



***ANNUAL REPORT
2015-2016
PARASHAR FOUNDATION***



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Trustee
Parashar Foundation



Ms. Kirti Parashar
Chairperson
Parashar Foundation



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Chief Patron
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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. 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. As of June 2016, all our activities are carried out under the aegis of NOTTO (National Organ & Tissue Transplant Organisation). The NOTTO logo is on our donor cards, films and IEC material as approved by them.

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.

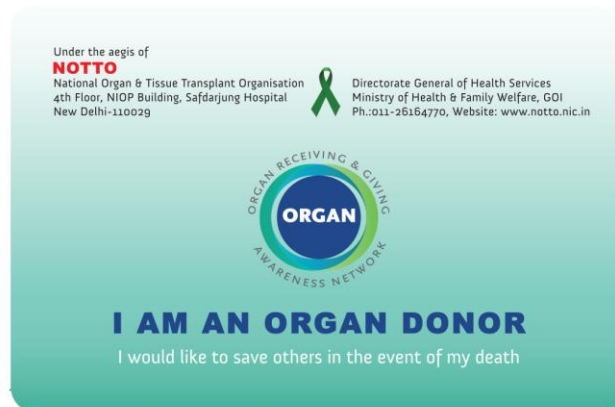
ANNUAL REPORT YEAR 2015-2016

COLLECTING PLEDGES & DISSEMINATING INFORMATION

Our website www.organindia.org 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, answer queries from people, disseminate information, infographics, and other material relevant to organ donation. We hope to create more animations, infographics and short informative films as well as bytes from doctors who can talk on organ donation and its benefits as well as give out information to potential recipients and donors. We forward all collected pledges to NOTTO (National Organ & Tissue Transplant Organization) formed by the Govt. of India, and their logo is on our new cards.

We have more than 7000 people who have pledged to donate their organs online, and 25000 more who have pledged at various events.

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

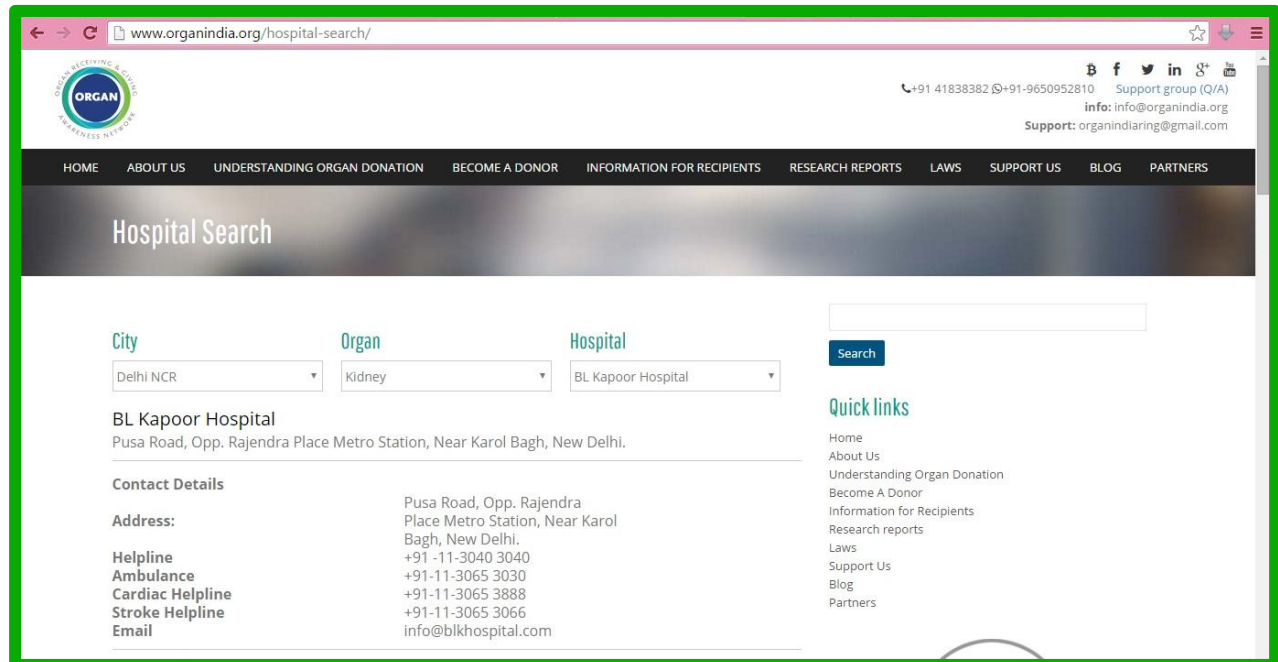


ORGAN Donor Card

TRANSPLANT GUIDE

Our **Transplant Guide** – a directory of hospitals carrying out organ transplants nationwide along with all the required information that a transplant recipient would need is now live for all of India. 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. For the half a million Indians who need transplants every year this directory is a boon.

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



The screenshot shows the ORGAN India website's hospital search page. The header includes the ORGAN logo, contact numbers (+91 41838382 and +91-9650952810), and social media links. The navigation menu lists: HOME, ABOUT US, UNDERSTANDING ORGAN DONATION, BECOME A DONOR, INFORMATION FOR RECIPIENTS, RESEARCH REPORTS, LAWS, SUPPORT US, BLOG, and PARTNERS. The main heading is "Hospital Search". Below it, there are three dropdown menus for "City" (Delhi NCR), "Organ" (Kidney), and "Hospital" (BL Kapoor Hospital). A "Search" button is next to the Hospital dropdown. The results for BL Kapoor Hospital are displayed, including the address: "Pusa Road, Opp. Rajendra Place Metro Station, Near Karol Bagh, New Delhi." and contact details: "Contact Details", "Address:", "Helpline", "Ambulance", "Cardiac Helpline", "Stroke Helpline", and "Email". A "Quick links" section on the right lists: Home, About Us, Understanding Organ Donation, Become A Donor, Information for Recipients, Research reports, Laws, Support Us, Blog, and Partners.

SOCIAL MEDIA CAMPAIGNS

We extensively used social media platforms this year such as Facebook, Twitter, Google Ads to launch regular campaigns to create awareness on organ donation.

- ORGAN India has been accepted into the Google Ad Grants programme and has been sanctioned \$12,000 worth of Google AdWords to spread awareness on its activities on the internet. The Ad Words grant will help us find additional support for our non-profit activities.
- We have launched a Facebook campaign with ads and celebrity bytes in the past year to create awareness and reach out to a large audience. Our target is people between the ages of 18-65 who are net savvy, educated and ready to be part of a good cause. Pan India (Focus on Metro Cities).

Our Facebook page is used very judiciously and effectively this year with ads on every occasion such as Gandhi Jayanti, Diwali, Republic Day, Valentine's Day, Holi, and Women's Day. We also provide all the latest news on organ donation and transplantation on our page which has over 7000 likes.

- **Facebook Statistics** – We have reached more than 2 million people and posted over 1200 posts.

SOME OF OUR POPULAR POSTS

Name of the Post	Reach
Javed Akhtar (English Byte)	90000
Shabana Azmi (English Byte)	21000
Javed Akhtar (Hindi Byte)	31000
Subhash Ghai (English Byte)	11000
Farhan Akhtar (English Byte)	26000
Gandhi Jayanti Ad	40000
Max Hospital Heart Film	39000
Mandira Bedi Ad	30000
Jackie Shroff (Hindi Byte)	31000
Anup Jalota (Hindi Byte)	38000
Father Davis Chiramel Ad	80000
Sonu Nigam (English Byte)	31000
Anup Jalota (Punjabi Byte)	38000
Valentine Day Ads	15000
Women's Day	1112
Holi	12800

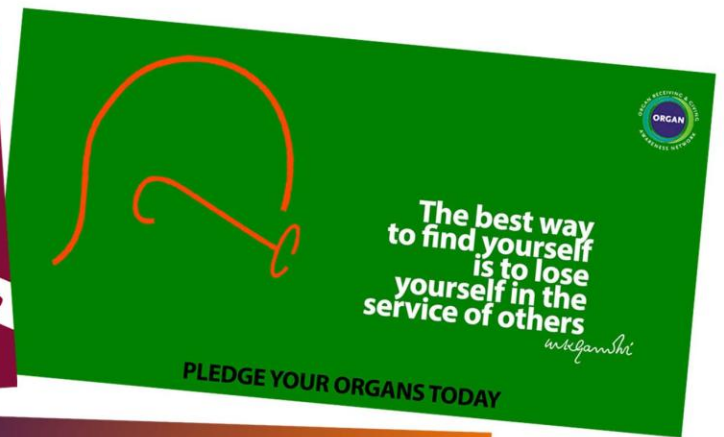
FACEBOOK ADS OF ORGAN INDIA THIS YEAR

We have used Facebook extensively to promote awareness on organ donation with a lot of success. Below are ads that we create on special occasions and in general.





GANDHI
JAYANTI



DUSSEHRA

NEW YEAR



WILL YOU BE MY
VALENTINE?



PLEDGE YOUR ORGANS
AND SPREAD THE LOVE!

VALENTINE'S DAY



This Valentines day pledge your love for humanity...



BE AN ORGAN DONOR

WOMEN'S
DAY

She is a woman,
She is strong,
smart,
passionate and
courageous.
She gives love,
respect,
gratitude

**SHE GIVES
LIFE**



She gives life
Be like she

**BECOME
AN ORGAN
DONOR**

HAPPY HOLI

be the rainbow in someone's dark cloud...
be an organ donor...



HOLI

ENGAGEMENT WITH OPINION LEADERS & TIE-UP WITH WHISTLING WOODS INTERNATIONAL, MUMBAI

We have been 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 had short clips with Shri Javed Akhtar, Shabana Azmi and Mandira Bedi.

This year we got a lot more celebrities to talk on organ donation via our partnership with Whistling Woods International. Whistling Woods in association with ORGAN India announced a contest to call for entries for PSAs to be made on the cause of Organ Donation. Whistling Woods will commission these films and help produce them. We have succeeded to get pledges from many Celebrities with the help of Whistling woods International. Links are Given Below:

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

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

Subhash Ghai: <https://www.youtube.com/watch?v=HeLOfJjSrAk>

Sorabh Pant: <https://www.youtube.com/watch?v=jq48-iXZiSs>

Jackie Shroff: <https://www.youtube.com/watch?v=cHuHKfWpX38>

Tanmay Bhatt: <https://www.youtube.com/watch?v=36fCoP9h1ok>

Sonu Nigam: <https://www.youtube.com/watch?v=Tv5W6pnZpnQ>

Farhan Akhtar: <https://www.youtube.com/watch?v=WkDTZwqI3j4>

TRANSPLANT COORDINATOR'S TRAINING IN DELHI AND CHENNAI DELHI



All the participants and faculty in the Training Program

We participated in Transplant Coordinator's Training Programme organized by MOHAN Foundation in collaboration with Fort (Fortis Organ Retrieval & Transplant Fortis Memorial Research Institute, Gurgaon, 58 delegates of varied profiles - transplant coordinators, doctors, nurses, medical social workers, dialysis technicians, and senior managers from Uttar Pradesh, Madhya Pradesh, Bihar, Rajasthan, Punjab, Tamil Nadu, Assam, West Bengal, Haryana and Delhi-NCR attended the training.

Apart from health care professionals who attended the training, few NGOs that have undertaken to work with the cause of organ donation, also attended the training such as ORGAN India (Delhi-NCR), Shine India Foundation (Kota) and Jodhpur School of Public Health (Jodhpur).

More than 50 eminent speakers and experienced professionals from the medical/non-medical fraternity conducted and chaired sessions.

CHENNAI

Our CEO attended NATCO on its 8th Annual Transplant Coordinators' Conference to be held on 3rd and 4th October, 2015, at the "The Leela Palace Chennai", Chennai.

The theme of the conference was **"Beginning of the new dawn"**.

More hospitals, more state governments, more transplant coordinators, more doctors, more



celebrities and many more conscientious citizens are going to be part of this organ donation movement. NATCO was a platform for all of them to get together and share their experiences and be part of this slowly evolving organ donation movement in the country.

She also attended 26th Annual Conference of the Indian Society of Organ Transplantation which was going on simultaneously. It was a unique conference that brought many smaller transplant organizations and groups together under one roof. Transplant organizations and doctors from across the globe were present and presented their papers. It was the perfect platform to make everyone aware of ORGAN India and the Parashar Foundation, and to connect with transplant professionals from across the world.

AWARENESS TALKS & DRIVES (LOCAL & REMOTE SESSIONS)

This year we have intensified our awareness initiatives to include sessions across India as well as Delhi/NCR. In addition to awareness talks in Delhi/NCR we went to the Delhi Technical University, Rohini, Mercer – Noida & Gurgaon Offices, Christmas Carnival organized by SMART (Syro-Malabar Art Reflecting Team), Dilshad Garden, CORD - Rajouri Garden amongst many others.

We also get lots of queries from all around India and we ensure that either one of our associates in those cities takes the awareness session, or we provide the logistical support (posters, PPTs, brochures, info-graphics) and the know-how on a session on organ donation. Many such sessions have taken place across India. An example of one is given below.

AWARENESS SESSION IN BAGALKOT, KARNATAKA



Dr. Meenakshi Badakali, Professor in OBG at SN Medical College, Bagalkot, Karnataka and her daughter Diya and two of her friends Sahana Santangi and Sahana Nagavi took up the topic of Organ donation awareness for their upcoming Science expo.

There was a meeting called for all the doctors at SNMC both medical and dental on the 2nd of November 2015 for an official work and they thought about starting the awareness program first with their very own faculty. Their honorable Principal and Chairman of the college were overwhelmed with the children's initiative on such a novel subject and readily agreed for their presentation.

Children played a short video on organ donation provided by us and distributed the donor forms to those who wished to donate. The response was outstanding and we were sent more than 90 requests for donor cards. The children are now going to conduct other sessions at their own school with their teachers.

ORGAN INDIA'S "LET'S GET ORGANISED" CAMPAIGN IN SCHOOLS



AT SETH ANANDRAMJAIPURIASCHOOL, GHAZIABAD, UP



Our school programme began with 500 school children of the Interact Club at Seth Anandram Jaipuria School at Ghaziabad. It was absolutely amazing to see how receptive students were to the idea of organ donation. They sat through and enjoyed almost 2 hours of presentations, short films and a very interesting question answer session where they asked the most unanticipated questions! Children also readily volunteered to take part in a small research project on organ donation initiated by ORGAN India. The findings of this research on awareness levels in the general public will be submitted to the Government to help them tackle issues related to awareness on organ donation.

It was a real pleasure being with such a fantastic audience, and we hope to continue our new promotion, - Let's Get ORGANised – in schools across the country.

'ANUP JALOTA LIVE' TO PROMOTE ORGAN DONATION

In a concert organised by us, Bhajan Samrat Anup Jalota thoroughly entertained the audience at FICCI auditorium on December 12th, 2015 with his ghazals and bhajans to raise awareness on organ donation. Anup Ji is the Chief Patron of the ORGAN India and is helping us to promote organ donation in a big way. Chief Guest, Director General of Health Services, Dr. Jagdish Prasad inaugurated the event along with Mr. P. Khanna, Business Head, Hero Corporate Services Limited, Shefali Munjal and Mrs. Kirti Parashar.

Dr. Prasad spoke of the need to increase awareness on organ donation and how ORGAN India has done a commendable job.

Before the concert, a short film on organ donation was screened in the presence of families who had donated the organs of their loved ones.

Amongst the guests were the Director of NOTTO, Dr. Saudan Singh, officers of the Ministry of Health & Family Welfare, and all our supporters and donors who came in full force to support ORGAN India. Link: <https://www.youtube.com/watch?v=6rLAKxTef4M>



Lamp Lighting by Shri Anup Jalota (Left), ORGAN India Team at the concert (right)



Director General (Health Services), Govt. of India Congratulated to hold the event to promote organ donation (Left), Mr. P. Khanna, Director, Hero Service Pvt. Ltd. Gifted a shawl to Bhajan Samrat (Right)

Youtube Link to the Show: https://www.youtube.com/watch?v=6rLAKxTef4M&feature=em-subsubs_digest



Articles, Radio Show and TV Show initiated by ORGAN India for the event.

- <https://www.sendspace.com/file/pc1a17> - Radio FM Rainbow
- <http://cumalive.blogspot.in/2015/12/organ-india-new-life-anup-jalota-sings.html>
- Arttalk on News X with Anup Jalota: <https://www.youtube.com/watch?v=ccxKOspK5Ow>

Anup Jalota spoke on organ donation and there was an ad for ORGAN India and a call to action to pledge organs, as well as six banner ads through the show.

ORGAN INDIA AT THE SYRO-MALABAR ART REFLECTING TEAM (SMART) CHRISTMAS CARNIVAL

The Syro-Malabar Art Reflecting Team (SMART) from Delhi in association with ORGAN India and Father Davis Chiramel, Director – Kidney Federation of India, held their annual Christmas Cultural Programme at Dilshad Garden in December 2015. Over 500 pledges were collected and presented to Ms. Sunayana Singh, Chief Executive Officer of ORGAN India and Father Davis Chiramel by the Chief Guest, Shri Ram Niwas Goel, Hon'ble Speaker, Delhi Vidhan Sabha. Shri Goel spoke of the need to increase awareness on organ donation throughout India's capital city. We look forward to continue this association with SMART and Father Chiramel in Delhi who has pledged his support to ORGAN India.



INTERNATIONAL BIKE RALLY TO PROMOTE ORGAN DONATING

ORGAN India teamed up with the Royal Thunderers to spread awareness on organ donation as they ride through India-Nepal-Bhutan and Burma to carry the message to the four countries. Led by Harkaran Singh and his team, the Royal Thunderers, alumni of Chitkara University, organised a seminar at and flagged off from their Alma Mater Chitkara University, Chandigarh. Over 200 students engaged with us over the day in various sessions and signed up for donor

cards as well as cleared their doubts over organ donation. Rt. Wing Commander R.S. Gill, Vice President, University Affairs, Chitkara University was there to inaugurate and flagoff the ride.



ORGAN ORGAN DONATION AWARENESS IN PUNJAB UNIVERSITY

ORGAN India was invited to Panjab University Law Auditorium on the 4th of March, 2016 to talk on organ donation during the annual festival **VIMARSH by Students of Panjab University, Chandigarh**. Over 200 students attended the program and filled the pledge forms.



Organ donation camp held at PU

Chandigarh: An awareness talk on the benefits of being an organ donor was conducted by Parashar Foundation at Panjab University on Thursday.

On the occasion, Sunayana Singh, CEO of Parashar Foundation which initiated an organ donation campaign across India apprised the students of how to become organ donors in order to help save as many as eight lives each.

"Half a million people die in India each year due to lack of organs, there is a serious shortage of organ donation in India which is a matter of grave concern," Singh explained. A short documentary on donor and recipient families was also shown to the students, encouraging them to further inspire their peers to become organ donors.

The talk was collaborated by Professor Manjeet Paintal of Panjab University, and was supported by Department of Community Education and Disability Studies, PU.

ENS

ORGAN INDIA AND TEAM INSAAF (LUDHIANA) DRIVE TO PROMOTE ORGAN DONATION

ORGAN India was invited to Ludhiana to train counsellors and volunteers of "TEAM INSAAF" on organ donation. TEAM INSAAF, a social organization lead by MLA S. Simarjeet Singh Bains in Ludhiana, Punjab to work for welfare and prosperity of people in Punjab, is organised a campaign on 23rd of March, 2016, the martyrdom day of S. Bhagat Singh, Rajguru and Sukhdev. TEAM INSAAF spread awareness on organ donation to thousands of people who pledged as organ donors in that campaign in their memory. ORGAN India was there to provide proper training to their volunteers who will now go out into the community and to help people understand the concept of organ donation as well as to remove apprehensions in the mind of those people who wish to come and register as organ donors on that day.



Over 24,000 people register for organ donation

LUDHIANA, MARCH 23

As many as 24,000 persons registered during an organ donation campaign organised by Team Insaaf at Dana Mandi near Gill Road today. The camp was dedicated to martyrs Bhagat Singh, Rajguru and Sukhdev.

Simarjeet Singh, CEO, Organ India, said the response was phenomenal. "There were about 1,000 registrations in Chennai and those, too, were done over a period of couple of weeks, but as much registrations in Ludhiana has been an exceptional response to organ donations, which people generally are not keen to," he



Independent MLA Simarjeet Singh Bains from Team Insaaf pays floral tributes to the martyrs.

Noble day, noble cause

A play titled "Aare Bolange Sach" by Gurpreet Chittar was staged to mark the martyrdom day of Bhagat Singh, Sukhdev and Rajguru with a message of inspiring courage of martyrs, patriotism and respecting parents.



Artists enact a play, "Aare Bolange Sach", during an organ donation camp at Dana Mandi in Ludhiana on Wednesday. (THE HINDU PHOTO: KARANJIT KHAURA)

said. Simarjeet added that she would now work with Team Insaaf and a few doctors of the DMSC, to encourage more people to register for organ donations. "Organ India has started

an awareness campaign in Delhi to make children aware about donating organs. Nobody has been reaching out to children in this regard. It is important that children know about organ donation

so that they can inspire their family members to sign up for the cause," she added. Speaking on the occasion, Independent MLA Simarjeet Singh Bains from Team Insaaf said thousands of people

have committed to donate their organs and this pledge could give other people a new lease of life. He said Team Insaaf would continue to get the forms for organ donation filled.

After our engaging session and training to the volunteers from TEAM INSAAF an astounding 25000 organ donation pledges were collected on 23rd of March, 2016, to mark the martyrdom day of S. Bhagat Singh, Rajguru and Sukhdev.

TEAM INSAAF took it upon themselves to collect as many pledges as possible and spread awareness in all parts of Ludhiana and beyond on organ donation. It took them less than 3 weeks to reach out the very generous people of Ludhiana and raise awareness on organ donation. ORGAN India was there to provide proper training, material and encouragement to the volunteers who then spread the word and removed apprehensions about organ donation in the mind of the general public.



People filling the form on counter (Left) and Leaders from Team Insaaf thanking public (right)



Team Insaaf Handed over all the Pledge forms to ORGAN India (Left), crowd to support the cause (Right)



S. Simarjeet Singh Bains (MLA from Ludhiana) addressing the press (Left)

LIVE HEART TRANSPLANT AND GREEN CORRIDOR IN MAX HOSPITAL, SAKET, NEW DELHI

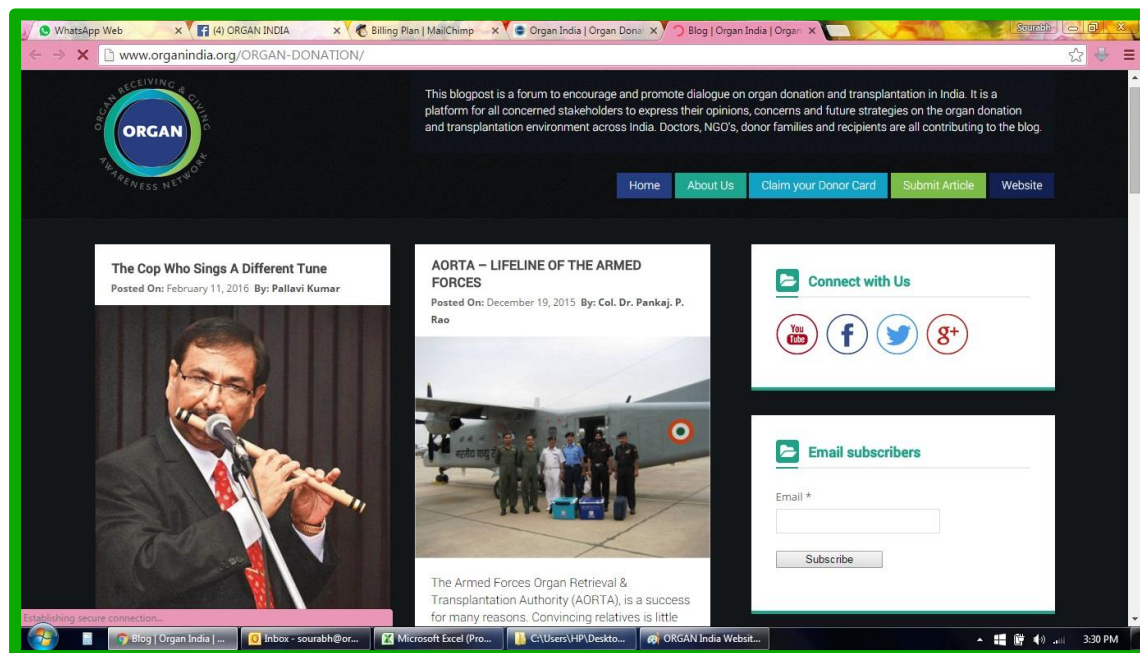
We have created a short video of a behind-the-scenes glimpse at a live heart Transplant which took Place in Max Hospital, Saket, New Delhi.

The donor was declared brain dead in from BL Kapoor Hospital New Delhi and a green Corridor was created to transport Heart from BLK hospital to Max Saket Hospital in a Green Corridor created with the help of the Traffic Police. Dr.Kewal Krishan from Max hospital performed the surgery. The video shows the urgency and the precision with which everything related to a transplant is carried out! The video is immensely popular both online and at awareness sessions. Link: <https://www.youtube.com/watch?v=I5jpsMjOHd4>

BLOG ON ORGAN DONATION

We are continuing with our 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 most welcome to contribute 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. All those who pledge their organs with us also get subscribed to the blog. It's also a forum to communicate to the general public about organ donation and transplantation. We have posted more than 20 blogs and have more than 5000 subscribers to this blog which includes all the transplant doctors, coordinators and all those people who have pledged their organs with us.

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



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