



***ANNUAL REPORT ON ACTIVITIES
2014-2015
PARASHAR FOUNDATION***



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Trustee
Parashar Foundation



Ms. Kirti Parashar
Chairperson
Parashar Foundation



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Trustee
Parashar Foundation



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Parashar Foundation



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Parashar Foundation

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‘Parashar Foundation’ [hereinafter referred to as Foundation] was formed vide Trust Deed dated 24th 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 24th 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.

As is clear from Clauses (a) to (kk) of para 7 of the aforesaid Trust Deed, the objects of the said Foundation are provision of financial assistance, medical facilities and education, etc. for the benefit of the poor, needy, under privileged and the general population, irrespective of caste, religion or community.

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 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 2014-2015

ORGAN INDIA'S RESEARCH REPORT RELEASE EVENT



We released our research report on the state of organ donation in Delhi/NCR at the India Habitat Center, Lodhi Road. The report, titled “The Study of the Deceased Organ Donation Environment in Delhi/NCR”, researched and compiled by Outline India, was released by Mrs. Kirti Parashar in the presence of Dr. N.S. Dharamshaktu, Deputy Director General, Directorate General of Health Services, Ministry of Health and Family Welfare, Govt. of India, Dr. DS Rana, Chairman, Sir Gangaram Hospital, Mr. Daljit Singh, President, Fortis Healthcare Limited, and Mr. P Khanna, Vice President, Hero Corporate Services Limited, Insurance Division, amongst other distinguished guests.

The objective of the report was, 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 contacted Senior Medical Officers/Doctors/Transplant Coordinators at 24 of the top hospitals/research centers in the Delhi/NCR region to gather information about the latest organ transplantation system in India. Some of the Doctors interviewed amongst others were Dr. Avnish Seth, Director FORT, FMRI, Dr. Ravi Mohanka (Formerly Transplant Surgeon, Medanta), Dr. Aman Gupta, Fortis Vasant Kunj, Dr. PB Singh, Director, Institute of Urological Science, Max Patparganj and Dr Vijay Kher, Chairman Nephrology, Medanta The Medicity, Dr. Sangay Singh Negi, Director Hepatobiliary Surgery & Liver Transplantation, BLK and Dr. Sunil Prakash, Director Kidney Transplantation BLK, Dr. Sudeep Naidu.

The report came up with a set of recommendations that can be viewed on our website at <http://www.organindia.org/synopsis-of-report-a-study-of-the-deceased-organ-donation-environment-in-delhincr/>.

A lovely music concert by Sonam Kalra & the Sufi Gospel Project made the evening memorable for the audience. We would especially like to thank Sonam for supporting us in our cause wholeheartedly.



Anika Parashar Puri, Trustee, Parashar Foundation, thanked Shefali Munjal and Hero Corporate Services Limited for their gracious support in sponsoring the event. Our CEO Sunayana Singh presented Mr. P. Khanna with a bouquet of flowers as a token of appreciation. She also thanked Dr. Jyotsna Suri, CMD, The Lalit for all her support to us and the research report, along with everyone else who had gone out of their way to help us in our journey.

TRANSPLANT GUIDE AND HELPLINES FOR RECIPIENT COMMUNITY

One of our major accomplishments this year has been the initiation of a special section on our website to help potential transplant recipients with information on where to go and what to do when they find out they are facing organ failure. This is called the **Transplant Guide**. Not only will people be able to look up transplant hospitals, doctors and contact people all over India, but they will also have at their fingertips the names of hotels they can stay at near the hospital, rental apartments, taxi hiring services, chemists, labs and other facilities nearby. There are half a million Indians who need transplants every year. Most people have nowhere to turn to for help when they find out they need an organ. ORGAN India will be the hub for all such patients. The Guide will be fully operational in a year's time.

Link: <http://www.organindia.org/hospital-search/>

www.organindia.org/hospital-search/

ORGAN INDIA
ORGAN RECEIVING & GIVING
TRUSTEES NETWORK

+91 41838382 | +91-9650952810 | Support group (Q/A)
info: info@organindia.org
Support: organindiaring@gmail.com

HOME ABOUT US UNDERSTANDING ORGAN DONATION BECOME A DONOR INFORMATION FOR RECIPIENTS RESEARCH REPORTS LAWS SUPPORT US BLOG PARTNERS

Hospital Search

City: Delhi NCR Organ: Kidney Hospital: BL Kapoor Hospital

Search

BL Kapoor Hospital
Pusa Road, Opp. Rajendra Place Metro Station, Near Karol Bagh, New Delhi.

Contact Details

Address:	Pusa Road, Opp. Rajendra Place Metro Station, Near Karol Bagh, New Delhi.
Helpline	+91 -11-3040 3040
Ambulance	+91-11-3065 3030
Cardiac Helpline	+91-11-3065 3888
Stroke Helpline	+91-11-3065 3066
Email	info@blkhospital.com

Quick links

- Home
- About Us
- Understanding Organ Donation
- Become A Donor
- Information for Recipients
- Research reports
- Laws
- Support Us
- Blog
- Partners

STORIES OF HOPE

We have produced short testimonial films of donors and recipients to be screened at various events and presentations we have, as well as to be put online to create awareness and encourage people to pledge their organs. These are stories of bravery, courage and hope and have been specifically made to inspire others. There are films on donor families as well as on recipients. Anyone is free to download and use the films in whatever way they need to in their entirety, and these films like all our other films have been shared with hospitals, NGO's and others who are interesting in spreading awareness on organ donation. The films have been cut down to individual films focusing on each organ donor, as well as bigger collective films on all donor families.

Documentary on Donor Families: <https://www.youtube.com/watch?v=D6aMZZRCjz8>

Documentary on Organ Recipients: https://www.youtube.com/watch?v=ku_UciA9I94

Aman Jain: <https://www.youtube.com/watch?v=tyRkUlimBGQ>

Anmol Juneja: https://www.youtube.com/watch?v=VcIFkR_Hp90

Pranay Jain: <https://www.youtube.com/watch?v=ZLHX3QgAsds>

Sangeeta Khera: https://www.youtube.com/watch?v=3T3fPes_6Q0

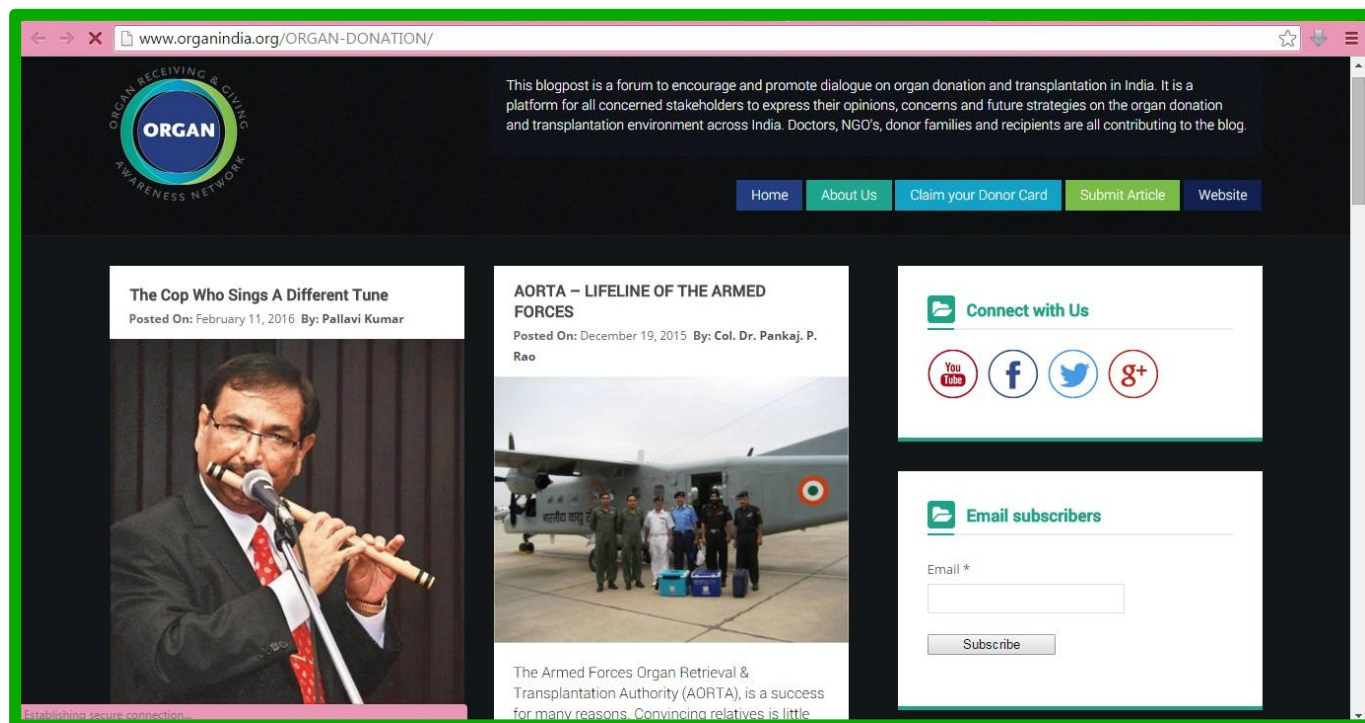
Tejram Ji: <https://www.youtube.com/watch?v=9r-auTOWcVY>

Brigadier Yash Pal Bakshi: <https://www.youtube.com/watch?v=Gn1SyW9O2e8>



BLOG ON ORGAN DONATION

One of our biggest achievements this year is the launch of a blog on organ donation and transplantation - <http://www.organindia.org/ORGAN-DONATION/>.



The blogpost is a forum to encourage and promote dialogue on organ donation and transplantation in India. It's a platform for all concerned stakeholders to express their opinions, concerns and future strategies on the organ donation and transplantation environment across India. Doctors, Government officials, NGO's, donor and recipients, media persons, and other interested parties are welcome to and have contributed to the blog. The blog is heavily promoted by us online and sent to a subscribers list of all doctors, transplant coordinators, NGO's, filmmakers and everyone connected in any way to any aspect of organ donation. It's also a forum to communicate to the general public about organ donation and transplantation.

Link: <http://www.organindia.org/ORGAN-DONATION/>

AWARENESS TALKS - DELHI/NCR AND REMOTE SESSIONS

ORGAN India launched drives and talks 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. We also helped people outside of Delhi have talks by providing them with materials like presentations, brochures, posters, pledge forms, etc. We went to several places where our CEO Sunayana Singh spoke on organ donation and transplantation. In places where we couldn't go personally, we arranged for a presentation to be shown, movies to be screened and provided online support to those wishing to sign up for organ donation.

- **Organ Donation Awareness session at Aircel Gurgaon Office**

ORGAN India (Parashar Foundation) was invited to conduct an Awareness Session on Organ donation for their employees on 28.08.2015 at Gurgaon Office.

Ms. Sunayana Singh delivered a talk on organ donation and explained the following points

- Importance and need of organ donation.
- Types of donations – Live and Deceased.
- Difference between Natural death, Coma and Brain Death.
- THO Act and Myths related to organ Donation
- Eye Donation, Skin Donation and Whole Body Donation
- Importance of Donor card.



- **Awareness Session at Yatra.com**

On May 08, 2014 an awareness session on organ donation and transplantation was conducted at Yatra.com by us at the Yatra.com office in Gurgaon. More than 50 people attended the talk.

The talk was initiated and planned by Ms. Sunayana Arora, ORGAN India in coordination with Mr. Dhruv Shringi and Mr. Amit Arora, Manager- Human Resource. The dismal statistics with regard to organ donation in the country were shared with the group, as was the need for more involvement of the Government to strengthen the deceased organ donation programme in the country.



- **Organ Donation Awareness at IMT Ghaziabad**

Jaydeep Deshpande and DivyaKapur from the PGDM (Executive) Batch of 2014 of IMT (Institute of Management Technology) Ghaziabad, tied-up with us to promote awareness on organ donation on their campus. They set up stalls at different locations in the campus and spoke to hundreds of students who were interested in the cause. Over a 100 donor cards were given to those who pledged their organs, and information leaflets and other promotional material were handed over to those who were interested in knowing more.

- **Awareness Session on organ donation at Savera Association.**



An awareness session on organ donation was conducted by us on the 15th of September, 2014 at the Savera Association. Association invited us to Promote Organ Donation to their members.

- **Organ Donation Awareness at Defence Colony Club**

Defence Colony club had a bumper Tambola on Sunday the 22nd of February, 2015. We set up a stall and our team members were present to counsel people on organ donation and what they can do as individuals to support the cause. Brochures were handed out to all the attendees and many people came up to us to ask about organ donation, as well as to get information for their friends and relatives who are suffering from organ failure. Several people also filled out their organ donor cards proudly. We had lucky draws sponsored by restaurants The Hungry Monkey and The Pop-Up who were kind enough to help us out with this event, and gave away food coupons.



- **ORGAN India @ Religare Office'**



Employees of Religare were shown our film on organ donation during an awareness session held at their offices. The response to the film was great and most attendees expressed surprise that they really had no clue about how organ donation happens, how it happens, when it happens etc. The session was conducted by Sunayana Singh, our Chief Executive Officer, and organized by Mr. Gaurav Bakshi and Ms. Varidhi Gossain from Religare.

- **Organ Donation Awareness at Vasant Vihar Women's Club**

The lovely ladies of Vasant Vihar Women's Club were in attendance and very interactive in a talk on organ donation given by us at Kalyan Kendra, Vasant Vihar on Wednesday 11th March, 2015. They were shown our inspirational film on organ donors and many of ladies enthusiastically pledged their organs and asked lots of questions! It was a pleasure to address them.



SOCIAL MEDIA CAMPAIGNS

ORGAN India extensively used social media platforms such as Facebook, Twitter, Google Ads and our own YouTube Channel to launch regular campaigns to create awareness on organ donation.

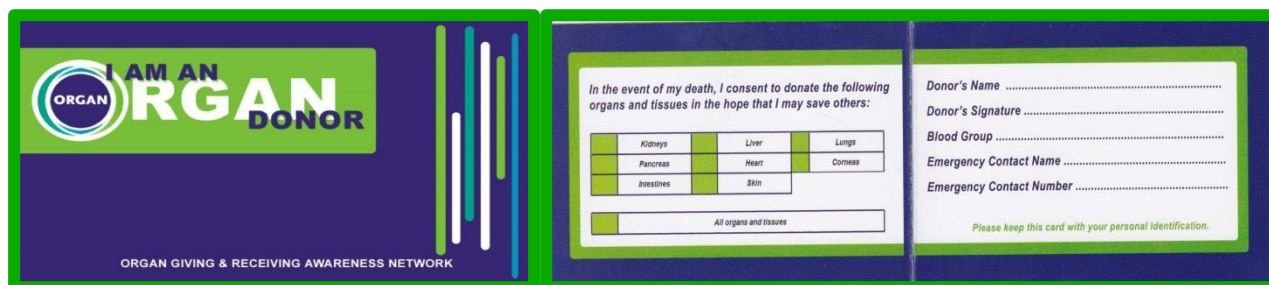
- A series of posts (both still and bytes) were launched by us starring celebrities such as Javed Akhtar and Shabana Azmi. You can view them on our website www.organindia.org, or Facebook page – www.facebook.com/ORGANINDIA.
- Donor testimonial films, news on transplants, our blog articles were all posted on Facebook, and twitter.

- **Google Ads** ORGAN India has been accepted into the Google Ad Grants programme and has been sanctioned \$10,000 worth of Google Ad Words to spread awareness on its activities on the internet. The Ad Words grant will help us find additional support for our non-profit activities.

NEW WEBSITE, COLLECTING PLEDGES & DISSEMINATING INFORMATION

Our new website www.organindia.org was launched this year and is the hub of all the activity. We have a robust online pledging facility. Through the website we send donor cards to those who are interested within two weeks of their registering with us. We answer queries from people who need help, disseminate information and other material relevant to organ donation. We have create more infographics and short informative films as well as bytes and other films from doctors who can talk on organ donation and its benefits as well as give out information to potential recipients and donors.

Link to the online Form: <http://www.organindia.org/claim-your-donor-card/>



ENGAGEMENT WITH OPINION LEADERS & CELEBRITIES

Engaging celebrities, sportspersons, actors, singers, musicians, politicians and others, especially those who are seen as role-models, to create awareness and spread the message to all sections of the population, who will be encouraged to sign up as donors. We have already short clips with Shri Javed Akhtar and Shabana Azmi which can be seen at the below link and hope to do many more in the coming year.



Javed Akhtar: <https://www.youtube.com/watch?v=YUxfazUzvzo>

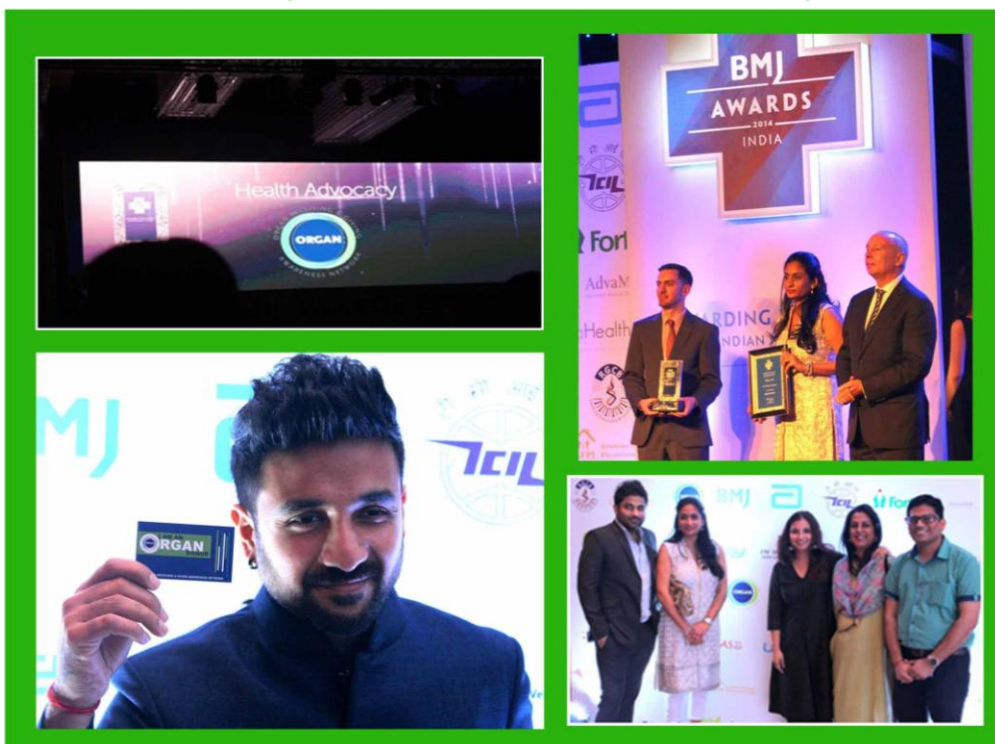
Shabana Azmi: <https://www.youtube.com/watch?v=RmyMilgxVmM>

ORGAN INDIA IN AIRTEL DELHI HALF MARATHON

We ran in the Airtel Delhi Half Marathon on Sunday the 23rd of November, 2014 to raise awareness on organ donation, and to raise funds for our continuing efforts. Mamta & Arun Jain (who had donated their son's organs) participated in our run along with 15 others. We are very proud that thanks to our efforts, out of the 95 NGO's participating in the marathon, Mamta & Arun Jain's personal story on organ donation was one of the five stories that ADHM and Star TV chose to highlight during the marathon. The story was telecast on 23rd of November, 2014 on Star Sports during the live telecast of the marathon between 6-10 am.



ORGAN INDIA (PARASHAR FOUNDATION) AT BMJ AWARDS



ORGAN India was a Proud Event Partner at India's First British Medical Journal (BMJ) Awards 2014. In partnership with BMJ, ORGAN India presented the Award for Health Advocacy which was presented to Pankaj Chaturvedi, Voice of Tobacco Victims, Mumbai.

Our Supporters

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Amira Food Pvt. Ltd.**



Vijaya Gujral Foundation



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Service Ltd**



**Mr. Rajesh Talwar
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Ms. Jyotsna Suri



Mr. Kawaljit Singh