

Philips India

Details of CSR Projects for Financial Year 2024-25

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 through MIRA workers. 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).

Smile Foundation, Mobile Telemedicine

Under the project, Philips supports running of Mobile 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.

PCOS Society of India, Project Vijayeta

The project is about spreading awareness and education about PCOS, a lifestyle disease that is very common amongst females of the age group 18 years and above. The project educates the girls and women on how to self-check the probability of having this condition and how to deal with issues arising in case the condition persists, thereby reducing the risk of future risk of anemia, infertility, diabetes, obesity, hypertension leading to an increased risk of cardiac problems and uterine cancer and future morbidities.

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 (Bangalore) and Tamil Nadu (Chennai), and open to all beneficiaries from Pan India. The program covers beneficiaries from the age of 0 years to 70+ years.

Diya India Foundation, Paediatric Heart Surgery Project

Paediatric heart surgeries for Below Poverty Line (BPL) patients in Delhi, primarily from rural areas, are available to beneficiaries across India. The program supports children from birth to 14 years of age, covering a range of heart procedures, including VSD closure, TAPVC repair, surgical ASD closure, PDA device closure, and more.

ZMQ, Childhood Pneumonia Campaign

#HarSaansMeinZindagi project is aimed at spreading awareness on Childhood pneumonia in high burden states of India using the existing digital & non digital tools/solutions. The idea is to strengthen the existing system so that more cases of Childhood Pneumonia can be identified and treated on time. The overall intended goal is to support the reduction of under 5 mortality rates due to pneumonia and to have a lasting impact on preventative behaviours such as increased handwashing and breast-feeding, reduction of indoor air pollution through use of clean cookstoves, etc.

Kalinga Institute of Social Sciences (KISS), Laptop Deployment Program

Empower students 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 from the region of Bhubaneswar (Odisha). Laptops are placed in KISS Bhubaneswar and shall be used by students from graduate to postgraduate levels. They will be used for e-library purpose for covering their course curriculum.

Forests by Heartfulness, Biodiversity Zone

A rich biodiversity zone is being cultivated across two locations with the planting of 6,000 native and endangered tree species and 12,000 native and medicinal shrubs. This initiative enhances local ecosystems, attracting wildlife and promoting ecological balance. Throughout the current financial year, the zone is actively maintained and regularly watered to support healthy plant growth, ensuring long-term self-sustainability.