

## **Corporate Social Responsibility (CSR) Programme for Totem Medical Academy:**

Corporate Responsibility at Totem Medical Academy is our commitment to ethical conduct, social consciousness, and active contribution to community well-being. We recognise the impact of our operations on society and the environment. This commitment is reflected in our initiatives such as providing accessible education, supporting local communities, and maintaining transparent business practices. Through these efforts, we aim to go beyond profit and embody a holistic approach to business, reinforcing Totem Medical Academy's role as a responsible and contributing member of society.

**Objective:** Enhance community well-being and safety through strategic initiatives aligned with Totem Medical Academy's mission.

### **1. Community First Aid Workshops:**

- Offer free or discounted first aid workshops to local communities, schools, and nonprofit organisations.
- Collaborate with local authorities to identify high-need areas for targeted workshops.
- Offering free Bleeding control workshops to target traumatic injury survivability.

### **2. Professional Development Scholarships:**

- Establish a scholarship program to support individuals from underprivileged backgrounds in pursuing first aid and CPD courses.
- Partner with local organisations to identify deserving candidates.

### **3. Medical Equipment Donations:**

- Provide surplus or outdated medical equipment to local healthcare facilities or organisations in need.
- Establish a regular schedule for equipment donations to ensure ongoing support.

### **4. Employee Volunteer Program:**

- Encourage Totem Medical Academy staff to volunteer for community events, disaster relief efforts, or local health campaigns during work hours.
- Recognise and reward employees who actively participate in volunteer initiatives.

### **5. Environmental Sustainability Initiatives:**

- Implement eco-friendly practices within the organisation, such as reducing waste, recycling programs, and energy conservation efforts.
- Organise awareness campaigns on environmental sustainability for staff and the local community.

### **6. Collaboration with NGOs:**

- Form partnerships with local non-governmental organisations (NGOs) focused on healthcare and education.

- Jointly organise events, fundraisers, or awareness programs to maximise impact.

**7. Accessible First Aid Training:**

- Develop online resources or mobile applications for basic first aid training, ensuring accessibility for a wider audience.
- Work with technology partners to create user-friendly platforms.

**8. Community Health Screenings:**

- Organise health screening camps in collaboration with local healthcare providers.
- Focus on preventive health measures and early detection of common health issues.

**9. Stakeholder Engagement and Transparency:**

- Regularly communicate CSR initiatives through newsletters, website updates, and social media platforms.
- Seek feedback from stakeholders to continually improve and adapt CSR programs.

**10. Annual CSR Impact Report:**

- Compile and publish an annual report outlining the impact of Totem Medical Academy's CSR initiatives.
- Share success stories, challenges faced, and future goals to foster transparency and accountability.

By integrating these CSR initiatives, Totem Medical Academy aims to make a positive and lasting impact on the communities it serves while reinforcing its commitment to social responsibility.