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As part of an elaborate CSR plan to keep youngsters away from the menace of drugs, Max has entered the field of youth engagement. In Village Railmaira, Max has set up a sports arena for volleyball and soccer replete with coaching facilities. On 9th February, the soccer team made an impressive debut at the Panchayati Raj tournament held in Village Malikpur in Ropar District.

Next on the agenda is cricket. Max has already donated three cricket kits to village kids in its drive to involve them in what is by far India's most popular and lucrative sport.

