

## **Details of CSR Projects for Financial Year 2023-24**

### **Smile Foundation, Mobile Telemedicine**

Under the project, Philips supports running of Mobile Medical Telemedicine Vans in economically backward and rural areas. The objective is to ensure access to health services to the community members from economically weak families in remote locations through digital healthcare intervention including the contribution towards the Government's mandate of Universal Health Care under Ayushman Bharat (Health and Wellness Centre). The core target group of the project is the most vulnerable sections of the community i.e. women and children.

### **Rotary Bangalore, Heart Surgery Project**

Paediatric and adult heart surgeries of patients from the Below Poverty Line (BPL) category, mostly from rural areas of Karnataka, and open to all beneficiaries from Pan India. The program covers beneficiaries from the age of 0 years to 70+ years.

### **ZMQ, MIRA Project**

To reduce infant & maternal mortality rates and enhance the quality of life, Philips India partnered with ZMQ Development to run a program on Maternal and Child Health called 'MIRA'. MIRA, Women Mobile Lifeline Channel, is a last-mile mHealth toolkit that provides health communication, tracks pregnancies and connects rural women, in low-resource settings, with local health service delivery systems. It is an interactive toolset, designed in the local language, audio & contextual visuals to improve maternal and child health outcomes based on the RNMNCH+A approach (Reproductive, Maternal, Newborn, Child and Adolescent Health).

### **Laptop Deployment, KEF and Recal Foundation**

Empower students and community youth with essential digital skills, fostering numeracy, literacy, financial inclusion, and job readiness. Aimed at enhancing digital literacy and educational opportunities aligning with academic standards and relevant skills for future employment the program includes students and community youth from the regions of Nuh (Haryana), Kupwara (Jammu & Kashmir), Tiruchirappalli (TN) and Chennai (TN). Laptops are provided to teacher trainers in Haryana, district libraries in Kupwara, and graduate/postgraduate (NIT Trichy) and vocational training centre students (Chennai) in Tamil Nadu.