

## **SUSTAINABILITY : OPPORTUNITY AND CHALLENGES**

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It is indeed an honour and privilege to be a part of the “Global Convention 2011”. The fact that this august gathering has convened to discuss “Sustainability: Opportunities and Challenges” reiterates the importance and centrality of the issue.

It is apparent that survival and well being of mankind in all corners of the globe depends directly or indirectly on our natural environment. Sustainability therefore means that we ensure we will continue to have water, clean air, materials and resources to protect human health through a clean and natural environment. Sustainability alone will promote and enable us to live, to work, and to progress as individuals, corporates and nations.

The important thing to keep in mind at all times is that resources are finite and limited while on the other hand our consumption needs are not only limitless but are also growing by the hour and therein the depletion of limited resources. Sustainability therefore means that we begin with a given - “A fixed quantity of resources” and work and manage within this given.

Let us imagine our global pool of resources to be an orange. Waiting to partake of this one orange, is the galloping increase in population. All else being constant (which it is certainly not) this one phenomenon is in itself a serious threat. Developmental growth and rise in the GDP of nations has raised aspirations and the quality of life of the people. India’s middle class, estimated at over 350 million is expected to grow to over 500 million in the next couple of decades. Its 1.7 trillion GDP is expected to hit 17 trillion by 2050. This is just India. Obviously there is bound to be increased buying power leading to increased consumerism. Societies need and must grow and therefore there is nothing wrong in this. But it is irresponsible consumerism, selfish consumerism which I see as gobbling up the orange without a thought for the others who are also waiting; or even a thought of what we ourselves will do tomorrow is the danger.

Today we are at crossroads; no doubt having squandered away many precious resources – it is late but not too late. We have realised the imperative need of sustainability and the opportunity to mend our ways before it becomes too late. Technology, awareness and above all an innate understanding of the situation are enabling factors in such endeavours. The opportunity is TODAY and NOW. We have the realisation, the means and now it is up to us. We must identify the challenges and overcome them as individuals, corporates, societies and nations in order to build a sustainable environment to nurture our future generations.

How then do we optimally consume our orange? Segment by segment, savoring and utilising every bit? We must take into account total consumption needs. If our plans are in full transparency, we will be accountable for our actions. Sometimes there is an entity or an organisation that feels if they err just a bit, it does not matter. Of course it does! What if everyone thinks that way? Sustainability can only succeed through collective commitment. We need to constantly remind ourselves that the resource pool is one. Pollution of water or air is going to hit us as hard as anyone else.

As we consume responsibly, it is even more important we put back. Let us keep our larder stocked. We have only one orange, but several pips in each segment. Let us multiply the orange. Plant trees, nurture them, monitor their growth and consumption and keep giving back.

Our environment consists of certain bio-diversities which must exist in balance and harmony in order to be sustainable. Indiscriminate plunder of resources from land, sea and air for the vested interests of corporates has resulted in serious tilting of this eco-balance. There is an immediate need to put a stop to this – “Let Live in Order to Live” should be the the universal slogan and must be imbibed by each and every person.

Social responsibility must be felt and exhibited at an individual level first and then translated into corporate social responsibility and in the process become a national priority and cause. The global community has to rise as one. For once global interests and national interest must become co-terminus and they are.

In a nutshell I would say meeting the challenges of sustainability entail:-

PLAN. With transparency and accountability.

CONSUME. With collective responsibility.

PUT BACK OR REPLENISH. With sincerity.

LET LIVE TO LIVE. Maintain eco balance

## **CORPORATE SOCIAL RESPONSIBILITY OF THE MAX GROUP**

I would like to mention a few facts about CSR in my company. In the MAX INDIA Group of Companies, working for a sustainable environment is engrained in the company policy and followed judiciously by all group companies besides being specifically driven and facilitated through MAX INDIA FOUNDATION (MIF), the CSR Wing of the Max Group. The MIF itself works with several social organizations and various NGOs to provide quality healthcare to the underprivileged particularly children and to work towards a sustainable, eco-friendly environment.

Since its launch in January 2008, MIF has benefitted directly **1,75,000 people**.

- Sponsoring and facilitating **high-end surgeries and treatments** for the underprivileged. Since Jan '08, we have sponsored 485 **surgeries**.
- Pan- India Immunization - Since July'08, we have organized 303 Immunization camps in 82 locations, administering 38466 shots to 18648 children.
- 82 **Multi-Speciality camps** have been organised in various semi-urban and rural locations benefiting **20900 patients**. We have reached out to people of the remote areas of Ladakh as well as worked aboard the Life Line Express train facilitating surgeries and consults.
- MIF sponsored and organised **three** Artificial Limbs and Polio Calipers camp, in association with Manav Seva Sannidhi. Since Jan '08, **1441 patients** have benefitted.

- **Health Awareness**

MIF has produced films on Oral Health and Hygiene, Diabetes, Cancer and ill effects of smoking which are screened at camps. We also organize talks by specialists.

- **Health Centres**

- We sponsor the entire cost of running **CanSupport East Delhi Field Centre** which provides palliative care to terminally ill cancer patients. To date 1301 patients have benefitted.
- **Health Centre at Rail Majra: 42284 patients** have been screened and treated, since February 2008.
- **Chinmaya Health Centre, Sunlight Colony, New Delhi.** To date more than 29,432 patients have benefitted from this initiative.
- **Jamghat Health and Day Care Centre, Old Delhi.** The day care centre for the street children of Jama Masjid area of Old Delhi aims at rehabilitation, educating and teaching them vocational skills.

At each location employees from Max group of companies organize the programs/projects, facilitated and monitored by MIF. The monthly newsletters are shared with all the stakeholders, NGO partners, board members, employees, volunteers etc. Through these projects we, have been able to reach out Pan – India to people young and old covering 295 different locations and making a 'difference' to **1,75,000** lives.

## **INITIATIVES SPECIFIC TO SUSTAINABILITY**

Energy saving, working towards a paperless office, making green hospitals with LEEDS accreditation, correct waste disposal, facilitating plantation of green cover are some of the initiatives of our organisation.

### **Max Speciality Films (our only production unit):**

- MSF Vendor Audit parameters carry a weight for suppliers concern towards the environment. It encourages suppliers for going in for ISO 14001 certification.
- Max Speciality Films supply chain team is fully concerned and committed towards protecting the environment. All Purchase Orders and Contracts spell out the company's concern very clearly to the suppliers also.
- The company has prepared a Green Purchase Policy which forms a guide to help minimize the Max Speciality Films impact on the environment by promoting environmental purchasing practices. It highlights the MSF's consumption of materials and offers tips for reduction as well as providing information on alternative products that have less environmental impact.
- Lastly, the guide assists in promoting environmental activities of a number of the MSF's main contractors.
  1. Procurement of only energy efficient motors.
  2. Procurement of high efficiency pumps with better Life Cycle Cost.
  3. Procurement of BEE Star label ACs.
  4. Maximizing consumption of recycled packing material (special focus on wood based material).
  5. Disposal of Hazardous waste to authorized dealers.
  6. Introducing energy efficient lighting fixtures such as LEDs.
  7. Working with engineering team to develop new chemicals which reduce emissions.
  8. Sourcing material from manufacturers situated close to our plant wherever possible so as to reduce fuel consumption during transportation.
  9. Maximizing Finished Goods Qty loaded in trucks / containers.
  10. Educating wooden pallet suppliers to source wood from government approved suppliers, which promote sustainability.

11. Installation of Energy efficient photocopiers with duplex printing at plant and office locations.
12. Minimizing printouts and maximizing the communication through electronic mails.
- 13 Max Healthcare Bio-medical waste generation follows all the norms defined by DPCC where we as a customer also do an audit at their end. All Max hospitals are being run on the waste management policy. Every year mandate to declare waste is followed.

- MSF is the first BOPP manufacturing unit to sign the MSG-CII-Code for Ecologically Sustainable Business Growth and has voluntarily committed to reduce the consumption of Energy, water and waste to increase use of recyclables, incorporate life cycle assessment and adopt green purchase policies.
- Max Specialty Films OHSAS 18001:1999 Certified Company. All requirements like Hazard Identification and Risk Assessment is done with the involvement of shop floor workers, based on which Management Controls are identified and exercised. Approved "On Site Emergency Plan" is also in place and followed. ISO 14001:2004 for environment safety systems and ISO 9001:2008 for quality management system.

### **Max Healthcare Institute**

Max Healthcare Institute service level agreements with vendors are defined on 'Go Green' Concept. One of the criteria to choose a new vendor is 'Green Purchase'.

- MHC Unit Environment and Safety Objective - These are identified by surveying the Environmental aspects, Hazard identification, Risk Assessment is carried and subsequently Controls & Objectives are determined. In determining the Environmental and Occupational Objectives Legal, Financial, Technological, Operational, Business and Other Requirements are kept in mind. A procedure has been established to identify, have access to legal and other requirements directly attributable to the Environmental and Occupational aspects of the activities, products and services of the Organization.

- For achieving the Environmental & Occupational objectives and targets, **EMP** (Environmental Management Programs) & **OHSMPs** (Occupational Health Safety Management Programs) have been established. These programs detail out:
  - a) Steps to be taken to **achieve** the targets.
  - b) The **responsibilities for achieving objectives & targets** at each relevant Function and level of Organization.
  - c) Means and **time frame** by which they are to be achieved.
  - d) Regular review by the management in the **Unit MRM** (Management Review Meeting).
  - e) Objectives monitored:
    - ENVIRONMENT - Electricity Saving
    - OCCUPATIONAL - Monitoring of various Medical Indicators from Patient & Staff safety perspective
    - NOISE Monitoring in the Patient Care areas

Max Healthcare has a centralized procurement system where all measures are taken to support ISO 14001; 2004, OHSAS 18001 requirement. They follow all regulations and guidelines for hospital environment. All areas for inpatients are mercury free

Max Healthcare facility at Patparganj, New Delhi is LEED- Gold Rated Certified; which is the first hospital building in North India to get this certification and meets all the requirements in terms of electricity saving and environment safety.

- Max Healthcare is an integrated management certified company (ISO 9001:2008, ISO 14001:2004 and OHSAS 18001:2007) all requirements and assessment is done at the hospital level. The company has a robust disaster management plan in place and is also accredited by NABH, NABL (lab) and NABL (blood bank). MHC has adopted Six Sigma for quality improvement. Max Institute of Minimal Access recognized as Centre of Excellence in APAC FICCI Award for Operational Excellence

in Healthcare Delivery. FICCI awarded Max Super Speciality Hospital, Saket (West) with the Award for Operational in Healthcare Delivery on September 7, 2010.

- FICCI awarded Max Super Speciality Hospital, Patparganj with the Healthcare Excellence Award for Environment Conversation on September 7, 2010.

FICCI Healthcare Excellence Awards, Max Super Speciality Hospital, Saket was adjudged one of the Best Hospitals for “Excellence in Healthcare Delivery”.

### **Max New York Life Insurance**

- Max New York Life Insurance introduced “e communication” through a widely publicized campaign registering customers who would receive policy reminders, statements etc only through e-communication thus saving paper.
- At Max New York Life Insurance every alternate Wednesday there is lights out at 6:00 pm. ACs are switched off at 8 pm even if employees are working late.
- Since the advent of Metro in Delhi and NCR, Max New York Life Insurance Head Office located in Gurgaon is encouraging employees to use the Metro, thus considerably reducing the carbon footprint and emission from at least 200 cabs.
- “MIF Green Tomorrow” – Plantation Drive under the Metro Line in Gurgaon with Max New York Life.

### **ENVIRONMENT TIP OF THE MONTH**

Every month MIF circulates an environment tip of the month where we educate people and remind of the little things they can do and make a habit to contribute in a big and a personal level towards the cause. We remind them about ways in which to save water, keep the environment pollution free, save energy, save bio-diversity and so on.

EXAMPLES

Environment Tip of the Month  
MARCH 2011

Treasure And Preserve  
The Bountiful Blessings Of  
Mother Earth.



- » DONT WASTE WATER
- » KEEP THE ATMOSPHERE POLLUTION FREE.
- » DONT LITTER PUBLIC SPACES.
- » PLANT TREES.

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FOUNDATION  
Making a difference... to life

For more info: [www.maxindiafoundation.org](http://www.maxindiafoundation.org) Contact us: 011-2602001, Ext: 103

Environment Tip of the Month  
January 2010



**Turn Sunlight  
into light**

Use Solar Energy.  
It is  
Non-Polluting,  
Renewable & Sustainable.

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Environment Tip of the Month  
November 10



**Climate Change**

Before the world makes a statement  
at Copenhagen...  
You can make yours now.  
Because Time is running out...  
**Conserve Energy Everyday  
Have a Green Christmas**

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Environment Tip of the Month  
AUGUST 2011

conserve **WATER**  
sustain **LIFE**

**Did you know?**

- The average person uses 100 litres of water every day.
- The average person uses 100 litres of water every day.
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**How to save?**

- Turn off the tap when brushing teeth.
- Turn off the tap when shaving.
- Turn off the tap when washing dishes.
- Turn off the tap when washing clothes.



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Environment Tip of the Month  
JULY 2010



**Plant a seed!**

The best we can do for our mother planet is to plant seeds.

A single tree can absorb one ton of carbon dioxide over its lifetime.

Shade provided by trees can also reduce year air conditioning bill by 10% to 15%.

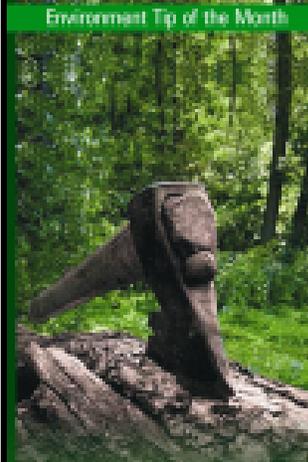
Ensure a greener world for all.



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Environment Tip of the Month  
JUNE 2010

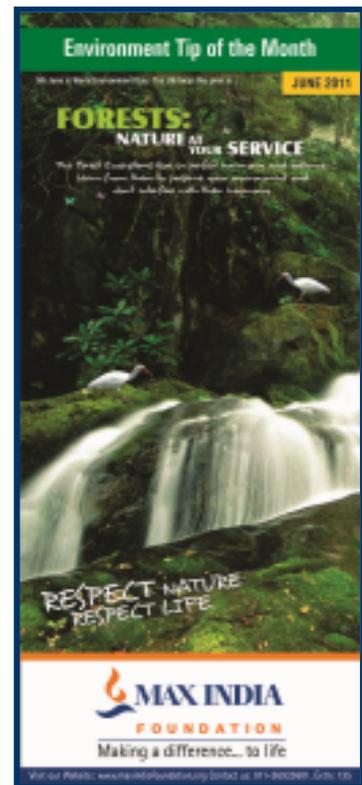
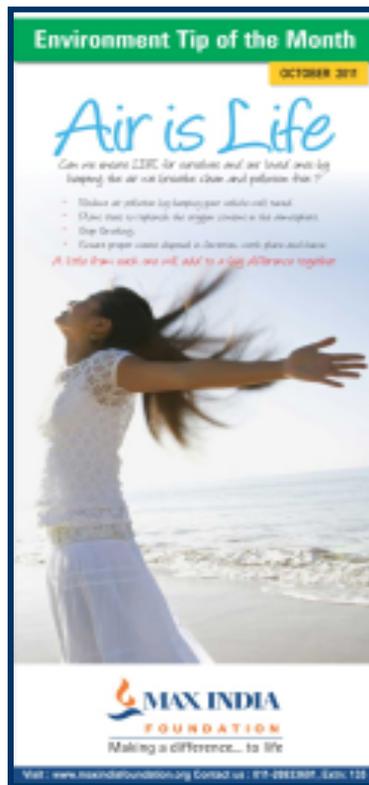


**HISTREE  
WILL NOT FORGIVE**

**Each One Plant One**  
World Environment Day : 5<sup>th</sup> June

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Making a difference... to life

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Every little bit done by each one of us will certainly add up to making a big difference together. Let us save our planet for ourselves and our future generations.

Let us pledge sustainable growth.

Mohini Daljeet Singh