospitality aligned with Skill India Mission and correctional reforms.

2

Book Distribution

Distribution of "Principles of Critical Care" to enhance medical education

3

Max Medical Scholarship

5-year scholarship program to promote access and equity in medical education in partnership with VenZen Impact Foundation

4

Water Recharge & Rejuvenation

Pond construction for water recharge and model for sustainable ecosystem management

5

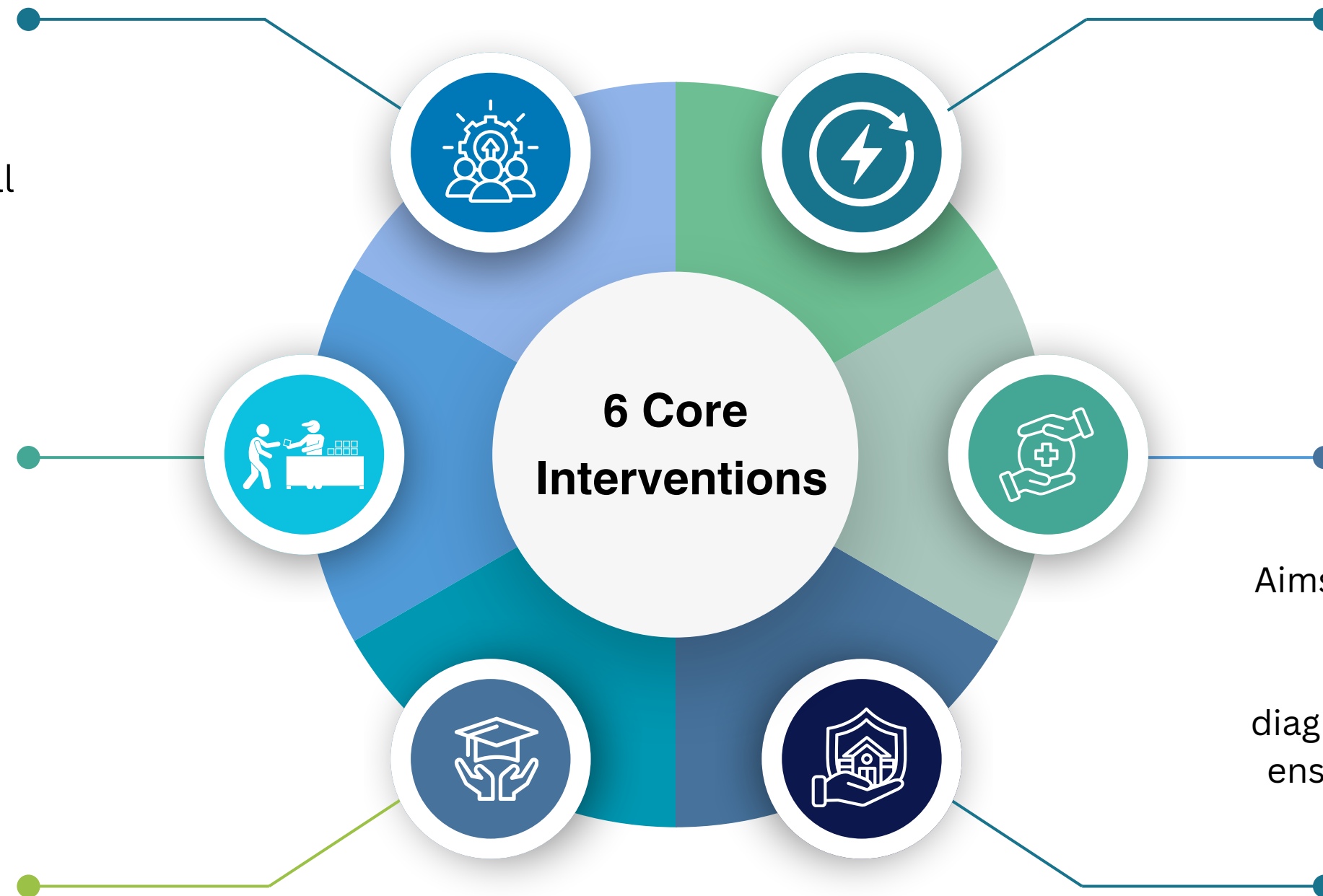
Swami Vivekanand Health Mission

Aims to enhance the quality of medical care by ensuring the availability of essential equipment, improving diagnostic and treatment facilities, and ensuring a steady supply of medicines

6

Education Support

Support to Delhi Police Public School and Sewa Dham Vidya Mandir (free CBSE education for tribal/rural students from 18+ states)



Evaluation Method

OBJECTIVES OF THE IMPACT ASSESSMENT

The 7 CSR programs of Max Healthcare Institute Limited (MHIL) have been implemented across geographies in India. The CSR team of MHIL sought to conduct a third-party Impact Assessment study of their initiatives to map the progress made across each program to maximise the potential impact of the initiatives.



Education

- To evaluate the accessibility and quality of educational support—covering infrastructure (desks, transport), financial aid (scholarships), and learning materials (academic books)—on student learning outcomes, engagement, and academic continuity.
- To assess improvements in educational environments and academic motivation among underserved student populations.



Health

- To measure the reach and effectiveness of health interventions, including free medical camps, equipment provisioning, and access to medicines, especially among rural, tribal, and underserved communities.
- To understand patient satisfaction, service quality, and operational efficiency in supported health facilities.



Livelihood and Skilling

- To assess the outcomes of the F&B skill training program for undertrial inmates, including employability, behavioral improvement, and readiness for post-release reintegration.
- To understand the extent to which the program contributes to correctional reform and long-term livelihood opportunities.



Environment

- To evaluate the impact of the Water Recharge & Rejuvenation project on groundwater conservation, sanitation, biodiversity, and climate resilience in the target communities.



Program Performance

- To identify strengths, challenges, and lessons learned across CSR programs.
- To provide data-driven insights for enhancing strategy, delivery, and sustainability of future CSR initiatives.

EVALUATION METHOD

OECD DAC
Criteria

The study adopted the OECD-DAC framework to ensure a structured evaluation across key criteria: Relevance, Coherence, Effectiveness, Impact, and Sustainability. Through a blend of desk reviews, in-depth interviews, and focus group discussions, the research will provide actionable insights to strengthen future CSR interventions and maximize social impact.

Research
Design

The study employed a desk review of program literature and collection primary qualitative data through In-Depth Interviews (IDIs) and Focus Group Discussions (FGDs) with key stakeholders.

Target
Respondents

Doctors, Patients, Students, Principals, PRI members, Community members

EVALUATION
METHOD

AREAS OF ENQUIRY



Coherence

Alignment of the program as per the government policies
Alignment of the program as per the sustainable development Goals



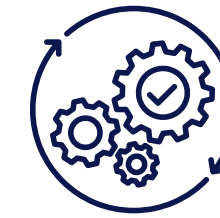
Relevance

Identifications of the need of the program
Program design alignment as per the need assessment
Selection of community and geography as per the criteria



Effectiveness

Monitoring of the program
Feedback mechanisms



Efficiency

Operational performance
Timeliness of activities and outputs



Impact

Change in access/awareness/knowledge/skills
Change in the behavior/attitude/practice
Change in socio-economic well-being



Sustainability

Operational sustainability
Institutional sustainability .



Insights from the Interventions

Education Support

EDUCATION SUPPORT



The initiative aims to support students in pursuing quality education, particularly in the field of healthcare, through long-term financial assistance and resource support. Implemented in partnership with a social impact organization, the programme also focuses on improving educational infrastructure by contributing essential classroom furniture to schools. Additionally, the distribution of academic books is intended to enhance access to relevant learning materials and encourage deeper interest in specialized areas of study.

Objective: To support and strengthen educational opportunities for individuals by providing financial assistance, improving learning infrastructure, and enhancing access to essential academic resources.

Programs



Desks for Sewa Bharti Schools



Bus for Delhi Police Public School



Distribution of book "Principles of Critical Care"



Max Medical scholarship

Implementing
Partner for Max
Medical Scholarship



Coverage and Expenditure



94,54,146

Sewa Dham Vidya
Mandir, Senior
secondary school,
Delhi

Delhi Police Public
School, East Delhi

Individuals based in
Delhi who were provided
the book on critical care

Students based in
government medical
colleges in Delhi

Convergence

UN's Sustainable
Development Goals 2030

3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION

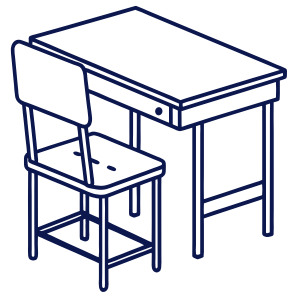


10 REDUCED
INEQUALITIES



KEY PROGRAM ACTIVITIES

Sewa Dham Vidya Mandir Bharti School



Contribution of 150 full-size desks to improve classroom infrastructure at Sewa Dham Vidya Mandir East Delhi.

Which led to



Enabling access to quality education for students from 18+ states, including rural and tribal regions of the Northeast, Bihar, Jharkhand, and Odisha.



Creation of a structured academic environment fostering discipline, learning, and holistic development.



Empowerment through education, contributing to better future opportunities for underprivileged youth

KEY PROGRAM ACTIVITIES

Delhi Police Public School



A school bus was provided to the Delhi Police Public School to ensure safe, reliable, and accessible transportation. This initiative aims to reduce the daily commute challenges faced by students, promote regular school attendance, and support the overall well-being and academic continuity of children, ensuring secure transportation and overall control over this specific facility.

KEY PROGRAM ACTIVITIES

Distribution of book “Principles of Critical Care”



Distributed 2000 copies of the book “Principles of Critical Care” to institutional libraries across selected colleges and medical institutions.



Aimed to promote awareness and knowledge in the field of critical care among students.



Ensured that students have easy access to high-quality reference material related to critical care.



Strengthened library resources by adding a comprehensive, updated academic text.



Encouraged students to engage with specialised content to enhance their clinical understanding and academic performance.

KEY PROGRAM ACTIVITIES

Max Medical scholarship



Empowers aspiring doctors from underprivileged backgrounds through medical education support.



Covers tuition fees for 5 years, along with monthly allowances for books, stationery, hostel costs, and supplementary classes. Provides laptops and essential study materials in the first year for enhanced digital learning.



Targets students with family income below INR 8 lakhs, admitted to premier government institutions in Delhi.



Includes semi-annual performance reviews for accountability and academic progress.



Promotes educational continuity, digital empowerment, and professional readiness in healthcare.

STUDY OUTREACH

Sewa Bharti School



150 desks were installed along with school bus

Distribution of book "Principles of Critical Care"



2,000 books were distributed to libraries, doctors and clinicians

Max Medical scholarship



44 medical students were found eligible for the MAX medical scholarship

Delhi Police Public School



School bus was provided

KEY STAKEHOLDERS FOR THE STUDY

DI conducted 15 indepth interviews with students, teachers, principals, doctors to gain insights on the impact of the various educational interventions.

EDUCATION SUPPORT

Insights shared by the teachers (IDI)

Yes, significant changes have taken place. The students' academic performance has improved noticeably. Since this is a residential school, attendance was never a major issue—students were physically present, but often not mentally engaged. Earlier, sitting on unstable desks affected their focus. Now, with proper, well-structured desks, students feel more motivated to study and are able to concentrate better in class..... **With the improved classroom environment, they are steadily progressing—moving from zero to ten, then twenty, and beyond. The new desks have truly made a positive impact on their learning.**

The children have become good in their studies. Initially the kids used to be apprehensive as the desks were not good. During exams also there used to be noise as the desks were not stable. Now there is no such problem.

Yes, parents now feel very assured about their children's safety. The school provides buses, and children reach on time. Things have improved a lot. Earlier, private buses were used, and parents didn't trust them. But now, **the school bus system has built that trust.**

It is a good option because now our kids have time because of the school bus, as they are able to reach on time to school.

When we enter the class and the children are sitting quiet, we feel good to teach them. The good part is the desks should be good. Earlier the children were not interested. Now after the desks have come, they sit quietly and comfortably.

We have seen a lot of changes. For example, the kids **write without a cardboard.** Instead of writing on cardboard, they write on this.

These desks have brought about a positive change in the kids.

Yes, the children are now more expressive, and there's a visible improvement in their learning levels. One key change is that they now have to sit for long hours—six hours during school, followed by additional study sessions of two hours each. For such extended periods, having a comfortable and proper seating arrangement is essential. When students are seated comfortably, they're better able to focus and perform well across all aspects of their education.

With the new desk coming in there is an environment of discipline. In the past, the students used to just sit. But now, when the teacher comes in, they find the students are sitting and doing their homework. Now, instead of sitting in the hostel, the students come to the classroom and do their homework.

Insights shared by the Students (FGD)

"We spend most of our daily routine at school, including self-study sessions in the morning, afternoon, and evening. Earlier, sitting on the floor for long hours made it difficult to concentrate and study comfortably. However, ever since the desks were provided, it has made a big difference—we're now able to sit properly and focus better throughout the day, which has improved our overall learning experience."

"Our teachers have also benefited from the new classroom setup. Earlier, it was challenging for them to move around freely while addressing students' doubts. Now, with the improved arrangement, teachers can easily walk between the desks and reach each student without any difficulty. This allows them to provide more personalized support and ensures that every student gets the attention they need to understand the lessons better."

EDUCATION SUPPORT

***It was highly relevant.** Even now, we need to regularly revise everything we've learned, and it's important to stay updated with any new developments in the field. In that context, this support has been extremely helpful.*

*"**The book is actually very good,** ma'am. It's well-organised and specifically tailored to what we're looking for. Often, when we refer to standard textbooks, there's a lot of extra content before reaching the final conclusion, which can be overwhelming at times. When you're in the practice phase and have already studied the basics, you need material that's concise and easy to revise quickly. This book allows you to pick a topic, like a disease, and go through it efficiently without having to sift through unnecessary information. Its concise format makes it ideal for quick reference and revision."*

*"After using this material, I feel more clinically prepared. The content is concise and focused, which helps in quick understanding and recall of key clinical concepts. It's especially useful during practice sessions, as I can easily refer to specific diseases or topics without going through lengthy textbook explanations. **This has strengthened my confidence in applying knowledge in real clinical scenarios.**"*

*Insights shared by
the doctors (IDI)*

*It's 99.9% the same as before –just as effective. This initiative will definitely continue to benefit students. **The academic section of Max Healthcare is among the best in India.***

*Every future batch of students will benefit from this, as we cannot overlook the importance of such books. **They are extremely handy for gaining specific knowledge of the subject, making them highly useful in the long run as well.***

***The book is actually quite good.** It presents the content in a simplified and engaging way, and it's very specific to what you're looking for.*

EDUCATION SUPPORT

Sir, I was provided with a scholarship amount which has been very helpful in paying my fees. I also receive a monthly stipend that covers my regular expenses. Academically, I attend lectures and have been given the necessary books, which I use for self-study. **Additionally, I was provided with a laptop, which I use to attend online lectures.** All of this support has been extremely helpful.

Sir, **the workshop by Max Healthcare was very helpful.** The main theme was about communication skills—specifically, how to talk to a patient and help them understand their condition. It focused on how to identify the disease and how to guide the patient through the situation. Additionally, it emphasised that along with medicine, offering sympathy and emotional support is also important. All of this was part of the scholarship content.

The financial support has helped us a lot, especially with covering fees and purchasing the books we study. **Even the provision of a laptop and the entire process have been extremely beneficial for us.**

*Insights shared
by the
medical students (IDI)*

Last year, I was selected for the Max Scholarship Program. **This program has been very helpful** for me, as it provides books and other necessary resources, such as spectroscopy materials and curve-related tools.

Sometimes, we sit together and talk about it. **One major benefit has been the books. Earlier, I used to read from online sources, but having physical books now gives a completely different feeling.** It makes studying more exciting and engaging. There's something special about having actual books and physical materials to work with. It's a different kind of motivation. All of these resources have been extremely helpful, especially the books and study materials. Of course, the financial support is also important, but these two aspects have been particularly valuable for me.

In other states, hostel fees are even higher, and the living conditions aren't always ideal. If this scholarship program is expanded to those regions, it would be extremely helpful. **It could also positively impact students' academic performance and overall development.** Many of these students are in the process of learning and growing. They have great potential and are capable of understanding things deeply, step by step. However, students from more privileged backgrounds often have the mindset that they don't need such support because they already have access to many resources.

KEY TAKEAWAYS (EDUCATIONAL SUPPORT)

Provided a school bus for students of Delhi Police Public School and Desks for Sewa Bharti Schools

The initiative directly addressed key issues faced by students—discomfort, lack of focus, and low engagement—making it highly relevant to the needs of students in residential schools, especially those from underprivileged backgrounds.

Distribution of book “Principles of Critical Care”

The material provided (books and content) is highly relevant to the students' academic and clinical needs.

Max Medical scholarship

The scholarship program addressed the core needs of underprivileged students, including tuition fees, access to learning materials, and digital tools like laptops. It is tailored to students' academic and emotional needs, especially in professional fields like medicine, where communication skills and empathy are vital.

KEY TAKEAWAYS (EDUCATIONAL SUPPORT)

Provided a school bus for students of Delhi Police Public School and Desks for Sewa Bharti Schools

The intervention—installing desks—has effectively improved students’ academic performance, discipline, and classroom engagement, achieving its intended educational support outcomes.

Distribution of book “Principles of Critical Care”

The support materials are appreciated for their clarity, specificity, and practical utility.

Max Medical scholarship

The program has successfully enabled students to continue and enhance their education by providing essential resources (books, laptops, stipends). Learning outcomes and motivation have improved due to access to physical study materials and academic support.

KEY TAKEAWAYS (EDUCATIONAL SUPPORT)

Provided a school bus for students of Delhi Police Public School and Desks for Sewa Bharti Schools

With a relatively simple infrastructural change (providing desks and a school bus), the initiative achieved significant improvements in comfort, focus, and learning outcomes, indicating cost-effective use of resources.

Distribution of book “Principles of Critical Care”

The use of compact and focused learning materials ensures that students concentrate only on the most relevant and essential content. By eliminating extraneous or overly broad topics, these resources streamline the learning process, allowing students to grasp core concepts more efficiently. This targeted approach reduces time spent on unnecessary information, enhances comprehension, and helps learners apply knowledge more effectively in practical settings.

Max Medical scholarship

The support provided (books, laptops, stipends) were well-targeted and efficiently used, directly contributing to students' academic success and reduced stress. Minimal wastage of resources is implied, as students explicitly mention using everything—from laptops to books—for educational advancement.

KEY TAKEAWAYS (EDUCATIONAL SUPPORT)

Provided a school bus for students of Delhi Police Public School and Desks for Sewa Bharti Schools

The intervention contributed to broader changes in educational behaviour—students are more motivated to study, remain mentally present, and show improved performance. It also facilitated better teacher-student interactions.

Distribution of book “Principles of Critical Care”

Long-term impact is anticipated for future batches, as the resources remain useful and adaptable.

Max Medical scholarship

The scholarship program has significantly supported underprivileged students by reducing financial barriers, enabling them to focus on academics and personal growth. Many are first-generation learners whose educational journeys have been transformed through access to resources and emotional stability.

This support not only improves individual outcomes—such as academic performance and well-being—but also holds long-term societal value. These students are now better positioned to contribute meaningfully to their communities, break cycles of poverty, and serve as future changemakers in fields like education, healthcare, and social development.

KEY TAKEAWAYS (EDUCATIONAL SUPPORT)

Provided a school bus for students of Delhi Police Public School and Desks for Sewa Bharti Schools

The improved classroom infrastructure fosters a conducive learning environment likely to benefit multiple cohorts over time. The shift in study habits and engagement levels indicates potential for lasting educational improvements.

Distribution of book “Principles of Critical Care”

The academic materials provided are designed for long-term usability, with a structured format that facilitates easy comprehension and application. Their reusable nature ensures that these resources can be effectively utilized by multiple batches of students over time, maximizing the investment's impact. This continuity supports consistent learning outcomes, allowing future cohorts to benefit from the same quality content without the need for frequent replacements or additional costs.

Max Medical scholarship

Long-term, such support could contribute to breaking cycles of poverty through education and professional development.

RECOMMENDATIONS (EDUCATION SUPPORT)



Desk Installation – Sewa Dham Vidya Mandir

- Provide integrated classroom upgrades (lighting, ventilation, storage, and writing boards) alongside desks.
- Introduce periodic maintenance checks and feedback mechanisms from teachers and students.
- Pair infrastructure improvements with academic support tools like guided reading programs or study materials.

PRINCIPLES OF CRITICAL CARE

Farokh Erach Udwadia

Critical Care Book Distribution

- Supplement the printed books with interactive e-learning content or video lectures by experts.
- Establish partnerships with faculty to embed the book in the formal curriculum or practical assessments.
- Track utilization of books through library systems and gather user feedback regularly for future improvements.



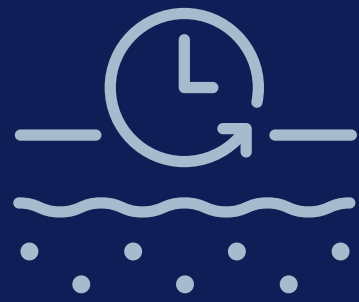
Max Medical Scholarship Programme

- Include structured mentorship from healthcare professionals and Max alumni to support academic and career growth.
- Introduce wellness and mental health support for scholars to manage academic pressure.
- Create an alumni network and internship pathways through Max facilities to enhance real-world exposure and employability.



Water Recharge and Rejuvenation

WATER RECHARGE AND REJUVENATION



This comprehensive project on pond rejuvenation aims to address the critical issues surrounding deteriorating pond ecosystems by implementing a multifaceted approach that combines scientific research, community engagement, and educational outreach.

Objective: To restore and sustain the ecological health of pond ecosystems through a combination of scientific interventions, community participation, and educational outreach.

Implementing Partner



Coverage and Expenditure



Uttar Pradesh

Rajpura Village,
Kharkhanda Block,
Meerut



39,05,849

Convergence

UN's Sustainable Development Goals 2030



STUDY OUTREACH

**Beneficiaries Covered
under the project**



**2450 people of Rajpura Village have benefitted from
the rejuvenated pond.**

Key Stakeholders for the Impact Evaluation

To assess the impact of the Pond Rejuvenation on the villagers that aimed to enhance water conservation, restore ecosystems, and improve climate resilience.



*DI conducted **1 indepth interview and 1 focused group discussion** with the PRI members and community members to gain insights on the impact of the interventions.*

KEY PROGRAM ACTIVITIES

Collaborate with environmental scientists and engineers to:



- Introduce natural water purifiers
- Manage nutrient levels in the water
- Employ eco-friendly technologies for water quality improvement

Implement biodiversity conservation and restoration measures:



- Create habitat restoration zones around the pond
- Introduce native flora and fauna
- Implement conservation actions for endangered species
- Rejuvenate the pond as a model for sustainable ecosystem management

Integrate scientific research, community engagement, and environmental education to:



- Ensure holistic project implementation
- Promote long-term impact and sustainability
- Create a replicable model for responsible environmental stewardship in other regions

WATER RECHARGE & REJUVENATION

**Insights shared
by the
villagers (FGD)**

The water facility has improved significantly. I'm referring to the past, not the present. Earlier, water used to collect in potholes, and there were no proper drainage systems..... Previously, there was no such system, so garbage would block the drains, causing water to overflow.

*No, the garbage doesn't enter the tank, only water goes in. **The water is filtered, and when there is too much garbage, it is cleaned out.** The waste is removed from the tank and properly disposed of.*

*Yes, there is no problem now. All the water is properly collected here. Earlier, when water used to overflow into the fields, snakes and insects would enter people's homes, we witnessed it many times. But now, that issue is completely resolved. There are no more snakes, insects, or thorns. **With proper cleanliness and water management, all those problems have disappeared.***

*“They initially built a structure for the filter, but it didn’t work. Then **they created another structure, which is now working successfully.**”*

*“Yes, **the water shortage in our village has been completely resolved.** It is not related to agriculture.”*

*“Yes, **there is a noticeable change in the environment—everything is much cleaner now.** Earlier, there was no cleanliness at all....It is our responsibility to maintain this cleanliness.”*

**Insights shared
by the Pradhan (IDI)**

BEFORE

AND

AFTER





KEY TAKEAWAYS

- The intervention directly addresses the community's urgent needs for improved water management, waste control, and sanitation, which were critical to daily life and public health.
- Recurring problems such as water overflow into homes, stagnant water leading to mosquito breeding, and poor drainage infrastructure posed risks to both health and hygiene, making the intervention timely and essential.
- The project responds to local priorities voiced by community members, such as the need for safe water collection, cleaner surroundings, and functional drainage systems.
- The initiative reflects a community-centred approach, addressing both practical needs (like infrastructure and filtration) and socio-environmental concerns (like safety from pests and environmental degradation).

KEY TAKEAWAYS

- The project has successfully reduced water shortage, improved drainage, and prevented garbage entry into the water system, directly addressing the core challenges identified by the community.
- The elimination of problems such as overflowing drains, snake and insect infestations, and flooding of homes and fields indicates that the intervention achieved its immediate objectives.
- The functioning of the filtration system, after initial challenges, demonstrates problem-solving during implementation, leading to effective outcomes.
- Community testimonies reflect a noticeable improvement in cleanliness and environmental conditions, suggesting effective behaviour change and improved local practices.
- The intervention has created a cleaner and safer environment, promoting public health and reducing the risk of waterborne and vector-borne diseases.



KEY TAKEAWAYS

- There is evidence of adaptive implementation, such as modifying the water filter structure until it functioned effectively, demonstrating resourcefulness and responsiveness in execution.
- The project made efficient use of available local resources and community knowledge, which helped in customizing solutions suited to the context.
- The intervention avoided delays by quickly addressing design flaws (e.g., initial failure of the filter) and adopting an alternative structure that proved successful.
- The approach reflects cost-effectiveness, where existing infrastructure (e.g., tanks, drainage systems) may have been upgraded or optimized rather than entirely rebuilt.
- The process benefited from community engagement, which likely reduced the need for external manpower and increased ownership—making operations smoother and more efficient.



KEY TAKEAWAYS

- Positive environmental and health impacts are evident, including cleaner surroundings, improved roads and streetlights, and a healthier local ecosystem.
- Water quality and availability have improved significantly, addressing long-standing issues of water scarcity and ensuring a reliable resource for domestic use.
- The intervention has contributed to a reduction in health risks, such as those caused by waterlogging, vector-borne diseases, and unhygienic conditions.
- The elimination of pests like snakes and insects from residential and agricultural areas has enhanced the sense of safety and well-being among residents.
- Community pride and ownership have increased, as residents now actively participate in maintaining cleanliness and water infrastructure.



KEY TAKEAWAYS

- Statements from both villagers and the Pradhan highlight a clear shift toward sustained cleanliness and environmental stewardship, indicating a cultural change in attitudes toward shared spaces and natural resources.
- Community members recognize their responsibility in maintaining the system, suggesting strong potential for long-term sustainability beyond the project duration.
- The use of locally appropriate and low-maintenance solutions, such as modified filtration structures, enhances the likelihood of continued functionality without heavy dependence on external technical support.
- Community ownership and involvement during the planning and implementation phases have fostered a sense of accountability and pride, which supports ongoing care and vigilance.
- Behavior change around waste disposal, water use, and general hygiene reflects long-term impact and continuity of outcomes.
- The project has laid a foundation for institutional sustainability by involving local governance structures (e.g., the Pradhan), which may help in integrating such efforts into village-level planning and resource allocation.

RECOMMENDATIONS (WATER RECHARGE AND REJUVENATION)

Scale-up and Replication

Extend the water recharge and rejuvenation model to other villages facing similar issues of waterlogging, poor drainage, and sanitation.

Strengthen Waste Management Systems

Establish proper solid waste segregation and disposal systems at the community level to prevent garbage from entering water bodies.

Infrastructure Strengthening

Upgrade or construct proper drainage channels and protective fencing around water bodies to prevent contamination and encroachment.

Health and Hygiene Promotion

Conduct regular awareness campaigns on safe water practices, hygiene, and vector control to reduce health risks.



Health Awareness

HEALTH AWARENESS



This initiative aims to enhance the quality of medical care by ensuring the availability of essential equipment, free medical camps, improving diagnostic and treatment facilities, and ensuring a steady supply of medicines.

Objective: To improve the quality and accessibility of medical care by providing essential medical equipment, organizing free medical camps, strengthening diagnostic and treatment facilities, and ensuring a consistent supply of essential medicines.

Coverage and Expenditure



₹ 50,00,000

Swami Vivekananda
Dharmarth Chikitsalaya,
Dehradun, Uttarakhand

Convergence

*UN's Sustainable
Development Goals 2030*



STUDY OUTREACH

Beneficiaries Covered under the project



Health services are being provided to a population of over 500,000 individuals. The Outpatient Department (OPD) manages approximately 15,000 to 16,000 patient visits per month. Additionally, 10 health camps are organized monthly—comprising 4 in-hospital camps serving around 700 beneficiaries per camp, and 6 outreach camps reaching over 60 individuals each.

Key Stakeholders for impact evaluation

To assess the impact of the medical camp and the services run by the Vivekanand Health Mission Society



*DI conducted **10 indepth interviews** with patients and doctors to gain insights on the impact of the interventions.*

KEY PROGRAM ACTIVITIES



Supported the Swami Vivekanand Health Mission Society by equipping free medical camps and hospitals in Dehradun, Uttarakhand



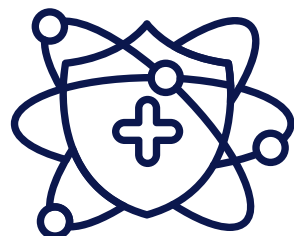
Ensured a consistent and sufficient supply of medicines, enhancing the availability of treatments for patients.



Improved diagnostic facilities, enabling better detection and management of health conditions.



Facilitated free medical care access for underserved populations in rural and low-income communities.



Contributed to the strengthening of health systems in remote areas through reliable support and intervention.

HEALTH AWARENESS

If you want to reach out to the community, we also conduct community camps and programs among them, as they are an integral part of our work. In fact, around 50–60% of our staff comes from the tribal community. **Sir, with the funds we receive for medicines, we organize health camps and provide medicines, especially to support the poor.**

Insights shared
by the
Doctors (IDI)

"It is genuine. But one thing is very clear—no one is ever turned away due to lack of money. **Whatever medicines or facilities a person needs, they will receive them.** We never deny treatment because of financial constraints—that is certain. And I would like to repeat, we do not ask for any certificates. Currently, all services are free for the tribal population."

"The **camps are well-aligned with the specific needs of the local population.** Patients visiting the facility come from states like Himachal Pradesh, Uttar Pradesh, Haryana, and Uttarakhand, and they have been significantly benefiting from these services. The surgical session, in particular, have been highly impactful. Additionally, our teams also visit villages to provide free medical services directly to the community."

"The patient's treatment is good, and the nurses, staff, and doctors here are all very supportive and professional."

Insights shared
by the
Patients (IDI)

"No sir, wherever you ask for help, the staff responds politely. They guide you to the right room or doctor, and whatever is mentioned in the prescription is properly attended to."

"He underwent surgery here and mentioned that the treatment was very good. That's when I found out about the facility. I used to have some minor health issues, and my son also had a problem. We brought him here as well, and he was successfully treated."

KEY TAKEAWAYS

- The intervention is tailored to the healthcare needs of underserved and tribal populations.
- Community outreach through medical camps and health programs aligns with the health priorities of remote populations across states like Himachal Pradesh, Uttar Pradesh, Haryana, and Uttarakhand.
- The project specifically targets poor and vulnerable groups by offering services without any financial burden or documentation requirements.
- Free provision of medicines and surgical care directly addresses the barriers of affordability and access often faced by marginalized communities.
- The inclusion of tribal staff (50–60% of the workforce) reflects a culturally responsive approach, improving trust and relevance within the target communities.
- The program addresses both preventive and curative health needs, contributing to a holistic and inclusive healthcare approach.
- The outreach model is flexible and localized, enabling adaptation to the specific health challenges and socio-economic contexts of each region.
- The initiative complements existing healthcare infrastructure, filling gaps in access and service delivery in hard-to-reach areas.

KEY TAKEAWAYS

- The services, including surgeries and distribution of free medicines, have been impactful and well-received.
- Patients report high levels of satisfaction with the quality of care, responsiveness of staff, and overall treatment outcomes.
- The camps have successfully reached diverse populations and improved healthcare access at the grassroots level.
- No patient is turned away due to lack of money, and no documents or certificates are required, ensuring inclusive and barrier-free healthcare.
- Community-specific needs are being addressed effectively, as evidenced by targeted support for tribal populations and those from remote regions.
- The presence of tribal staff enhances cultural sensitivity and trust, contributing to better communication and treatment adherence.
- Consistent positive feedback from patients and community members indicates that the services are meeting expectations.
- Regular health camps and follow-up care demonstrate a structured and sustained approach to improving community health.

KEY TAKEAWAYS

- Utilization of tribal staff (50–60%) ensures culturally sensitive communication, improving patient comfort, trust, and service acceptability.
- Stronger community trust and engagement through local staffing enhances the effectiveness of outreach and care delivery.
- Health camps in remote and underserved areas maximize outreach by bringing medical services directly to communities with limited access.
- Reduction in patient travel and cost burden increases the likelihood of early diagnosis and treatment.
- Improved health awareness and education through face-to-face interaction during camps promotes long-term health-seeking behavior.
- Engagement with local leaders and governance bodies fosters community ownership and boosts participation in health initiatives.
- Cost-effective and resource-efficient model ensures that maximum coverage is achieved using limited resources.

KEY TAKEAWAYS

- The initiative has significantly improved health outcomes and awareness among marginalized communities.
- Access to surgical and medical services has led to positive word-of-mouth, prompting more people to utilize the facility.
- Free healthcare has helped eliminate barriers related to cost and documentation, contributing to equitable health access.
- Patients from multiple states (e.g., Himachal Pradesh, Uttar Pradesh, Haryana, Uttarakhand) have benefited, reflecting the initiative's wide geographic reach and reputation.
- Positive patient experiences—including respectful behavior by staff, professional treatment, and proper guidance—have enhanced trust in public healthcare.
- Health camps and outreach efforts have increased preventive care awareness, reducing the burden of untreated illnesses.
- Successful treatment outcomes have encouraged families to return and refer others, creating a ripple effect of increased health service uptake.
- The initiative has fostered inclusivity by catering specifically to tribal and rural populations who are often left behind in conventional healthcare systems.
- Improved community confidence in health systems may contribute to better health-seeking behaviors in the long run.

KEY TAKEAWAYS

- The involvement of tribal staff and the strong patient trust in the facility indicate a growing foundation for community-led healthcare sustainability.
- Repeated community engagement through camps and direct service provision fosters a long-term health-seeking behavior among rural and tribal populations.
- By providing services free of cost and without bureaucratic barriers (e.g., no documentation required), the initiative reduces systemic obstacles and builds community reliance on formal healthcare systems.
- Local capacity is strengthened through on-ground staff participation, promoting knowledge sharing and community ownership of health outcomes.
- The continuity of healthcare camps and outreach programs suggests institutional commitment, increasing the likelihood of long-term program integration.
- Positive patient experiences and word-of-mouth referrals enhance community acceptance and encourage future participation, embedding the initiative into local health ecosystems.
- The culturally sensitive approach, including the recruitment of staff from tribal communities, supports ongoing relevance and adaptation to local needs.

RECOMMENDATIONS (HEALTH AWARENESS)

Enhance Community Outreach

Increase the frequency and coverage of health camps in underserved areas.
Introduction of mobile health vans to reach remote tribal hamlets.

Strengthen Medicine Supply Chain

Maintain buffer stock of essential medicines especially during community camps.

Promote Health Education

Organize group health talks during OPD hours or camps to address common issues like hygiene, nutrition, and NCDs (e.g., diabetes, hypertension).

Build Stronger Referral Linkages

Create a referral system with secondary/tertiary hospitals for complicated cases.

Skill Training

SKILL TRAINING



The project aims to establish India's largest and first corporate sector partnership dedicated to advancing correctional reforms.

Objective: To promote and implement comprehensive correctional reforms by establishing India's largest and first corporate sector partnership focused on enhancing rehabilitation, reintegration, and systemic improvements within the prison system.

Implementing Partner



Coverage and Expenditure



Tihar Jail, Delhi



3,42,02,300

Convergence

UN's Sustainable Development Goals 2030



STUDY OUTREACH

Beneficiaries Covered under the project



1700 undertrials were enrolled in skill training

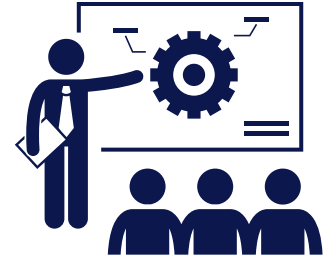
Key stakeholders for Impact Evaluation

To assess the impact of the skill training program on the inmate to know the improvement in the skill set, the benefits and their willingness in the reduction of recidivism

DI conducted 2 in-depth interviews with industry experts and facilitators to gain insights on the impact of the skill training provided to the inmates.



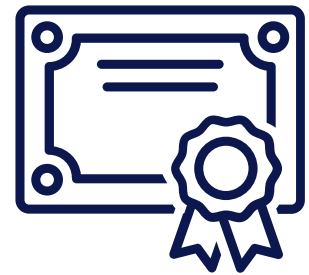
KEY PROGRAM ACTIVITIES



Delivered NSQF (National Skills Qualification Framework) Level 4 “Food & Beverage Steward” training across 9 jails.



Trained 1,700 undertrial inmates, including 60 women in Jail 6.



Used NCVT (National Council for Vocational Training)-certified curriculum, with THSC as certifying agency.



Conducted 6–8 week sessions with 2 trainers per jail.



Organized job fairs and industry interaction for post-release employment support.

SKILL TRAINING

*Insights shared
by the
trainers/facilitators*

"These skill training programs have helped employers better understand their workforce needs. That's why we develop qualifications in close collaboration with them. **Every qualification we create undergoes a thorough process that includes stakeholder consultations and industry validation before it is submitted to NCVT for approval.**"

"Now, people no longer need to travel far for employment. **Jobs are available within a 20-kilometer radius.** For example, in Delhi, if you're trained in Okhla, you can find work in Nehru Place. Similarly, those trained near Tihar in Janakpuri can find jobs in areas like Tashim Bihar and Rajouri Garden. Various parts of Delhi, the NCR, and other cities are rapidly emerging as employment hubs."

"Absolutely. **Around 20 to 30 percent of the course content focuses on behavioral skills.** It trains individuals on how to communicate effectively, conduct themselves professionally, and develop proper mannerisms. It's not that they entirely lack these qualities, but reinforcing them through training is always beneficial—after all, good behavior is an essential part of any professional training."

KEY TAKEAWAYS

- The training programs are demand-driven, designed through consultations with industry stakeholders, ensuring alignment with actual employer needs.
- Emphasis on behavioral skills such as communication and professional conduct addresses common soft skill gaps observed in first-generation job seekers.
- Courses undergo NCVT (National Council for Vocational Training) approval, indicating alignment with national standards and employment frameworks.
- Skill training is localized, allowing participation from marginalized and underprivileged youth who may otherwise lack access to formal training.
- The modular nature of the courses provides flexibility, making them relevant for a variety of skill levels and educational backgrounds.



KEY TAKEAWAYS

- The program has effectively improved employability, enabling trainees to secure jobs within close geographic proximity, thus reducing dependency on migration.
- Participants are being placed in high-demand markets across NCR regions, showing strong outcomes in job placements.
- Soft skill training has improved professional demeanor, making trainees more confident and workplace-ready.
- The structure of the program allows continuous feedback from employers, which helps in improving training delivery.
- Positive outcomes are being achieved not just in terms of employment but also in building self-esteem and social mobility among trainees.

KEY TAKEAWAYS

- The use of local infrastructure and trainers ensures cost-effectiveness while scaling training across multiple locations.
- Proximity-based job placement saves transportation costs for both employers and job seekers.
- Collaboration with employers at the design stage reduces mismatch and re-training costs later.
- Behavioral training integrated into the core curriculum ensures dual benefit—technical skills plus workplace readiness—without needing separate modules.
- Minimal administrative overhead due to standardized qualification approval via NCVT ensures efficient certification and recognition.

KEY TAKEAWAYS

- It has helped create local employment ecosystems, leading to broader regional development (e.g., emergence of multiple employment hubs in Delhi NCR).
- Behavioral training creates ripple effects in personal development, confidence, and communication—benefiting families and communities beyond the individual.
- The intervention has potential intergenerational impact by altering family perceptions about vocational training and formal employment.
- Local businesses benefit from access to a trained workforce, enhancing productivity and service quality.

KEY TAKEAWAYS

- Ongoing engagement with employers and NCVT keeps curricula updated, ensuring long-term relevance and employability of trainees.
- Trainees with improved behavioral and technical skills are more likely to retain jobs and grow professionally, ensuring long-term benefits.
- Institutionalized partnerships with government and employers suggest that the model can be replicated or scaled.
- Feedback loops and evolving course designs create a dynamic model of continuous improvement and sustainability.

RECOMMENDATIONS (SKILL TRAINING)

Enhance Course Content and Design

Develop modular and flexible curricula to cater to different literacy levels and sentence durations of inmates.

Strengthen Industry Linkages

Collaborate more closely with local employers, industries, and MSMEs to align training with real-time job requirements.

Improve Accessibility and Reach

Expand access to digital platforms or recorded sessions for those unable to attend live classes due to prison routines.

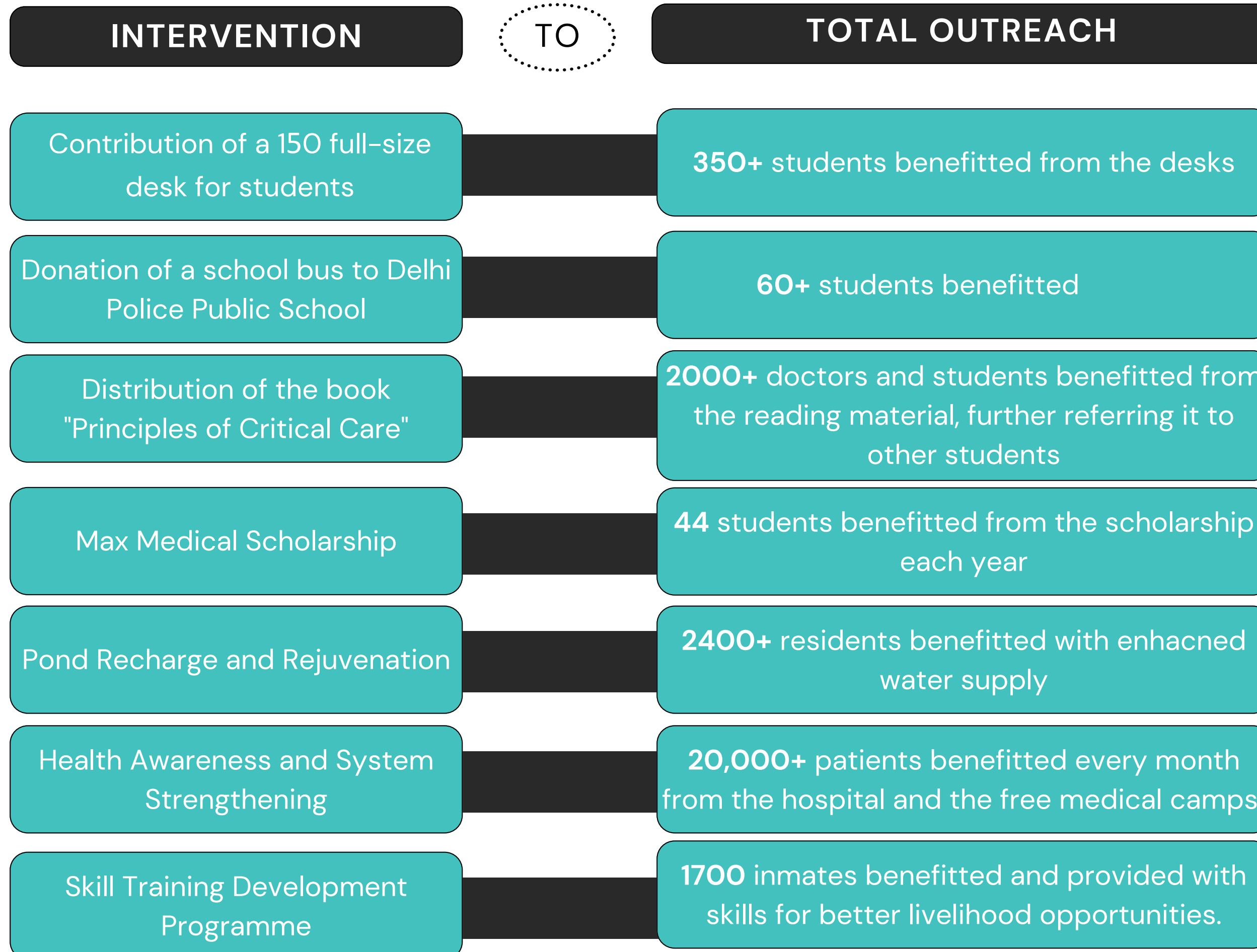
Post-Training Support

Establish a transition support program for inmates nearing release, including resume writing, interview preparation, and access to vocational tools or microfinance.



Impact of all the Projects

IMPACT OF ALL THE PROJECTS



Conclusion

CONCLUSION

- Max Healthcare's CSR initiatives across education, healthcare, environment, and livelihoods demonstrate a strategic, multi-sectoral approach to inclusive development.
- The education projects—including desk installation, critical care books, and medical scholarships—have measurably improved learning environments, academic outcomes, and access to professional education for underserved groups.
- Health interventions have strengthened community care delivery through equipment support, medicine distribution, and skill-based rehabilitation efforts inside correctional facilities.
- Environmental and infrastructure projects reflect long-term sustainability by restoring local ecosystems and improving quality of life.
- The common success factors include targeted high-impact resource delivery, and continuous beneficiary engagement.
- Moving forward, expanding geographic coverage, integrating digital tools, and fostering partnerships will enhance scalability and long-term social impact.





THANK YOU