



COMMITTED TO SERVE THE SOCIETY



CSR Initiatives of KG Hospital



KG Hospital, a quaternary care, multi specialty hospital, has been at the cutting edge of medicine while staying true to its charitable mission and providing advanced yet affordable healthcare since 1974.

KG Hospital, run by K.Govindaswamy Naidu Medical Trust, was founded by 'Dharmaveera' K.Govindaswamy Naidu, a leading industrialist and philanthropist from Annur village in Coimbatore district.

Dr G.Bakthavathsalam (MS, FICS, FCCP, FAMS), the Chairman of KG Hospital, has grown the hospital organically from a 10-bed hospital to the state-of-the-art healthcare provider it is today.

KG Hospital & Postgraduate Medical Institute

No. of Patients Treated	85, 25, 000
No. of Full Time Doctors	203
No. of PG Doctors Passed from KGH	255
Total Number of other Employees	1200

KG College of Health Sciences

KG College of Nursing has trained	3806 Nurses
KG College of Physiotherapy has trained	1220 Students
KG College of Allied Health Sciences has trained	452 Students

* As on March 2024

MISSION

Treating patients as our family members, we save lives and reduce suffering by offering compassionate tertiary healthcare.

VISION

To be one of the most affordable and advanced healthcare providers in the country.

QUALITY POLICY

We shall achieve international standards in healthcare. We will use the latest equipments for accurate and early diagnosis to offer safe and affordable treatment.

We will give personal attention to all our customers, treating them as our friends and family members. We shall provide a good environment for our healthcare Team.



VALUES

CHIT

meaning "consciousness" in Sanskrit, represents one's mindset

Commitment - To know what is expected of me; meet or exceed those expectations every single time. To make promises, keep promises. To commit to the mission, vision and objectives, rules and regulations of the organization; to be punctual.

Humane Approach - To exhibit the highest courtesy in all interactions, especially when dealing with patients; to cause camaraderie for genuine teamwork, without which no great accomplishment is possible.

Inspired by Expertise - Inspired to cause continuous accelerated improvement in enhancing current level of expertise to match global standards in quality of medical care, treatment and outcomes.

Trustworthy - Being reliable; being ethical; to do the right thing for the patient's well being; being missionary and not mercenary.

CULTURE

செய்யும் தொழிலே தெய்வம்
மக்கள் சேவை மகேசன் சேவை

KG Hospital is the first and only hospital in
Coimbatore to receive
8 NATIONAL QUALITY RECOGNITIONS



NABH 5th Edition
National Accreditation
Board for Hospitals



**NABH Nursing
Excellence**



NABL
National Accreditation Board for
Testing and Calibration Laboratories



**Medical Imaging
Services Accreditation**



cGreen Operation Theatre



Certificate of Wash



Advance stroke centre



**Centre for quality
promotion**

85 Lakhs

Patients Treated

Personalized & Compassionate Care



SOCIAL OUTREACH

1,00,000 +

Free Intra Ocular Lens (IOL) surgeries performed

Provided Free / Subsidised heart surgeries for

2,500

people along with Government of Tamil Nadu

16,59,604 +

People Screened Free of cost through Medical camps

8,705

Number of free camps conducted

10,420

Free Health Awareness Programme Conducted

TRACK RECORD OF SOCIAL CONTRIBUTIONS

Rs. 368.89 Crores worth of subsidised/free healthcare provided to the community for the past 50 Years

EYE

Free Eye surgery to poor:

KG Hospital with state of the art facility performed Intra Ocular Eye Surgeries (to remove cataract) totally free of charges on nearly **1 Lakh** poor people



Dr Kalam with patients who underwent free cataract IOL surgeries



Free Eye Camp for poor children

HEART

Joined hands with the Government of Tamil Nadu for free treatment of people below poverty line by performing heart surgeries and procedures to about 2,500 people.



Former President Dr. A.P.J. Abdul Kalam with children who underwent free Heart surgeries

Ilam Sirar Irudaya Paadukappu Thittam:

450 poor children were operated under this noble scheme of the Government of Tamil Nadu at highly subsidized rates.

Idhayam Kaappom Scheme of Dr. J. Jayalalithaa, Hon'ble Chief Minister of Tamil Nadu:

Joined hands with the Government of Tamil Nadu in this benevolent scheme for the poor and down trodden by doing surgeries on 100 very poor patients and this was appreciated by the Honourable Chief Minister



Patients who underwent free heart surgery under Sun Foundation, Heart Surgery Scheme

OTHER INITIATIVES

Free blood to Thalessemia patients:

KG Hospital supplies 100 units of blood to children afflicted with Thalassemia every month

Free Blood Pressure Check Up:

A free B.P. Clinic started by the hospital 10 years ago has benefitted over 6 lakh people in getting their blood pressure checked up. This scheme is a continuing effort.

Free Dialysis Centre:

KG Hospital has provided dialysis to over 3,000 people free of charge. State Bank of India joined KG Hospital in this cause to some extent by donating two dialysis machines.



Blood given free of cost to Thalassemia Children for their lifetime



K.G. Hospital has provided dialysis to over 3,000 people free of charge.

NATIONAL DISASTERS

Help for Kargil War victims:

Blood and blood components and philanthropic support of Rs.16 lakhs were given to the Chief Minister of Tamil Nadu towards Kargil War fund.



Kargil War relief fund worth Rs. 16 Lakhs

Kumbakonam school fire accident tragedy:

300 units of blood plasma and drugs worth Rs.5 lakhs were donated.



Coimbatore Bomb Blast

240 blast victims were treated free of cost

Coimbatore bomb blast of 1988:

250 bomb blast victims were treated and their lives saved when all the hospitals in Coimbatore were closed.

Gujarat Earthquake of 2001:

KG Hospital was one of the first hospitals to rush medicine and blood components to the earthquake victims.

Tsunami of 2005:

Rs.5 lakh worth of medicine was rushed along with an ambulance and two doctors who stayed for 10 days in the Tsunami affected area to join the relief work.

Tsunami Relief Fund of Rs. 20 lakhs given to District Collector, Coimbatore



Tsunami Relief Fund of Rs. 20 lakhs given to District Collector, Coimbatore

Thane Cyclone of 2011:

A sum of Rs.15 lakhs was donated to the Hon'ble Chief Minister of Tamil Nadu as relief to supplement the efforts of the Government to rehabilitate the affected people.



Thane Cyclone in Tamilnadu
Donated Rs.15 Lakhs

Flood - hit Kerala - 2018

KG Hospital screened 9,500 people and distributed Rs. 12 lakh worth of medicines and essentials in flood hit Kerala



Kerala Flood Relief

Covid-19

- Rs 1 Crore donated to CM fund to battle Covid-19
- During the Covid-19 pandemic, KG Hospital started the vaccination drive with an aim "to vaccinate as many people as quickly as possible". While all private hospitals in Tamil Nadu combined vaccinated 12 lakh people, KG Hospital single handedly vaccinated more than 1.6 lakh people. This humongous effort was appreciated by the health minister of Tamil Nadu.
- KG Hospital also provided free vaccination for 4000 people
- Organised 2 buses with Oxygen support and it was parked at Coimbatore Medical College Hospital to tide over the crisis of non-availability of oxygen beds during Covid-19 crisis.

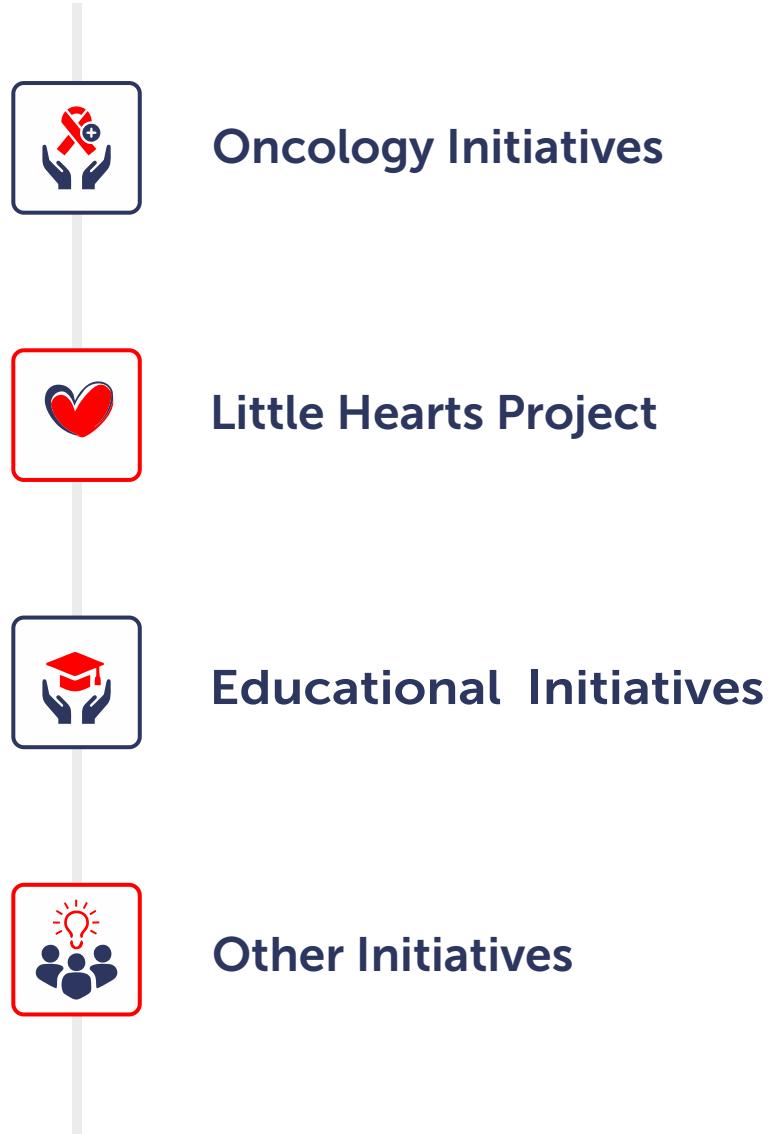


Rs. 1 Crore donated to Chief Minister Relief Fund
to battle Covid-19



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KG HOSPITAL'S CSR PROJECTS 2024 - 2025



SUPPORT OUR INITIATIVES TO BUILD A HEALTHIER INDIA

By partnering with KG Hospital and supporting these initiatives, you are making a tangible impact on public health in India.

Together, we can build a healthier future for everyone.



1) Comprehensive Cancer Center

Aim: To provide world-class cancer care, conduct groundbreaking research, and educate the next generation of healthcare professionals in an environment that fosters compassion and excellence.

Project Cost: Rs 200 Crore

- Opportunity for Legacy: This project offers a unique chance to create a lasting legacy. By contributing to the Comprehensive Cancer Centre, donors and partners can leave their mark on a transformative initiative in healthcare. We invite you to become a part of this visionary endeavour by naming a ward, room, or block in honor of your organization or a loved one. Your support will not only advance cutting-edge cancer treatment and research but also establish a permanent tribute to your commitment to healthcare excellence and innovation.
- Opportunity to sponsor equipments to make cancer care affordable

You can choose to sponsor any of the following diagnostic or radiation therapy equipments to make cancer care affordable

1. CT Scanner (Computed Tomography)
2. MRI Scanner (Magnetic Resonance Imaging)
3. PET-CT Scanner (Positron Emission Tomography-CT) Combines metabolic and anatomical imaging.
4. Ultrasound Machines
5. X-Ray Machines
6. Mammography Units
7. Nuclear Medicine Equipment

Radiation Therapy Equipment:

1. Linear Accelerators (LINAC)
2. Brachytherapy
3. Stereotactic Radiosurgery Systems (Gamma Knife, Cyber Knife)

2) Mobile Mammogram

Aim: Mobile mammogram equipped van to detect cancer in rural areas through free screening camps.

Why a mobile mammogram van?

Breast cancer is the most common cancer among women in India, with a 5-year survival rate of 66% if detected early, compared to just 27% if diagnosed late (National Cancer Registry Programme India). Many women in underserved areas lack access to mammogram screenings. A mobile mammogram van bridges this gap by bringing screenings directly to these communities, improving accessibility and reducing travel needs. Early detection through such screenings leads to less invasive treatments and better survival rates. Studies show routine mammograms can improve survival rates by 20-30% (American Cancer Society). Additionally, the van will raise awareness about breast cancer, encouraging more women to prioritize their health.

Project cost: Rs 1 Crore



Shri Natarajan Chandrasekaran, Chairman of TATA Sons, laid the foundation stone for KG Cancer Centre, underscoring a new chapter in KG Hospital's medical history.

27th July 2024



LITTLE HEARTS PROJECT



Tamil Nadu Health minister **Dr. Ma. Subramanian** inaugurates
“Little Hearts Project” at KG Hospital

Why cardiac screening for children?

- Over 2,00,000 children are estimated to be born with congenital heart disease in India every year.
- About 1/5th of these suffer from critical heart disease requiring early intervention.
- Congenital heart defects include holes in the walls of the heart, narrow valves, valve leaks, and sometimes a combination of multiple defects.
- Early cardiac screening will help diagnose the disease before the symptoms arise at an early stage.
- **Number of Children to be screened in 1 year : 65,325**
- **Approach:** KG Heart team will work with schools to screen children free of cost in their premises. KGH Heart team will decide on the next course of action - to investigate further or to provide free/subsidised surgeries.
- **Team size:** 25+
- **Approximate project cost :** Rs.1,53,77,000
- **Per Surgery cost :** Rs.1,50,000



EDUCATIONAL INITIATIVES

1) Skill Lab & Skill Development

According to the National Health Profile, India faces a shortage of approximately 600,000 skilled healthcare workers, which underscores the urgent need for hands-on training and skill development.

Aim: To enhance the skills of doctors and nursing staff, we plan to create a state-of-the-art skill lab to address the significant skill gap in India's healthcare sector. This initiative is open to not only KG Hospital staff but also to the public, including ANM staff, nursing students from non-hospital-affiliated colleges, and regular patient caregivers. By providing this facility, we aim to bridge the gap and elevate the standard of healthcare across the country.

Project cost: Rs 1 Crore

for mannequins and simulation module development



2) DNB Medical Education

KG Hospital offers Diplomate of National Board (DNB) programs in Anaesthesiology, General Surgery, Cardio Vascular & Thoracic Surgery (Direct 6 Years Course), Family Medicine, Obstetrics & Gynecology, Ophthalmology, ENT, Paediatrics, Radio Diagnosis, Tuberculosis & Chest Disease, General Medicine and Anaesthesiology (Post MBBS) as well as Masters in Emergency Medicine and CRRI courses. To date, we have trained 400 graduates and currently educate 60-70 students annually, each receiving a Rs 50,000 monthly stipend.

DNB programs are crucial in addressing India's shortage of specialized doctors, where there are only 1.2 doctors per 1,000 people (World Health Organization). Your support will enhance the quality of training and strengthen the healthcare system.

Aim: To advance medical education and produce skilled healthcare professionals, we seek sponsorships for medical journals, library books, and student clinical research.

Project Cost: Rs 2 Crore



OTHER INITIATIVES

1) Free Blood to children with Thalassemia

Currently 450 units of free blood is provided every month to children suffering from Thalassemia. Thalassemia is an inherited blood disorder which causes the body to form an abnormal form or inadequate haemoglobin.

Aim : To continue to support thalassemia children and expand the program's reach to 600 units per month

Project Cost: Rs 10 Lakhs

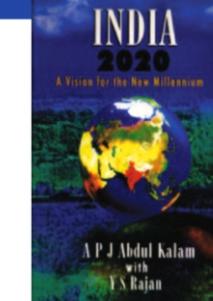
2) Free eye surgeries

K. Govindaswamy Naidu (KG) had to travel to Germany and the USA for his eye surgeries. This prompted our Chairman Dr. G. Bakthavathsalam to eventually start KG Eye Hospital, which has performed more than 100,000 IOL surgeries free of cost. The Lions International and Coimbatore Blindness Control Society supported this initiative by contributing Rs.2,500 per surgery from 1997 to 2000.

In continuation of these efforts, our team will conduct medical camps in rural areas, pick up patients who need surgery, operate on them, provide accommodation, medicine, and food, and drop them back in their villages—all free of cost.

Aim : To perform 50 surgeries / Month.

Project Cost: Estimated cost per surgery: Rs 15,000



At K.G. Hospital at coimbatore, a well-to-do person along with a few doctors is providing eye care to many poor people, including those in nearby towns and villages. The vans go for tests and pick up cases requiring treatment. while going on a round of some of the patients. I came to an elderly man and asked him in Tamil what his name was and where he was from. The man replied, 'I have heard about you, Kalam Sir: I am happy to be near you though I cannot see you!' I asked him how old he was. That made the elderly man tearful. He said, 'I don't know my age and I don't care about it now. I have been in darkness for so many years that it appears to me that many yugas are over. Losing your own vision is such a bad thing because you own children taunt you as a kurudan (a blind man).' Indicating his bandaged eyes he said. 'These punyavans (holy souls) appear to care for me. They brought me in a van, examined my eyes and did some operations. Once they opened the bandages to do a check-up; it looked to me that I was able to see though hazily. They told me that in a couple of days my bandages would be opened and they would give me glasses. May God bless those who will save me from the miserable state of being a kurudan... Kalam sir, I am confident that I will see you with my eyes and glasses during my lifetime... my faith in God has gone up; he comes through kind human beings...'

- Dr. A.P.J. ABDUL KALAM

Former President of India

Dr Kalam mentioned about KG Eye initiatives in his book "India 2020"

3) Free / Subsidised Medical Camps

This is an ongoing initiative to screen people free of cost.

Aim : To conduct 50 camps per year in different districts /villages/ towns in Tamil Nadu and screen ~ 10,000 patients per year.

Project Cost: ~ Rs 15 Lakhs.

Medical camp expenses including manpower, transport, food.

PAST DONORS

CSR CONTRIBUTORS FY 2023-24

AMBIKA COTTON MILLS LTD

25.01.2024 - 25.07.2024

DONATION RECEIVED:

Rs 20,00,000 (on 25.01.2024)



From the Left : 1.Karuppusami, 2. Mayilathal, 3. Saras, 4.Yusaf, 5. Angamuthu, 6. Deivathal, 7.Mayil, 8.Manickam, 9.Marudhan, 10.Ponnathal

SUMMARY:

The funds received have been utilised for the following outreach activities in the last 6 months.

Surgeries done	20
Camps Conducted	7
Number of people screened	640

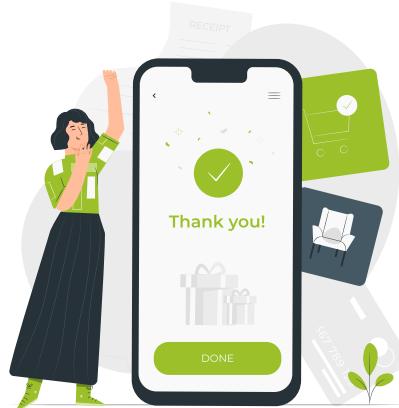


From the Left : 11. Thangavel K, 12. Sekar, 13. Munna, 14. Seethayammal, 15. Susela, 16. Manikkam

CSR CONTRIBUTORS IN PREVIOUS FINANCIAL YEARS

- Dr. A.P.J. Abdul Kalam
- Tata Consultancy Services
- Eleganz Interior P Limited
- NTT Data
- State Bank of India
- Sun Foundation
- Mr. Srinivasan, Emerald Jewel Industry India Limited
- Indian Bank
- Shree Vijayalakshmi Charitable Trust
- Mr.Srihari.B - KG Denim Ltd
- Tamilnadu Mercantile bank
- Lions Club International
- Mr.K.N.V.Ramani - Ramani & Shankar Advocates
- Jacobi Corbons India Private Ltd
- Rathna Specialities
- Mr.Douglas Doreman - USA
- Vijayalakshmi Charitable Trust
- ISIS Healthcare
- Lions Club of Periya Naikenpalayam Trust
- Ambika Cotton Mills

HOW TO DONATE ?



Donations :

Contributions to K. Govindaswamy Naidu Medical Trust can be made by Cheque / DD in favour of "K.Govindaswamy Naidu Medical Trust" Coimbatore .

Contributions to this "Save Life by Donations" project is eligible for corporate social responsibility (CSR) /80G exemption.

80 G Reg No. : AAATK1112HF2021201

For Online Transfers :

Name : K. GOVINDASWAMY NAIDU MEDICAL TRUST

Current Account No: 480971972

IFSC CODE : IDIB000K191

MICR NO : 641019036

BRANCH CODE : K191

TAN NO : CMBK03022F

PAN NO : AAATK1112H

BRANCH : INDIAN BANK, KG HOSPITAL COMPLEX BRANCH,
COIMBATORE

For more information please contact :

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