



TRANSPLANTING HEARTS IMPLANTING LIFE

"Extracts relating to Corporate Social Responsibility as taken from the Annual Report of the Company for the year 2014-15. For full text of the report please access the corporate web site or approach the registered office of the company".



 **Fortis**
M A L A R
H O S P I T A L

Corporate Social responsibility

I Ethos – As a Social Enterprise

The concept of public service is deeply embedded in the very fabric of Fortis since its inception and is enshrined in the words of our founding Chairman Dr. Parvinder Singh whose vision was, ‘to create a world class integrated healthcare delivery system, entailing the finest medical skills combined with compassionate patient care’. There can be no larger calling or purer intent than to serve mankind and alleviate human suffering. We are indeed fortunate that this philosophy is so entwined and fundamental to the very nature of our business of healthcare.

Community service is therefore not new to us. Ever since Fortis was set up in 2001, we have continually endeavored to provide access to quality healthcare for all. While the story of India’s economic growth is remarkable, equally obvious are its socio-economic problems such as poverty, illiteracy and the lack of healthcare. As a company focused on healthcare we believe we can play a role in bridging the gap between the privileged and the less privileged to make a profound impact on the well-being of the community. In order to do this in a sustainable manner, we have created a robust model of corporatized healthcare that is self-sufficient, viable and for-profit, such that while we serve the interests of our stakeholders, we do it in a manner that also furthers a social need.

II An Enabling Social Enterprise Model

Corporate Social Responsibility efforts at Fortis are varied and leverage our core competencies and experience (organizational and that of the people who we employ) linked to healthcare and seek to provide access to those who need it the most and at a significantly reduced / subsidized cost. We also support awareness campaigns, provide facilities for the aged, organize health camps, and have instituted a number of healthcare training programs’ and patient support groups. Our social responsibility programs are implemented through the Fortis Charitable Foundation (FCF). At a macro level if one looks back at the last decade of our work we are proud to have contributed towards:

a. Building Competencies and Capacity

Our contributions have been directed at creating and building competencies and capacity in the healthcare space in the country. This is particularly noteworthy in an era of tremendous shortages. Establishing a network of large hospitals across the country, we have been instrumental in providing an environment conducive for medical work and have successfully created an ecosystem where many healthcare professionals have found it possible to pursue their career aspirations and even more importantly for those who had gone overseas for lack of adequate opportunities to return to the country. This brain gain and reverse flow of talent has also led to global learning’s and best practices being applied locally. Equally, our experts have enjoyed the satisfaction of working on cutting edge technologies and performing the latest procedures back home in their own country.

Having created such platforms for knowledge exchange, Fortis has become the training ground for many of the country’s finest doctors, nurses, medics, paramedics and hospital support staff. They continue to carry on the good work, today in virtually every nook and corner of the country, providing medical care to an ever growing population. Changing society in a very profound way and making it healthier.

b. Partnerships for Social change

Fortis has been conceived with the mission of bringing the fruits of modern healthcare to an ever widening population base in the country. A healthier population has direct linkages to productivity gains, the state of the economy and to a society that is better off as a result. Scalability and accelerating this positive change in an environment which offers tremendous headroom for further improvement therefore is crucial to our game plan.

With this in mind we have been busy creating a network of like-minded partners who are possessed with a similar mission of bettering the health status of our fellow countrymen. These linkages are vital. Our ecosystem today is much enlarged and we hope this will create a multiplier effect as industry bodies like

NATHEALTH through which we have been able to enlist the support of numerous pharmaceutical companies, diagnostic firms and medical equipment manufacturers join our common efforts to improve overall health and provide succor to the needy.

c. Industry Standards and Protocols

On the clinical side with a view to setting benchmarks and improving healthcare delivery we have pushed for JCI accreditations at many of the Fortis hospitals so that medical facilities, protocols and outcome expectations can be standardized and benchmarked with the best available globally. Our work process, protocols and standards of care and patient experience set the benchmark and spur many other aspiring medical establishments in the country to upgrade, emulate and adopt, the standards, lifting the state of the industry as a whole.

THE JOURNEY SO FAR - A SOCIALLY RESPONSIBLE ENTERPRISE

At a more granular level Fortis is a forerunner in supporting and promoting social charitable healthcare. Over the past decade, we have established ourselves as an institution dedicated not only to high quality treatment but to capacity building and dissemination of medical information, supporting a range of stakeholders. Our work has enabled us to mobilize resources, provide guidance, set protocols and standards and above all lead the way as a healthcare provider.

As we pioneer the development of corporatized healthcare delivery models we are also acutely aware of our position as a member of society and in this regard have continuously driven programs and initiatives leading social awareness and change. While all of these initiatives are difficult to mention some core areas include:

MOTHER AND CHILD

Fortis aims to contribute towards a “healthy Nation through healthy youngsters” who will be the future of tomorrow. Our programs have focused on the health of the Mother & Child.

Amongst our numerous mother and child programs, a few deserve special attention.

Under our Congenital Heart Disease program, Fortis has collaborated with multiple partners, conducting over 4500 surgeries for children born with congenital heart defects. This transformative intervention provided children the chance to lead a normal life. The Fortis Foundation has also committed to support Operation Smile, another initiative in transformative intervention for children who are born with a cleft lip/palate. The support helps provides a normal life post corrective surgery to many such children born with this deformity. Our Program focusing on children also provides new hope to children with Epilepsy, which otherwise is a huge deterrent in their day-to-day lives. These surgeries give them a chance to lead normal lives, allowing them to be a part of society without fear of epileptic attacks.

WOMEN

Fortis believes that gender is one of the critical determinants for societal health and well-being. With that outlook, we prioritize women's empowerment and capacity building at all our centers.

Our focus is provision of medical support for survivors of violence and addressing their mental health. To this end our effort is to help acid attack victims. The treatment is a long drawn process that runs into years given the protracted multiple surgeries & laser sittings required for a survivor. Apart from the surgical intervention, the most important part of the treatment is psychological support to the victims and carving a pathway for rehabilitation, through partners, that allows them financial independence & a place in society for the future.

In keeping with the same Fortis was a sponsor for an year- long radio campaign "Fever Voice of Change" on different concerns related to women, including acid attack, in partnership with an FM Channel "fever 104" with John Abraham as the campaign ambassador.

DISASTER RELIEF

A core area of commitment at Fortis, is providing emergency medical relief services to people in disaster hit areas. Every Fortis facility has a 5 member Disaster Response team (DRT) and over 500 employees have registered as volunteers.

In the past we have been present to support relief efforts during the Fire in Masoodpur Slums in Vasant Kunj, the Floods in Uttarakhand, the Leh Flash Floods in 2010 and the Bihar Floods in 2008.

In the recent past, 50 volunteers comprising of Doctors, Nurses, Paramedics and Administration staff went to Srinagar and its surrounding areas in 2014 for a month, to provide assistance to people affected by the floods. Fortis Foundation extended not only the medical support, but also essentials like warm clothes, blankets, food, etc. to protect those affected.

Similarly after the Nepal earthquake in 2015, our team of 24 medical professionals spent 10 days providing medical aid to over 5000 people.

HEALTHCARE INFRASTRUCTURE

Fortis believes in sharing its experience and learning's in promoting the sustainability of public charitable medical infrastructure. Our support to such facilities is a responsibility we own as a healthcare leader. This support helps sustain the charitable infrastructures. In the absence of such guidance and assistance, it could collapse at the cost of their target audience who needs it the most i.e. individuals at the bottom of the pyramid.

In this effort, Fortis has been actively collaborating with a reputed Charitable Institution by helping it streamline and run its laboratory facilities. This support has helped in improving its efficiency and releasing critical resources to support patient facing efforts. This support helps the above 3 Lac patients who visit this facility annually and receive free treatment.

In addition, we collaborate and support in the running of charitable OPD clinics in Jaipur and Amritsar allowing for existing infrastructure to be better leveraged and sustained.

As part of the current National Focus, Fortis Foundation sponsored the construction of 100 toilets, supporting an initiative by the "World Toilet Organization" (WTO), a Singapore based not for profit

Company. It is also the knowledge partner of women, in India who had no access to toilets. Construction of 200 toilets is also being executed through “Nanhi Chaaan” foundation in Himachal Pradesh and other select areas.

SPECIAL LIVES

Fortis Foundation has, over the years, sponsored many critical surgeries for under privileged and in doing so has transformed their lives. While difficult to mention all a few highlighted cases are:

Keshav Prashar, a 5½ years old child, needed three different Chemotherapy protocols and a surgery. To save his life he needed an allogeneic Bone Marrow Transplant from his father followed by radiation. Fortis Foundation sponsored his entire treatment.

Yohan, a 7 year old boy, had a condition of undescended testicles from the time of his birth. He needed surgeries and was brought in by an NGO, “Human Dreams (India) Family Home” for abandoned children. The first corrective surgery took place in July, 2014 at FMRI, Gurgaon.

Hiralal, from Maharashtra, belongs to an economically weaker section of society. He could not afford the cost of a heart transplant. Fortis Malar, Chennai sponsored his transplant.

Baby Prateeksha was abandoned at the door steps of an NGO by her biological mother the day she was born. Prateeksha had multiple complications, apart from congenital heart defect (CHD). The doctors at FMRI stabilised the baby over a period of 2 weeks at the hospital. Her heart surgery will be supported under the Little Hearts Program.

The Fortis foundation is a key partner in the Cancerthon, a joint initiative by Fortis Healthcare, NDTV & ICS. We are committed to supporting the government in their cause to fight cancer among young Indians.

AWARENESS AND COMMUNICATION

Fortis believes that generating awareness and disseminating health information at every level of society is key to preventing illnesses and increasing knowledge amongst the general population, especially for those who have limited access to information.

Our hospitals and partners focus on health awareness camps all over India. Our pamphlets focusing on different diseases are distributed freely and our ‘Sunday Conversations’ are aimed at discussing the different aspects of healthcare.

Under ‘The Global Dignity – India’ Program we aim to promote the message of dignity amongst the younger generation.

Launched in 2013, Fortis together with its like-minded partners, have reached out to 193 schools, 3241 children & 277 teachers within a short span through sessions held at over 100 schools around India dealing with issues from a healthcare perspective.

Fortis has conducted awareness Programmes for under privileged girls, people from economically weaker sections of society, students, NGO’s, Police, Government agencies, cancer patients and a range of others to generate awareness about illnesses and prevention in an attempt at creating a healthier society.

Particulars pursuant to clause (o) of sub-section (3) of section 134 of the Act and Rule 9 of the Companies (Corporate Social Responsibility) Rules, 2014 is given in Annexure V, forming part of the Board Report.

ANNEXURE – V

Corporate Social Responsibilities**1. A brief outline of the Company CSR Policy**

Under the guiding principles detailed in the Code of Conduct including amongst others:

- Conducting our operation in a honest and fair manner with integrity and openness.
- Respecting the human rights, dignity and legitimate interest of all individuals directly or indirectly associated with us.
- Providing a safe, healthy work and business environment directly or indirectly associated with us.
- Insuring conduct which sustains and enhances the global reputation and image of the organization.

The Board of Director has approved the CSR policy for the Company. The said policy approaches this area under the philosophy that the company efforts should strive towards building and sustaining a healthier humanity. The policy elucidates the concept of growing our business in a socially and environmentally responsible manner through an active role in empowering communities and driving social development and positive change.

With the above in mind the policy seeks as an objective to bring focus, leveraging its inherent skills, experience, knowledge and recurses in the area surrounding “Mother & Child”.

The policy holds itself out as a forward looking aspirational charter which recommends liberal interpretation, promotes activity under the sprit of partnership and recommends that initiatives be targeted to the needs of the disadvantaged, vulnerable and marginalized sections of society. While the underlying guidance is to bring alignment of varied activities under the focus umbrella, it recognizes the need to record presence and contribution in such weak links in society where its mere presence and support could drive significant social benefit. In keeping with such themes, program/s such as supporting charitable healthcare infrastructure, disaster relief and developing a repository of healthcare information which could then be communicated with the help of technology and innovation remain well within the range of the policy objectives.

In fulfillment of these objectives the Company executes both direct activities and also has designated a specialist organization i.e. The Fortis Charitable Foundation, which has about a decade of requisite experience to help drive its objectives.

The policy seeks to define the specific roles and responsibilities associated with administration, program design and execution. It further clarifies the governance, monitoring, reporting and disclosure requirements.

As a social enterprise in the critical domain of healthcare, the Company has participated and implemented various socially responsive programs since its inception. While some or many of these programs may not meet the strict interpretation of the new CSR rules, thereby impacting the assessment and eligibility of the 2% spent, these programs remain significant Fortis contributions to society and the Board, the Policy and Senior Management remain committed to continuing with them in the wider interests. The cumulative spend over such initiatives and programs would far exceed the strict CSR rules. Even so the Company remains committed to ensuring compliance to applicable regulation requirements.

The policy as approved by the Board is available on the Company’s web site at http://www.fortismalar.com/wp-content/uploads/shareholdingpatterns/shareholdingpatterns2014-2015/CSR_Policy.pdf.

2. Composition of the CSR Committee

The Board has approved the constitution of a standalone CSR Committee with a delegated mandate. The current composition and mandate of the committee are available and updated on the Company’s website http://www.fortismalar.com/wp-content/uploads/shareholdingpatterns/shareholdingpatterns2014-2015/CSR_Committee_Mandate.pdf.

The composition of the CSR committee as on March 31, 2015 was as follows:

- i. Mr. Daljit Singh (Chairman)
- ii. Mr. L. T. Nanwani (Member)
- iii. Dr. Nithya Ramamurthy (Member)

3. Average Net profits of the Company/ s for last three financial years: ₹ 1297.00 Lacs

4. Prescribed CSR spend : ₹ 25.16 lacs

5. Overview of project/ programs undertaken / proposed to be undertaken

PROGRAM	NEED BASED FOCUS AREA	OBJECTIVE
UMEED	Healthcare for Children	<ul style="list-style-type: none"> • Provide access to affordable quality Healthcare • Early & timely intervention • Healthy & fulfilled life • Bring focus to under resourced areas in the context of child Health
AANCHAL	Women & Maternal Health	<ul style="list-style-type: none"> • To educate & empower • To accelerate the domino impact • Drive prevention over remediation
SEWA	Medical Relief to Disaster Affected Areas	<ul style="list-style-type: none"> • To address immediate & critical medical relief • To deal with physical & Psychological trauma • To mitigate risk of epidemic & diseases post disaster • To support national disaster management program
CHHAYA	Medical Infrastructure support to public/ charitable hospitals	<ul style="list-style-type: none"> • To ensure continuity of charitable healthcare Infrastructure • To align with PPP (public private partnership) structures/ become the execution arm for National Healthcare program to drive positive impact • To develop economically viable model for mass healthcare
SAVERA	Awareness, communication & Publication	<ul style="list-style-type: none"> • To effectively communicate who we are and what we do • To lead thinking based on knowledge and date • To structure the message in context of target audience
SPECIAL LIVES	Rare or Special medical needs	<ul style="list-style-type: none"> • To address specific critical medical needs of an individual • Lead and support humanitarian efforts
FRIENDS OF FORTIS	Volunteer Program	<ul style="list-style-type: none"> • Working in a spirit of partnership • Legitimizing healthcare programs under CSR • Involving our internal partners (employees) and external stakeholders in a positive manner • Maximize reach with limited resources • Strengthen team efforts • Maximize knowledge sharing and awareness

6. Details of CSR spend during the financial year (Total Amount Spent, Details of amount committed, manner in which the amounts were spent during the financial year including details of implementing agency/vehicle :

Chart I: CSR spend measured under Section 135 of the Act

Manner in which the amount spent during the financial year is detailed below:-

(Amount is ₹ lacs)

S. No	CSR Project or activity identified	Sector in which the project is covered (Schedule VII of the Companies Act, 2013)	Projects or programs Local area or other Specify the state and district where projects or programs was undertaken	Amount outlay (budget) project or programs wise	Amount spent on the projects or programs Sub heads 1.Direct expenditure on projects or programs 2. Overheads	Cumulative expenditure upto to the reporting period	Amount spent: Direct or through implementing agency
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1.	Chhaya	i, iii, x	Pan India	25.16	1	1	Direct

The delta between amounts reflected in column 5 & 6 reflects amounts committed against actual spend. Activities during the FY 2014-15 focused on Policy development, Needs Assessments, Program Design and Development, Program Organizational Design and On-boarding of the requisite talent. The amounts committed and unspent would be carried forward into the succeeding budget and outlays for FY 2015-16. The above figures do not include overheads and administrative figures, the recording and quantification of which would get streamlined in the coming year for reporting purposes.

CHART II: CSR spend beyond the purview of Section 135

(Amount is ₹ lacs)

S. No	CSR Project or activity identified	Sector in which the project is covered	Projects or programs Local area or other Specify the state and district where projects or programs was undertaken	Amount outlay (budget) project or programs wise	Amount spent on the projects or programs Sub heads 1.Direct expenditure on projects or programs 2. Overheads	Amount spent: Direct or through implementing agency
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1	Chhaya	i, iii, x	PAN India	3	3	Direct

7. In case the company has failed to spend the two per cent of the average net profit of the last three financial years or any part thereof, the company shall provide the reasons for not spending the amount in its Board report.

Working in the realm of healthcare the group provides support to a critical social need. Individual members of the Company and also the group, in developing sustaining and executing healthcare delivery models by their very nature validate the concept of the social enterprise. In keeping with the same while in the past there has not been a strict segregation of the social welfare activities from our normal day today business, as recommended under the terms of Section 135, its enactment has certainly provided the impetus to validate the past activities in this domain as also helped to bring focus, accountability and quantification of outcome to justify the efforts. As a responsible corporate citizen the company stands by its programs on CSR and Community Connect irrespective of whether the same fall under the ambit of Section 135 or not, while at the same time striving to ensure compliance to applicable regulations. The Company is committed to honoring its expectation in this regard and has in the past year restructured its CSR initiatives, allocated the requisite commitments which if remaining unspent have been carried forward to the coming year. In the nature of industry i.e. Healthcare, program design and cumulative multiyear spend plans seek to optimize the efforts and outcomes and also to ensure sustainability and scalability of the program design targeting a cost benefit value to the outcome. As the cumulative spend at group level far exceeds the 2% statutory requirement

For & on behalf of Board of Directors
of Fortis Malar Hospitals Limited

Sd/-
Daljit Singh
Chairman



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