

Organ Receiving and Giving Awareness Network

**PARASHAR FOUNDATION**

**ANNUAL  
REPORT 2020-21**

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# THE YEAR THAT WAS

Despite an incredibly challenging year through the pandemic, work from home, mental and physical anguish, and the limited ability to spread awareness in a physical manner, I am grateful for our small organisation's ability to embrace and cope with change.

Even for the largest organisations in the most thriving industries, the past one and a half years have been path-altering. It has been no different for Organ Receiving & Giving Awareness Network (ORGAN) India as we had to learn how to continue our awareness drives, our support systems to patient families, and our events all via online modalities. We continued with our awareness sessions and went on to have 73 of these in addition to 16 Facebook lives with doctors addressing multiple issues including COVID-19 impact on transplant patients. Our viewership grew to 38,000 in this period; our Instagram posts saw fourfold growth in viewers, and our radio shows were a huge success with All India Radio and Gunjan Radio hosting more than 140 shows altogether.

We went on to sign four MOUs with Faridabad, Gurgaon, Rohtak, and Panchkula District Administration to work hand in hand with the districts in building awareness on organ donation and transplant. We also went on to collaborate on one of our largest campaigns so far with MTV India, working on the cause amongst the Indian Youth, and I am impressed to see that the number of pledges from this engagement continues to gain traction. During a lull in COVID cases, we also used the opportunity to host other events with Haryana Ang Daan Yojana, Nehru Planetarium, and Hansraj College. Throughout the pandemic, our teams went out to the districts and put out our Organ Donation collateral at many regional RTOs that agreed to support the cause.

I continue to be grateful to and proud of Sunayana and the whole ORGAN India team for all that they contribute regardless of their own personal time and space. All of them contracted COVID-19 and yet continued to work and be there to support others. As we go into 2022, I hope to see more people look towards health, towards giving, and towards pledging to a cause that impacts so many lives.

**Anika Parashar, Chairperson, Parashar Foundation**

# OVERVIEW 2020-2021



COVID-19 wreaked havoc on all our lives in more ways than one. What we initially assumed would be a slow year, has seen us grow exponentially. The realisation that talks, seminars, and campaigns can be held virtually has led to an explosion of outreach to all parts of the country while sitting at our homes!

Our Community Radio program continues with even greater success. We have completed a year with Gunjan FM and Radio Dharamshala and have started broadcasting shows on two new stations in Madhya Pradesh and Haryana. We have had the opportunity to reach out to approximately 10 lakh people in the last year, thanks to our radio partners Gunjan FM, Dharamshala, Radio Mann, Vidisha and Gurgaon Ki Awaaz, District Gurugram and plan to reach out to over 16 lakhs in 2020-21. Through our programme with Gunjan, we have also reached out to several villages and Panchayats in Himachal Pradesh and through Gurgaon Ki Awaaz we are reaching out to the lakhs of people including immigrants living within the National Capital Region. In fact, due to the lockdown, the listenership on community radio has grown by almost 60 per cent.

In addition, we now have radio shows broadcasting on All India Radio in the Districts of Chandigarh and Kurukshetra, which has expanded our reach to crores of listeners.

Our MTVORGANDAAN Campaign organised in collaboration with MTV reached millions of people through incredibly fun messaging, something that has not been done before in this space. Our social media reach surpassed all previous records, our continued outreach into Haryana and all the Road Traffic Offices around the county, and our A New Beginning Webinars to provide mental healthcare to patients are the main achievements of this year.

There are hundreds of people to thank - our CSR partners, BOMS, Path India, MICRON, Giriganga; our Chairperson Anika whose confidence in our Team is inspiring; and the Trustees, advisors, our ambassadors, and all NGOs and other stakeholders in the field of organ donation and transplant who make such big efforts to further the cause. Most of all, my gratitude to our fantastic team—Dr Geetika Vashisht, Dr Sourabh Sharma, Kavita Puri Arora, Harjeet Singh, Deepak, and M. Arbaaz Khan, who worked relentlessly despite so many obstacles to make ORGAN India a commanding presence in the field of organ donation and transplant.

Sunayana Singh, Chief Executive Officer, ORGAN India



# IN THE LOVING MEMORY OF



## Kirti Parashar

Late Mrs. Kirti Parashar, mother, sister, grandmother, and the former Chairperson of the Parashar Foundation lived with strength, resilience, and grace. A recipient of a donor heart that enabled her to live five wonderful years, she championed the cause of organ donation and transplantation through ORGAN India to ensure that others too had a chance at a second life. Our beloved Kirti passed away peacefully on November 3, 2018. We will always carry her ideals forward with us at ORGAN India.

## Medha Jalota

Late Mrs. Medha Jalota is the Former Trustee, Vijay Gujral Foundation. She suffered from terminal heart and kidney disease and received a heart transplant in 2001. She has chronicled her inspirational journey in the book, Heartfelt. Unfortunately, we lost her in 2014 after a second heart and first kidney transplant, but her zest for life inspires us to pursue the cause of organ donation and transplantation.



# PARASHAR FOUNDATION

Parashar Foundation was formed vide a Trust Deed on January 24, 2005. The Trust was established by Late Mr. Ashok Parashar, in memory of his late mother, Damyanti Parashar, with the philanthropic thought of 'doing for others'

The Trustees have utilised the contributions made to the trust by its founders and donors towards rendering help to people in need for educational and medical purposes and in giving donations to various institutions engaged in similar charitable and philanthropic activities

Since 2013, the foundation has started working on creating awareness about organ donation through Organ Receiving & Giving Awareness Network (ORGAN) India.

ORGAN India aims to put together all key elements required to fully execute an operational organ donor system in India, by addressing the shortage of organ donors, and efforts to create an ecosystem to facilitate organ donation in India.

Parashar Foundation is registered under Sections 12A and 80G of the Income Tax Act, 1961.

# VIJAYA GUJRAL FOUNDATION

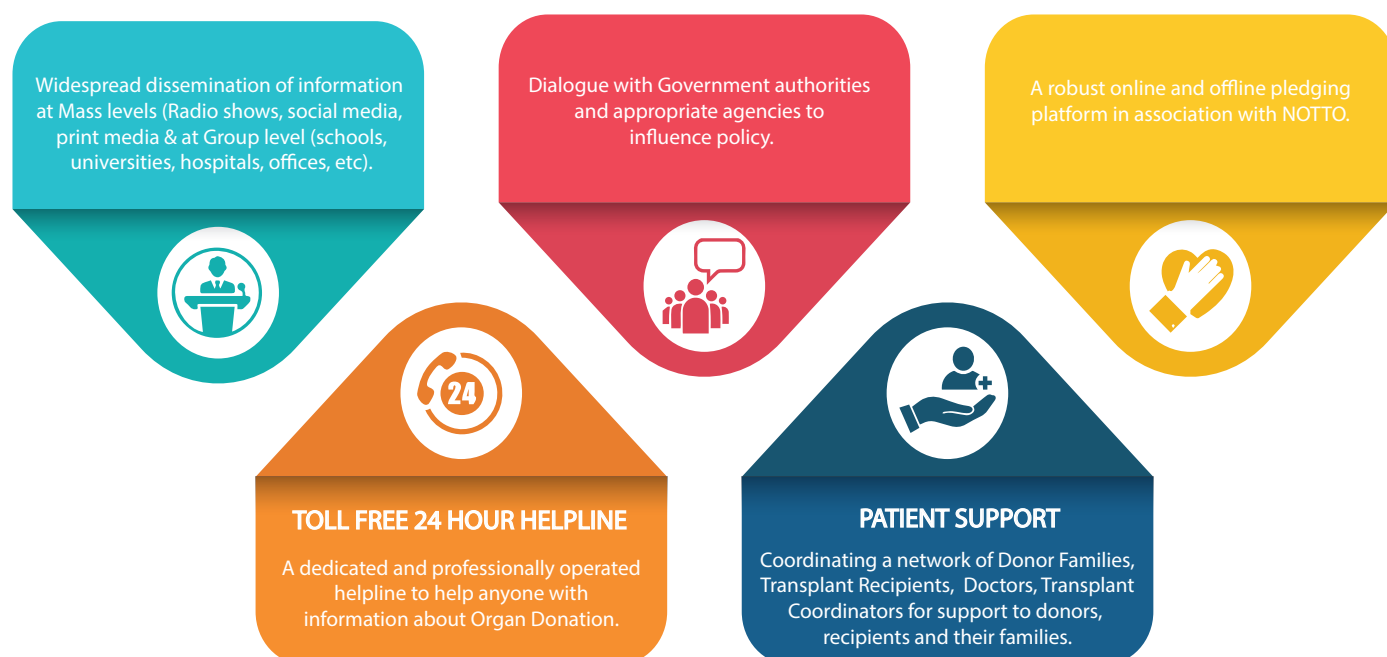
The Vijaya Gujral Foundation is a Public Charitable Trust which was founded in April 1988, by Late Dr Vimla V. Gujral, in memory of her husband Shri Vijaya Kumar Gujral. Since its inception, the foundation has helped people pay their medical bills, education, preventive health care, balwadis, mobile creches, and income-generating programmes for women, health, hygiene, and other development works amongst a myriad of other projects. Vijaya Gujral Foundation has joined the cause of organ donation, fully supporting ORGAN India in its mission.



# ORGAN INDIA

Organ Receiving & Giving Awareness Network (ORGAN) India is an initiative of the Parashar Foundation, and fully supported by the Vijaya Gujral Foundation. Both the non-profit organisations are based in Delhi.

ORGAN India works under the aegis of the National Organ and Tissue Transplant Organisation (NOTTO). With its multi-faceted approach and work, the organisation has been successful in the realisation of its mission and vision as envisioned by its founders.



## OUR VISION

To save lives through an increase in organ donations in India and instil a culture in which the act of organ donation is deeply ingrained in the public consciousness.

## OUR AIM

- Spread awareness about the benefits of organ donation and increase the number of donor pledges in India by creating awareness through large-scale information dissemination through various mediums and platforms.
- Educate, advice, counsel, and facilitate those suffering from organ failure avail the healthcare and donor services available in the country.
- Advocate for influence public policy formulation on organ donation in India and collaborate with all NGOs to lead the discourse.

# OUR TRUSTEES

## PARASHAR FOUNDATION



**ANIKA PARASHAR, Chairperson, Parashar Foundation**

Anika Parashar inherits values of philanthropy and generosity from her family and has been responsible for the vision and birth of ORGAN India. She inherits values of philanthropy and generosity from her family and has been responsible for the vision and birth of ORGAN India. Anika has over 18 years of work experience and has been creating innovative brands in Women care and Women's Health in India for the past decade such as Mom & Me, Mahindra Retail, Mamma Mia, Fortis Healthcare, and was Chief Operating Officer, La Femme, Fortis Healthcare from 2016-2018. She resigned from La Femme in November 2018 to start The Woman's Company which focuses on creating and providing women of today with tailor made intimate wellness and hygiene products customized for and embracing the changing phases of their bodies, while being mindful of the depleting environment. A strong believer in fuelling people's dreams, Anika endeavours to pave the way for as many young entrepreneurs as she can.



**VIDUR PARASHAR, Trustee, Parashar Foundation**

Vidur Parashar is the Trustee of Parashar Foundation and is based in New Delhi. He graduated from the University of London in Management Studies. Vidur is very active in the sporting community, and has launched many food & beverage ventures as a chef/owner.



**MEGHNA GHAI PURI, Trustee, Parashar Foundation**

Meghna is President, Whistling Woods International, (WWI) Mumbai, and has been one of our most fervent supporters since the inception of ORGAN India. She graduated with a BSc. Honors Degree in Business Management from Kings College, London, UK, and has done Post Graduate Diploma in Communications, Advertising & Marketing. Under her leadership, WWI has become the most sought after establishment for talent in the Media and Entertainment industry.



# VIJAYA GUJRAL FOUNDATION



**KUSHLA SAHGAL, Trustee, Vijaya Gujral Foundation**

Kushla Sahgal the Trustee of Vijaya Gujral Foundation, divides her time between Delhi and Chandigarh. She has been a regular Blood Donor her entire life and has been contributing to EWS students in a School in Chandigarh. She Graduated from Delhi School of Planning and Architecture.



**EEDA GUJRAL CHOPRA, Trustee Vijaya Gujral Foundation**

Eeda Gujral Chopra serves as the Trustee of Vijaya Gujral Foundation. She is a Delhi-based social worker with a keen interest in cinema and art. She graduated from Lady Shri Ram College, Delhi University. She also serves as the Chief Advisor to ORGAN India and has been instrumental in furthering the cause.



**ARYAMAN JALOTA, Trustee, Vijaya Gujral Foundation**

Aryaman Jalota is the Trustee of Vijaya Gujral Foundation. He is a student at Princeton University, whose passion for causes begins with ORGAN India. His late mother, Ms Medha Jalota, who suffered from terminal heart and kidney disease, inspired him to assist his family in spreading the word of awareness regarding organ donation. He has helped build organizations focused on technology education, disease aid and corporate sustainability consulting.



**MS ANIKA PARASHAR, Trustee Vijaya Gujral Foundation**

Anika Parashar inherits values of philanthropy and generosity from her family and has been responsible for the vision and birth of ORGAN India. She inherits values of philanthropy and generosity from her family and has been responsible for the vision and birth of ORGAN India. Anika has over 18 years of work experience and has been creating innovative brands in Women care and Women's Health in India for the past decade such as Mom & Me, Mahindra Retail, Mamma Mia, Fortis Healthcare, and was Chief Operating Officer, La Femme, Fortis Healthcare from 2016-2018. She resigned from La Femme in November 2018 to start The Woman's Company which focuses on creating and providing women of today with tailor made intimate wellness and hygiene products customized for and embracing the changing phases of their bodies, while being mindful of the depleting environment. A strong believer in fuelling people's dreams, Anika endeavours to pave the way for as many young entrepreneurs as she can.

# OUR TEAM



## **MS SUNAYANA ARORA SINGH, Chief Executive Officer**

Sunayana Arora Singh serves as the CEO of ORGAN India. She co-founded ORGAN India as an initiative of the Parashar Foundation in 2013. She represents ORGAN India on various platforms, and under her leadership ORGAN India has been twice felicitated by the National Organ & Tissue Transplant Organisation (NOTTO), and Union Ministry of Health and Family Welfare (MoHFW) for its commitment to the cause.



## **DR GEETIKA VASHISTH, Head, Operations & Outreach**

Dr. Geetika Vashisth has been working with ORGAN India, Parashar Foundation, as a Senior Project Manager since July 2018. She is heading our project management and implementation, community outreach, and awareness activities of the organization. With over 5 years of work in the domain of women and child health, adolescent health, nutrition and blood banking, she brings on board her wealth of experience in public health. An Ayurvedic medicine graduate from Delhi University, she has completed her Post Graduation in Public Health from Tata Institute of Social Sciences, Mumbai. She has now focused her energies for the cause of Organ Donation and Transplantation in the country. An eloquent orator and a patient listener, she enjoys reading and dancing.



## **DR SOURABH SHARMA, Manager, Projects and Outreach**

Dr Sourabh Sharma has been working with ORGAN India since June 2014 as a Project Manager handling various radio, outreach, and project implementation. He brings to ORGAN India his interpersonal skills and knack for connecting with the masses. Dr Sourabh also manages ORGAN India's 24-hour helpline which sees thousands of people being helped every year. His work in Road Traffic Offices has been especially appreciated.



## **JASNEET KAUR, Consultant**

Jasneet Kaur helps manage the Helpline which is one of the most important aspects of our work. She is also responsible for the monthly Newsletter.



### **M. DEEPAK, Project Associate**

Deepak has been working with ORGAN India as Project Associate for the last three years and is an indispensable part of the Team. He is responsible for all the updates on online resources such as the Transplant Guide and Body Donation Directory. He is also in charge of registering the donor pledges received. He ensures that the donor cards are created and delivered to all those who sign up.



### **MOHD. ARBAZ, Senior Intern**

Arbaz has worked with ORGAN India for the past two years as a Senior Intern. He is responsible for registering all the donor pledges that are received, creating donor cards and certificates, and ensuring that they reach all those who have pledged on the website. His hard work and dedication are instrumental to the success of our programme.



### **KAVITA PURI ARORA, Graphics & Creative Consultant**

Kavita Puri Arora is a Graphic Designer working in collaboration with ORGAN India since its inception. Kavita has been instrumental in designing and creating a diverse range of collaterals from children's booklets to advertisements, creating and initiating campaigns and managing events.



### **HARJEET SINGH, Administration In-Charge**

Harjeet Singh has been working with Parashar Foundation since 2017 and has been the Administration In-Charge since 2018. He has an experience of 17 years and was previously working with Fortis Hospitals. He is responsible for administration, logistics and overall project coordination in the organisation. He loves travelling and is a foodie by choice.

# OUR ADVISORS



**Dr. Ashish Sharma**

Professor and Head  
Institution Department of Renal  
Transplant Surgery, Postgraduate  
Institute of Medical Education and  
Research, Chandigarh



**Dr. Kewal Krishan**

Programme Head, Heart Transplant  
and Ventricular Assist Devices and  
Senior Consultant Cardiac Surgeon,  
Max Heart and Vascular Institute,  
Saket, New Delhi



**Ms. Neelima Chopra**

Hotelier



**Dr. P.N. Gupta**

Chief of Nephrology at Paras  
Hospitals, Gurgaon



**Prof. Dr Ravi Mohanka**

Chief Surgeon and Head of Department  
of Liver Transplant and Hepato-Biliary  
Surgery, Global Hospitals, Mumbai



**Dr. Sandeep Vaishya**

Director, Department of  
Neurosurgery, Fortis Hospital,  
Gurgaon



**Dr. Suresh Kumar Badhan**

Former Consultant Coordination,  
National Organ & Tissue  
Transplant Organisation



**Ms. Eeda Gujral Chopra**

Chief Advisor, ORGAN India



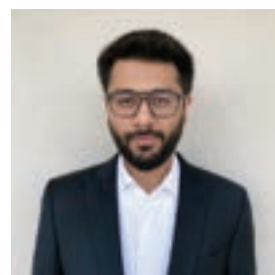
**Shri Anup Jalota**

Chief Patron, ORGAN India



**Ms. Trilly Rachel Mathew**

Manager, Organ Transplants at  
Paras Hospitals, Gurugram



**Dr. Devansh Vaish, Head**

Patient Activation Products, Remedo



# OUR AMBASSADORS

## MAMTA AGARWAL

In the whole process of living organ donation, the journey of both organ donor and organ recipient has its paths. The voice of a living organ donor is seldom heard. It is because of this that Mamta Agarwal shares her inspiring story with the world. A mother of two beautiful children, she donated a kidney to her father and saved his life when he needed it the most.



When she was awoken by doctors who told her that the transplant was successful, she had mixed feelings. She was happy to have saved her father, but in pain because of the surgery. Apart from the physical pain there came the emotional conundrum. There was opposition from various quarters. A friend told her how any transplant is more of a social disease and brings a lot of challenges for the whole family.

To counter these myths, misconceptions and taboos, Mamta has been associated with ORGAN India to promote organ donation so that no one would have to go through what she and her family did. Apart from running a successful business as a fashion designer, she spends a lot of her time for the cause of organ donation motivating everyone she comes across to be an organ donor. We are blessed and proud to have her as our Ambassador for Organ Donation.

## KARHUN NANDA

Karhun is a passionate sportsman and represented India in the World Transplant Games 2019 in Golf. As the CEO of Safeview, he has created a company policy for all employees to sign up for organ donation if they wish. He has actively promoted organ donation in his Alma Mater, The Scindia School, to encourage the students to learn about organ donation and motivate elders to pledge.



His son, Armaan, is also an active campaigner in promoting awareness of organ donation and transplantation and has a handle called DO (Donate Organs) on social media. Post his heart transplant four years ago, Karhun has dedicated himself to the cause of organ donation awareness and works closely with ORGAN India as an Ambassador for Organ Donation.



## MARY HALDER

A proud mother of a three-year-old girl, life has come full circle for Mary from being diagnosed with partial visual impairment to helping her daughter now with her school projects after a successful cornea transplant blessed her with the vision. Complications from a childhood injury hampered her dreams, forcing her to quit her job and retreat into her shell with hopelessness and sadness. With the help of the right doctor and the correct diagnosis, she got a cornea transplant and her life and independence back.



Since then, there's no stopping her, she has been pursuing her dreams, is a doting mother and wife, and has been creating awareness around organ and eye donation wholeheartedly. We are proud to have her as an Ambassador for Organ Donation.

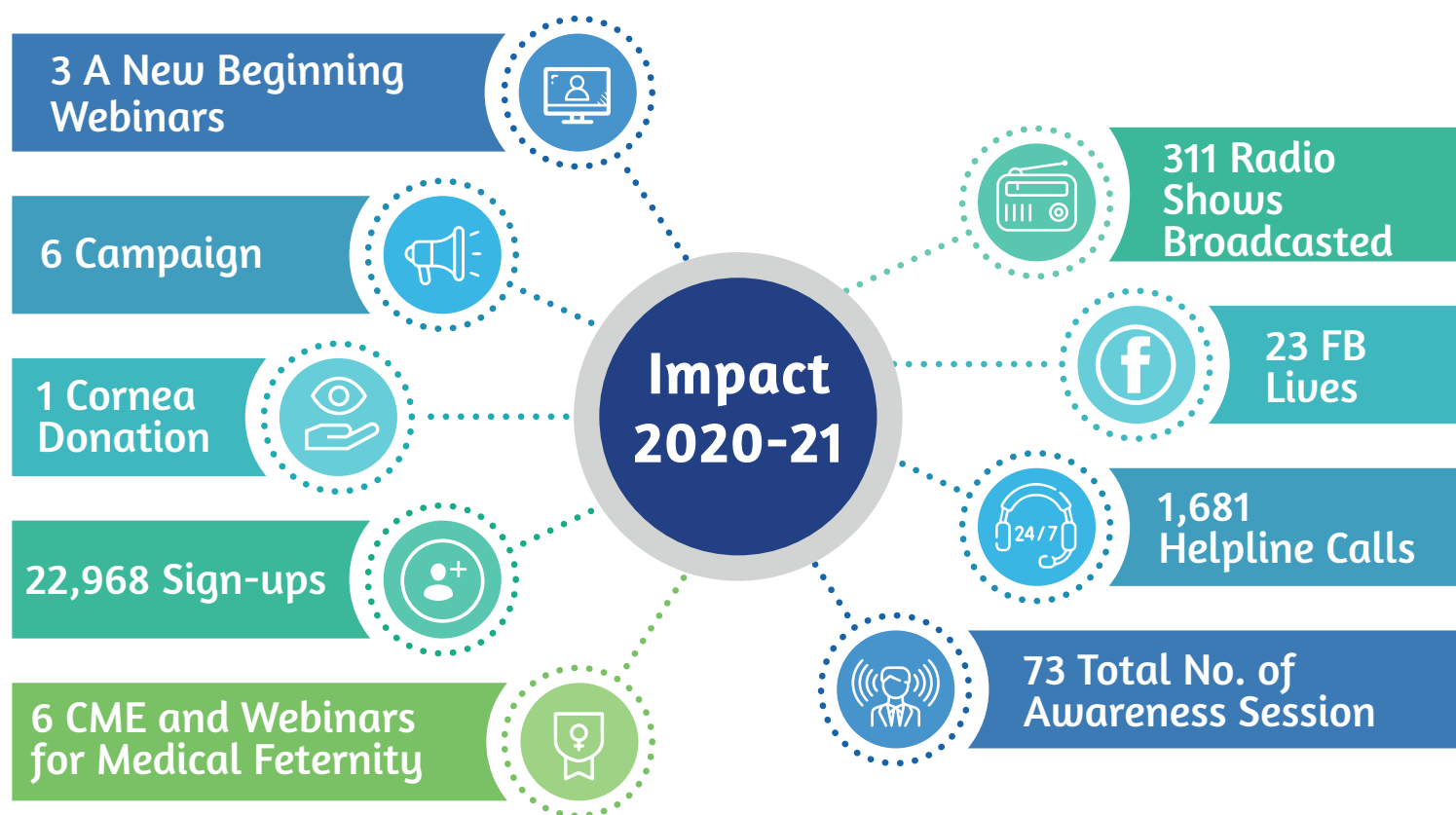
## KANNIKA JAIN

Kannika's father gifted her with a kidney seven years ago. After that, she has not looked back. Post-transplant she gave birth to a son, continued, and took forward her career as a therapist, counsellor, and healing practitioner. She lives with her husband and son in Delhi, shuffling between her mother's duties and being a devout therapist for those in need. She has decided to help other transplant patients and their families cope with their journeys through proper guidance and support.



Kannika contributes regularly to our blogs, speaks with patients who need help, and is invaluable to our organisation. She collaborates with us to lead 'A New Beginning' Webinars which focus on the mental health of all stakeholders in the organ donation and transplant scenario. Caregivers and family members of transplant patients learn how to manage their thoughts and emotions and create a positive mindset. It is one of the most important aspects of our work. We are grateful to have her as an Ambassador for Organ Donation.

# IMPACT 2020-21



## ADVOCACY

Every year in India, about five lakh people succumb to organ failure, as they fail to find a matching living or deceased donor for themselves. One deceased person, whose brain fails before the heart, can save the lives of eight patients fighting for survival due to organ failure. But in a nation of 1.3 billion people, the deceased organ donation rate is only 0.25 per million, that is, not more than 2000-2500 organs are available for transplantation from deceased donors.

Plagued by abysmally low participation, myths, and limited awareness about organ donation, India's Organ Donation rate is a mere 0.25 per million, which means less than one in every ten-lakh people donate their organs. ORGANA India has been making a conscious effort since its inception to encourage people to donate organs. The COVID-19 pandemic took the number of people who came forward to donate their organs to a new low. But even as the world was shut to contain the virus, ORGANA India continued advocating for the cause through different online platforms and offline programmes where it was permitted.

# Angdaan Mahadaan: The Chief Minister's Good Governance Associates (CMGGA) Programme

ORGAN India joined hands with the Government of Haryana in January 2020 to work collaboratively to promote organ donation in four districts of the state under the "Angdaan Yojana". The pilot project was launched in Gurugram, Panchkula, Rohtak, and Faridabad by the Chief Minister of Haryana, Manohar Lal Khattar. ORGAN India signed a memorandum of understanding (MoU) with the Government of Haryana for this flagship scheme launched under the Chief Minister's Good Governance Associates (CMGGA) Programme.

The project was led by Dr Rakesh Gupta, Additional Secretary to the Chief Minister and Director, Chief Minister's Good Governance Associates Programme. Sunayana Singh, Chief Executive Officer (CEO), ORGAN India was a part of the Expert Committee on Organ Donation constituted to work as an advisory body to the State Government and State Organ and Tissue Transplant Organisation (SOTTO) on matters related to Angdaan Yojana.



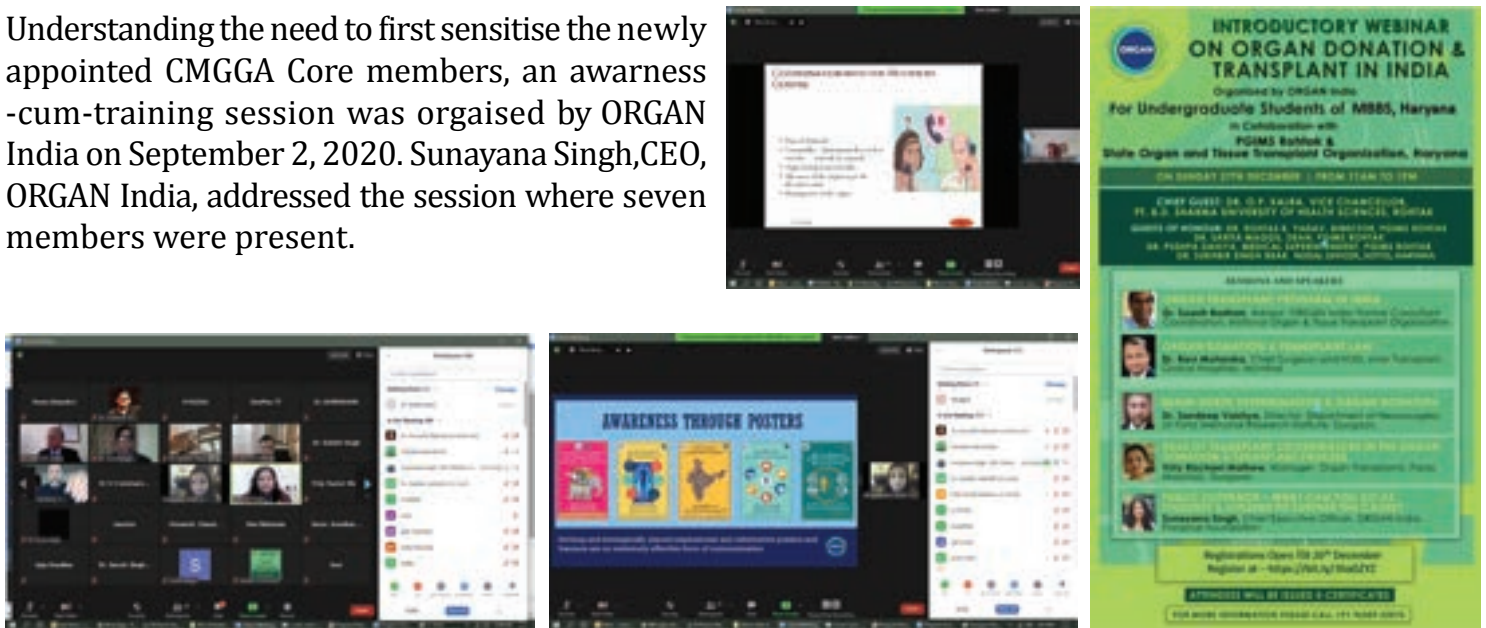


# WHAT WE DID

As the advocacy partner of the Ang Daan Yojana, ORGAN India organised several events and activities to sensitise people on how organ donation can save lives. Posters, banners, brochures, school booklets, short films, gifs, animations, and several other Information, Education, and Communication (IEC) materials were developed to create awareness among the people through different platforms across the year.

## FIRST TRAINING SESSION WITH CMGGAs

Understanding the need to first sensitise the newly appointed CMGGA Core members, an awareness-cum-training session was organised by ORGAN India on September 2, 2020. Sunayana Singh, CEO, ORGAN India, addressed the session where seven members were present.



## GIFS FOR STUDENTS & GENERAL PUBLIC

When the world closed down to curb COVID-19 pandemic, messages through audio-visuals and animated films made a huge impact. Five-minute animated gifs on organ donation were also made for school and college students and the public. The District Administration of the four districts used the animated gifs to reach out to thousands of young and old people.

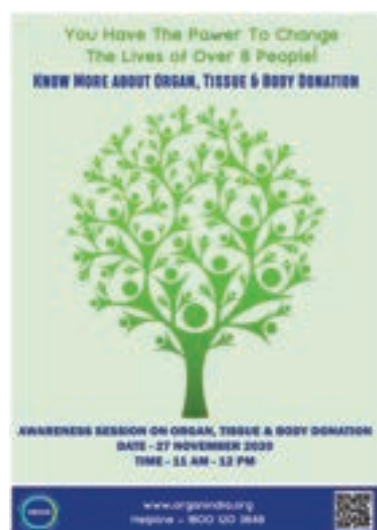


# DISTRICT GURUGRAM

ORGAN India signed an MoU with the Deputy Commissioner Office, Gurugram wherein several advocacy strategies were planned. It included organising radio programmes, camps and seminars, training workers, and providing IEC materials for display in all hospitals and major intersections across the district. Several events were organised in collaboration with the DC Office and Indian Red Cross Society, Gurugram, to reach out to students, teachers, government employees, and the public.

“Jeevan: Ek Anmol Uphaar”, a radio programme on Organ, Tissue, and Body Donation, was broadcast on Gurgaon Ki Awaaz, a community radio station in Gurugram. The programme which is broadcast once a week informed people about organ donation and transplantation, including how to deal with dialysis and other situations during the illness, treatment, and recovery phase.

District Education Officer Indu Boken brainstormed with ORGAN India on an action plan to reach out to all schools and colleges in the district while Mr Amit Khatri, Deputy Commissioner, Gurugram, and Swathi Rajmohan of CMGGA provided their constant support. As part of the various activities planned, an online session was organised with the Heads of School in Gurugram to mark India's 11th Organ Donation Day on November 27, 2020. The hour-long session was a success with approximately 84 Heads of School attending the talk and presentation. Principals and Heads of schools also came forward and shared their experiences about organ donation and expressed their keenness in taking it forward.





# DISTRICT PANCHKULA

An online awareness programme on organ donation was organised with the heads of the schools and colleges in Panchkula district on December 18, 2020. As many as 39 principals and lecturers attended the session where their queries related to organ donation were answered. Sunayana Singh, Dr Geetika Vashisth, Head of Operations and Outreach and Dr Sourabh Sharma, Manager, Project and Outreach addressed the participants.



A Training and Sensitisation Session on Organ Donation and Transplantation at the Panchkula Deputy Commissioner's Office on February 15, 2021 was organised in association with Regional Organ and Tissue Transplant Organisation (ROTO), Post Graduate Institute of Medical Education and Research (PGIMER) Chandigarh where representatives from government and private hospitals participated. Deputy Commissioner Mukesh Ahuja spoke on the need for collaboration between all public and private sector hospitals to promote organ donation and transplantation.



He also urged for the active involvement of non-government organisations (NGOs). Dr Jasjeet Kaur, Chief Medical Officer (CMO), Dr Saroj Aggarwal, Deputy Civil Surgeon; and Dr Girdharilal Singhal, Nodal Officer, Beti Bachao Beti Padhao Yojana were among the other dignitaries present.

Dr Vipin Koushal, Nodal Officer, ROTTO, Dr Ashish Sharma, Head, Department of Renal Transplant Surgery, Dr Navdeep Bansal, Transplant Coordinator, and Dr Pranay Mahajan, Department of Hospital Administration of PGIMER Chandigarh deliberated on the legal framework of the process of organ donation, brain-death certification and regulatory policies that need to be followed. Discussions were also held on the transplant coordinator's role and how to triumph over the bottlenecks that come along the way.

The Road Transport Office presented an audio-visual to sensitise thousands of people visiting the RTO on organ donation and transplantation.



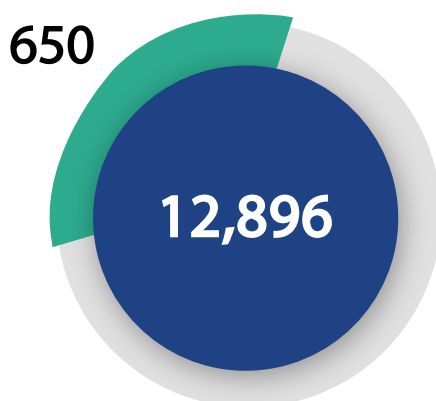
# DISTRICT ROHTAK

On December 10, 2020, ORGAN India organised an awareness programme where 105 heads of schools showed their keenness in creating awareness about organ donation in their respective schools and shared their thoughts and experiences. Dr Geetika Vashisht, Head, Operations and Outreach spoke about tissue donation and whole-body donation along with Dr Sourabh Sharma, Manager, Projects and Outreach. DEO Vijay Laxmi and Deputy Commissioner Captain Manoj Kumar supported ORGAN India wholeheartedly in implementing the programme.

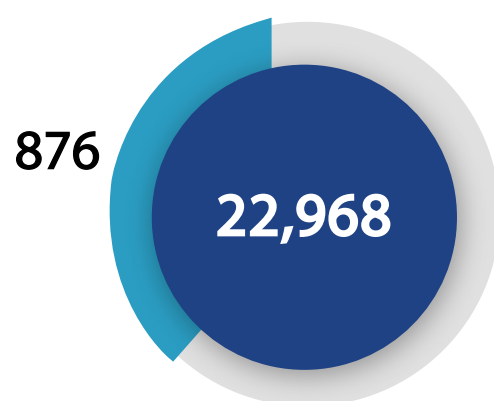
An Introductory Webinar on Organ Donation and Transplant in India For the Students of PGIMS Rohtak, Haryana Organized by ORGAN India In Association with PGIMS Rohtak and SOTTO, Haryana 27th December, 2020. The aim of this program was to introduce medical students to Organ Donation & Transplantation. Medical students heard from array of speakers from across the country. Discussions on organ donation and transplant law and the role of transplant coordinators in the organ donation and transplant process were held. The Chief Guest was Prof. Dr. O.P. Kalra, Vice Chancellor, Pt. B.D. Sharma University of Health Sciences, Rohtak. The webinar was attended by 95 participants including members of NGOS, Transplant Coordinators, and students from other Medical Colleges also attended.



## THE IMPACT



2019 - 2020



2020 - 2021

The Percentage Increase is 34 %

# HELPDESK

ORGAN India is only a phone call away for those in distress wanting help even during the wee hours. The organisation's helpline numbers, 1800 120 3648, 011-41838382, and 9650952810, are attended to 24X7.

**At least 1,681 calls were received on the helpline numbers during the year from people wanting guidance and support on organ donation.**

The helpdesk aims at servicing people who call on ORGAN India's helpline numbers for any queries on organ donation, support, or guidance in the said field. Through the helpline, tele-counselling sessions are provided by trained professionals for pre- and post-transplant patients. ORGAN India has an extensive network of mentors who provide counselling sessions to those in need. The donors, recipients, and their family members find great psychological support when speaking to trained professionals. The helpdesk is not just a 24/7 helpline but also serves people beyond what regular helplines do. Empathy with callers, understanding the challenges that people face at the time of transplant, and helping them to navigate their journey is the objective of ORGAN India's Helpdesk. We also coordinate eye and body donations.

## FREQUENTLY ASKED QUESTIONS

How can we get an organ for transplant?

Can you help us with money for a transplant?

We need to donate the body of our loved one. How do we do it?

Where can one get a transplant?

Our relative has died and we need to donate the eyes.

What is the process of registering for a transplant?

Can we sell our kidneys?

How to pledge?

General queries on how to pledge for body donation and eye donation.



# RADIO



Radio is one of the earliest tools of information dissemination and has in the last few decades become a very popular medium to reach out to people even in the remotest corner of the world. ORGAN India capitalises on this potential of radio to take the cause of organ donation to people far and wide. A Community Radio Project was conceived in 2019 by ORGAN India and the year 2020-2021 marked the completion of one year of broadcasting radio programmes on three community radio channels, Gunjan Radio Dharamshala (50 Shows broadcasted more than 150 times), Gurgaon ki Awaz, Gurugram (30 shows) and Radio Mann Vidisha (10 shows). During the year, the reach and number of shows on organ donation considerably increased on community radio channels.

Through the radio programmes, lakhs of people were sensitised about organ donation and were inspired to take the pledge to donate their organs. It is done by addressing their lack of knowledge on organ donation and transplantation was the myths and misconceptions associated with it. Constant programming on the radio over a long period of time drives home the point and keeps the topic alive in the public's mind.

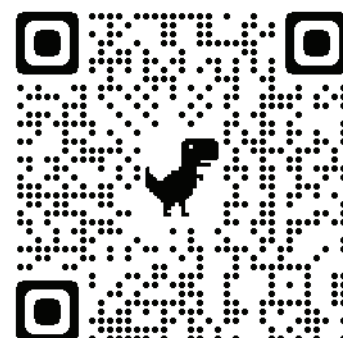
To ensure maximum listenership, the 30-minute shows produced for community radios were made in Hindi. The jingles and shows on organ donation and transplantation, theme-based interviews with experts, transplant recipients, donors, and their family members, were all conceptualised and produced by ORGAN India. There were several prominent platforms where the shows were broadcast.



# Radio Gunjan FM 91.2

ORGAN India collaborated with Gunjan Organisation for Community Development in Dharamshala, Himachal Pradesh in April 2019. The radio show 'Jeevan Ek Anmol Uphaar' was broadcast on Apna Radio 91.2 Gunjan FM. It was aired for half an hour three days a week, with a new episode aired every Sunday at 7 am and 12 noon. Repeat broadcasts are done every Monday and Thursday at 7 am and 12 noon. This year, 36 new episodes were aired and a total of 208 shows including repeat shows were broadcast. The shows were well received by listeners.

Radio Gunjan FM 91.2 MHz Community Radio Station's 24 x 7 broadcasts reach an estimated population of six lakh in a radius of 30 km around Dharamshala.

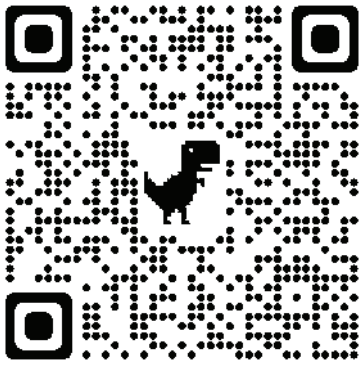




# Radio Mann 90.8 FM Vidisha, Madhya Pradesh

Following the success of the shows at Gunjan Radio, ORGAN India joined hands with Mann 90.8 FM in Vidisha, Madhya Pradesh, which is the only radio station in Vidisha, Madhya Pradesh. The station broadcasts at 90.8 MHz and covers about 60 km of surrounding areas. The channel has an estimated listenership of 3,50,000 per day in the two districts of Vidisha and Raisen.

The first episode of the weekly programme was aired on February 2, 2020, Sunday. A total of 47 half-hour shows were aired till March 31, 2021.



# Gurgaon Ki Awaaz 107.8 FM, Haryana

In March 2019, ORGAN India tied up with the NGO, The Restoring Force, to broadcast the shows on their Community Radio Station Gurgaon Ki Awaaz Samudayik Radio in Gurugram District. The Community Radio Project was part of the mass awareness campaign in Haryana on Organ, Tissue, and Body Donation for the year 2020-21.

Gurgaon Ki Awaaz is the only civil society community radio station in the National Capital Region of India broadcasting continuously for 22 hours a day since 2009. The station gives voice to the diverse communities of Gurgaon and focuses on issues and voices left out from the mainstream media narrative.

Four news shows were aired every month at 10:30 am Friday. Gurgaon Ki Awaaz initially had a listenership of 46,000 over the internet and the figure went up by 61 per cent since the beginning of lockdown in March 2019. It also has an estimated listenership of 5,00,000 on FM Radio. A total of 43 new shows were aired this year.



## IMPACT

Radio Station	No. of Unique Shows	No. of Total Shows broadcast	Listenership (Approx)
Gurgaon Ki Awaaz	43	43	5.5 Lakh
Gunjan Dharmshala	36	208	6 Lakh
Radio Mann	47	47	3.5 Lakh
AIR Kurukshetra	8	8	1 Cr
AIR Chandigarh	5	5	



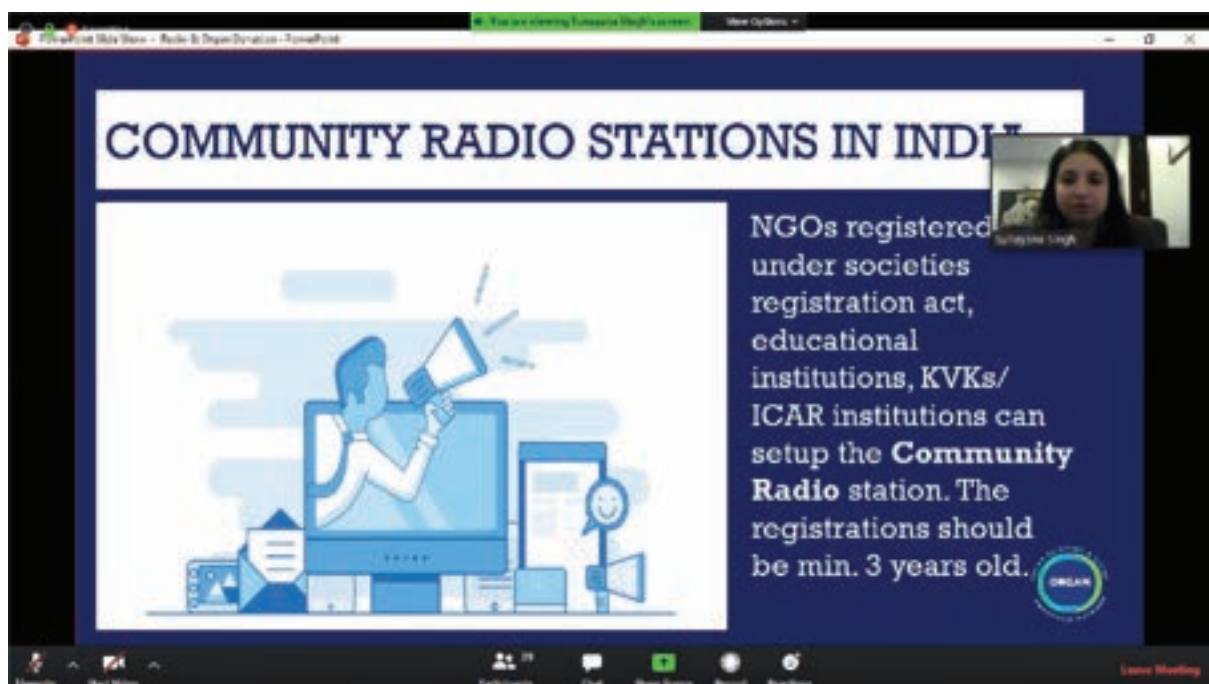
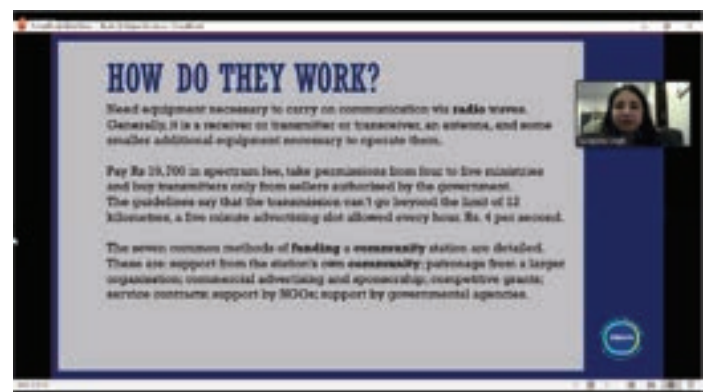
# ADVOCATING ON RADIO

It was observed that community radios have a significant impact on people at the community level. To further the cause of organ donation through radio programming, a webinar was held on April 25, 2020, where representatives from five NGOs were explained how to use radio as a medium to reach out to the masses, and how it can be replicated.

ORGAN India CEO Sunayana Singh advised them on the legal procedures to be followed in setting up a community radio station, the equipment required, and the common methods of funding. She informed them that community radio can be started by an NGO registered under Societies Registration Act, but the registration should be at least three years old. Funding can come from the community, larger organisations, advertisements, sponsorships, competitive grants, service contracts, and support from government agencies.

## WEBINAR FOR MOHAN FOUNDATION

On April 22, 2020, ORGAN India CEO Sunayana Singh was invited by NGO Mohan Foundation to give insights into the radio programmes developed by ORGAN India which were broadcast on various community radio stations across the country. The session saw the participation of 40 employees from the Mohan Foundation across the world who were curious to understand how ORGAN India used radio as an effective medium to reach out to the masses.



# ADVOCACY AT REGIONAL TRANSPORT OFFICES

India has joined the league of countries that give people the option to pledge their organs while applying for a driving license. The Union Ministry of Road Transport and Highways in an advisory in May 2018 had asked all RTOs to add an option in the driving license application form so that applicants could express their willingness to donate organs.

Road accidents claim 1,48,000 lives every year, many of whom have severe brain injuries which could potentially lead to organ donation. But even as thousands of people apply for a new license or renew their licenses in RTO offices every day, due to a lack of awareness, most people filling out the form do not make the choice of becoming an organ donor. They have no knowledge about organ donation and how their pledge could potentially save lives, and usually tick on the 'No' option.

ORGAN India's Regional Transport Offices (RTO) Project aims at sensitising people at various RTOs in India on organ donation. Through infographics, posters and animation series, awareness was created for the RTOs in Indore, Gwalior and Vidisha. Educational videos were also developed for RTO Panchkula.

Special posters and animated videos were created to help people visiting the RTO offices decide whether to pledge for organ donation through their driving license. Prakash Asphaltings and Transport Highways (PATH) India supported ORGAN India in this drive.

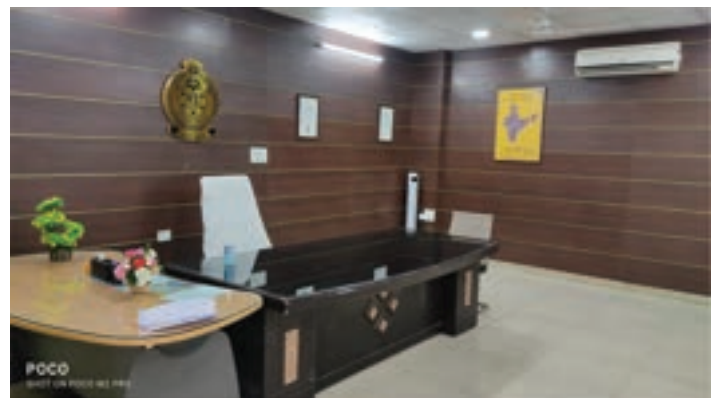




At the **RTO in Gwalior, Madhya Pradesh**, posters to educate people on the need for organ donors were put on the walls everywhere. Dr Sourabh Sharma, Manager - Projects & Outreach, ORGAN India, delivered a talk on organ donation at the RTO Office Gwalior where the queries of the RTO Office staff were addressed. They explained the process of organ donation and the importance of linking it with a driving license.



Dr Sourabh talking to the staff



At the **RTO in Indore, Madhya Pradesh** also different educational posters were put on display. The aim was to provide detailed information about the process of organ donation and why it is important. Jitendra Raghuvanshi, RTO Officer, Indore encouraged people to sign up to be organ donors while applying for a driving license and gave ORGAN India a letter of appreciation for their efforts.



IEC Material at Indore RTO Reception Area & RTO Head Officer's Chamber



Video shot of Jitendra Raghuvanshi, RTO Officer, Indore



Appreciation letter

Likewise, the colourful and vibrant posters developed for the RTOs were put up at the **RTO Vidisha, Madhya Pradesh** where it aroused the interest and curiosity of many citizens visiting the office premises. Girjesh Verma, District RTO Officer, Vidisha, also explained to people visiting the centre about the provision in the driving license and urged everyone to pledge to donate their organs.



Thousands of people visiting **RTO Panchkula** watched the short animation movies on organ donation and transplantation made by ORGAN India on the television screens installed in the office premises. The aim was to create awareness among people about the provision in the application form and the need for their support.





# AWARDS WON BY MTV ORGAN DAAN CAMPAIGN

MTV had conducted research where it found that 81 per cent of young Indians have started actively supporting cause-led initiatives thus turning armchair activism into actual action. But they have limited attention spans and with the varied content available now, they only respond to content that is lucid, engaging, and in their language of comfort. In October 2020, MTV India launched a campaign in partnership with ORGAN India to drive the attention of the youth toward organ donation.



An action-oriented campaign named MTV ORGAN Daan – Your One Time Password (OTP) to Heaven was launched to create awareness about organ shortage in India and encourage people to sign-up for organ donation and ask their families to give their consent after they are gone. The message was clear: “Not all superheroes wear capes; some choose to become organ donors instead. They make a difference, you can too.”

With a strong meld of humour and quirk at its core, MTV curated the campaign around the prevalent Indian belief that ‘Punya/Good deeds are a gateway to Heaven’ and Organ Donation can surely help one reserve a spot up there. For a generation which thrives on OTP’s and believes in instant gratification, the idea offered the perfect kick-start to build attention.

The campaign launched during the ‘Joy of Giving Week’ and aired from October 16, 2020, to January 19, 2021, aimed to sensitise the youth through a unique twist to the concept of the gift of life. To spread the message and encourage the youth to sign up, a special Microsite [www.mtvorgandaan.com](http://www.mtvorgandaan.com) was created wherein one could enter their details to pledge to be an organ donor. Every time someone signed up to be an organ donor, they would get a personalised ticket with their personal one-time password (OTP). Millions of people across India were sensitised about the initiative through social media campaigns, billboards, short films, and advertisements on television (TV).

MTV put out a series of interactive social media posts to debunk the existing myths around organ donation along with an insightful infographic that reflected the enormity of the issue in India. From the right age of donating to the different organs one can donate, and the protocols involved, innovative messaging, creative and eye-catching memes and comic strips that debunk myths around organ donation and conveyed the need to stand strong for the cause were used to take the message to people.

A film that depicted the campaign idea of One Time Password to Heaven was also created as a central messaging tool. The film delivered the message of 'Organ Daan', ensuring a mass appeal. The fun and interactive short film became viral on social media and drove to the point that no matter who you are – if you pledge your organs – you'll earn the goodwill of the universe and go to heaven.

Bollywood actor and International Emmy Award winner Arjun Mathur who came on board as the Brand Ambassador of the campaign echoed the need for awareness amongst the masses and triggered a change in the mindset of the youth. Arjun and his family had to go through a long ordeal when they waited for a matching kidney donor for his sick brother. In 2020, his brother finally had a kidney transplant. The actor thus feels strongly for the cause and has pledged his organs with ORGAN India. Through the campaign, he urged the youth to come forward and participate in large numbers to make a difference.

Leading newswire, IANS, covered the news of Arjun coming on board and the news was picked by India TV, Indian Express, Lokmat, TellyChakkar, Glamsham, and trade portals like Exchange4Media, Brand Equity, Best Media Info, Adgully, etc. Leading print and online publications like The Telegraph, The Tribune, Mashable India, Filmfare Middle East Digital, and Tweak India also covered the initiative.

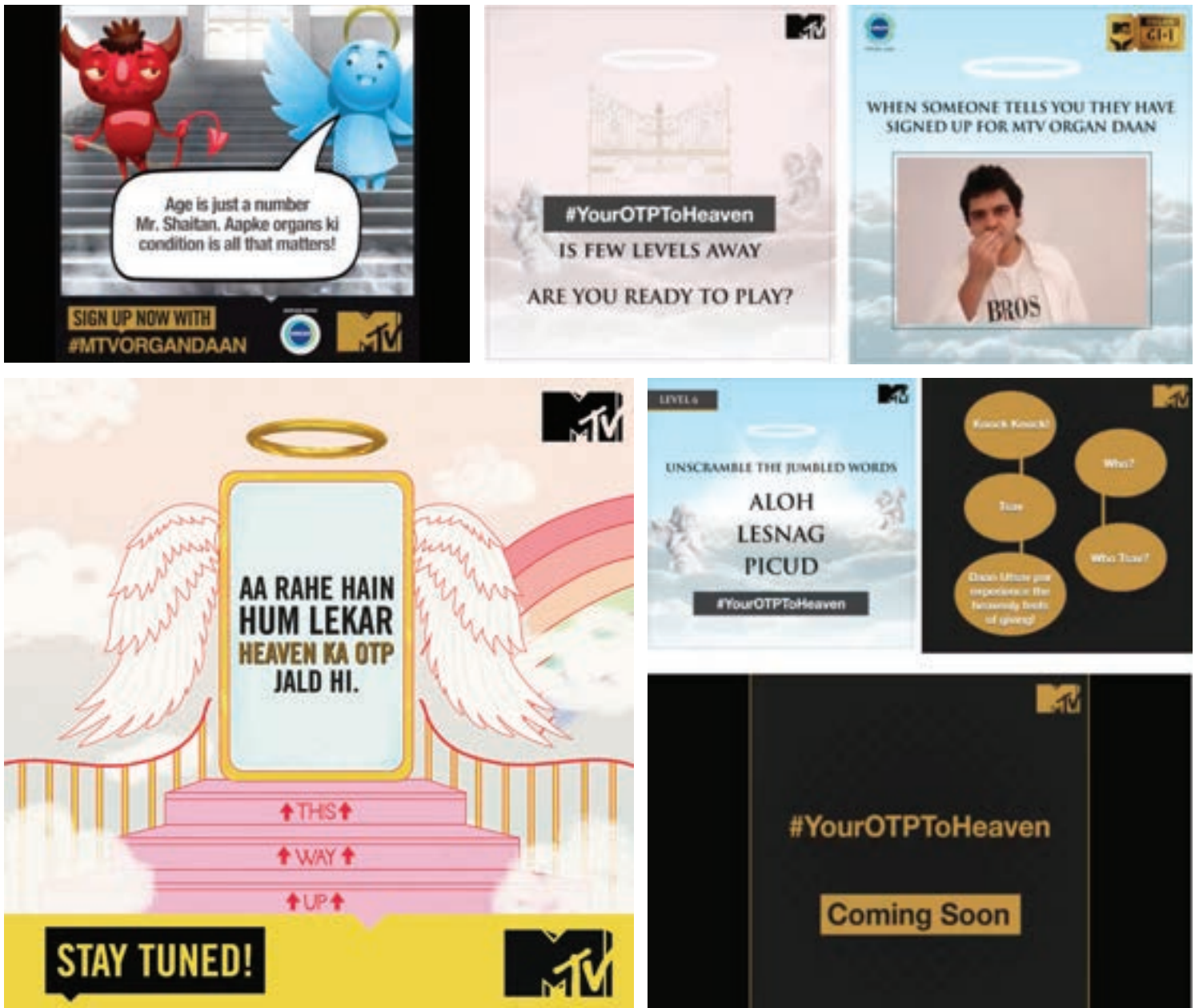
Arjun Mathur and Sunayana Singh addressed about 280 students in a fun and insightful session on Microsoft Teams and sensitised them about the need to spread awareness about the cause. It was followed by a special session where Arjun Mathur engaged with students and popular RJ of India, Rohini, in yet another fun interaction via Instagram LIVE to encourage sign-ups and target the digital audience. It garnered more than 2,000 views.

People from all walks of life pledged to be a donor through the initiative. Ten influencers of India including about 6-7 lakh followers became organ donors too. Tech guru Rajiv Makhni was one among them.

Humans of Heaven, a social-media video series, featuring testimonials of organ donors, recipients, and people awaiting transplants, was showcased to tell people about the power of saving lives through organ donation. #MTVOrganDaan was presented through a virtual stall at the India Film Project that had more than 30,000 attendees across three days. ORGAN India representatives addressed the inquiries made by the visitors and clarified the myths about organ donation thereby encouraging more and more sign-ups.







# MTV AWARDS WON BY MTV ORGAN DAAN CAMPAIGN

8/31/2021

PR Awards Asia: 2021 winners announced | PR | Campaign Asia

PR, News

Staff Reporters | Jun 16, 2021

PR Awards Asia: 2021 winners announced

PRWeek Asia and Campaign Asia-Pacific announce the full list of winners in 20th edition of the PR Awards Asia.

On this 20th anniversary edition of the PR Awards Asia, PRWeek Asia and Campaign Asia-Pacific announce the full list of winners. See below for the full winner list across all the categories.

The Grand Prix award for Campaign of the Year went to Japan's Tuna Scope, which achieved much global attention. OPRG's 'Breathing Cleaner and Healthier Air' campaign for Philips also impressed judges as it bagged the Gold award for APAC PR Campaign of the Year.

<https://www.campaignasia.com/en/rdp-pr-awards-asia-2021-winners-announced/4702027>

1/18

8/31/2021

India Wins 5 Golds at Montreux Festival Switzerland

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ADVERTISING MARKETING ME

Understanding India's Women Music Gamers

2021 Women Music Gaming Report India

65 SHARES

India Wins 5 Golds at Montreux Festival Switzerland

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News in the domain of Advertis Market Media and Business The Golden Award of Montreux Festival

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<https://www.adgully.com/india-wins-5-golds-at-montreux-festival-switzerland-103864.html>

1/7

SPOTT Awards   ET BrandEquity				
Brand Promotion & Marketing Category				
S.No	Category Name	Brand / Agency / Platform / Production House Name	Campaign / Individual / Show Name	Medal
1	Brand Promotion on OTT Platforms	AXE - Hindustan Unilever Ltd. & Mindshare India	Axe - The Right Click	Gold
	Brand Promotion on OTT Platforms	Candyman Fantastik & ITC Sixth Sense	Cricket Snacking Partner	Silver
2	Brand Promotion on Audio or Music Streaming Apps	Spotify	Marvel Avengers - Powered By Intel	Silver
	Brand Promotion on Audio or Music Streaming Apps	Gaana	Pizza Hut Voice Activated Ad	Bronze
	Brand Promotion on Audio or Music Streaming Apps	Nestle India & JoSaavn	KiKaKa Musical Breaks	Gold
	Brand Promotion on Audio or Music Streaming Apps	Gaana	Unacademy presents Let's Crack It with Cyrus Broacha	Bronze
3	Brand Promotion on Digital / Social Media Platforms	Alpenliebe Just Jelly & Grapes Digital Pvt. Ltd.	Making Just Jelly More Than Just A Jelly	Gold
	Brand Promotion on Digital / Social Media Platforms	Future Generali India Insurance & WYP Brand Solutions Pvt. Ltd.	#HealthInsideOut - Inanimate Objects	Bronze
	Brand Promotion on Digital / Social Media Platforms	Disney+Hotstar VIP & Kinnect	Subscriber Hijack	Silver
	Brand Promotion on Digital / Social Media Platforms	Livon	Unlocking North East!	Silver

# IMPACT

**\$0.5 million**  
PR Evaluation

**94 news clips**  
(Print 19 + Online 61  
+ Social Media 14)

**98.8%**  
Positive Stories

**7,000**  
pledges made on the  
Microsite and ORGAN  
India Website

**40 million**  
People Reached

**10 million**  
Impressions

**500,000**  
Engagements

# AWARDS RECEIVED



**PR Awards Asia 2021**  
in Category of the  
Best use of  
Social Media



**Montreux Festival,**  
Switzerland  
in the category of  
Direct Marketing



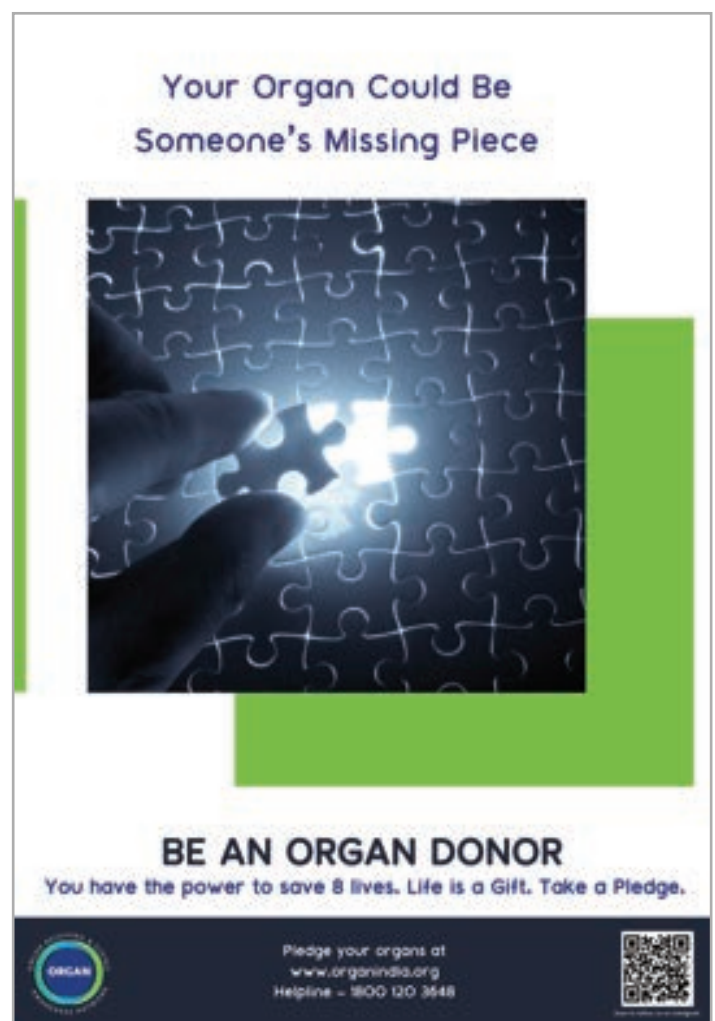
**SPOTT Awards**  
ET Brand Equity in the  
category of Brand  
Promotion & Marketing



# INFORMATION DISSEMINATION

All throughout the year, ORGAN India conceptualised, created, and developed a host of IEC materials both in Hindi and English for hospitals, children, corporate houses, and for government campaigns and for the understanding of the public. Those were in the form of posters, graphics, banners, animated gifs, PowerPoint presentations (PPTs), etc.

ORGAN India felt that specific IEC materials were required for dissemination in institutions and for the public as those available were not very inviting and relatable. Posters and banners capturing all the relevant information on organ donation and transplantation were made and presented in a way that people retain the information and reach out to relevant agencies, if needed. For this purpose, ORGAN India collaborated with corporate houses and other organisations.





ORGAN

**भारत में लाखों लोग ऑर्गन फेलियर के कारण अपना जीवन गँवा रहे हैं  
आपका अंगदान, 8 जीवन बचा सकता है**




**दुनिया से जब जाइए  
जीवनदाता बन जाइए**

अधिक जानकारी के लिए हमारी वेबसाइट [www.organindia.org](http://www.organindia.org) देखें और अंगदान का संकल्प लें  
ऑर्गन इंडिया टोल फ्री हेल्पलाइन नंबर 1800 120 3648

ORGAN

**आपके अंगदान से  
जी उठेंगे भारत के लाखों लोग**



**एक व्यक्ति के अंग  
8 लोगों को जीवन दे सकते हैं**

अधिक जानकारी के लिए हमारी वेबसाइट [www.organindia.org](http://www.organindia.org) देखें और अंगदान का संकल्प लें  
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ORGAN

**एक व्यक्ति के अंग  
आठ लोगों को जीवन दे सकते हैं**




**दुनिया से जब जाइए  
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ORGAN

**आठ लोगों को जीवन दें  
दुनिया से जाने के बाद भी**



**दुनिया से जब जाइए  
जीवनदाता बन जाइए**

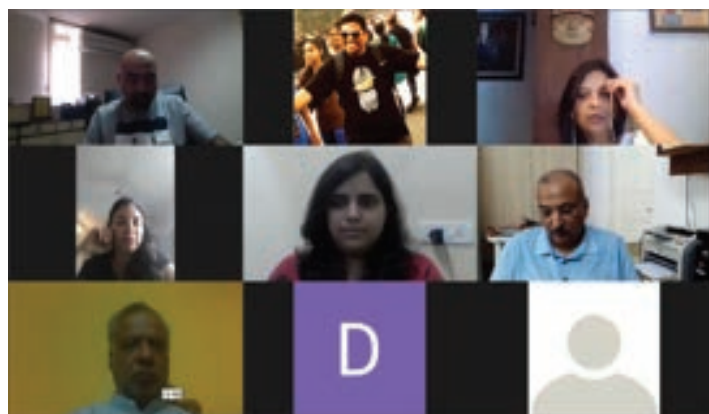
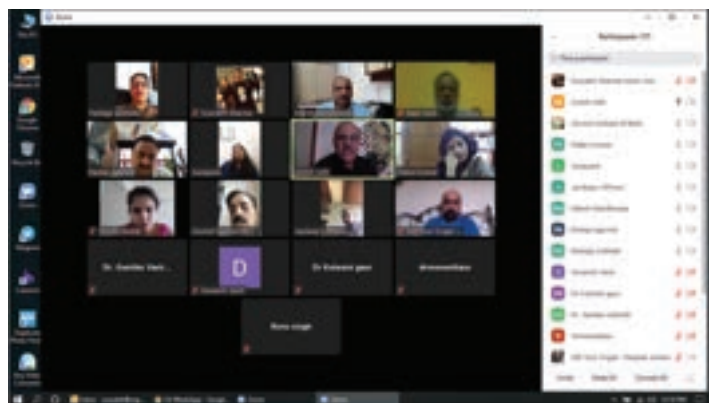
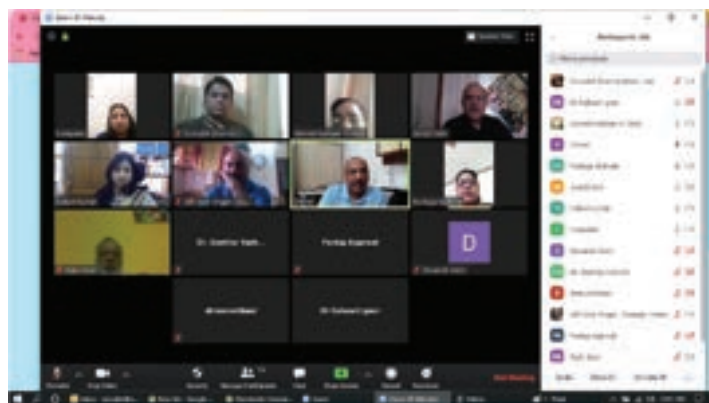
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ऑर्गन इंडिया टोल फ्री हेल्पलाइन नंबर 1800 120 3648



# HANDHOLDING GRASSROOTS

ORGAN India hosts an annual conclave of non-government organisations and government bodies to discuss the changes needed in the policies, the challenges faced in organ donation, along with discussions on how to create a roadmap for taking the cause throughout the country. The year 2020 was different. To ensure that work did not stop during the pandemic, though the annual conclave concluded in February 2020, follow-up discussions with the NGOs were carried out online despite the restrictions imposed due to the pandemic situation. The future course of action was planned though physical meetings could not be conducted.

During the meetings, several new ideas were discussed and the NGOs participating learned from each other how to successfully take the cause to millions via webinars, Facebook Lives, social media campaigns, and networking between NGOs. Regular meetings were organised online where the grassroots organisations shared their work, and the challenges faced and learned from each other's experience on how to overcome the administrative and logistics hurdles faced during the COVID-19 situation.



## ORGAN INDIA STICKS TO ITS GREEN PLEDGE

Understanding the need to conserve and protect natural resources for future generations, in August 2019, ORGAN India took a pledge to reduce its carbon footprint by going digital. From donor cards to informational flyers and certificates, everything was designed in the e-format, and it was at the discretion of the donor to either save it digitally or take a printout if required. Going Green greatly reduced the financial and human resource burden on the team and enabled the organisation to divert the time and funds saved towards newer projects.

The number of people who signed up with ORGAN India for a donor card in the year almost doubled compared to the previous year. While 12,896 had signed up last year, this year 22,968 signed up. It validated that year by year the programme is pulling more and more people towards the cause.

Pledging organs on ORGAN India's website is very simple. People who pledge through our website are sent a donor card with their unique government registration number and the pledges are registered with the National Organ and Tissue Transplant Organisation (NOTTO). Registering as an organ donor is merely an expression of a person's intent to be an organ donor and the card does not carry any legal value. However, it serves as a catalyst for a donor's family and friends to know about the cause and most importantly to know about the pledger's intention to be an organ donor after his/her death. According to Indian laws, it is the next of kin of the donor who can decide whether to donate the organs upon the donor's death. ORGAN India urges all those who pledge to donate their organs to discuss their pledge with their families. This is to enable their family to carry out their wishes in case the need arises.

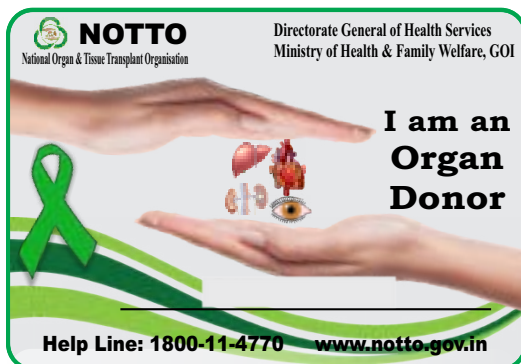


2019-2020

12,896 Pledges

2020-2021

22,968 Pledges



**Registration No** D190236094

I have pledged to donate the Organ(s) and/or Tissue(s) from my body for therapeutic purpose after my death (Brain Stem/Cardiac).

Emergency Contact Name & No:

Organ(s): Heart ☐ Lungs ☐ Kidneys ☐ Liver ☐ Pancreas ☐ Intestine ☐ All ☒

Tissue(s): Corneas/Eye Balls ☐ Skin ☐ Bones ☐ Heart Valves ☐ Blood Vessels ☐ All ☒

Card issued by:  
**ORGAN India**  
 D 119, Defence Colony, New Delhi - 110024  
 Help Line: 1800-120-3648, 011-41838382, 9650952810  
 Website - www.organindia.org

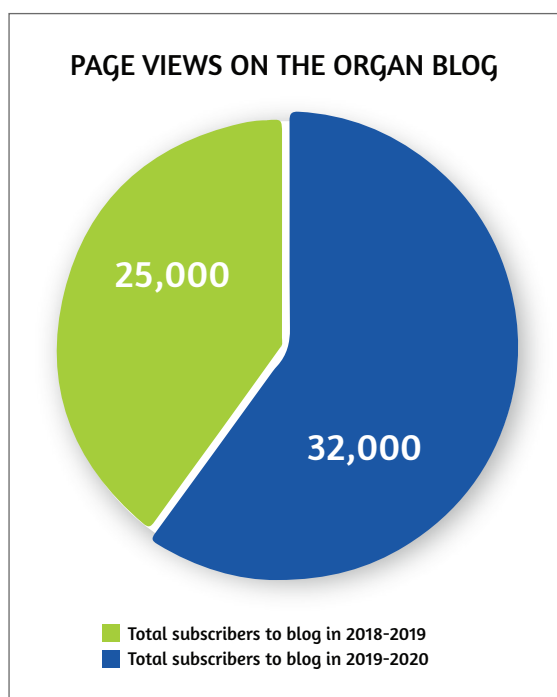
**Donate Organs-Save lives**



# ORGAN INDIA BLOGPOST

ORGAN India had launched a blog space several years ago to provide a platform to all concerned stakeholders to express their opinions, concerns and future strategies on organ donation and transplantation environment across India. It was the first of its kind and helped begin a dialogue on organ donation and transplantation in India. Doctors, NGOs, donor families and recipients are all contributing to the blog spot.

Year 2020-21 was special as there were a string of articles on the blog spot from Gen Z, including stories from a young teenager who saw her mother go through a painful transplant to save her grandfather to a son who saved his father's life by donating a part of his liver. Their stories revealed the stark reality that there are not many people in India who come forward to pledge and donate their organs after their death to a needy person.



QR CODE FOR OUR BLOG



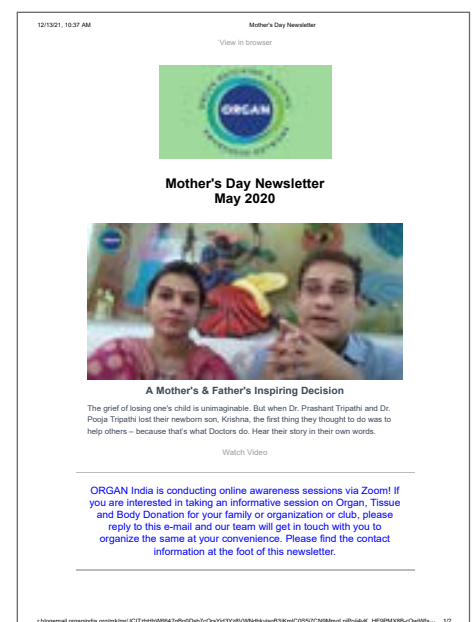
The ORGAN India blog also aims at addressing the queries of patients and their families and keeping their spirits high during their journey toward recovery. It is done through informative blogs on processes and challenges and stories of full recovery with organ transplantation. The need for kidney, cornea, heart, liver, pancreas, intestine, and bone marrow donors is something that plagues lakhs of people who turn to our blog to get some insights from doctors and patients. For example, even before the pandemic, Interstitial Lung Disease (ILD) and Idiopathic Pulmonary Fibrosis (IPF) affected many people who needed a transplant. A timely blog called “Lung Transplants in India – All You Need To Know” by Dr Paul Ramesh Thangaraj, Senior Heart Lung Transplant Surgeon, Apollo Hospitals in Chennai was posted during the pandemic when the need for lung transplantation had increased and the general public was confused.

This blog spot has many stories of hope, need, and detailed advice from doctors on when, why, and how to go for a transplant. One can also pledge to be a donor through the platform.

# ORGAN INDIA NEWSLETTER

ORGAN India Newsletter gives a monthly update of all the activities and events organised in the month, inspirational videos from donors, recipients, and doctors from different fields of transplantation, and glimpses from the new articles on the ORGAN India blog post.

As the readership went up every month, an effort was made to enrich the content by encouraging donors, receivers, their family members, and the medical fraternity to share their stories of bravery and hope. The monthly newsletter was disseminated among 50,204 people including stakeholders and those who have pledged their organs with ORGAN India.





# WARRIORS SPEAK

"On August 9, 2017, after almost 14 hours of surgery, I became the first person in Asia to receive a bilateral above-elbow hand transplant, and was the first girl to receive male hands in the entire world"

**SHREYA SIDDANGOWDER**  
Bilateral Hand Transplant Recipient

I survived

"I have been fighting since I was a child. I am not a survivor; I am a warrior. From every wound, there is a scar, and every scar tells a story. A story that says I survived."

**DIGVIJAY SINGH GUJRAL**  
Silver Medallist, World Transplants Game 2019

Faith, Love, and My Transplanted Future

"I always loved sports and to do exercises, but chronic kidney disease made it impossible. A strict diet and high creatinine levels made playing sports a long shot. I was chained down by this disease, unable to do anything or even eat anything properly. After my transplant, slowly and gradually, all this became possible again. This scar means freedom to me."

**ASHISH SANGWAN**  
who cycled 1,250 kilometres across Rajasthan in March 2020 after transplantation

A Part of Me is My Dad Now!

"It has been three years since the transplant. I had the privilege of donating a part of my liver to my dad. There was a lot of anxiety surrounding the procedure. One of the fears my dad had was that the scar would remain. It is a big scar and probably the reason why my dad was worried. Being a father, he did not want me to have a reminder of such a painful time in our life. Little does he know that I carry the scar with pride! The scar is proof that being a donor is one of the good things we can do with our lives. It most importantly reminds me of how gracious God was to my family and me. If you look at it this way, the scar reminds me that my father is my "Jigar Ka Tukda"

**DR BENJAMIN JOHNSON**  
who is now counselling families of patients on organ donation

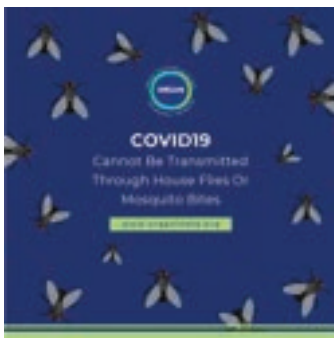
# OTHER CAMPAIGNS

## GIRLUPIMKAAN

The campaign was organised in collaboration with GirlUpImkaan to create awareness about organ donation and inform people how and where to take the pledge, the legal aspects and why the consent of the family is paramount.



## COVID-19 AND PLASMA DONATION AWARENESS CAMPAIGN



Keeping the fast transmission of the Novel Coronavirus and the fatality caused for want of plasma, ORGANA India launched a campaign to create awareness about the preventive measures to be taken to break the chain of transmission as well as encourage the COVID-19 recovered to donate their plasma. Lists of plasma donation centres across the country, helpline numbers, and the doctors who can be reached out to were widely circulated. Dr Vivek Lal, Director and Chairman of Liver Transplant and Fortis Hospitals informed about special precautions to be taken by liver patients while Dr Pardeep Bansal, Director and Head of Urology and Liver Transplant at Fortis Memorial Research Institute created awareness on how the virus affected people suffering from kidney diseases.

## THE RIDE OF LIFE CAMPAIGN

Through this campaign organised in collaboration with Rajiv Maikhuri, a Social Worker and Transplant Coordinator, ORBO, AIIMS, Delhi and people were requested to Pledge their Sunday or their off-day morning to cycle for the cause of organ and tissue donation. Each cyclist was urged to spread the message that one person's organs can save up to nine people's lives and tissue donations can save and improve the lives of over 50 people. They could do that by organising small talks, promoting online pledging by QR Code, shooting a video spot, and a one-to-one interview. Individuals, groups, organisations, corporate houses, and certified hospitals were asked to support the campaign. The cyclists also visited the deceased donor families.



# ORGAN TEAM AS FACULTY

ORGAN India has over the years been invited to seminars and training sessions organised by several organisations. CEO Sunayana Singh delivers talks as a guest faculty on several platforms creating a positive ripple in the minds of the young and old about the poor status of organ donation in India. During the pandemic year 2020-21, she and Dr Geetika Vashisht were invited to be on the panel of many virtual meets.

## NATCO INDIA 2020

CEO Sunayana Singh was invited as a speaker to the online session on “The new protocols Brain Death, protocols for donation during COVID-19 and Women in Transplantation” organised by Network & Alliance of Transplant Coordinators (NATCO) on November 21 and 22, 2020. NATCO is a registered body consisting of transplant coordinators from across India which conducts annual, mid-term, and regional conferences. She spoke on “New learnings for Promoting Organ Donation through the pandemic”.



## YUVA ASCENSIONS 2020

ORGAN India was invited to be on the panel by Rajalakshmi Engineering College Chennai for a discussion during their annual event Ascensions 2020. The virtual event was organised on October 25, 2020, by REC in collaboration with Young Indians and YUVA. Dr Geetika Vashisth represented ORGAN India in the panel discussion on “Youth, Organ Donation and the Quest to Save Lives”. Dr Vivekanandan Shanmugam, Liver Transplant Surgeon, Managing Director, RPS Hospitals, Chennai; Dr Senthil Kumar Nallusamy, Chief consultant Interventional Cardiologist, RANA Hospital, Trichy; Pritesh Gudge, a Researcher and transplant recipient; and Harshitha Gupta, Health Chair, YI Chennai were the others present in the panel. The discussion was webcasted live and attended by hundreds of students.



## AFFORDABLE LIVER TRANSPLANT CONCLAVE 2020

Sunayana Singh, CEO of ORGAN India, spoke at the Affordable Liver Transplant Conclave 2020 organised by the Pravin Agarwal Foundation on June 6, 2020. At a time when surgeons worldwide were wary of conducting a liver transplant with a patient or donor who has contracted COVID-19 infection, the discussions during the conclave centred on Paediatric Liver Transplants in times of COVID-19 both from the Indian and International perspectives. Singh spoke on “Overcoming Challenges to PLT patient care in times of COVID-19”.



## PANEL SHOW WITH ORGAN DONATION INDIA FOUNDATION

Organ Donation India Foundation invited CEO Sunayana Singh for a talk show on Global TV. Lal Goel, Chairman, Organ Donation India Foundation hosted the show on August 13, 2020. The other panellists on the show were Pramod Laxman Mahajan from Sangli, Maharashtra (a kidney donor), Gurvinder Singh Vikhu from Mumbai (a liver donor), Dr Prashanth Marla, Medical Director, A.J. Hospital and Research Centre, Mangalore and Lalitha Raghuram, Country Director, MOHAN Foundation from Hyderabad. The panellist discussed the various challenges faced in organ donation during the pandemic.





## AN EVENING WITH BHAJAN SAMRAT ANUP JALOTA

A beautiful evening of live music was organised on August 13, 2020, where ghazal and bhajan maestro Anup Jalota lent his voice to spread awareness about organ donation. It was streamed live on Facebook and was available for all to watch from wherever they could. It may be mentioned here that the rare Mr. Jalota's wife Late Medha Jalota, the Former Trustee of Vijay Gujral Foundation, was a heart transplant recipient. Mr Jalota is a patron of ORGAN India and helps the organisation reach out to millions of people.



## SIDDHARTH MOHAN ENTHRALLING VIEWERS ON FB

Singer Siddharth Mohan, known for his devotional and patriotic songs, dedicated an evening to the cause of organ donation. On August 15, 2020, Mohan captivated the audience with his melodious voice via Facebook. He urged his fans to save lives by pledging for their organs through the ORGAN India website. He asked his followers to think: "Can there be anything more important than being able to save lives even after losing your own."



## TRAINING AND SENSITISATION PROGRAMME

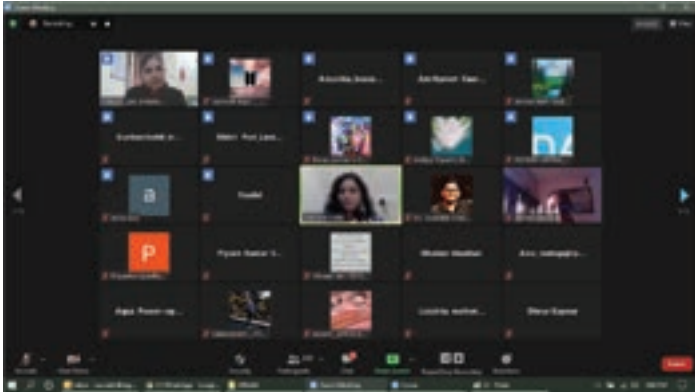
A training and sensitisation seminar on organ donation and transplantation was organised at the conference hall of the Deputy Commissioner's office in Panchkula on February 15, 2021. During the conference, discussions were held on the legal framework in organ transplantation, brain death certification, and allied issues, breaking the bad news, the role of a transparent coordinator, and the bottlenecks in the way of converting potential donors into actual donors.

The welcome address and the closing remarks were both given by Dr Jasjeet Kaur, Chief Medical Officer, Panchkula, while senior medical officers from PGIMER Chandigarh threw light on the different steps involved in organ donation and transplantation and how to execute the process smoothly.



## ELEVENTH INDIAN ORGAN DONATION DAY WITH NEHRU PLANETARIUM

On Indian Organ Donation Day every year, ORGAN India and Nehru Planetarium, Delhi organised a painting competition to generate awareness about organ donation. But the year 2020-21 was different due to the pandemic situation. On the Eleventh Indian Organ Donation Day November 27, 2020, an online awareness session was organised where students of prominent schools in Delhi-NCR participated. Of the 350 students and teachers who had registered for the session, 280 attended the two-hour-long session where their queries regarding organ donation and transplantation were addressed.



## B.K. SHIVANI APPEALS TO PEOPLE TO DONATE ORGANS

Sister Shivani, the lead teacher of the Brahma Kumaris spiritual movement in India, in August 2020 explained to people the importance of organ donation. She said, “We were taught to donate even as a child. It is in our behaviour and so when we donate, we get a sense of pleasure. There is a gift that we can give even after we die and that is organ donation. When we know after we die, we will either be set on the funeral pyre or buried, why not pledge to donate our body parts, and not just save eight lives but also give a new lease of life to their families.” We are immensely grateful for her appeal for people to come to our website and pledge.



# RAISING AWARENESS

**Awareness Sessions Organised - 73**  
**Number of people Reached out to - 10,000**

The pandemic year did not let ORGAN India organise physical gatherings to make people aware of organ donation and transplantation. But realising that work had to go on and the message should continue to be spread far and wide, virtual awareness sessions were organised throughout the year with the public, students, teachers, school heads, medical students, doctors of prominent hospitals, corporate houses and members of different clubs and organisations. ORGAN India made all possible efforts to reach out to the maximum number of people across the country and from all walks of life, age groups, gender, and financial status and busting their myths and misconceptions regarding organ donation.

## AWARNESSE SESSIONS ORGANISED

1	Medical Students of DY Patil University, Mumbai
2	Zoom Awareness Session with Public
3	Zoom Awareness Session with LHMC Students
4	Zoom Awareness Session with Public
5	Zoom Awareness Session with Public
6	Zoom Awareness Session with Public
7	Awareness session set by Vasvi Gupta
8	Zoom Awareness Session with Public
9	Zoom Awareness Session with Public
10	Awareness session set by Vasvi Gupta
11	Zoom Awareness Session with Public
12	Zoom Awareness Session with Public
13	Awareness session set by Vasvi Gupta
14	Awareness session set by Jahaan Sehgal
15	Awareness session set by Prithvi and Nirvaan
16	Awareness session set by Jiya Sahgal
17	Awareness session set by Krishna Agarwal
18	Zoom Awareness Session with VES Mumbai Students
19	Zoom Awareness Session with Rotary Club Bangalore
20	Session with delegates of Atlas Model United Nations
21	Closing ceremony of Atlas Model United Nations
22	Zoom Awareness Session with Rotary Club Alwar
23	Awareness Session with Organ for life foundation
24	Zoom Awareness Session with Rotaract Club, Bangalore
25	Zoom Awareness Session with Medical Students of Pune "Phir Zindgi"
26	Zoom Awareness Session with Rotary Club, Dholpur City
27	Zoom Awareness Session with Medicew
28	Zoom Awareness Session with Medicew
29	Zoom Awareness Session with Varshney Mahila Samaj
30	Awareness session with CMGGAs, Haryana
31	Association of Lions Club "Betwa"
32	Zoom Awareness Session with Art Of Living
33	Zoom Awareness Session with RCDSSS
34	Zoom Awareness Session with Career College, Bhopal
35	Zoom Awareness Session with Medical Billing Wholesalers
36	Zoom Awareness Session with G.H Patel Postgraduate Institute of Business Management, Anand, Gujarat.

37	Awareness session with Project Neev
38	Awareness session with JIMS Sec 5 Rohini
39	Awareness session with Rotaract Hansraj
40	Awareness session with Rotary Club Lakeview Bangalore
41	Awareness session with Bloody Fast
42	Session with Mithibai College Mumbai
43	Session with Armaan Nanda
44	Session at UPS Global Business Services Pune
45	Awareness session with Tulika Jain
46	Awareness session with CRPF Composite Hospital Pune
47	Awareness session with CRPF Composite Hospital Pune - Jawans & Families
48	Awareness session with NSS Hansraj
49	Awareness session with RoundTable India & Ladies circle
50	Zoom Awareness Event with Nehru Planetarium
51	Zoom Awareness Session with School Heads, Gurugram Dist.
52	Zoom Awareness Session with Fragomen India
53	Zoom Awareness Session with Leo Club of Mahavir Nagar
54	Awareness Session with School Heads, Dist. Rohtak
55	Awareness Session with Redcross Society Gurugram
56	Awareness Session with Singhi Family
57	Session with School Heads - Panchkula District
58	Session with Gunjan Radio Station
59	Hewlett Packard India
60	Hewlett Packard India
61	Hewlett Packard India
62	YI Noida
63	Intelligence Bureau Awareness Session
64	Awareness Session with YI Noida (New Delhi Institute of Management, Delhi.)
65	Disrict Pankula/CMO Panchkula
66	Awareness Session with YI Noida (To The New)
67	Awareness Session with Team SPIT
67	Awareness Session with Amity University Students (Biotechnology Department)
69	Awareness Session with Amity University Students
70	Awareness Session with YI (IMS Ghaziabad)
71	Awareness Session with Lovely Professional University on Facebook Live
72	Awareness session with Devditi Foundation
73	Awareness session with MTV Team

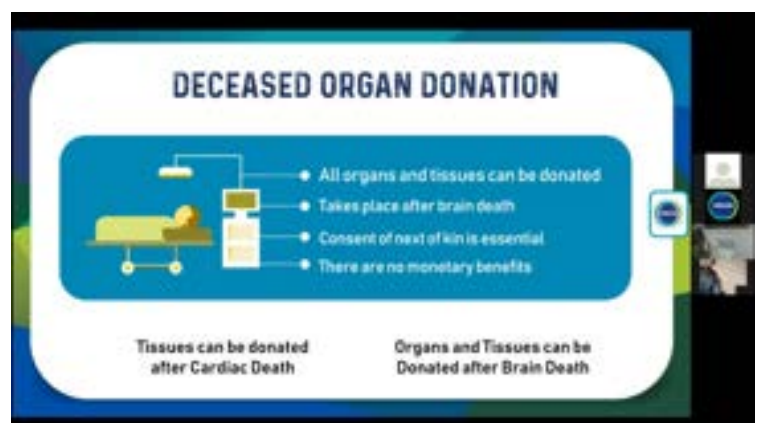
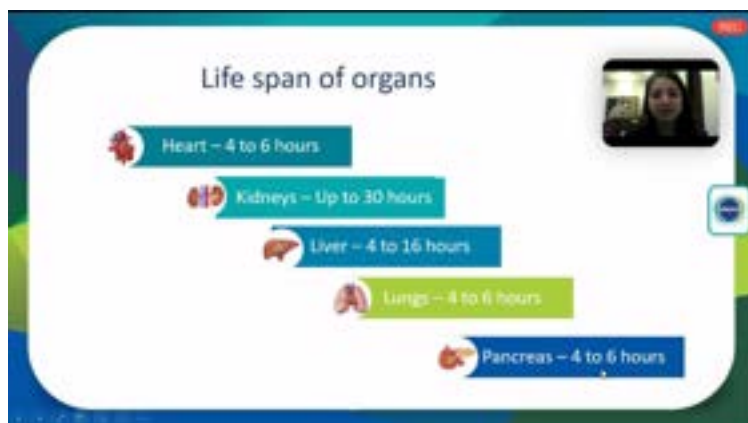


# PROGRAMS WITH HOSPITALS, DOCTORS, MEDICAL & NURSING STUDENTS

On April 19, 2020, students of DY Patil University, Mumbai invited ORGAN India to deliver a lecture on organ donation. CEO Sunayana Singh delivered the lecture to the medical students and explained in detail various topics related to organ donation. She also addressed the varied questions of the medical students. Explaining the difference between living and deceased organ donation, she said living donation in India is restricted to kidney and liver only and can be made when the person is alive and a near relative can donate while in case of deceased donation all the organs and tissues can be donated after a brain death.

On May 16, 2020, ORGAN India conducted an online seminar for students of Lady Hardinge Medical College (LHMC), New Delhi. Addressing the session, Dr Geetika Vashisth explained the nuances of THOTA Act 1994 in detail. She also explained about brain death and how to establish it. The webinar helped students clear their doubts on the organ donation process.

On the occasion of World Organ Donation Day 2021, ORGAN India was invited by a group of medical students from Pune to conduct an online webinar. During the session organised by Kishor Ganurkar, a third-year MBBS Student, ORGAN India's Dr Sourabh Sharma explained in detail about transplant law, the concept of brain death, and its importance in organ donation. About 35 medical students attended the webinar and cleared their doubts related to the Transplantation of Human Organs Act (THOA).



On November 10 and 8, 2020, ORGAN India conducted a series of awareness sessions with CRPF Composite Hospital, Pune. A total of 150 CRPF Jawans attended the session. Dr Geetika Vashisth and Dr Sourabh Sharma explained various facts on organ donation and burst their myths and misconceptions related to organ donation. Dr Vinay Bharti took the initiative to organise the virtual session.

The year 2020 ended on a high note as ORGAN India organised an Introductory Webinar on Organ Donation and Transplantation in India for the Students of PGIMS Rohtak, Haryana. It was organised in association with SOTTO, Haryana on December 27, 2020, and the chief guest was Dr O.P. Kalra, Vice Chancellor, Pt. B.D. Sharma University of Health Sciences, Rohtak. The webinar would not have been a success without the support of Captain Manoj Kumar, Rohtak Deputy Commissioner; Dr Rohtash Yadav, Director, PGIMS Rohtak; Dr Rakesh Gupta, Director, Chief Minister's Good Governance Associates, Haryana, and Dr Sukhbir Brar, Nodal Officer, State Organ & Tissue Transplant Organisation, Haryana.

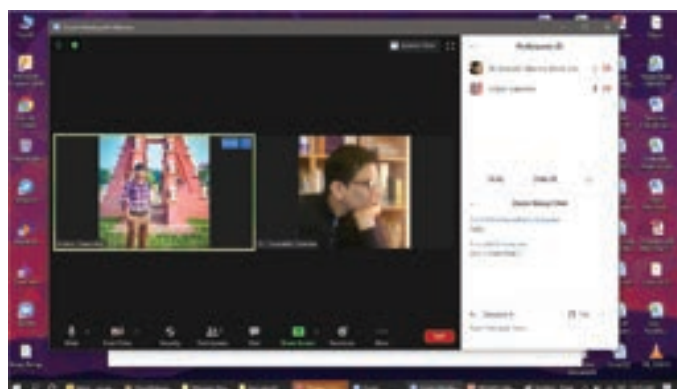
## SESSIONS WITH EDUCATIONAL INSTITUTES

Several awareness sessions were also organised with other prominent educational institutes, colleges and universities. Students at Hansraj College (Delhi), Mithibai College (Mumbai), Career College (Bhopal), G.H. Postgraduate Institute of Business Management (Anand Gujarat); Jagan Institute of Management Studies (JIMS) Sector 5 Rohini, Institute of Management Studies (IMS) Ghaziabad, and Lovely Professional University, Jalandhar, Amity University, New Delhi Institute of Management, Delhi.

New Delhi Institute of Management, Delhi organised an awareness session on February 8, 2021 and invited ORGAN India to address the students and faculty members. Dr Geetika Vashisth, Sr. Project Manager, ORGAN India addressed this session and explained all about brain death and organ donation. About 45 students and 20 faculty members attended the session.

An awareness session was conducted with YI Noida on February 19, 2021. The session was conducted by CEO Sunayana Singh who shared a few real-time experiences with the participants. It was attended by approximately 45 people.

ORGAN India conducted an online awareness session for the students of Sardar Patel Institute of Technology. The session was organised by IEEE WIE SPIT, the Student Branch WIE Affinity Group of Sardar Patel Institute of Technology on February 27, 2021. IEEE Women in Engineering (WIE) is one of the largest international professional organisations dedicated to promoting women engineers and scientists, inspiring girls around the world to follow their academic interests for a career in engineering. Dr Geetika Vashisth addressed 35 participants.





ORGAN India conducted a session for students of the Biotechnology Department of Amity University, Noida on March 6, 2021. Dr Sourabh Sharma from ORGAN India Team explained to about 50 students the facts on organ donation. Students were keen to know about the human body and its facts. Nupur, a student from the biotechnology department had taken the initiative.

YI Noida and Institute of Management Studies, Ghaziabad invited ORGAN India to conduct an awareness session on organ donation. Sunayana Singh addressed the attendees and showed two documentary movies on the green corridors and donor families. She also explained the concept of brain death. It was organized on March 23, 2021.

Young Indians Gift an Organ Noida chapter in partnership with ORGAN India conducted an online organ donation awareness session with students and faculty of Lovely Professional University, Punjab on March 27, 2021. The focus of the talk was on the need for the student community to step up and become ambassadors of this noble cause. About 3,203 students and faculty members were reached through YouTube and Facebook live.

## SESSIONS ORGANISED BY ORGAN INDIA INTERNS

Vasvi Gupta, a student of Class 11 at Modern School Vasant Vihar, organised an awareness session on organ donation to raise awareness on the cause among her friends and relatives on July 4, 2020. It was followed by online awareness programmes organised by interns Prithvi Singh and Nirvaan Puri on July 8, intern Jaya Singhal on July 10, and intern Krishna Agarwal on July 18. Students who attended the session were apprised of how they can raise awareness on the subject among their family members and friends. They were urged to come forward and spread the message.

Intern Armaan Nanda, a Class XI Student of Step By Step School, Noida organised an awareness session on organ donation. Over 50 people attended the meeting where Sunayana Singh, Armaan, and his father Karhun Nand (a heart transplant recipient), shared their experiences and insights on organ donation and transplantation. Likewise, Vasvi Gupta, a Class XI student at Modern School, Vasant Vihar, organised an awareness session on organ donation to raise awareness on the cause among her friends and family members. Eleven interns worked closely with ORGAN India during the year, organised six awareness sessions and helped raise funds for the cause.

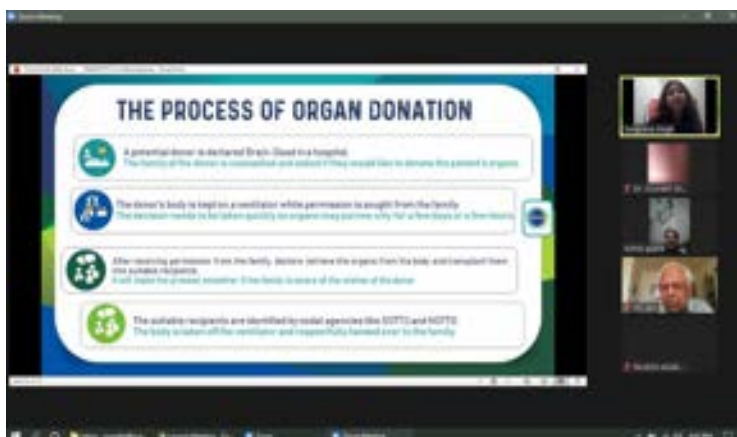
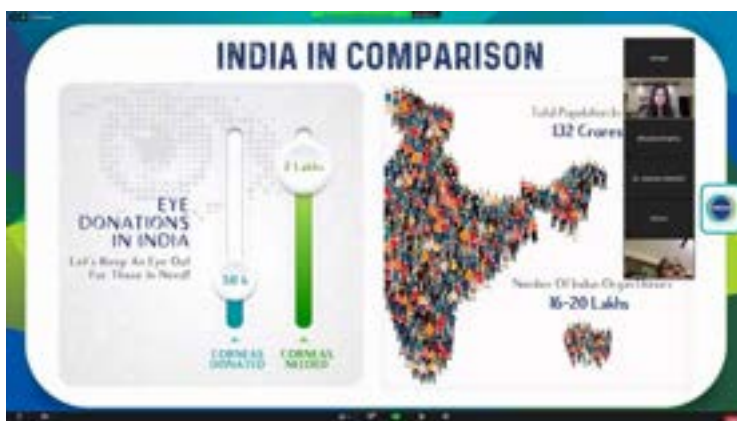


## 12 Number of Interns



# SEMINARS WITH CLUBS, SOCIETIES GOVERNMENT, CORPORATES

ORGAN India organised several awareness sessions online in association with and for members of different clubs, societies, and employees of government agencies and corporate houses. The Red Cross Society, Rotary Club Bangalore, Lions Club Betwa, Leo Club, Atlas Model United Nations, Medicrew, Central Reserve Police Force (CRPF) Composite Hospital Pune, Intelligence Bureau, Fragomen India, Hewlett Packard India, UPS Global Logistics Pvt Ltd, etc. Awareness was also created through other platforms namely Art of Living programmes, Indian Film Project Season, Round Table India & Ladies circle. The sessions were taken by Sunayana Singh, Dr Geetika Vashisth and Dr Sourabh Sharma.



**Rotary ROTARY DISTRICT 3053 presents**

**LIVE WEBINAR**

**'ORGAN DONATION AWARENESS'**

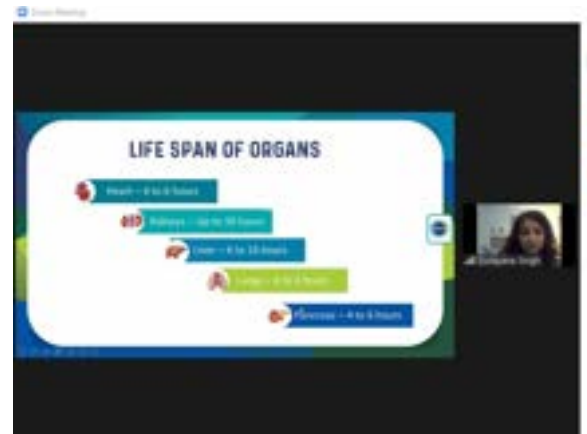
Host Club : Rotary Club Alwar Greater

**KEYNOTE SPEAKER**

**SUNAYANA SINGH**  
CEO, ORGAN INDIA

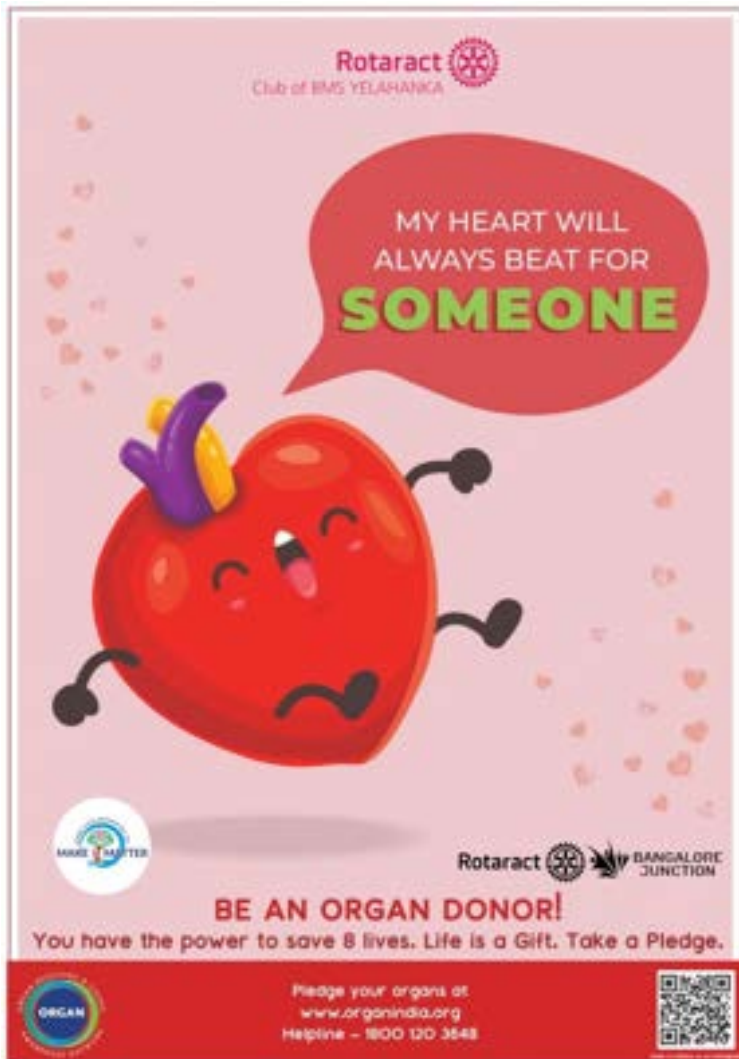
**10 AUG. 2020 4 PM**

Speakers: Mr. Ravish Gaur (District Governor), Mr. Rajesh Agarwal (President), Mr. Sanjay Mishra (SU RE Team), Mr. R. R. Sharma (Event Co-ordinator)





ORGAN India conducted a series of awareness sessions on organ donation with the employees of Hewlett Packard India (HP India) on January 27 and 28, 2021. A total of three sessions were conducted in two days and around 300 employees attended the session. Dr Geetika Vashisth, Senior Manager –ORGAN India conducted these sessions, Dr Sourabh Sharma, Manager – Projects & Outreach was also there to answer the queries.



## AMONG THE MASSES

Last but not the least; ORGAN India invited the public to attend 11 awareness sessions on organ donation conducted online in 2020. Dr Geetika Vashisht, Senior Project Manager, ORGAN India explained what brain death meant and details on The Transplantation of Human Organs and Tissues (THOTA) Act 1994. The aim was to sensitise the common man about the need for and importance of pledging for organ donation.





# SOCIAL MEDIA

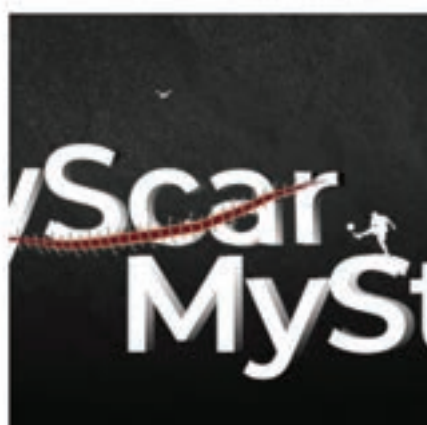
As COVID-19-induced lockdown and the fear of contracting the virus limited face-to-face interactions between people, virtual engagement increased. People were hooked on social media as they looked for ways to stay connected with the outside world. While some looked for entertainment, others wanted to stay informed. ORGAN India took it as an opportunity to strengthen its engagement with social media.

Efforts to create awareness about organ donation and transplantation through Facebook continued in 2020-21 while Instagram posts and SEO-based content on the internet also increased the traffic to the website. Proactive interaction and consistent moderation on the handles led to effective engagement and created positive social chatter organically.

ORGAN India partnered with Facebook where viewers were made aware of organ donation through live entertainment programmes. Renowned Singer Anup Jalota, the Chief Patron of ORGAN India, enthralled the audience with his melodious voice while urging people to pledge to donate their organs.

Through live programmes and campaigns on Facebook and Instagram, ORGAN India reached out to about 15 lakh people and engaged about 10 lakh in the form of likes, comments, and shares on social media posts.

ORGAN India's social media campaigns have always been unique, well-presented, and informative. The year witnessed a host of campaigns aimed at raising public awareness on organ donation, transplantation, specific organs, transplant recipients, and crucial information that were in engaging and interesting way. The campaigns were planned to keep in focus important dates, such as kidney in March because of World Kidney Day, and Liver in April to coincide with World Liver Day.



# Some of the prominent campaigns were

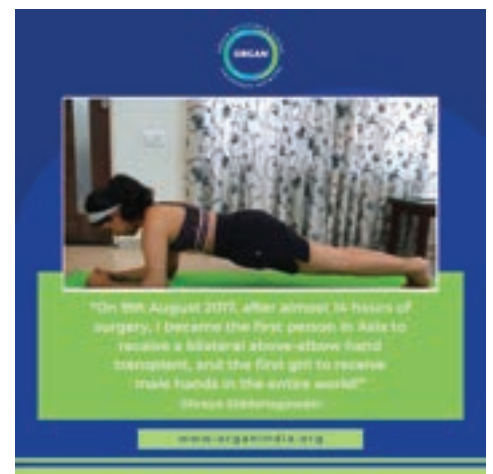
**A month dedicated to celebrating and spreading awareness about Lungs, the organ responsible for the essence of our life – Breath!**

ORGAN India hosted a Facebook Live on February 4, 2021, with Dr Sandeep Attawar, Founder Director & Chair of Advanced Heart Failure, Terminal Lung Disease & The Solid Thoracic Organ Transplant Programme, KIMS Institute of Heart, Lung Transplantation & Assist Devices. The Facebook live garnered 20,000 views, covering all aspects of lung transplantation. All FAQs submitted by viewers were answered.

Testimonials and stories of grit, determination, and survival from other lung transplant recipients and information on lung transplants marked the month. It saw the young Akshay Rustagi, a donor, narrating his father's diagnosis of Interstitial Lung Disease (ILD) to getting a lung transplant and having a second chance at life. His father Manoj Rustagi also spoke about his incredible journey of survival.

## **#IndiaNeedsYouNow Campaign**

The campaign brought incredible stories of life before and after a transplant from around India to the forefront.



## Our Scars Define Us

The campaign touched the hearts and souls of people. Through the newsletter, blog posts, and social media posts, people who have recovered from their illness because of organ transplantation shared their journey with pride, while those who had donated an organ to save a life proudly display their scars.





इस निशान की वजह से ही  
मुझे नया जीवन मिला है।  
मुझे इसे दिखाने में कोई परहेज़ नहीं,  
बल्कि बहुत ज़्यादा खुशी है।

- SUDESH SAINI  
#MyScarMyStory





"Time has faded this  
scar considerably,  
but not what it  
means to me."

- SUNETRA CHATTERJEE  
#MyScarMyStory




"My scar is a  
testimonial of the  
divine angel,  
my son, who came  
in my life after this  
beautiful scar."

- KANNIKA JAIN  
#MyScarMyStory






"I bloom from the  
wound from where  
I once bled."

- KARJUN NANDA  
#MyScarMyStory



"Some scars are worth getting.  
Especially if they came from saving  
the life of someone you love."

- ANIL SRIVATSA  
#MyScarMyStory



"This Scar means  
Freedom to me."

- ASHISH SANGWAN  
#MyScarMyStory



# BEFORE AND AFTER



**Before**



**After**

I was put on dialysis thrice a week as soon as I was diagnosed with chronic kidney disease. What you see in this picture is my despair. There was no hope for a transplant as none from among my family members was able to donate. Hopelessness and pain were killing me faster than my disease.

The second picture is my life now. My son will grow up with a mother and my husband with a wife. I was thankful to God that a family agreed to donate the organ of their loved one to save me. You can do it too. Pledge your organs.

**JAYA RAUTHAN**



**Before**



**After**

The first picture was taken after my heart transplant when I took my first excursion with family to Jim Corbett Park. It was so overwhelming as over the years I had lost all hope. I never thought I would have a normal life.

The second photo is where my daughter is kissing me during my recovery days in Chennai. That was the moment I realised I have to live for my girl. That I will be the best of whatever I can be. I have pledged my organs. Please do it too.

**AMIT DUA**

# FACEBOOK ANALYTICS

## FACEBOOK REACH

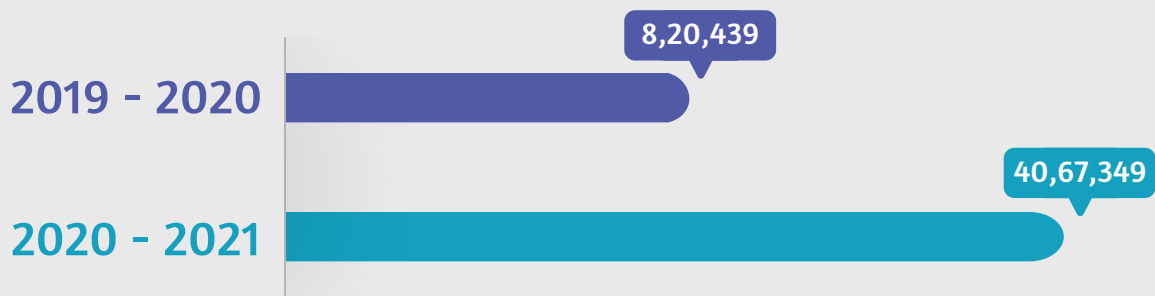


## FACEBOOK IMPRESSIONS

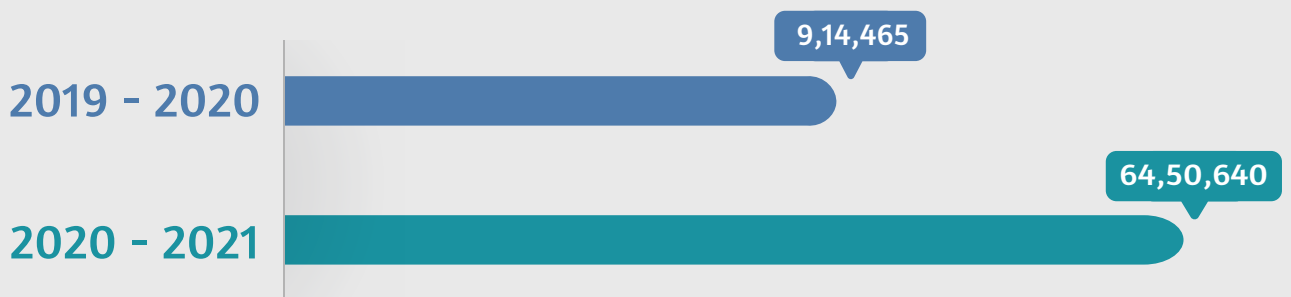


# INSTAGRAM ANALYTICS

## INSTAGRAM REACH

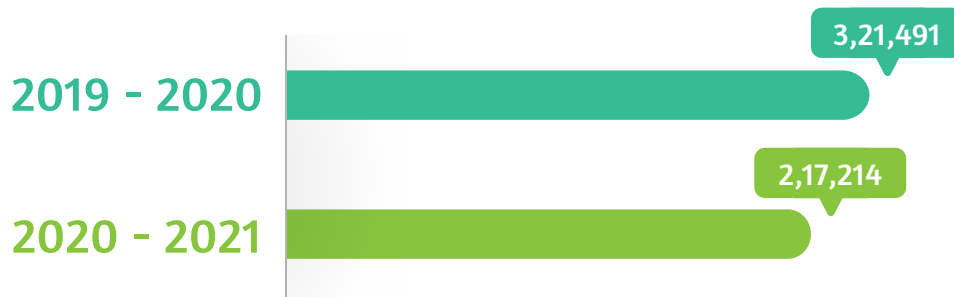


## INSTAGRAM IMPRESSIONS



# YOUTUBE ANALYTICS

## VIEWS



## WATCH TIME (HOURS)



## IMPRESSIONS



# WEBSITE ANALYTICS

## VISITORS





# WEBSITE STATISTICS (Website Traffic Data)

**280089**

**Total Website Visits during  
2020 - 2021**

**676265**

**Total Website page views  
during 2020 - 2021**

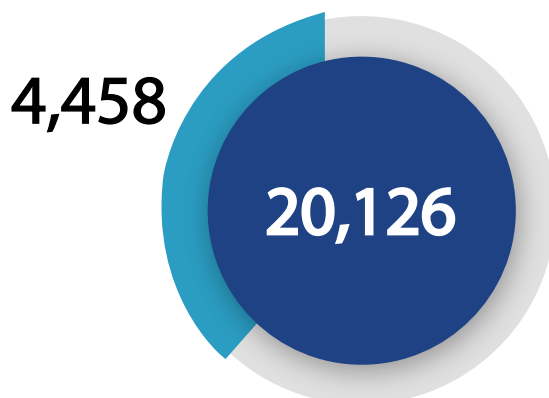
**8103**

**Total Transplant Guide  
Visits during 2020 - 2021**

**38341**

**Total Body Donation Directory  
Visits during 2020 - 2021**

## DONOR REGISTRATIONS THROUGH GOOGLE ADWORDS



# ORGAN IN THE NEWS

4/1/2021 LPU organized 'Organ Donations' Awareness Session

THURSDAY, APRIL 01, 2021

**punjabtribune.com**

MENU


er visits Jalandhar Military Station • Punjab Cabinet okays time-to-time remission benefits for convicts

Education

## LPU organized 'Organ Donations' Awareness Session

Punjab Tribune Bureau | March 31, 2021 08:16 PM

Share 0 Like 0 Tweet Share 1



**Eminent speakers were Chief Executive Officer, Organ India, Sunayana Arora Singh; and, Co-Chair, Gift an Organ, Surbhi Bajaj**

**CII-Yi India (Confederation of Indian Industry (CII)-Young**

Jalandhar: Under a humanitarian engagement program, Lovely Professional University (LPU) organized organ donation awareness session virtually. Eminent speakers were Chief Executive Officer, Organ India, Sunayana Arora Singh; and, Co-Chair, Gift an Organ, Surbhi Bajaj. The awareness session was attended by hundreds of LPU students and staff members belonging to all Indian states and 40 countries. During the session, a vivid presentation on the philanthropic cause of 'Organ Donation' was made. The virtual event many students

www.punjabtribune.com/news/282433-lpu-organized-organ-donations-awareness-session.aspx 1/8

4/1/2021 LPU organized 'organ donations' awareness session

ADMISSION OPEN

**CITY AIR NEWS**

Education (https://www.cityairnews.com/sections/education/)

## LPU organized 'organ donations' awareness session

Eminent speakers were Chief Executive Officer, Organ India, Sunayana Arora Singh; and, Co-Chair, Gift an Organ, Surbhi Bajaj

cityairnews (https://www.cityairnews.com/profile/cityairnews) Mar 31, 2021 11:35

f t in p t d



CEO Organ India, Sunayana Arora Singh interacting virtually with LPU students on organ donation.

Jalandhar: Under a humanitarian engagement program, Lovely Professional University (LPU) organized organ donation awareness session virtually. Eminent speakers were Chief Executive Officer, Organ India, Sunayana Arora Singh; and, Co-Chair, Gift an Organ, Surbhi Bajaj. The awareness session was attended by hundreds of LPU students and staff members belonging to all Indian states and 40 countries. During the session, a vivid presentation on the philanthropic cause of 'Organ Donation' was made. The virtual event witnessed an enthusiastic response with many students consenting online for organ donation.

https://www.cityairnews.com/content/lpu-organized-organ-donations-awareness-session?\_\_cf\_chl\_captcha\_tk\_\_=b5b4ac25765c33c3b33221811b9af1... 1/9

10/31/2020 Arjun Mathur knew Made in Heaven was special; Emmy nomination confirmed it: The Tribune India

Saturday, 31 October 2020

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**LIFESTYLE**

## Arjun Mathur knew Made in Heaven was special; Emmy nomination confirmed it

Posted: Oct 30, 2020 07:35 AM (IST) Updated: 24 hours ago

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Arjun Mathur (R) in Made in Heaven

**Gurnaaz Kaur**

Recently, the International Emmys announced its nomination list and among those who have earned a spot is actor Arjun Mathur. He has been listed alongside three other actors from across the world in the Best Performance by An Actor category for his work in Made in Heaven.

And Arjun sure is ecstatic. "It feels great and I am pretty damn excited. It is a dream for every actor. When you work so hard and your work is being appreciated, when it resonates with so many people, it is really special. It does feel like some form of culmination of one stage of the journey because I've been acting for 13 years."

Arjun Mathur's nomination is a big recognition and is likely to change his career graph. But Arjun doesn't. "I am going to approach my work exactly as I have been doing. I worked as hard for Made in Heaven as I did for any other project. I don't expect my life to change suddenly because of this nomination. I like

https://www.tribuneindia.com/news/17614/arjun-mathur-knew-made-in-heaven-was-special-for-all-the-right-reasons-it-took-on-and-an-international-emmy-nomination-for-best-performance-has-just-confirmed-his... 1/5

12/10/21, 12:31 PM We need 10k organs every year, but get only 500: CMO | Chandigarh News - Times of India

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THIS STORY IS FROM FEBRUARY 16, 2021

## We need 10k organs every year, but get only 500: CMO

Arvind Bishnoi (https://timesofindia.indiatimes.com/bioprofessor/arvind-bishnoi/7923928.cms) / TNH / Feb 16, 2021, 04:06 (IST)

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organised a training and sensitisation session on organ donation and transplantation in Panchkula, in coordination with the Postgraduate Institute of Medical Education and Research (PGIMER) Chandigarh faculty. Panchkula is one of the four districts chosen for the first phase of the project.

Chief medical officer (CMO) Dr Jasjeet Kaur said organ donation and transplantation is a flagship programme of the chief minister (CM) of Haryana.

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We must give him a good farewell, a smiling send-off. I am a soldier's wife. It's a big loss

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https://timesofindia.indiatimes.com/city/chandigarh/we-need-10k-organs-every-year-but-get-only-500-cmo/articleshow/80938346.cms 1/6

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## हैदराबाद वन लेडीज सर्किल तथा राउंड टेबल द्वारा कार्यक्रम आयोजित

हैदराबाद, 8 दिसंबर-(मिलाप म्यूरो)

हैदराबाद वन लेडीज सर्किल 166 तथा हैदराबाद वन राउंड टेबल 212 द्वारा स्नाय, पर्यावरण तथा स्वास्थ्य संबंधित विविध प्रकार के जागरूकतापरक कार्यक्रम का आयोजन किया गया। इन कार्यक्रमों का आयोजन राउंड टेबल इंडिया तथा लेडीज सर्किल इंडिया संघ के अंतर्गत किया गया।

यस विज्ञापन द्वारा प्राण जानकरी के अनुसार, जागरूकतापरक कार्यक्रमों के तहत अंगदान पर अभिवृद्धि कर तथा रक्तदान विविध का आयोजन किया गया। इसमें ऑर्गेन डोनेशन के डॉ. सौरभ शर्मा ने अंगदान के महत्व के बारे में जानकारी दी। सभी प्रतिभागियों ने अंगदान करने का संकल्प लिया। पर्यावरण संरक्षण को ध्यान देने के लिए कुशाग्रोप तथा जल संरक्षण के बारे में दिव्य ज्योति फाउंडेशन में बच्चों को रोचक माह से जानकारी प्रदान की गयी। बताया गया कि बच्चों के लिए तब जब परीक्षा से कुछ प्रतिभागिता का आयोजन किया गया। विजेता बच्चों को पुरस्कृत भी किया गया। हैदराबाद वन लेडीज सर्किल 166 तथा हैदराबाद वन राउंड टेबल 212 द्वारा दिव्य ज्योति फाउंडेशन में छात्रावास तथा अन्य बुनियादी वस्तुओं के सहायक कोविड-19 से सुरक्षा के लिए सामक, सैनिटाइजर आदि का वितरण किया गया।

## रोटरी क्लब द्वारा ऑर्गेन डोनेशन अवेयरनेस वेबिनार संपन्न

**हिन्दुस्तान एकाग्रता**  
**भोपालपुर।** ऑर्गेनडोनेशन दिवस के अवसर पर ऑर्गेनडोनेशन अवरोध पर एक वेबिनार का आयोजन किया गया। जो रोटरी क्लब के फैमिलिअर प्रोजेक्ट भी था। इस वेबिनार को मुख्यालय रही सुनम्मा सिंह रही जो ऑर्गेन इंडिया फाउंडेशन की को-ऑर्डिनेटर। सुनम्मा से बताया कि अंगदान महत्वपूर्ण होता है अंगों को सर्वोत्तम से ले जाने में होता है जो अंग दान करने को ही सर्वोत्तम बनाने अंगदान करने शरीर के करीब सब अंगों को और टिप्पण को दान किया जा सकता है। सबसे ज्यादा हिन्दुस्तान में किडनीट्रांसप्लांट और स्किन को जरूरत पड़ती है ये जो भारत के लोगों में जो ऑर्गेनडोनेट करने के बाद मृत अवस्था में खुला मिलता है ऐसा नहीं होता और अस्पताल वाले शरीर पूरी तरह से तैयार कर देते हैं। ऑर्गेनडोनेट करने को कोई उम्र नहीं होती है और बच्चे से बड़े सभी का अंग दान हो सकता है। जिस लिंग भी अपने लिंग, रैसियस और रक्त के खेत कर सकते। मृत उपस्थान अपने मृत शरीर से अंग डोनेट कर सकते हैं रोटरी क्लब म्यूटुअल के ऑर्गेन डोनेशन के भी अंग दान करने जा सकते हैं। जो भी लिंग डोनेट करना चाहते हैं वेबसाइट पर जा कर रजिस्ट्रार कर सकते हैं। यह निम्नलिखित प्रक्रिया है। सर्वप्रथम रोटरी क्लब डॉ. निरंजन अग्रवाल ने बताया कि भोपालपुर में भी ऐसे लोग हैं जिन्होंने अंग दान का साथ देखा है और आज अच्छे रिजल्ट रहे हैं। साथ ही ऐसे भी लोग हैं जिन्होंने अपने शरीर के अंगदान करने का रजिस्ट्रार करवा दिया है। उन्होंने बताया कि डॉ. सुभाष जी भी पिछले 30 से अंग दान कर शरीर अंगों मेडिकल कॉलेज में दान कर दिया था मेडिकल रिसर्च के लिए वेबिनार का आयोजन रोटरी क्लब भोपाल द्वारा किया गया। इस अवसर पर रोटरी इंस्ट्रुमेंट 3053 के राजस्थान और मध्य प्रदेश के करीब 50 कलबमेम्बर्स मौजूद रहे। रोटरी क्लब भोपाल से अतिथि अंगदान रजिस्ट्रार डॉ. रंजु अग्रवाल प्रादेश पोसमैन विमल भार्गव, गौरव गर्ग, अभिनव बेरी, डॉ. अजित संगत, इसरोल कलम भोपालपुर से अग्रज रंजु भार्गव रजिस्ट्रार निरंजन, मधु गर्ग, बंदा गर्ग, विपिन, टीका अग्रवाल, अग्रवाल भार्गव एवं उनके अलावा डिस्ट्रिक्ट पोसमैन हरीश चौध, रोटरी क्लब कलम रजिस्ट्रार, रोटरी क्लब की भी निरंजन, डॉ. महेन अग्रवाल, डिस्ट्रिक्ट डिस्ट्रिक्ट समूह कर्नल, रणम डॉ. विजयसंग, डॉ. हरिभक्तगर्ग, राजीव सरिन, रणम सरिन, पवित्रा मुखर्जी आदि मौजूद थे।

3/21/2021  
Sunday, March 21, 2021

मेरा जीवन, मेरी रचना (अध्याय-2) - नेशनल फ्रंटियर, Hindi News: Latest News in Hindi

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BY JITENDRA KUMAR — March 20, 2021 in नई मंजिले, साहित्य

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4/1/2021 LPU द्वारा 'अंग दान' जागरूकता सेशन आयोजित | Gomal News

**LPU द्वारा 'अंग दान' जागरूकता सेशन आयोजित**  
By Gomal News - March 31, 2021

<https://gomalnews.com/7pm17071>

11/20/2020

Don't take your organs to heaven with you — Govt urges Indians on Organ Donation Day  
'Don't take your organs to heaven with you' — Govt urges Indians on Organ Donation Day  
On Organ Donation Day in India, a look at the status of organ donations in the country and why only 3% of the population is willing to donate.  
NEW DELHI, 27 November 2020 (ANI)

New Delhi: Every year, for the past 10 years, 27 November has been celebrated as the 'Indian Organ Donation Day' in the country.

<https://theprint.in/health/dont-take-your-organs-to-heaven-with-you-govt-urges-indians-on-organ-donation-day/520846/>



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