



***ANNUAL REPORT ON ACTIVITIES
2016-2017
PARASHAR FOUNDATION***



Ms. Anika Parashar
Chief Trustee,
Parashar Foundation



Ms. Kirti Parashar
Trustee,
Parashar Foundation
Heart Recipient



Mr. Vidur Parashar
Trustee,
Parashar Foundation



Ms. Sunayana Singh
Chief Executive Officer,
Parashar Foundation



Ms. Eeda Gujral Chopra
Patron and Chief Adviser,
Parashar Foundation



Dr. Sourabh Sharma
Project Manager,
Parashar Foundation



Ms. Kushla Sahgal
Patron,
Parashar Foundation

Parashar Foundation

D - 119, Defence Colony, New Delhi 110 024. Tel: +91 11 41838382

‘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 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 utilized 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.

Since 2013, the Foundation has focused on creating awareness on Organ Donation under ORGAN (Organ Receiving & Giving Awareness Network) India. Through ORGAN India, we seek to address the shortage of organ donors, and endeavors 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 via various mediums and platforms such as social media, awareness in schools colleges and other institutions and training others to carry out the programme. Spreading awareness about the benefits of organ donation after brain death.
- To educate those suffering from organ failure about their various options, and help them in their ordeal by offering information, advice, counselling, and offering monetary help if possible. Preventing the illness and death of those with organ failure.
- To influence public policy on organ donation in India by becoming leaders in the public awareness and collaborative effort of all NGOs.

ANNUAL REPORT

YEAR 2016-2017

COLLABORATIVE CONCLAVE FOR ORGAN DONATION

ORGAN India emerged as the network leader in India in bringing all NGOs across India under one umbrella by hosting a Collaboration Conclave on Organ Donation, under the aegis of NOTTO.

The Collaborative Conclave for Organ Donation was held on the 1st of December 2016 at India International Centre, New Delhi, in collaboration with NOTTO (National Organ & Tissue Transplant Organisation), and with the kind support of Hero Corporate Services Pvt. Ltd.

The Conclave turned out to be a landmark event, as for the first time in India, all NGOs who work towards promoting and facilitating organ donation across the country came together on one platform. The 17 NGOs, who were previously unconnected to one another, set collaborative goals, shared material, discussed challenges and set the agenda for collectively reaching out to millions of people in India in the next year in collaboration with NOTTO and the Ministry of Health & Family Welfare.

NGOs who participated came from Delhi, Mumbai, Kolkata, Guwahati, Cuttack, Surat, Ahmedabad, and Kota for the Conclave to further the cause, and talk about the amazing work they are doing. All NGOs who attended are listed below:

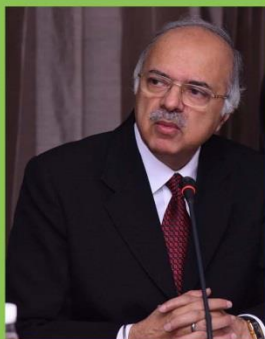
ORGAN India, MOHAN Foundation, Shatayu, Dadhichi Deh Daan Samiti, A Million Pledges, Donate Life, Narmada Kidney Foundation, Apex Kidney Foundation, Zuble Foundation, NDTN, Ganadarpan, Shine India Foundation, Rotary South West Delhi, MOTHER, Love Care Foundation, Karunya Trust. Gift Your Organ and Light A Life could not be present but were there in spirit!

India's First Collaborative Conclave on Organ Donation with NGOs from across India focused on these Key Areas:

- ✓ Announcement of a Portal for NGOs and Government to connect to each other and stay abreast of all announcements, laws, challenges and campaigns. ORGAN India took the lead on this and the portal is now constructed. NGOs will also be able to share material, collateral and films.
- ✓ All Education Departments in various States will be requested by NGOs to issue a directive to all schools to have an awareness drive on organ donation. Post the conclave, this has already been in done in Rajasthan by one of our participating NGOs as well as by us in Delhi.

- ✓ Method of accreditation by NOTTO of NGOs working in the field has been decided upon.
- ✓ A common donor card with NOTTO accreditation and Government Id Number has been agreed upon and will be in process this year by all NGOs.
- ✓ A white paper on government schemes to help needy transplant patients is underway by a working committee of NGOs in the conclave.
- ✓ A common agenda for the next year is being decided collaboratively so that the Government and all NGOs are on the same platform - especially for Organ Donation Day Celebrations.
- ✓ Challenges faced by the NGOs in their respective areas to be highlighted.
- ✓ Compilation of a list of Government Schemes in States to help transplant patients.
- ✓ Sourcing Ambassadors for Organ Donation - donor families and recipients, celebrities such as sportspeople, film actors, cricketers and other opinion makers.
- ✓ NGOs need to write to NOTTO regarding Accreditation, Plans for the Year, Proposals for the year, Updating NOTTO with their activities.
- ✓ Letters to be submitted by NGOs to NOTTO regarding a chapter on organ donation in textbooks. NOTTO will then take it up with the concerned Government bodies.
- ✓ Letter to be submitted by NGOs to NOTTO regarding adding the provision of the driver's choice to be an organ donor on driving licenses in various States. NOTTO will then take it up with the concerned Government bodies. There must be sensitization of all drivers at the time of receiving licenses.
- ✓ Giving Pledge forms along with admission forms in schools/colleges. Banks can be approached to hand out pledge forms when opening an account. RBI can be approached.
- ✓ Government Support to NGOs – Logistical and Financial Proposals are invited by NGOs for their demands and requirements from NOTTO for their projects.
- ✓ Common collaterals will be designed and decided upon for dissemination. NGO's retain their individuality and yet come under the larger umbrella of NOTTO.
- ✓ NOTTO to make pledging easier on their website. A smartphone application to be created for NOTTO.
- ✓ Linking of individual NGO websites with NOTTO.
- ✓ Official notification that 27th November is India's official Organ Donation Day to be issued by Govt.
- ✓ Transportation of Organs – Methods. NOTTO is in talks with Airport Authority of India in order to speed up the process of organ transport in different states.
- ✓ Swap Transplant – Methods to integrate Swap Transplant Registries to be discussed this year.

COLLABORATIVE CONCLAVE
for Organ Donation



ACCREDITATION BY NOTTO – UNDER THE AEGIS OF NOTTO

- As of June 2016, all our activities are carried out under the aegis of NOTTO (National Organ & Tissue Transplant Organisation) which is the apex body for organ donation in India, which became active in 2015 under the Ministry of Health & Family Welfare.
- The NOTTO logo is on our donor cards, films and IEC material as approved by them.
- ORGAN India has close ties with NOTTO and MoHFW and is regularly called for important meetings at the Ministry when policy and future plans are discussed, and is well placed in influencing government policy.
- We are a source of films, celebrity endorsements which we share with NOTTO for their use.
- The Chief Executive Officer of ORGAN India was felicitated on by the Health Minister, Mr. J.P. Nadda on India's Organ Donation Day for ORGAN India's exemplary role in promoting awareness on organ donation.



NOTTO

राष्ट्रीय अंग एवं ऊतक प्रत्यारोपण संघटन
National Organ & Tissue Transplant Organisation

स्वास्थ्य सेवा मंत्रालय, स्वास्थ्य एवं परिवार कल्याण मंत्रालय, भारत सरकार
Directorate General of Health Services, Ministry of Health & Family Welfare, Government of India

अंगदान-जीवनदान

Ref. No. I-3/248/IEC-Corr./NOTTO/2016-17/3902

Dated-27/05/2016

To,
Ms. Sunayna Singh
Chief Executive Officer
ORGAN (Organ Receiving & Giving Awareness Network)
D-119, Defence Colony, New Delhi-24

Subject- Appreciation for your step to promote Organ Donation.

Madam,

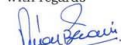
We appreciate steps taken by your Organisation to work for the promotion of life saving act of Organ Donation and acknowledge your contribution for Organ pledging. As improving Awareness on Organ Donation is a priority of Government of India, we (would like to) accept your proposal to involve your organisation for public participation & public Awareness programme under the aegis of NOTTO / in coordination with NOTTO.

Your Organisation is delicately working for the promotion of such a noble issue, NOTTO will be happy to coordinate and co-brand in awareness drives planned by your organisation and wish to do so. Point wise reply of your proposal;

1. You may proceed with the Donor card as decided, under the aegis of NOTTO may be used.
2. Yes, if intimated about a week earlier, NOTTO representative can join the event.
3. Yes, copy of such videos may be provided to NOTTO, and no content will be changed after the contents are approved.
4. You may organise such events under the flagship of NOTTO. Kindly share the information of such activities with NOTTO.
5. As per need we will seek your coordination.
6. Yes, you can design any IEC material and submit to NOTTO for approval, with no financial implications to NOTTO.
7. No such provision exist as on date, in future if there will be a provision your case will be considered.

We wish you best of luck for your future plans to make Organ Donation a success. Your cooperation in this National endeavor is highly appreciable.

Thanks
With regards


(Dr. Vimal Bhandari)
Director - NOTTO

अंगुर्तु एवं संघम हल, एन.आई.ओ.पी. भवन, सफाईरंग अस्पताल, नई दिल्ली-110029, फोन नं 011-26164770
4th & 5th Floor, NIOP Building, Safdarjung Hospital, New Delhi-110029, Ph- 011-26164770, E-Mail- dr@notto.nic.in
परमोपरत अंगदान-सबसे बड़ा पुण्य है।

TRANSPLANT GUIDE

Apart from awareness, we have successfully made it our mission to help and guide transplant recipients on where to go and what to do in the case of organ failure, and facilitate their transplant journey help them to reach the right institutions.

For organ recipients, a transplant means a second chance at life. We want to do our best to ensure that they get a shot at it. Based on our research which included several case studies as well as visits to existing facilities, we compiled information that would be useful to patients in their organ transplant journey.

The Transplant Guide is essentially a directory of transplant hospitals, doctors and coordinators across India. A Pan-India guide, it will provide information to anyone who requires a transplant or needs to see a doctor in this regard.

OBJECTIVES

- To provide a comprehensive road map and directory of all transplant hospitals, doctors and coordinators across India.
- To provide details of accommodation, taxis, chemists, medical suppliers, labs, restaurants, ambulance services etc. around **each** listed hospital so that patients who need to travel to a new city for treatment have all the information at their disposal.

We have made the Transplant Guide available on our website www.organindia.org. Along with the Guide we have 24 hour helplines for those needing information on the law, waiting lists for organs, procedures etc. for transplants.

The transplant guide can be accessed at the click of a button. Within the drop-down menu you will need to select the city for which you require information and then specify the organ (such as kidney, liver, heart etc.) for which you require the data. Once you pick the city and organ, the third drop down menu will give you all the names of the hospitals with transplant centres for the specific organ that you have chosen. You can then click on the hospital of your choice and this will open the complete transplant guide for the chosen hospital.

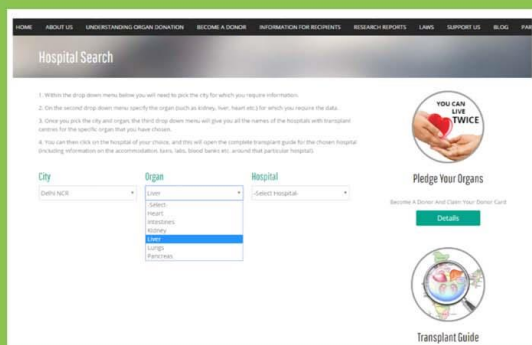
There are more than 250 hospitals from cities across India on the Transplant Guide. We have the names and information of the Transplant enabled hospitals, the list of doctors, and phone numbers and email ids of the transplant coordinators who can be called by patients to take their case forward. Apart from that we have information about accommodation and other services such as labs, blood banks, chemists, taxi services, ambulances around **each** hospital.

It took us over a year to get all the mind-boggling information that is required to make this possible, and we had to do an extensive amount of research.

Transplant Guide Impact

Patients, Doctors, Hospitals and stakeholders from across India and abroad have appreciated the Guide and have sent in emails and thanking us for making it so easy for them to find out everything there is to know with such a simple system. We have had a big increase in the hits on our website. People who contact us for information are asked to use the Guide for ease of access to information. Instead of fielding calls and then calling people back with the information they need, we now refer them to the Transplant Guide.

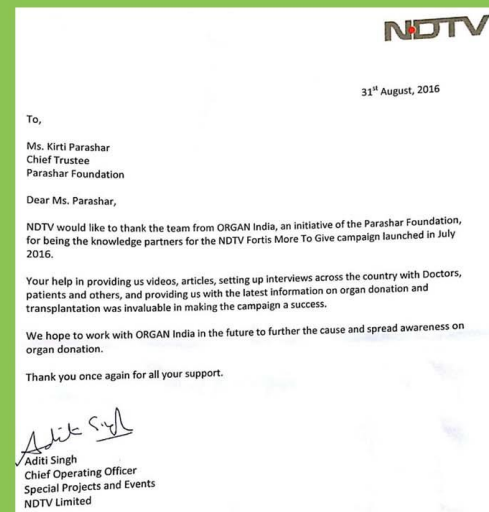
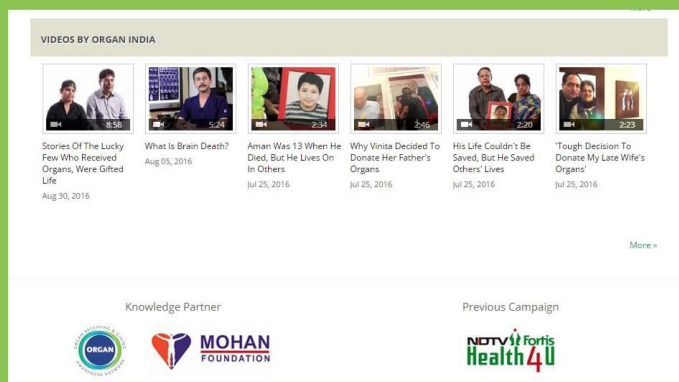
- ✓ Since we started the Transplant Guide in May 2016, out of the approximately 6000 calls our Helplines have received from across the country, about half of them to seek information that pertained directly to the Transplant Guide and the callers were told to refer to the Guide. We have received a lot of appreciation for help and emails for the help that it provided.
- ✓ The Guide was covered in several media articles in newspapers such as Hindustan Times & Financial Express.
- ✓ Our research paper on the Transplant Guide won the award for best research paper at NATCO (National Association of Transplant Coordinators) and ISOT (Indian Society of Organ Transplants) in October 2016 at Chandigarh.



ORGAN INDIA WAS THE KNOWLEDGE PARTNER FOR THE NDTV- FORTIS CAMPAIGN ON ORGAN DONATION

ORGAN India joined hands with NDTV and Fortis Healthcare as knowledge partners for their campaign 'More to Give' which was launched on the 26th of July 2016 and continued till September 2016, to spread awareness on Organ Donation and Transplantation. ORGAN India provided videos, set up interviews with stakeholders across India, provided written material, story ideas, articles, and films for dissemination and generation of awareness on organ donation.

We also provided support for two live events in Delhi and Chandigarh aired in August and conducted sessions organized by NDTV at various colleges and institutions.



“LET’S GET ORGANISED” – ORGAN INDIA’S CAMPAIGN FOR SCHOOL GOING CHILDREN

We believe that the best way to spread awareness on organ donation is through children, and we launched a special campaign last year to spread awareness on organ donation in schools. We have created a special booklet for students to help them understand the meaning and importance of organ donation. This year like the last, we have had a series of very successful sessions with the students of Modern School, Barakhamba Road, Modern School, Vasant Vihar, Springdales, Dhaula Kuan, and Strawberry Fields High School, Chandigarh, Ramjas School, Karol Bagh, Gyan Bharti School and Jaipuria School, Civil Lines amongst others. We will be going to many more schools in the coming school year.



Tie-up's with NGOs, Corporates and Individuals To Promote Organ Donation

- **Oberoi Hotels** - ORGAN India has been asked by the Oberoi Group to give talks and raise awareness across all its Hotels in India. We started off with a great session at Oberoi Maidens Hotel in the presence of Mr. Kapil Chopra, President, The Oberoi Group. This was followed up by two sessions in the Gurgaon Trident and Oberoi, and the Trident Hotels in Mumbai. We hope to cover more Hotels in the coming year.
- **Pharma Expo CSR Partners** - ORGAN India was invited to be a part of the Pharma Expo by CIMS Medica and display a stall. We collected a lot of donor pledges and raised awareness on organ donation.
- **ORGAN India and Ms. Meenakshi Lekhi, Member of Parliament, New Delhi joined Hands to Announce The Launch For A Campaign On Organ Donation** - Inspired by the concept of organ donation, Ms. Meenakshi Lekhi found herself drawn to the concept of a life being saved by the selfless act of organ donation. We look forward to going to schools, colleges, RWAs, community centers, and reaching out to a plethora of people across Delhi and India through this collaboration.
- **National Organ Donation Day Tie-up with NOTTO** - ORGAN India was a part of several events leading up to India's organ donation day on November 27th, 2017, including a Marathon, Walkathon, gatherings at India Gate and the event on the day itself at Constitution Club. Our CEO was also presented an award by the Union Health Minister Shri JP Nadda for ORGAN India's contribution to organ donation.
- **Kutch Yuvak Sangh** - Kutch Yuvak Sangh is an NGO involved in many social activities in Kutch and Mumbai. With help from ORGAN India, they started an 'Organ Donation Awareness Drive' across Mumbai on 27th November 2016. To commemorate the 8th anniversary of their Madhya Mumbai Shakha on 24th January 2017, a program called Ek Shyam Vir Jawaano Ke Naam, was organized in Mumbai. Chief Executive Officer of ORGAN India, Ms. Sunayana Singh was invited as one of the Chief Guests to speak along with Shri MS Bitta at the Kutch Yuvak Sangh's Madhya Mumbai Shakha on January 24th, 2017.
More than 3000 people from the Kutchhi and Gujarati diaspora attended this program and were sensitized towards organ donation.
- **Columbia Asia** - ORGAN India tied up with Columbia Asia Hospital, Delhi to impart awareness on organ donation to all employees (nurses and other staff). The more the hospital staff knows about organ donation, the better is the coordination between departments of a hospital when a transplant takes place. Two sessions were held during the day and many pledged their organs.
- **Young Indians Delhi and Bhopal Chapter** – ORGAN India tied up with the Young Indians CII in their Delhi and Bhopal chapters to spread awareness on organ donation
- **Care & Concern Foundation**. Their volunteers and agents are trained by us and are spreading awareness on organ donation when they go and do their own work.

- **Municipal Councilor, Andrews Ganj Delhi, Shri Abhishek Dutt** joined ORGAN India to spread awareness locally in the Municipal Wards of Delhi and reach out to thousands of people in the area. Mr. Dutt also made a call to action on the eve of the New Year and asked all his constituents to pledge their organs. Since then we have had constant interaction with people living locally and many of them come to our office to pledge their organs and get more information.
- **Safe Karnataka** – A Karnataka based NGO which works towards spreading awareness on various issues has taken up the cause with us.
- **A Million Pledges**, a Mumbai based NGO has joined hands with us to reach out to schools across India.





AWARENESS SESSIONS & EVENTS DELHI/NCR

We have had many awareness talks and programmes all over the country. While most of them have been in the Delhi/NCR region, approximately 18 have been outside of Delhi.

Delhi/NCR

- **NDTV Events – More to Give Launch Discussion**
- Deloitte Gurgaon
- The Modern School, Barakhamba School, Delhi
- The Modern School, Vasant Vihar - Session for Students
- The Modern School, Vasant Vihar – Session for Parents
- Oberoi Maidens Hotel, Delhi
- Oberoi/Trident Hotels Gurgaon
- Shiv Nadar Foundation (HCL), Noida
- Kalindi Girls College, Delhi
- Pharma Expo /CIMS Medica – 3 Days
- RML Hospital, Delhi
- Art of Living Students
- Ramjas Higher Secondary School, Karol Bagh
- Gyan Mandir Public School, Narayana
- NDTV Partner, GD, Goenka University Gurgaon
- NDTV Event – Walkathon at India Gate
- Columbia Asia Hospital – 2 Sessions for Nurses, Hospital Staff
- North Camp University – Awareness Sessions on Organ Donation
- UCMS – Half Day Seminar on Organ Donation – Guest speaker
- Lady Harding Medical College – Guest Speaker, Seminar on Organ Donation
- Press Conference and Awareness Session at NDMC Building, with Ms. Meenakshi Lekhi
- NOTTO Event – Airtel Delhi Half Marathon
- NOTTO Event – India Gate Awareness Walk
- Indian National Organ Donation Day, Nirman Bhavan
- Young Indians Conclave, Habitat Center, Guest Speaker
- Speak India, YMCA, Delhi – Guest Speaker
- Springdales School, Pusa Road
- Bhargava Community Sensitisation
- Hansraj College Awareness Programme - “Roshni”



COLLECTING PLEDGES & DISSEMINATING INFORMATION, NATIONWIDE SESSIONS & EVENTS ATTENDED

- NDTV-Fortis - ORGAN India, National campaign on Organ Donation at Chandigarh
- Strawberry Fields International School, Chandigarh
- 5 Awareness Sessions in Bhopal with collaboration of YI (Young Indians)
- Trident Hotels – Nariman Point, Mumbai
- Trident Hotel – Bandra Kurla Complex, Mumbai
- NATCO Conference Chandigarh
- Dadhichi Darshan Yatra - Nimisharnya, Lucknow
- Kutch Yuvak Sangh 8th anniversary of their Madhya Mumbai Shakha on 24th January 2017 program called Ek Shyam Vir Jawaano Ke Naam, was organized in Mumbai
- Faculty at Transplant Update, the midterm meeting of the Indian Society of Organ Transplantation (ISOT), Asian Perspectives
- **Organ Donation Wedding – For the first time a couple** Mr Deval Soni and Ms. Radhika Soni, invited ORGAN India to their wedding in Jaipur to raise awareness about organ donation and request everyone to pledge their organs. They believed that there could not be a better and more auspicious occasion to make such a beautiful pledge to help save lives after they were gone. Many of their relatives also pledged their organs.



WEBSITE & HELPLINES

Our website www.organindia.org is the hub of all our activity. We have a robust **Pan-India** presence and an 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).

More than 10,000 people have pledged to donate their organs online with us, and 25000 more who have pledged at various events. In order to applaud those who have taken this brave and selfless decision, we make sure to courier them their cards wherever they are in India within two weeks, along with a brochure.

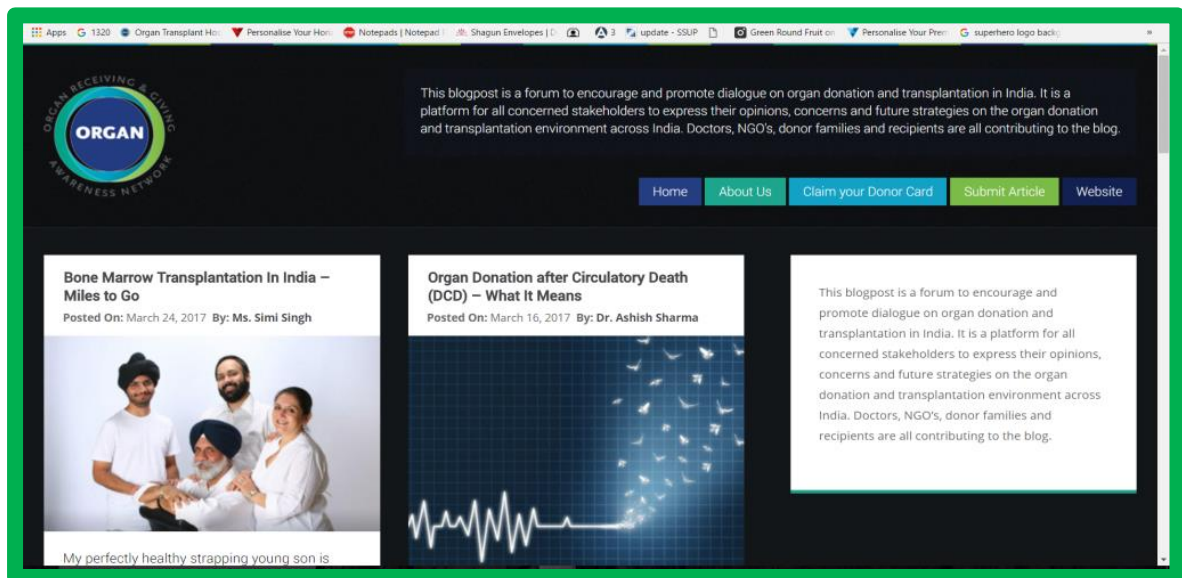
Link to the online Form: <http://www.organindia.org/claim-your-donor-card/>



BLOG ON ORGAN DONATION

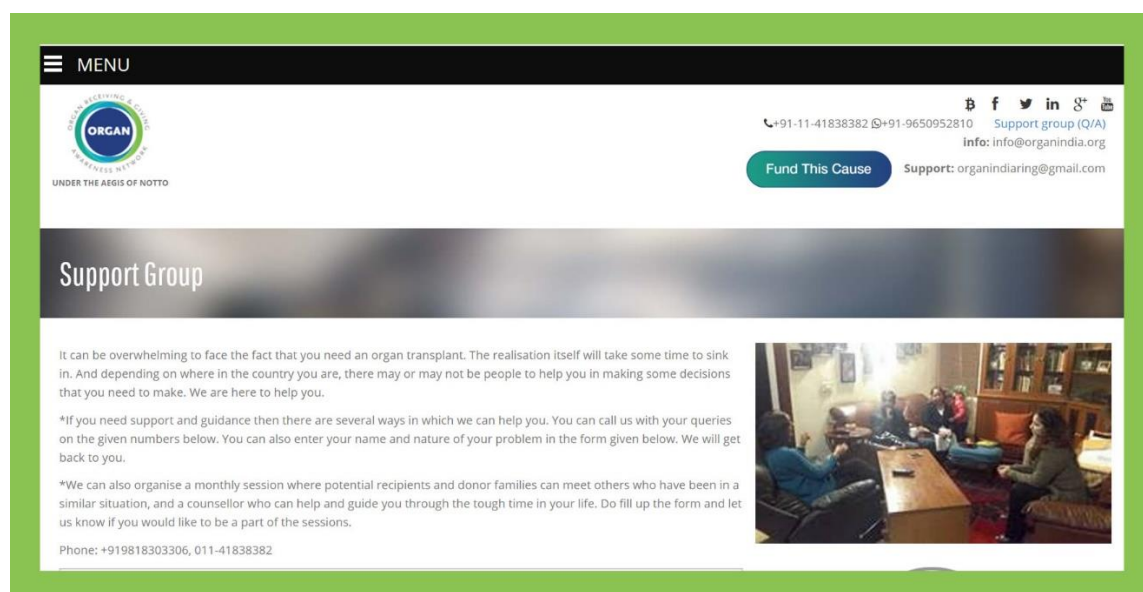
We have launched a Blog on organ donation and transplantation - <http://www.organindia.org/ORGAN-DONATION/>. The blogpost is a platform for all concerned stakeholders to express their opinions, concerns and future strategies on the organ donation and transplantation environment across India. Doctors, Government officials, NGO's, donor and recipients, media persons, all contribute to the blog, We have posted more than 20 informational posts on our blog and have more than around 10000 subscribers to this blog which includes all the transplant doctors, coordinators and all those people who have pledged their organs with us.

This year we published articles from various Stakeholders on topics like Donation after Circulatory Death, Bone Marrow Transplants, An Organ Donation Wedding, Health Insurance & Organ Transplants, Hands & Face Transplants amongst many others.



SUPPORT GROUP ON ORGAN DONATION

ORGAN India has a support group for those needing counselling on organ donation, specifically those who are on the waiting list and need to talk to others who have undergone the same difficulties and issues. Our Trustee Mrs. Parashar meets them herself and we offer all the help and encouragement that we can.



NATIONAL IMPACT OF ORGAN INDIA PROGRAMMES

Organ Donation Pledges

Over the last three years, ORGAN India has taken the lead in online pledges and is now dominating the online space for pledges. Our form is easy to fill and submit, and the donor cards are couriered to all parts of India from Assam to Kerala to Jammu & Kashmir. We take in pride in sending donor cards within 2 weeks to everyone who has taken the wonderful decision to pledge their organs, no matter where in India they are.

So far, we have received more than 10,000 pledges online and over 25,000 at various sessions across India. All our pledges have been forwarded to NOTTO (National Organ & Tissue Transplant Organization).

Social Media Reach

The social media is another space that we are dominating in India as far as organ donation and transplantation is concerned. We use the Google, Facebook, Twitter and LinkedIn platforms extensively and creatively to appeal to all sections of society and spread awareness on organ donation.

With every social media activity, there is a call to action for people to pledge their organs. Our response has been tremendous.

- Our reach on Facebook is over 30 lakhs. This year alone we have created and uploaded around 50 ads and calls to action (Video & Stills).
- We have approximately 790 connections with hospitals, Doctors, NGO's and others on the LinkedIn platform through which we reach out for awareness, talks and other projects.
- We have received free ads on Google and are near the top of any Google search on organ donation and transplantation.
- Through our celebrity pledges we have reached out to millions of viewers online with calls to action.
- Through our social media handles we have supported many campaigns on organ donation and brought films and worldwide news on organ donation to all our followers.

THE BEST THINGS IN LIFE ARE GIFTED



Sunday, 27th November is India's Organ Donation Day
Pledge your organs and make it count

Log on to www.organindia.org and claim your donor card



AWARENESS IS THE
GREATEST AGENT
OF CHANGE

YOU CAN HELP US RAISE
AWARENESS ON ORGAN DONATION
INVITE US TO YOUR SCHOOL/
COLLEGE/COLONY FOR TALKS AND
DISCUSSIONS ON ORGAN DONATION

“

Good is not a
thing you are,
it is a thing
you do.

”



#PledgeYourOrgans

PLEDGE YOUR ORGANS



Jerry Orbach, The Law & Order veteran became the posthumous spokesperson for 'The Eye Bank of New York' when his widow donated his eyes upon his death in 2004.

PLEDGE YOUR ORGANS



Natasha Richardson (45) died suddenly after she fell while taking a ski lesson. She was not wearing a helmet. Her husband, Liam takes immense comfort and pride from knowing Natasha is living on in other people. He donated her heart, kidneys and liver.

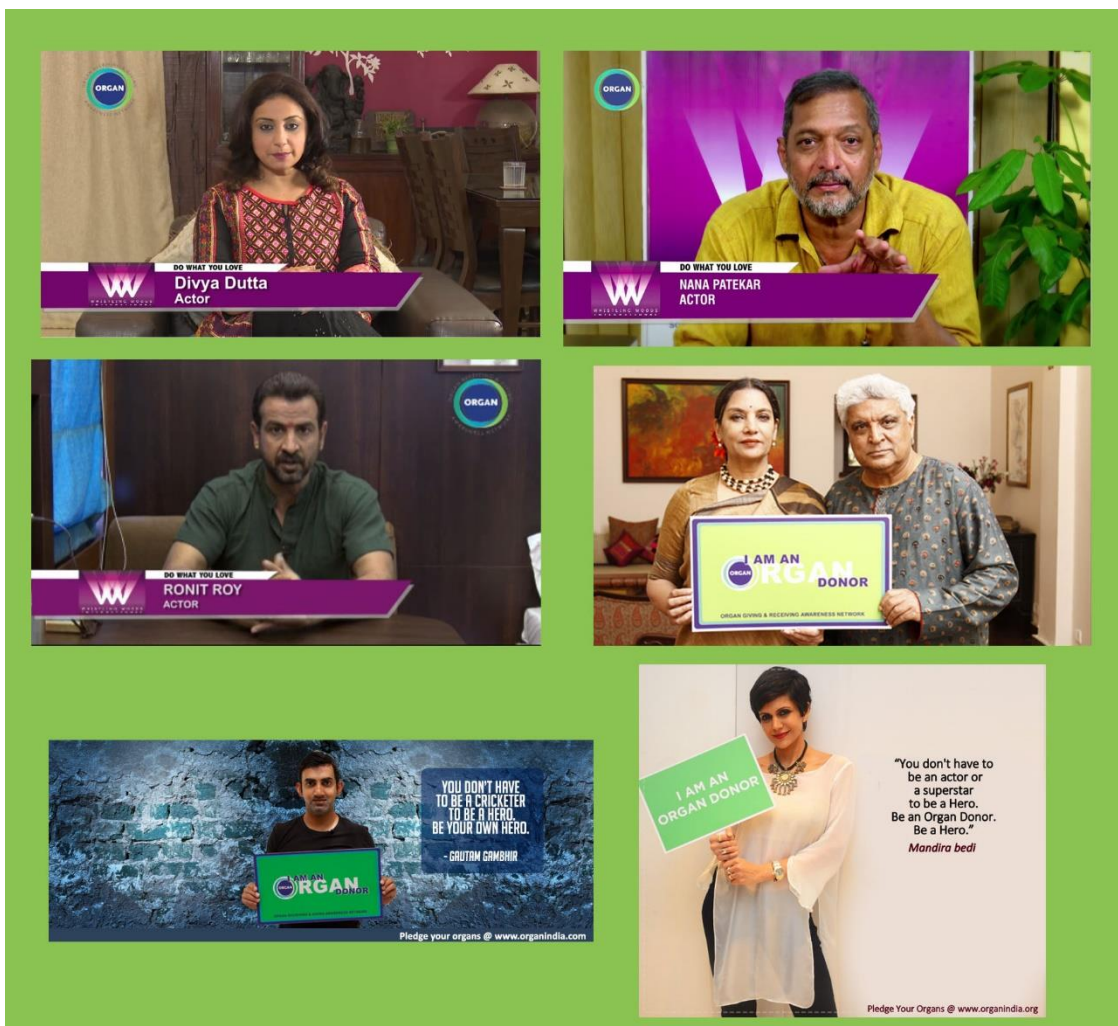


CELEBRITY ENDORSEMENTS

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. Whistling Woods International, Mumbai has partnered with us in engaging celebrities.

In addition to our past endorsements, this year was no less. We have got the following celebrities and local politicians endorse organ donation with us. Gautam Gambhir, Nana Patekar, Divya Datta, Abhishek Dutt (Municipal Councilor), Ms. Meenakshi Lekhi (Member of Parliament, South Delhi).



Our Supporters



Vijaya Gujral Foundation



Hero Corporate
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Micron Inst Pvt. Ltd.

World Spine Seven



Selectcity
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