



***ANNUAL REPORT ON ACTIVITIES***  
***2013-2014***  
***PARASHAR FOUNDATION***



**Ms. Anika Parashar**  
Trustee  
Parashar Foundation



**Mr. Vidur Parashar**  
Trustee  
Parashar Foundation



**Ms. Kirti Parashar**  
Chairperson  
Parashar Foundation



**Ms. Sunayana Singh**  
Chief Executive Officer  
Parashar Foundation



**Ms. Eeda Gujral Chopra**  
Chief Adviser  
Parashar Foundation

# Parashar Foundation

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**‘Parashar Foundation’** [hereinafter referred to as Foundation] was formed vide Trust Deed dated 24<sup>th</sup> January, 2005. The Trust was settled by Late Ashok Parashar, in the memory of his late mother Damyanti Parashar, with the philanthropy of ‘doing for the others’. The Foundation was granted registration u/s 12A and initial exemption certificate u/s 80G on 24<sup>th</sup> August 2005.

Donations to the Trust continue to qualify for exemption u/s 80G of the Income Tax Act, 1961, vide Letter No.DIT[E]/2007-2008/P-976/3087 dated 31/12/2007, *continuing in perpetuity as per the amendment made vide Finance (No.2) Act 2009 w.e.f. 01.10.2009.*

The Foundation has been formed with the objective of providing healthcare to the needy, educating and improving the fate of the poor, under-privileged and general population, for serving humanity and for the well being of the people in general.

The Trustees have utilised the contributions made to the Trust by its settler and donors towards rendering help for educational and medical purposes to needy people and also in giving donations to various institutions engaged in similar charitable and philanthropic activities. The foundation’s endeavor is to provide relief and assistance to improve the lot of less fortunate.

Since 2013, the Foundation has started working on creating awareness on Organ Donation under the ORGAN (Organ Receiving & Giving Awareness Network India). Through ORGAN India we seek to remedy the shortage of organ donors, and endeavor to create an ecosystem to facilitate organ donation in India. ORGAN India aims to put together all key elements required to fully execute an operational organ donor system in India. The key is to educate the public about organ donation and introduce them to the idea in every way and through various mediums and platforms.

## ***ORGAN India’s Mission***

- To increase the number of donor pledges in India through large-scale information dissemination, spreading awareness about the benefits of organ donation in the case of brain death, and preventing the illness and death of those with organ failure.
- To educate those suffering from organ failure about their various options, and help them in their ordeal by offering information, advice, counseling and, offering monetary help if possible.

# ACTIVITIES DURING THE FINANCIAL YEAR 2013-2014

## FILM ON BRAIN DEATH

We have produced a short film on Brain Death in Hindi as well as English which has been given to various hospitals across the country to aid them in helping families to understand the process of Organ Donation. Anyone can download it and use it through the following link: <http://www.youtube.com/watch?v=Qb3HHSchQ6Y>. This film has been shared with all Hospitals across India, NGO's and other stakeholders in organ donation. It is also screened at all our awareness sessions.



## AWARENESS DRIVES

Awareness drives have been initiated across Delhi and the NCR at colleges, clubs, corporate houses, RWA's, housing societies and schools to make people aware of organ donation and encourage them to pledge their organs. We do this by ourselves and also along with the MOHAN Foundation, an NGO which has done ground breaking work in Tamil Nadu. We went on



awareness sessions to the offices of several corporations such as Deloitte, Yatra, PWC, AegonReligare, SelectCitywalk, EgonZhender to name a few.

- **Awareness Session by ORGAN India (Parashar Foundation) at Deloitte, Gurgaon**

“Deloitte” is the brand under which tens of thousands of dedicated professionals in independent firms throughout the world collaborate to provide audit, consulting, financial advisory, risk management, tax and related services to select clients. These firms are members of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”).

As a part of their impact day, Deloitteers headed by Sandeep Narula. This CSR activity was a part of “Deloitte Impact Day” which is celebrated every year, supporting social causes and sharing the corporate platform to spread messages.

The awareness session in Deloitte was followed up by an extremely successful sign-up drive on November 29, 2013 at Cyber Hub in Gurgaon.

Along with a dedicated team from Deloitte we spread the message to hundreds of people and more than 100 donor cards were signed up between 9.30 am to 3 pm. Many more brochures were distributed and people left their details for us to get back to them with information.



## INITIATION OF ORGAN INDIA WEBSITE

We also launched our initial website [www.organindia.org](http://www.organindia.org) our platform to provide help to patients suffering from organ failure and general public to understand the transplant scenario in India. The website is a platform for dissemination of information on organ donation as well as a place for people to pledge their organs. We then provided mailed them their donor cards.

## TIE-UP WITH AD-AGENCY WIEDEN & KENNEDY

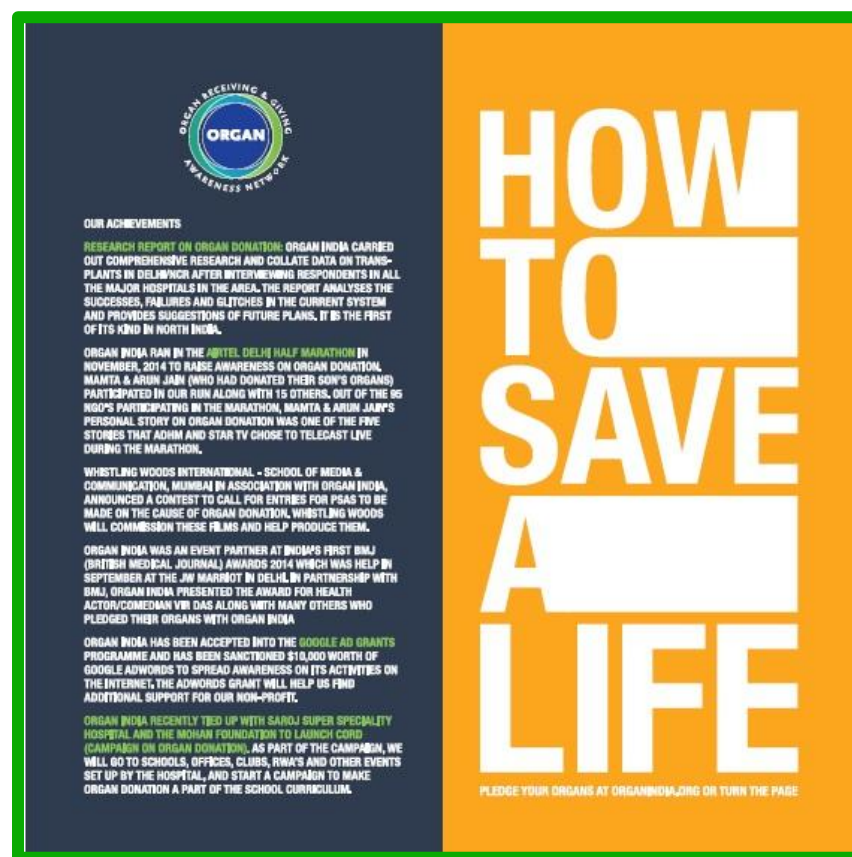
Ad-agency Wieden & Kennedy offered to make an ad-campaign for us pro-bono in order to boost awareness on organ donation.

### Ad-Campaign Development

We have collaborated with W&K and worked out a detailed campaign to promote organ donation. The campaign is aimed at all sections of society across through cinemas; print, online, outdoor and electronic media. The ad-campaign has been fully conceptualized and we are awaiting funds to launch it

### Brochure Development

W&K helped us in designing and developing a visually appealing brochure which is still being used by us to help disseminate information on organ donation.



## **INITIATION OF RESEARCH REPORT**

In September 2013 we commissioned a research report in partnership with the MOHAN Foundation in Delhi. The survey is to be carried out by research agency Outline India. The objective of the report is, to understand the deceased organ donation and transplant environment in Delhi – facts, trends, processes, opportunities and challenges; conduct extensive research around historical developments, efforts made and lessons learnt; understand global systems and success stories in the field; and come up with recommendations for action plan/future strategy for growth and effectiveness in Delhi/NCR and India.

A team of researchers from Outline India will contact Senior Medical Officers/Doctors/Transplant Coordinators at 24 of the top hospitals/research centers in the Delhi/NCR region to gather information about the organ transplantation system in India. Hospitals included in the scope of the research: Fortis (FMRI & Vasant Kunj), Max Patparganj, Max, Medanta, Gangaram, BLK, AIIMS, RML, Indraprastha Apollo, St Stephens, Primus Super-specialty Hospital, Jaipur Golden, Pushpawati Singhnia Research Institute, Safdarjung Hospital, Army Hospital R&R.

The report has since been released.

## **DDB MUDRA**

We have developed a media plan for our ad-campaign across all mediums – Radio, Print, Cinemas, Outdoor Hoardings and Digital. The plan is made in such a way as to maximize exposure to a target audience and minimise costs.

## **UNIVERSAL MUSIC**

We teamed with Universal Music who volunteered to compose a song on organ donation and pledged their support to bring in Bollywood songwriters, singers and other musicians. They have prepared a sample for a song for us. We are awaiting funds in order to move ahead with the

## ***Our Supporters***

**Dr. JyotsnaSuri**  
CMDLalit Group

THE   
**LaLiT**

**Ms. Medha Jalota**