**Press Release**

**HLL Lifecare launches CSR activities in Karakulam**

**Thiruvananthapuram, Sept 29**: HLL Lifecare Limited has launched a series of healthcare schemes in Karakulam Panchayat in the district as part of its rural Corporate Social Responsibility (CSR) activities.

The Mini Ratna central public sector enterprise, which has adopted Karakulam for its CSR programmes in Kerala, has planned a range of initiatives including health camps, cancer diagnostics camps, free diabetes check-ups and free distribution of sanitary products for girls in the area.

Officially launching the activities at a function at the Vattappara Primary Healthcare Centre, HLL Chairman and Managing Director Dr. M. Ayyappan said the company will demonstrate that its commitment extends beyond the healthcare sector to addressing social issues.

Karakulam Grama Panchayat president Shri. Vattappara Jayakuma presided over the function. Dr. Babu Thomas,  HLL Senior Vice president; Dr B. Unnikrishnan, District Programme Manager National Rural Health Mission; Shri. P. Vijayakumar, chairman, Karakulam Grama Panchayat Health Standing Committee; Shri. B S Santosh, Vattappara West Ward Member; and Karakulam PHC Medical Officer Dr M D Sasi spoke.

The Cancer Awareness-Diagnostics programme commenced with a lecture by Dr Kalavathi of Regional Cancer Centre.