

HITACHI

CSR Activity at Hyderabad
Date : 27th November 2025

HITACHI EMPLOYEE
ENGAGEMENT ACTIVITY
REPORT



Hitachi Lift India Pvt. Ltd., renowned for its commitment to innovation and social responsibility, visited the health camp in Chennai as part of its Health & Nutrition Awareness Drive.

This initiative focuses on improving the overall health and nutritional well-being of women, children and elderly through education, counselling, and basic health interventions. The drive aims to raise awareness about balanced diets, micronutrient intake, and preventive healthcare practices. Hitachi continue healthcare practices, along with providing essential health support materials.

By fostering informed habits, encouraging preventive care, and promoting inclusive growth, the initiative strives to empower communities to lead healthier and stronger lives to make a meaningful impact in building an equitable society where every individual has the opportunity to thrive with improved health and well-being.

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IMPLEMENTING PARTNER India Is Us

India Is Us (i2u Social Foundation) is an NGO support ecosystem created to assist companies in fulfilling their CSR initiatives by working with verified NGOs.

i2u works with numerous NGOs across India, focusing on twelve causes, including literacy and education, health and nutrition, environmental conservation, women empowerment, poverty alleviation, care for the elderly, animal welfare, skill development, inclusivity for people with disability, child welfare, WASH and heritage.

i2u supports NGOs by helping them perform better through capacity building, sustainable growth, and donor and volunteer mobilization.

NGO PARTNER Green Life

Green Life has implemented numerous educational initiatives in tribal villages, recognizing the vulnerability and neglect faced by tribal communities. The organization is committed to improving tribal children's access to education, by facilitating their enrollment in Government Residential Schools, including Navodaya Vidyalayas, and ensuring they receive the support needed to continue their learning journey.

Operating from its head office in Hyderabad, Green Life maintains strong relationships with the District Educational Department and local schools, regularly involving them in our programs and initiatives. Teachers have been highly cooperative, enabling us to smoothly conduct educational activities within school premises. Recognizing the presence of multiple existing scholarship programs supported by government bodies and private donors, Green Life takes a collaborative approach to avoid duplication and ensure effective utilization of resources. To streamline efforts, stakeholder meetings are organized, bringing together government officials, school representatives, community leaders, and funding partners.

EVENT DETAILS

Date: 27 November 2025, Chennai, Tamil Nadu

Timings: 10:30 A.M – 1:30 P.M

Participants: 150 persons participated

HITACHI Team: 15 members

GREEN Life Team and Volunteers: 10 members

Event Objective:

The proposed initiative aims to enhance the overall health and nutritional well-being of women, children, and elderly individuals through a comprehensive health and wellness camp organized in Pammal area. The program is designed to deliver high-quality interventions that create a lasting and meaningful impact within the community.

Key Objectives:

Provide essential health check-ups for pre- and post-natal women, adolescent girls, preschool children, and elderly individuals.

Raise awareness on balanced nutrition and promote healthy dietary practices among women, children, and adolescents.

Educate beneficiaries on preventive healthcare, hygiene practices, and overall well-being.

Support volunteers and community workers in delivering effective nutrition counselling and health guidance.

Promote physical and mental wellness among elderly participants through simple exercises and wellness activities.

ACTIVITY DETAILS

Event commenced with a warm and inspiring inaugural speech by Mr.Ch. Vasudeva Rao, President of Green Life. He highlighted the purpose of the roots of wellness initiative- to promote better health outcomes for women, girls and elderly. He expressed sincere gratitude to HITACHI team for sponsoring the event and supporting community welfare programs, followed by thanking INDIA IS US for giving this opportunity to conduct this initiative.

He also highlighted the significance of conducting a dedicated medical screening for local women, including prenatal and postnatal women, adolescent girls and elderly.

Later detailed the day's planned events:

Medical Screening, where BP and sugar tests were done primarily.

Sanitary Napkins, where sanitary pads were distributed to the adolescent girls to promote and bring awareness of menstrual hygiene.

Nutrition and Health Kits, where kits were distributed to the prenatal and post-natal women to support maternal and child health.

Awareness On Low Cost Nutrition session was supported by expert with the support of the manual (Poshan Abhiyaan)

Refreshments Break, during which all were served snacks and water bottles.

ACTIVITY DETAILS

Mr. Vijay Kumar Business head of HITACHI, Chennai acknowledged the partnership with INDIA IS US and Green Life. He highlighted the commitment to social responsibility and community health. They expressed pride in supporting an initiative that directly contributes to improving women's health indicators and encourages long term community wellbeing. He welcomed the community and requested to take the services of medical checkups and nutrition and health kits.

MEDICAL SCREENING:

A well-organized medical screening was conducted by Doctors, the event received excellent participation for the on spot medical support, the services included:

- Blood Pressure Monitoring: early detection of hypertension and monitoring the high blood pressure individuals among women and elders.
- Blood Sugar Testing: screening for diabetes and pre diabetes conditions.
- Women's Health Screening: menstrual health assessment, pregnancy checks, counseling for prenatal and post-natal care.
- Chronic Pain and Musculoskeletal Issues: addressing long standing pain concerns among elderly women and homemakers.
- Infectious and Non-Communicable Diseases Checks: identifying symptoms of common infections, anemia and lifestyle illnesses.

ACTIVITY DETAILS

Medications which are categorized under OTC(over the counter) which included paracetamol 650mg, cetirizine tablets 10mg, multi vitamin tablets , amoxicillin capsules , loperamide tablets 2mg, metronidazole tablets 400 mg, aceclofenac tablets, pantoprazole tablets, ferrous ascorbate folic acid and zinc tablets were provided to the needy participants.

Distribution Of Sanitary Napkins:

To promote menstrual hygiene and reduce stigma, 50 sanitary napkins packets were distributed to adolescent girls and women. The target community belongs to below poverty line where both men and women are dependent on daily wages and are illiterates where menstrual hygiene is a taboo.

The distribution aimed to:

Improve menstrual health

Encourage hygiene practices

Increasing awareness about safe menstrual care among mothers and adolescent girls.

Distribution Of Nutritional Health Kits:

A total of 70 nutritional health kits were distributed to prenatal and post-natal mothers. The kit aimed to support maternal and child health during the most vulnerable stages where health is neglected due to various factors like financial status, long working hours, and living conditions etc., made them inclined towards unhygienic food habits and patterns.

ACTIVITY DETAILS

Awareness On Low Cost Nutrition:

Since the target community cannot afford to spend money on high priced nutritious food, this awareness program brings knowledge on low cost nutritious food with available resources. An expert on the low cost nutritious food shared his views to the target community followed by distribution of the POSHAN ABHIYAAN manual in Tamil language.

Mr. Sudhakaran from HITACHI addressed the women with a comprehensive nutritional awareness session. He discussed the importance of balanced diet during adolescence, pregnancy, and post-natal stages. His session covered:

1. Importance of iron
2. Role of proteins and grains
3. Preventing malnutrition
4. Immunity
5. Nutritional gaps commonly seen among rural and semi urban women
6. Practical and affordable dietary habits to help women maintain long term physical wellbeing.

Felicitation Ceremony:

Local community leaders felicitated the HITACHI team, presenting a shawl and memento to Mr. Vijaykumar, HITACHI in-charge, as a token of gratitude. They thanked HITACHI for their commitment to improving community health and sincerely requested continued support for similar programs in the future.

ACTIVITY DETAILS

Refreshments:

Refreshments were provided to more than 200 participants, including community, HITACHI employees and other Volunteers, ensuring they received nutritious and energizing snacks post the screening.

Vote Of Thanks :

The event concluded with a heartfelt vote of thanks delivered jointly by Mr. Vijaykumar (Hitachi), Mr. Sudhakaran (Hitachi), and Mr. Vasudeva Rao (Green Life). They expressed their appreciation for the collaborative efforts of all organizers, including India Is Us and Green Life, and extended gratitude to Doctors for conducting the health screening. They also thanked Hitachi for their generous sponsorship and acknowledged the active participation and support of local community leaders.

MOMENTS WELL CAPTURED



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