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INTRODUCTION

Punjab Institute of Medical Sciences (PIMS), Jalandhar was envisaged by the Govt. of Punjab (GoP) in 1999 as the first medical college cum teaching hospital of the Doaba region. PIMS was operationalized under Public Private Partnership (PPP) mode. Acting as a beacon of light, PIMS caters to the needs of patients from all over the region. It is a place where health meets care and knowledge meets experience. Being a charitable organization, PIMS not only provides healthcare facilities at affordable rates but also proactively works in the domain of community development through its outreach programmes.

VISION

To be recognized as a symbol of wellness and care, with an edifice built on efficient systems, neoteric technology and breakthrough medical research, shaping our students into doctors who are thought leaders of tomorrow.

MISSION

We Aspire To:

- Provide distinctive medical care and state of art facilities with the collaborative effort of our professionally competent staff delivering an assurance of being in safe hands
- Be a cost efficient medical care provider that serves one and all
VALUES

- **Innovation**: We are committed to continuous development by executing newer initiatives since ‘Innovation unveils new horizons’
- **Communication**: We believe in clear two way communication making the patient an active partner in treatment because ‘Together we make better choices’
- **Compassion**: We respect the inherent worth of people so we treat all with honor and dignity because ‘We care’
- **Integrity**: We abide by the highest level of professional ethics as ‘Our morality defines our performance’
- **Dedication**: We all work with devotion, instilling faith and trust in people we serve as ‘Dedication fosters care’

CSR OBJECTIVES

- Strive for healthcare development with prime focus on areas which are deprived of health services
- Embrace responsibility of the organization to positively impact society through activities on health education and awareness, improving sanitation and hygiene levels and curbing malnutrition

FOCUS AREAS

- **Enhancing Rural Healthcare Access**: Working in the economically stricken rural areas where public health is hampered due to lack of healthcare services. Providing medical facilities in such areas to strengthen rural healthcare infrastructure
Health Education: Driving positive impact and outcomes in health development through the means of awareness talks, expert lectures and discussions hence promoting health education for better living

Poverty, Hunger And Malnutrition: Contributing towards eradication of poverty, hunger, malnutrition with a special focus on environmental sanitation thus improving the quality of life of people

CSR PROGRAMMES AT PIMS

Corporate Social Responsibility is a continuous and constant practice of serving the community selflessly and giving back to the society because of whom we sustain. We wish to be an organization which is respected by people for its commitment towards societal upliftment. We aim to achieve this by keeping in mind our organizational philosophy i.e. living and working together for common good.

CSR activities at PIMS intend to promote preventive and remedial healthcare services to vulnerable sections of society. Our programs are designed on the basis of need assessment and focus on leveraging the institute's inherent healthcare experience and competencies to deliver a sustainable impact.

PROGRAMMES RUN BY PIMS:-

- SWASTHYA JYOTI
- BAL SURAKSHA
- JAN KALYAN
Program Agenda: Promoting health education by conducting various health awareness lectures, talks and interactive sessions with medical experts

Program Description: We are committed towards improving the quality of lives of people in the communities we operate. To achieve this goal the utmost focus is on providing remedial healthcare services and educating people about preventive health. One of the most important ways SWASTHYA JYOTI serves people and improves their health and well-being is by organizing behavioral change communication activities to encourage maintenance of healthy lifestyle.

Here are the activities that we carry out under this program:-

- All India Radio (AIR) talks and Doordarshan programs on Health education, ‘Save Girl Child’, ‘Sutta chad de yaar’- combined initiative by PIMS and BIG FM
- Around 80-90 awareness lectures are conducted yearly in various educational institutes, manufacturing units, urban slums and rural areas of Doaba region. The focus areas for lectures are cancer awareness, Hepatitis B, Swine Flu, Stress Management, Lifestyle disease prevention, De-addiction, Down’s Syndrome, Prevention of Dengue and Malaria etc.
- Collaborating with the NGOs for organizing health promotive activities for their staff in areas of child nutrition, personal hygiene, child healthcare etc.
**Program Agenda:** Working with a holistic approach to improve the health status of children by conducting regular health check-ups and imparting basic health education to them.

**Program Description:** The enunciated goal is to improve the health standards of children by providing medical services and education on disease prevention. We conduct workshops that are insightful and help to enhance their health and improve quality of life. The initiative aims at extending our medical support for an effective contribution to child healthcare.

**Under this program following activities are carried out:**
- Health Check-up for Students
- Awareness Talks
- Visit to a Medical College

**Facts and figures:**
- Till now 18,000 students have been covered from around 70-80 schools for hospital visit and health check-up
- Around 30-40 lectures yearly are organized by PIMS. These lectures mostly cover the topics like diet and hygiene, stress management, effects of radiation from mobile phones, dental hygiene and drug abuse delivered by our competent team of doctors

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<th>Year</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td>No. of health check-ups done for students who visited PIMS</td>
<td>5095</td>
<td>7352</td>
<td>4705</td>
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**Program Agenda:** Strive to enhance the quality of life of people in rural areas by running Urban Health Training Centre (UHTC), Rural Health Training Centre (RHTC), organizing De-Addiction campaigns and Medical Camps in areas devoid of health facilities and medical services.

**Program Description:** Ensuring well-being of people living in rural areas ensures sustainable development of the society. Jan Kalyan is one such initiative taken by PIMS to provide medical services and meet the immediate health needs of the people located in the remote rural areas and slums. This initiative aims at harnessing our medical expertise for healthcare development in such areas. Customized health camps are organized to offer comprehensive health services (curative, preventive, promotive and referral) to the community.

**Activities carried out under the spectrum of this program:-**

**Medical Camps:**
- Free health check-ups are provided in the various specialties like EYE, Dental, ENT, Orthopedics, TB & Chest, Gynaecology, Paediatric
- Other services extended in the camps are ECG, RBS, Spirometry, BMD along with free medicines

**Training Centres:**
- PIMS through its urban and rural health training centres work for upliftment of the community at large-
  - By providing primary health care, immunization and Ante-natal care services
  - By promoting environmental sanitation and personal hygiene
By organizing cleanliness drives in line with the 'Swachh Bharat Abhiyaan'- an initiative by central government

Drug De-addiction Campaign:

- Behavioural change communication activities are conducted in the form of Nukkad nataks, health talks, poster making competitions for sensitizing the general public about the drug abuse.
- 15 villages have been adopted by PIMS in the vicinity of Jalandhar with the aim to make their villages drug free.

Under this campaign, free medical check-ups are organized along with psychiatric counselling.

Facts and figures:

- Around 85,000 patients have been examined in past 5 years.
- In the 15 villages- medically adopted by PIMS, twice in a month our team of doctors and staff visit and provide free health checkup and medicines.
- PIMS also took an initiative to commence a program for complete health check-up under which complete body check-up for the masses is done.
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<th>Year</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
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<tr>
<td>No. of Camps Organized</td>
<td>92</td>
<td>474</td>
<td>309</td>
</tr>
<tr>
<td>No. of Patients Screened</td>
<td>13206</td>
<td>31455</td>
<td>40375</td>
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Our Partners:
- Fortis Foundation
- Bridge of Hopes (NGO)
- Child Line (NGO)
- Aasara (NGO)
“We appreciate the way the organization (PIMS) is working towards the welfare of society and we would like to express our gratitude for involving us in such noble cause. We are looking forward to work together for the betterment of society” --- BIG FM

“I express my sincere thanks to the doctors of PIMS for sparing their valuable time for our students and educating them about various diseases” --- Principal, Cambridge International School
“ Permit me to record my gratitude towards the hospital for free students check-up. Satisfactory services, very supportive and dedicated staff” --- Principal, Seth Hukam Chand School

“True professionals, very helpful & dedicated. Your support team is fantastic” --- Sarpanch- Sonu Gill, Village-Sansarpur
“The entire team of PIMS has been incredibly professional, supportive and easy to work with. I'm very grateful to them for their services” --- Sarpanch- Balwant Singh, Village- Dhina