

HITACHI

CSR Activity at Noida
Date : 14th October 2025

HITACHI EMPLOYEE
ENGAGEMENT ACTIVITY
REPORT



Hitachi Lift India Pvt. Ltd, renowned for its commitment to innovation and social responsibility, This initiative was organized in collaboration with ICARE Eye Hospital and India Is Us to promote better eye health and awareness among underprivileged communities. The camp included comprehensive eye check-ups, distribution of free spectacles, and support for cataract and other eye surgeries for those in need.

Through this effort, the initiative aimed to ensure early detection and treatment of vision-related issues, enabling beneficiaries to lead healthier and more productive lives. By extending access to quality eye care, Hitachi continues its commitment to building a healthier, more inclusive society where everyone has the opportunity to see a brighter future.

1

About Implementing Partner

2

About NGO Partner

3

Event Details

4

Activity Details

5

Moments Well Captured

6

Contact Details

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 Ishwar Charitable Trust

In 1982, Ishwar Charitable Trust was established, with an aim of providing qualitative ophthalmic care to all sections of the community particularly the rural needy. ICARE Eye Hospital & Post Graduate Institute an unit of Ishwar Charitable Trust was established in 1993, has been providing free of cost eye care services to rural/urban underprivileged communities in the National Capital Region (NCR) for the last 30 years through its Rural Outreach Program Operating on a hub and spoke model – screening and collecting patients requiring surgery from remote Rural Peripheral Centers (RPC's) and urban slums, bringing them to the base hospital & secondary hospitals and providing them high quality diagnostic, surgical, post-operative care, three days stay and transportation to and from the hospital at no charge. The hospital has screened over 52 lakhs and restored eye sight of over 4.45 lakhs patients. Out of these totals numbers almost 60 percent of work is for Charity, making it one of the largest proportion of charity hospitals in India.

EVENT DETAILS

Camp Date: 13-October-2025

Hospital Visit Date: 14-October-2025

Location: Dadri and Noida

Number of Beneficiaries: 150

Number of Surgery: 20

No. of Hitachi representatives: 11

Event Objective:

Promoting good health and well-being through an eye care drive for underprivileged communities. The initiative offered free check-ups, vision screening, and eyeglasses, helping improve daily life and ensure better eye health for all.

Key Objectives:

- Conducting eye screening camps in underserved communities to ensure equitable access to quality eye care.
- Raise awareness about eye health to address the backlog of avoidable blindness through early detection and timely intervention.
- Identify individuals with cataracts and provide surgical treatment to restore their vision.
- Screen for other major causes of vision impairment and ensure beneficiaries receive the required treatment.

ACTIVITY DETAILS

Camp Day:

- The eye care camp began at 10:30 AM at CHC Dadri, Noida.
- The initial target was to conduct 100 eye check-ups, but the response was overwhelming, and the team successfully completed 156 check-ups by the end of the day.
- After the check-ups, beneficiaries were provided with eye drops and spectacles based on their individual diagnoses and vision requirements.
- During the examinations, 20 individuals were identified with cataract issues and were advised for further treatment and surgery support.
- The Hitachi team visited the camp.
- They interacted with the beneficiaries,
- Observed the eye screening and diagnostic procedures, and understood the overall workflow of the camp.
- The camp continued smoothly throughout the day, and with 156 beneficiaries served, it surpassed the initial goal of 100 participants, marking the initiative a remarkable success.

ACTIVITY DETAILS

Visit to ICARE Eye Hospital:

- On the second day, the Hitachi team visited ICARE Eye Hospital to meet the patients who had undergone surgeries after being diagnosed during the camp.
- Out of the 20 patients identified with cataract, 12 successful surgeries were completed, while 8 were postponed due to abnormal vitals. These remaining patients will undergo surgery once their vitals stabilize.
- During the visit, the Hitachi team was introduced to the Head of Ishwar Charitable Trust, followed by a briefing session on how the hospital operates and manages its eye care initiatives.
- The medical team also explained the surgery process, including details about the Intraocular Lens (IOL) used — emphasizing the use of Indian-manufactured lenses.
- The Hitachi representatives then took a tour of the hospital's charity wing, where they interacted with post-operative patients and observed the impact of the initiative firsthand.
- The visit concluded with the team expressing appreciation for the efforts of both ICARE Eye Hospital and Ishwar Charitable Trust in delivering quality eye care to those in need.
- As appreciation i2u and eyecare presented plants and memento to the Hitachi team

MOMENTS WELL CAPTURED



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