

Organ Receiving and Giving Awareness Network

PARASHAR FOUNDATION

**ANNUAL
REPORT 2020-21**

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WHO WE ARE



ADVOCACY



HIGHLIGHT OF THE YEAR



INFORMATION DISSEMINATION



YEAR ROUNDUP



SOCIAL MEDIA

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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 65 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 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 and 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

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 with organizations like Fortis Healthcare Ltd., Mahindra & Mahindra, The National Childbirth Trust, BSKYB, Channel 4 and Old World Hospitality. She has been creating innovative brands in Women care and Women's Health in India for the past decade: Mom & Me - Mahindra Retail, Mamma Mia - Fortis Healthcare.



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.



MS 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

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 with organizations like Fortis Healthcare Ltd., Mahindra & Mahindra, The National Childbirth Trust, BSKYB, Channel 4 and Old World Hospitality. She has been creating innovative brands in Women care and Women's Health in India for the past decade: Mom & Me - Mahindra Retail, Mamma Mia - Fortis Healthcare.

TRUSTEE VIJAYA GUJRAL FOUNDATION



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.

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
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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



Mr Eeda Gujral Chopra

Chief Advisor, ORGAN India



Shri Anup Jalota

Chief Patron, ORGAN India



Mr Trilly Rachel Mathew

Manager, Organ Transplants at
Paras Hospitals, Gurugram



Dr Devansh Vaish, Head

Patient Activation Products, Remedo

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.



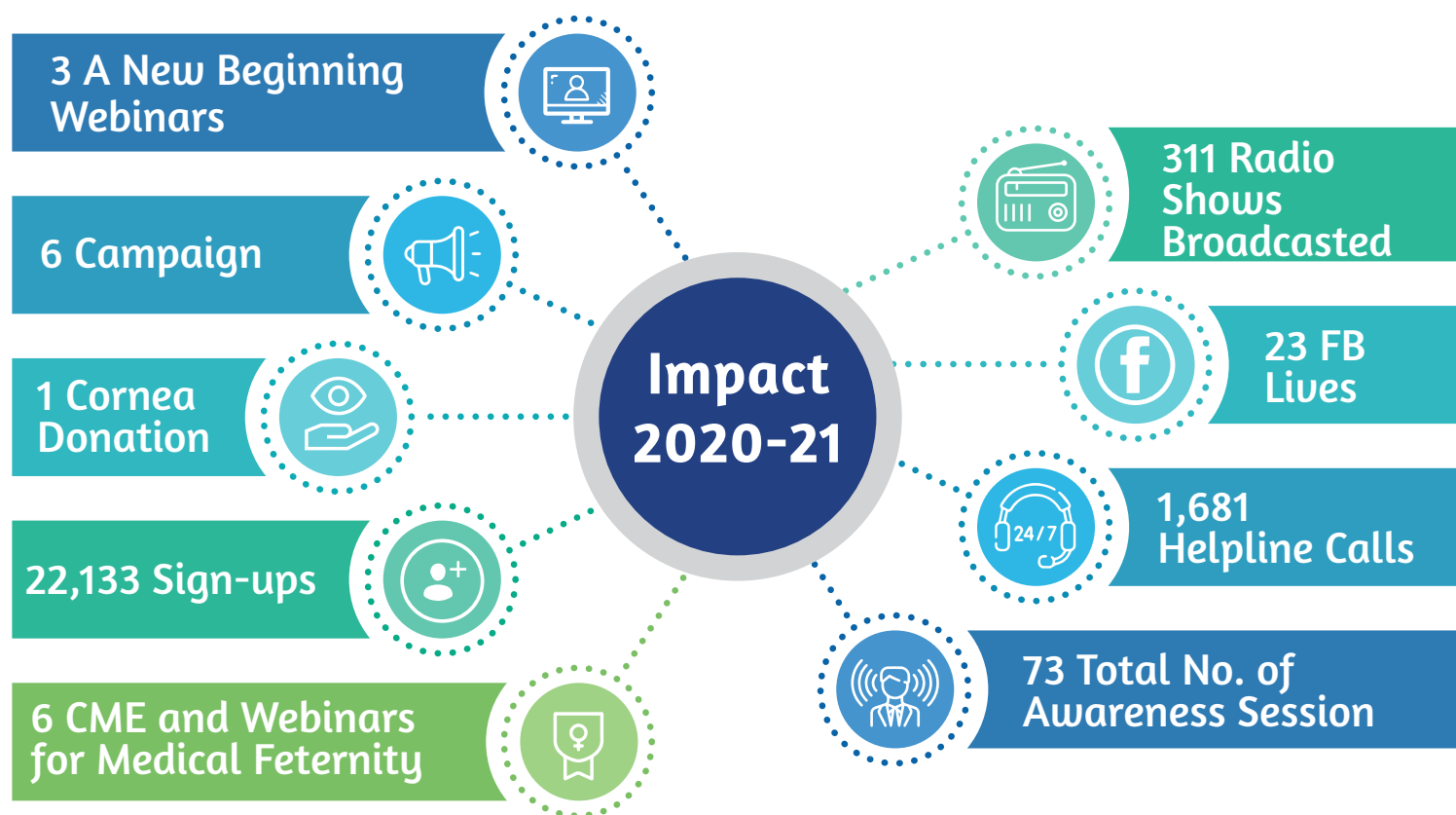
KANNIKA JAIN

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

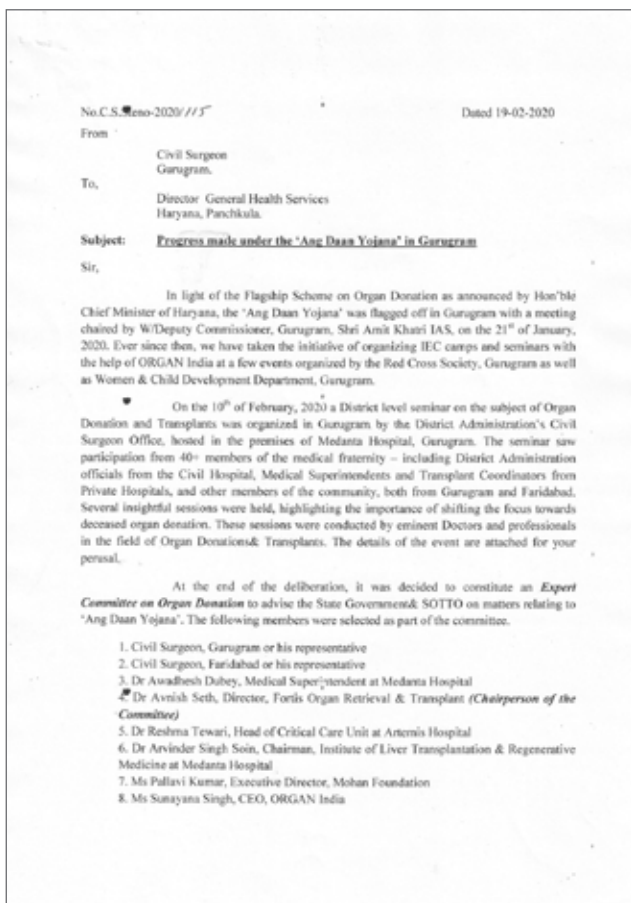
Every year in India, about five lakh people succumb to organ failure, as they fail to find a matching living or deceased donor for themselves. One deceased person, whose brain fails before the heart, can save the lives of eight patients fighting for survival due to organ failure. But in a nation of 1.3 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.

AngdaanMahadaan: 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 Ang Daan 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 InduBoken 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 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.



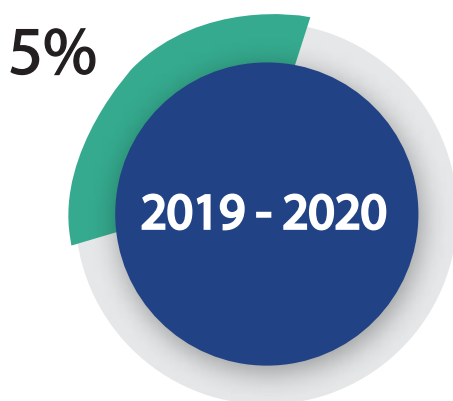
DISTRICT ROHTAK

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.

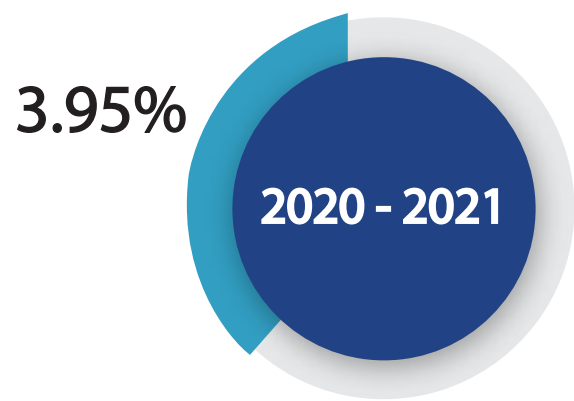
An Introductory Webinar on Organ Donation and Transplant in India For the Students of PGIMS Rohtak, Haryana Organized by ORGAN India In Association with PGIMS Rohtak and SOTTO, Haryana 27th December, 2020. The aim of this program was to introduce medical students to Organ Donation & Transplantation. 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



Out of total 13,132 signups, 655 were from Haryana



Out of total 22,133 signups, there were 876 from Haryana

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.

FREQUENTLY ASKED QUESTIONS

How can we get an organ for transplant?

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

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

Can we sell our kidneys?

Can you help us with money for a transplant?

Where can one get a transplant?

Which hospital do organ transplants?

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 and 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 other 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. The prominent platforms where those were broadcast included:

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. Till March 31, 2020, 39 new episodes were aired and a total of 141 shows including repeat shows were broadcast. The shows were well received by listeners.

Radio Gunjan FM 91.2 MHz Community Radio Station's 24x7 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 set up in 2015. The station broadcasts at 90.8 MHz and covers about 60 km of surrounding areas. The channel has an estimated listenership of 2,50,000 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 nine one-hour shows were aired till March 31, 2020, and it continued to be broadcast in the year 2020-21.



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 the 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 and were repeated on Sunday 9:30 pm. Gurgaon Ki Awaaz 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.



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	

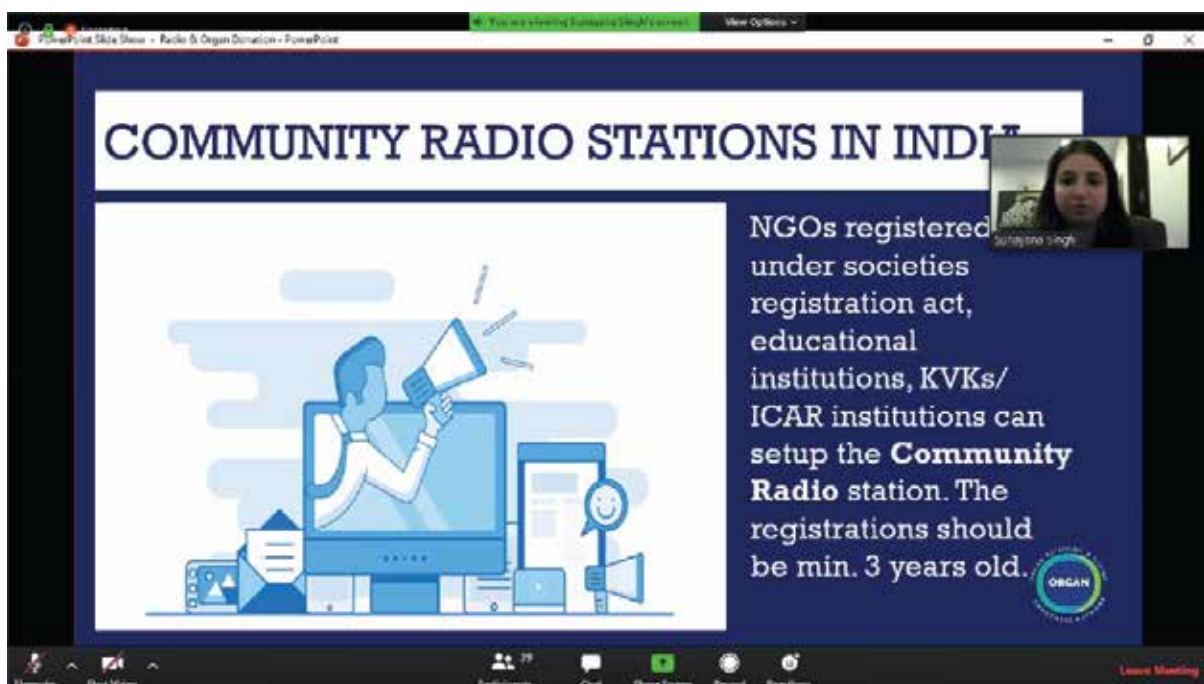
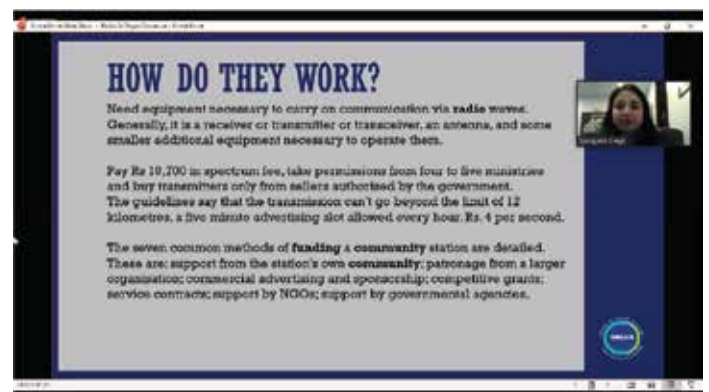
ADVOCATING ON RADIO

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. On the funding, she said it 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 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 ROAD TRAFFIC OFFICES

India has joined the league of countries that give people the option to donate 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. So, they 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, 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.



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.

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.

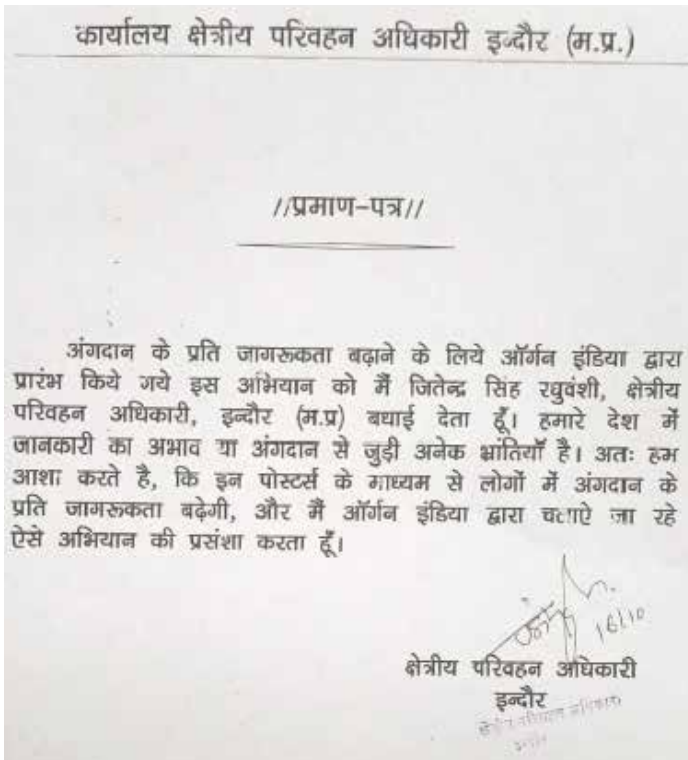


Thousands of people visiting **RTO Panchkula** watched the short animation movies on organ donation and transplantation made by ORGAN India on the television screens installed in the office premises. The aim was to create awareness among people about the provision in the application form and the need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





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



Appreciation letter



Dr Sourabh talking to the staff



Video shot of Jitendra Raghuwansi, RTO Officer, Indore



Photos of Vidisha RTO



Photos of Vidisha RTO

ORGAN INDIA – MTV ORGAN DAAN CAMPAIGN – YOUR OTP TO HEAVEN

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 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

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/articles/pr-awards-asia-2021-winners-announced-470207>

India Wins 5 Golds at Montreux Festival Switzerland

Understanding India's Women Mobile Gamers | 2021 Indian Mobile Gaming Report, India

65 SHARES

India Wins 5 Golds at Montreux Festival Switzerland

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

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 & JuSaavn	KiKat: Musical Breaks	Gold
3	Brand Promotion on Digital / Social Media Platforms	Gaana	Unacademy presents Let's Crack It with Cyrus Broacha	Bronze
	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	Livon	Unlocking North East!	Silver

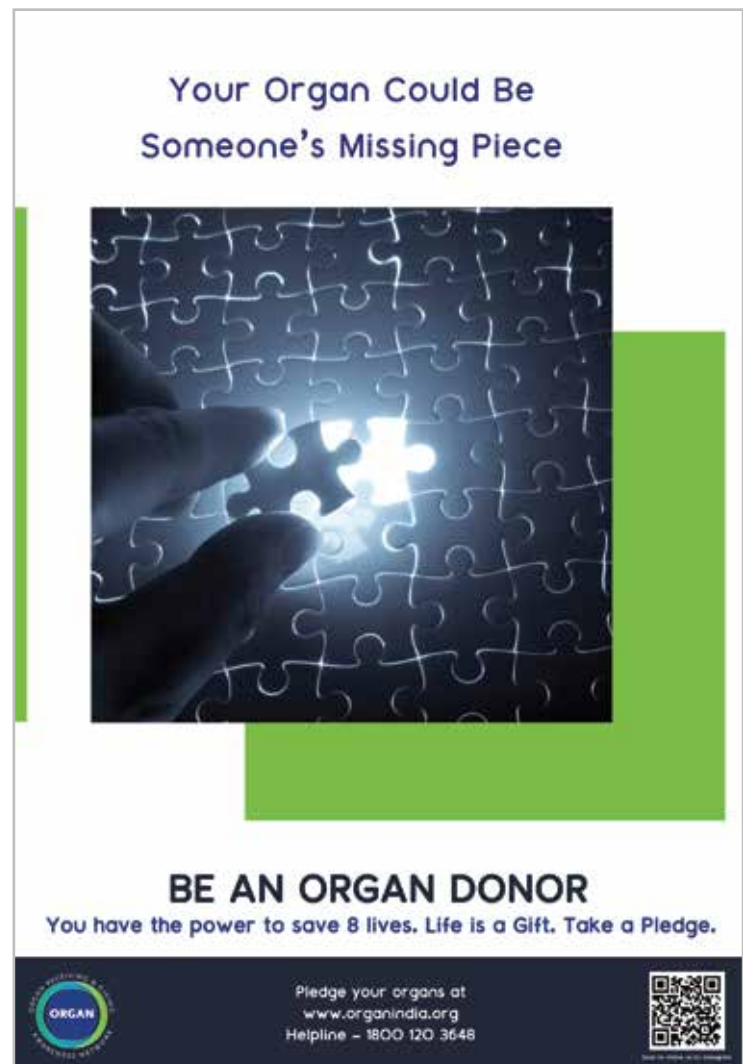
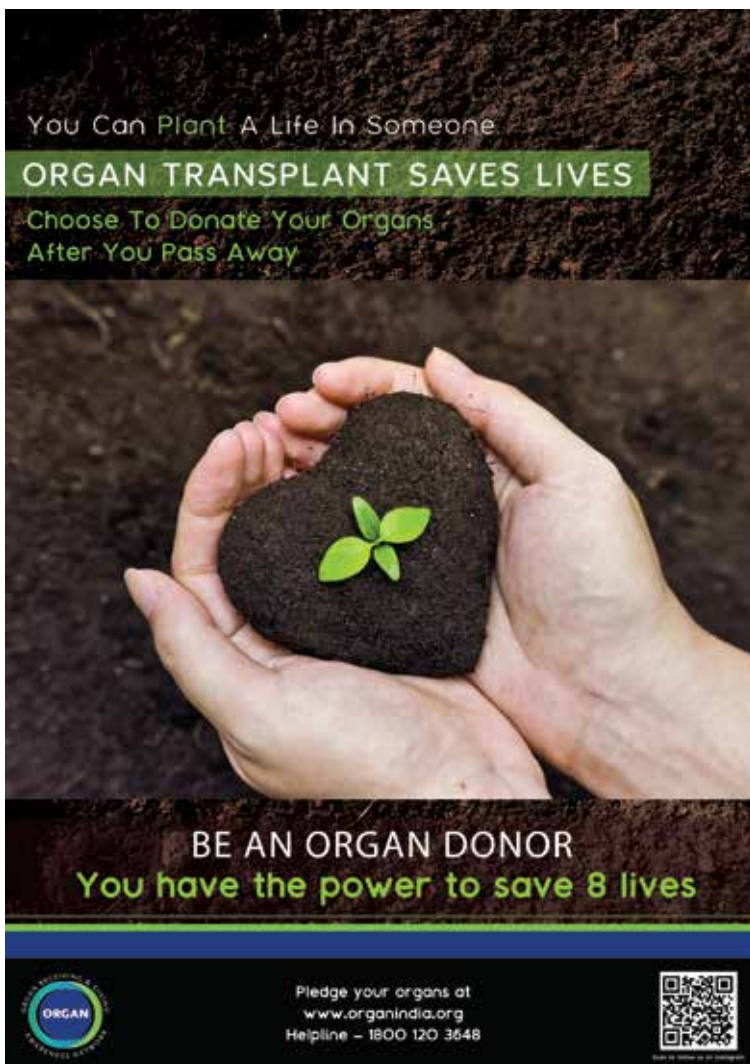
<https://brandequity.economictimes.indianes.com/spott-awards/winners-list>



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 government 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 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 देखें और अंगदान का संकल्प लें
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ORGAN

आठ लोगों को जीवन दें
दुनिया से जाने के बाद भी

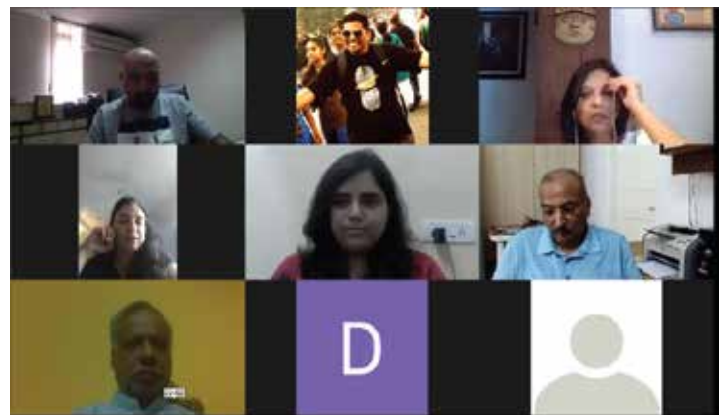
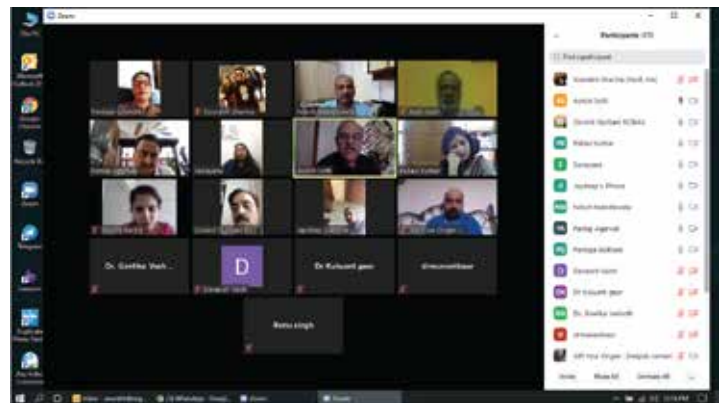
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HANDHOLDING GRASSROOTS

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.

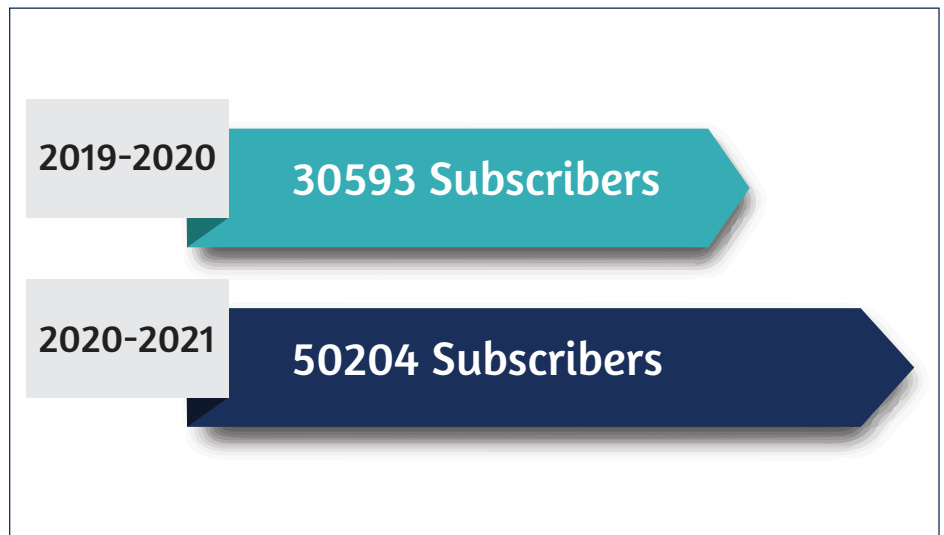


ORGAN INDIA STICKS TO ITS GREEN PLEDGE

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.

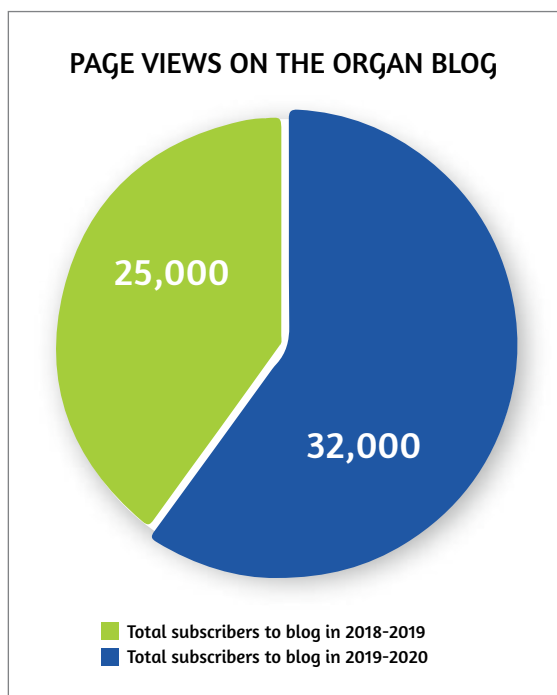
Pledging organs on ORGAN India's website is very simple. People who pledge through our website are sent a donor card with their unique government registration number and the pledges are registered with the National Organ and Tissue Transplant Organisation (NOTTO). Registering as an organ donor is merely 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.



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

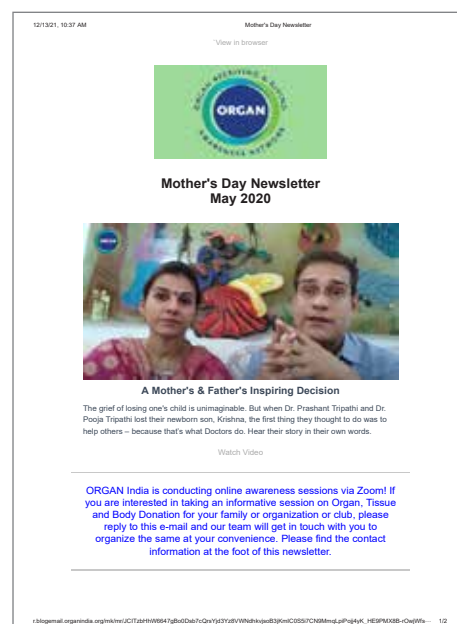
The ORGAN India blog also aims at addressing the queries of patients and their families and keeping their spirits high during their journey toward recovery. It is done through informative blogs on processes and challenges and stories of full recovery with organ transplantation. The need for kidney, cornea, 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

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

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

DIGITAL IMPACT

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

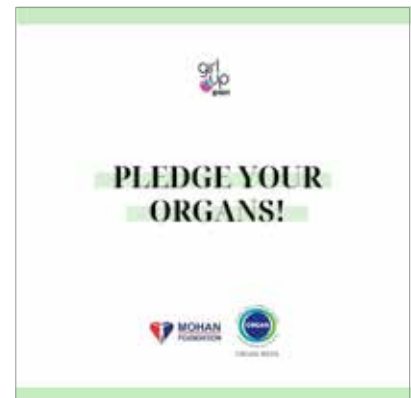


SPOTT Awards
ET Brand Equity in the
category of Brand
Promotion & Marketing

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, ORGAN 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 livers 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 MrJalota'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

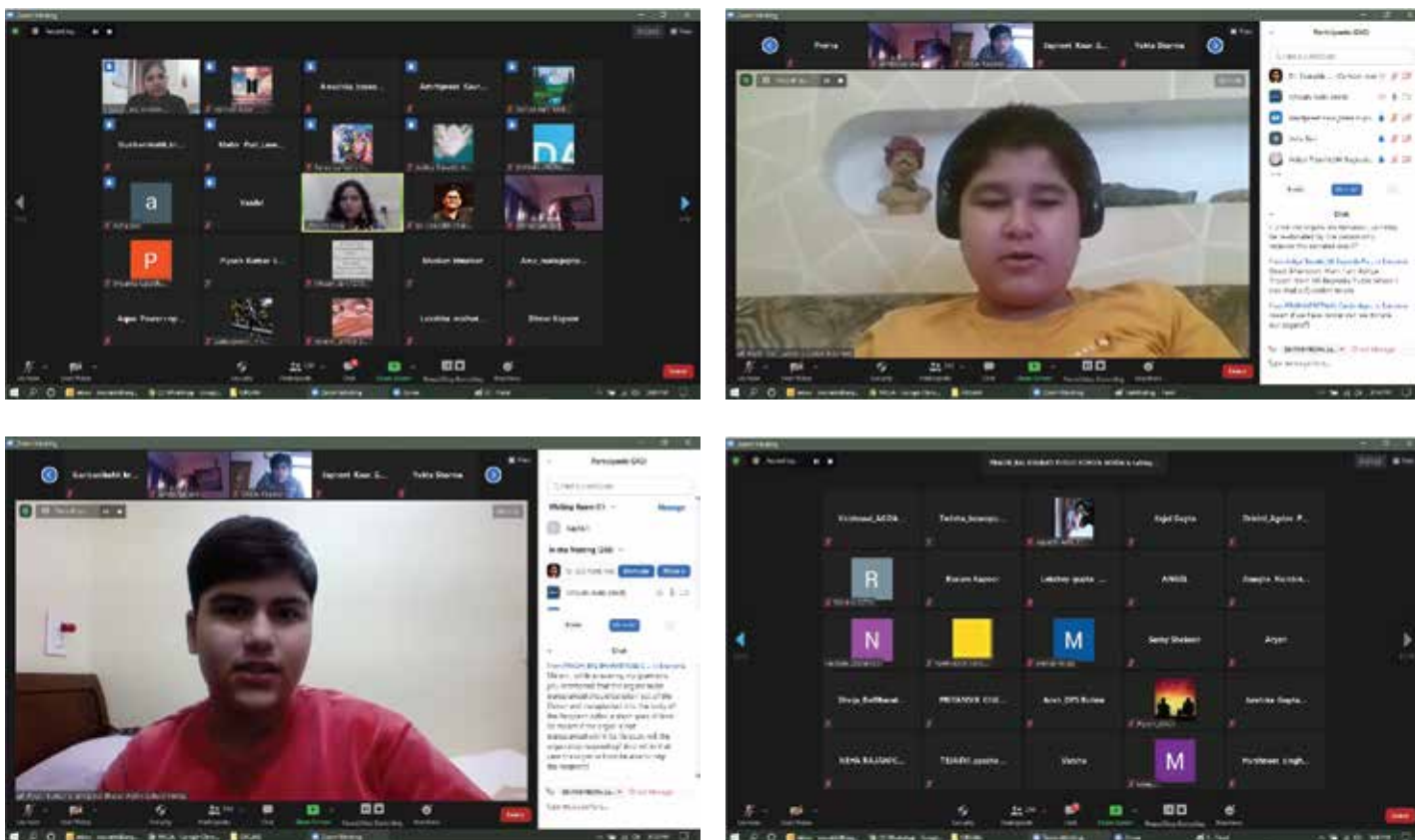
A training and sensitisation seminar on organ donation and transplantation was organised at the conference hall of the Deputy Commissioner's office in Panchkula on February 15, 2021. During the conference, discussions were held on the legal framework in organ transplantation, brain death certification, 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

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 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.” Her appeal brought many people to the ORGAN India website where they pledged to donate their organs.



Chef Suvir Saran, Danseuse Anamika Singh Adda, and Yoga Instructor Arunima Dutta, also came ahead in support of the cause and appealed to their followers to donate their organs.

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.

AWARNESS 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 Medicrew
28	Zoom Awareness Session with Medicrew
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.

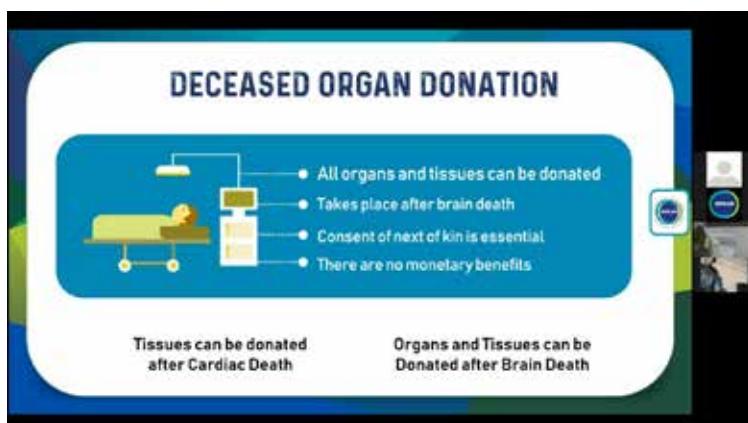
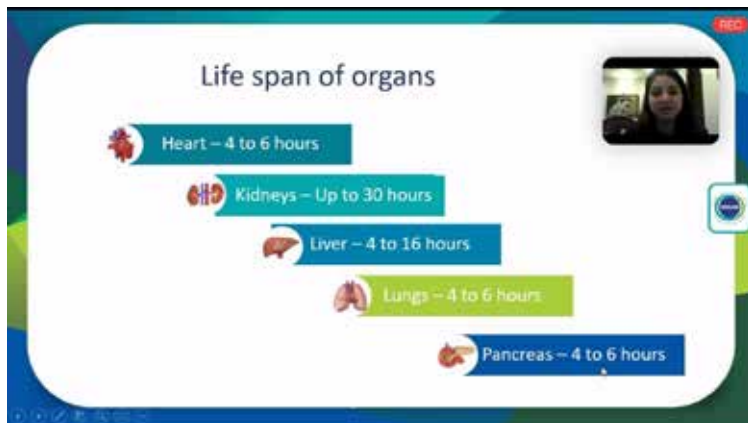
37	Awareness session with Project Neev
38	Awareness session with JIMS Sec 5 Rohini
39	Awareness session with Rotaract Hansraj
40	Awareness session with Rotary Club Lakeview Bangalore
41	Awareness session with Bloody Fast
42	Session with Mithibai College Mumbai
43	Session with Armaan Nanda
44	Session 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 - Panchkua District
58	Session with Gunjan Radio Station
59	Hewlet Packard India
60	Hewlet Packard India
61	Hewlet 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

AMONG 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.

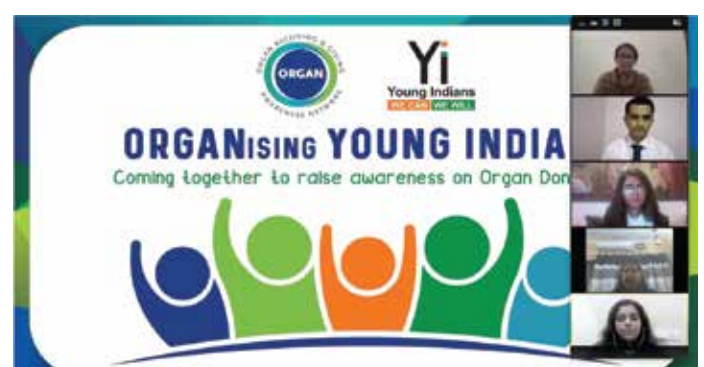
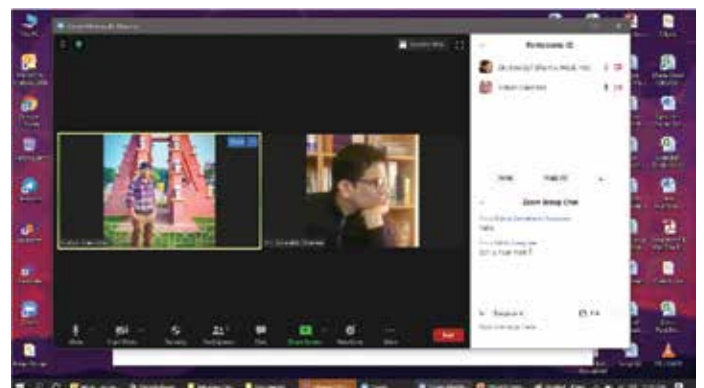
The year 2020 ended on a high note as ORGAN India organised an Introductory Webinar on Organ Donation and Transplantation in India for the Students of PGIMS Rohtak, Haryana. It was organised in association with SOTTO, Haryana on December 27, 2020, and the chief guest was Dr O.P. Kalra, Vice Chancellor, 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.

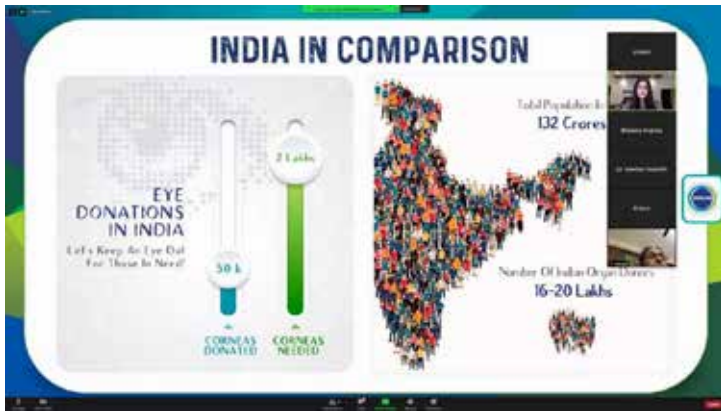
YI Noida and Institute of Management Studies, Ghaziabad invited ORGAN India to conduct an awareness session on organ donation. Sunayana Singh addressed the attendees and showed two documentary movies on the green corridors and donor families. She also explained the concept of brain death. It was organized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

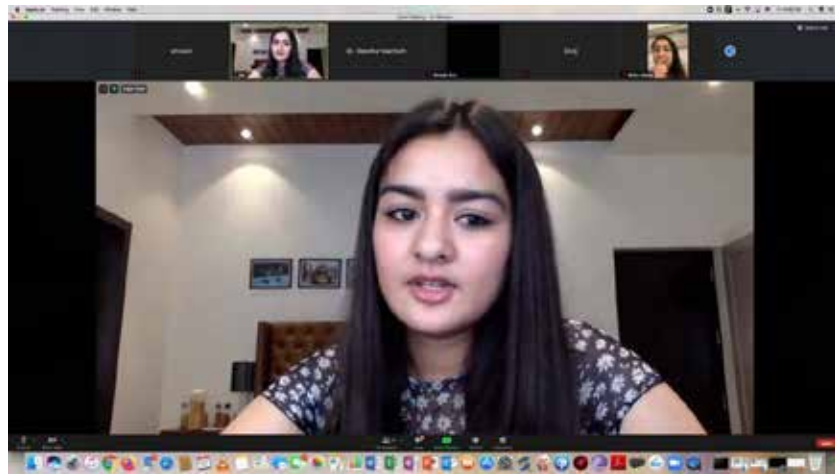
Intern Armaan Nanda, a Class XI Student of Step ByStep School, Noida organised an awareness session on organ donation. Over 50 people attended the meeting where Sunayana Singh, Armaan, and his father Karhun Nand (a heart transplant recipient), shared their experiences and insights on organ donation and 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.



MYTH VERSUS REALITY

MYTH OR FACT?
I can't donate my organs, after death, as I have tattoos and piercings on my body.

REALITY:
One organ donor can save up to eight lives. You can save even more by donating your tissues after death.



IT IS IMPORTANT TO DISCUSS YOUR DECISION WITH YOUR FAMILY

It's hard to make a decision about life or death decisions.

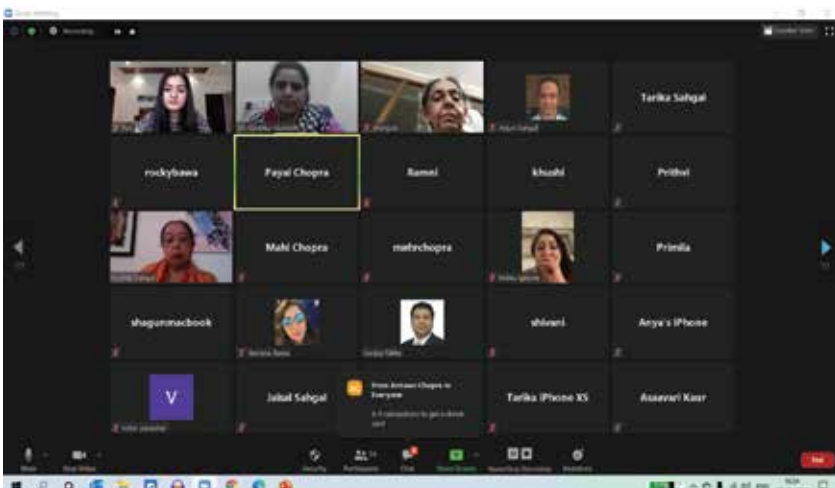
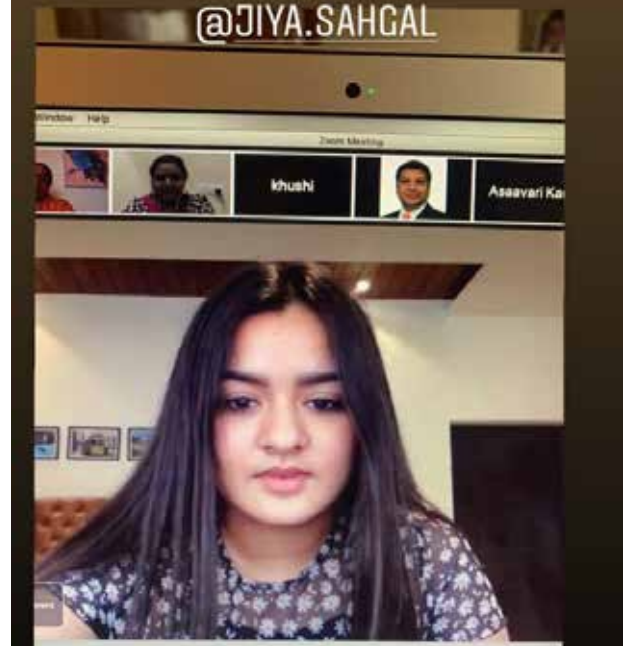
It's hard to make a decision about life or death decisions. It's very important to tell your family about your decision to donate.

@ORGAN_INDIA @_ANIKA111
@JIYA.SAHGAL

WHY DO WE NEED TO DISCUSS ORGAN DONATION?

5 lakh people face organ failure every year and are waiting for an organ transplant.

Participants (22):
Dr. Saurabh Sharma (MD), Krishna Agarwal (MD), Anshu Singh, Anjal Jain, Sakina, Anshika Sharma, Gaurav, Vikas Jain, Yashraj Singh, Manika, Manvi, Namrata Agarwal

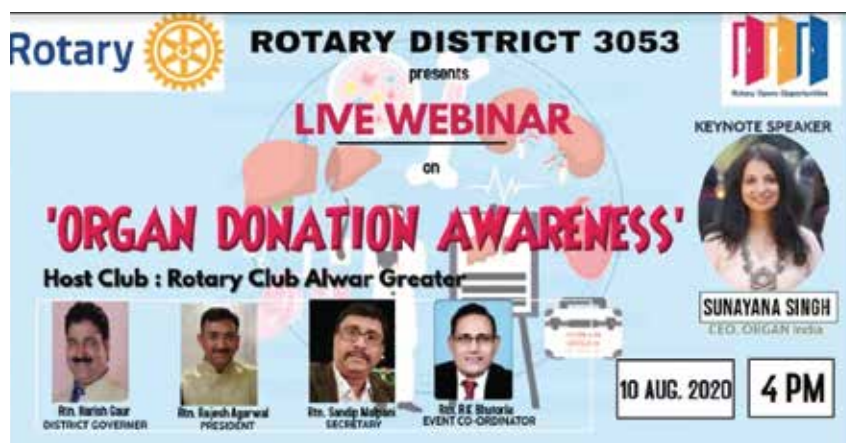
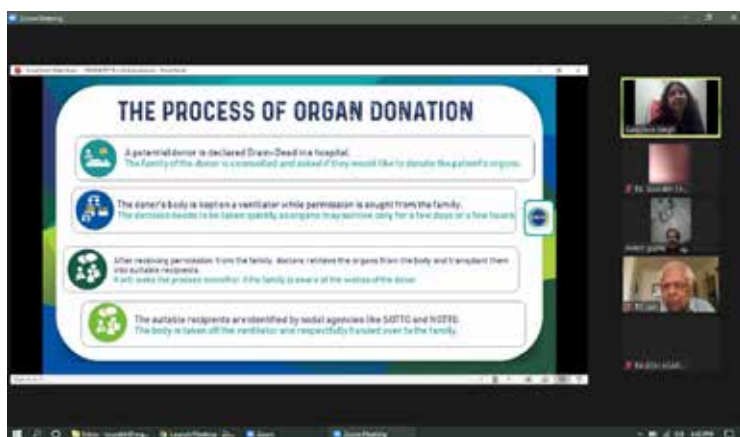


12 NUMBER OF INTERNS

Five students from Vivekanand Education Society's Institute of Technology, Mumbai, namely Anjali Amin, GulshannKataria, PratikshaWadibhasme, Vanshika Khanna and their faculty Dr Gresha Bhatia, Deputy Head of Department, Computer Engineering and students from same department Anjali Amin, GulshannKataria, PratikshaWadibhasme andVanshika Khanna in Vivekanand Education Society's Institute of Technology under the University of Mumbai worked with ORGAN India on a project "Vardaan - The power of two miracles in one breath". It was part of a course book.

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, Medcrew, 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, RoundTable India & Ladies circle. The sessions were taken by Sunayana Singh, Dr Geetika Vashisth, and Dr Sourabh Sharma explaining to the participants about the little-known facts on organ donation.



Rotaract
Club of BMS VELAHANKA

MY HEART WILL
ALWAYS BEAT FOR
SOMEONE

Rotaract BANGALORE JUNCTION

BE AN ORGAN DONOR!
You have the power to save 8 lives. Life is a Gift. Take a Pledge.

Pledge your organs at
www.organindia.org
Helpline – 1800 120 3648

You Can Give Someone Hope
For A Second Chance At Life
PLEDGE YOUR ORGANS TODAY

You have the power to save 8 lives

ORGAN

Rotaract Club of BMS VELAHANKA

Pledge your organs at
www.organindia.org
Helpline – 1800 120 3648

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.



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

www.organindia.org



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



"From every wound there is a scar, & every scar tells a story. A story that says, I survived."

- DIGVIJAY SINGH GUJRAL
#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."

- KAKHUN 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."

- ASHISHI 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

2,55,024

Engaged Users

90,95,427

Total Reach

99,89,403

Total Impressions

23,328

New Fans

YOUTUBE ANALYTICS

2,17,214

Total Views

9,088.50

Watch Time (hours)

39,31,787

Total Impressions

INSTAGRAM ANALYTICS

7,206

New Organic Followers

40,67,349

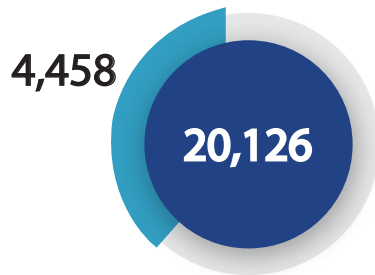
Total Reach

64,50,640

Total Impressions

4,81,004

Total Engagement



Donor registrations through Google Adwords

22,866

Website Clicks

MONTH-WISE WEBSITE TRAFFIC RESULTS

ORGAN India Website Traffic Data (1st April 2020 to 30th March 2021)

Month	Total Visits	Total Page Views	Transplant Guide	Body Donation Directory	Top Performing Landing Pages Except Homepage & their pageviews
April 2020	13,144	30,148	447	2,274	/pledge-to-be-an-organ-donor/ =5,081
May 2020	14,688	33,228	615	2,350	/claim-your-donor-card =5,745
June 2020	14,659	33,603	618	2,386	/claim-your-donor-card =6,164
July 2020	23,160	56,822	726	3,232	/pledge-to-be-an-organ-donor/ =11,353
August 2020	35,890	80,963	927	3,524	/claim-your-donor-card =15,062
September 2020	19,545	43,990	723	2,976	/pledge-to-be-an-organ-donor/ =8,331
October 2020	30,995	77,464	997	4,609	/pledge-to-be-an-organ-donor/ =19,822
November 2020	29,401	96,505	706	2,966	/pledge-to-be-an-organ-donor/ =25,783
December 2020	26,624	63,309	759	3,658	/pledge-to-be-an-organ-donor/ =14,240
January 2021	26,406	61,860	632	3,807	/pledge-to-be-an-organ-donor/ =13,400
February 2021	19,818	43,096	375	2,894	/pledge-to-be-an-organ-donor/ =7,797
March 2021	25,759	55,277	578	3,665	/pledge-to-be-an-organ-donor/ =10,455
Total	280089	676265	8103	38341	

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**

ORGAN IN THE NEWS

11/26/2020 '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.

Source: ANI/ANI, 27 November, 2020 6:18 pm IST



Representative image | www.organindia.gov

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

<https://health.bhaskar.com/article/Don't-take-your-organs-to-heaven-with-you-govt-urges-indians-on-organ-donation-day-5550441>

ADMISSION OPEN DISTANCE EDUCATION PROGRAM

CITY AIR NEWS

Education (@https://www.cityairnews.com/actions/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



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?_of_chi_capcha_k_16964ac25765c3c3b3321811b6aff... 1/9](https://www.cityairnews.com/content/lpu-organized-organ-donations-awareness-session?_of_chi_capcha_k_16964ac25765c3c3b3321811b6aff...)

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

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

<https://timesofindia.indiatimes.com/chandigarh/news-we-need-10k-organs-every-year-but-get-only-500-cmo/16308346.cms>

12/13/21, 11:32 AM 350 Reasons Why By Sunayana Singh With Akshay Rustagi -



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350 Reasons Why By Sunayana Singh With Akshay Rustagi

Posted on: February 26, 2021 By: Akshay Rustagi With: 0 Comments

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There are 350 reasons that someone would get ILD (Interstitial Lung Disease). You just need one. And Akshay's Dad had it. They're not a hundred percent sure, but doctors think that being around timber for a big part of his life may have been the contributing factor. "We run a successful timber business, and for 3 kms around us, there are wood molecules in the air" says Akshay recalling the beginning of his Dad's problems. Some other factors that unfortunately contributed to his final illness, were the fear of medical malpractice and the belief - often compounded by the media and rumour mongering - that many in the medical community are just out to make money. Mistrust it seems, can also be a reason.

<https://www.organindia.org/ORGAN-DONATION/350-reasons-why/>

10/30/2020 Arjun Mathur knew Made in Heaven was special; Emmy nomination confirmed it

Saturday, 31 October 2020

The Tribune

Chandigarh 32°C

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

Posted: Oct 30, 2020 07:25 AM (IST) Updated: 24 hours ago



Arjun Mathur (J) 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 (J) in Made in Heaven

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

<https://www.thehindu.com/news/international/actor-arjun-mathur-nominated-for-emmy-award-for-his-role-in-made-in-heaven/article66444411.ece>

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हैदराबाद वन लेडीज सर्किल तथा राउंड टेबल द्वारा कार्यक्रम आयोजित

हैदराबाद, 8 दिसंबर-(मिलाप ब्यूरो)
 हैदराबाद वन लेडीज सर्किल 166 तथा हैदराबाद वन राउंड टेबल 212 द्वारा समाज, पर्यावरण तथा स्वास्थ्य संबंधित विविध प्रकार के जागरूकतापरक कार्यक्रमों का आयोजन किया गया। इन कार्यक्रमों का आयोजन राउंड टेबल इंडिया तथा लेडीज सर्किल इंडिया सप्ताह के अंतर्गत किया गया।

प्रेस विज्ञापन द्वारा प्राप्त जानकारी के अनुसार, जागरूकतापरक कार्यक्रमों के तहत अंगदान पर आधारित सत्र तथा रक्तदान शिविर का आयोजन किया गया। इसमें अर्चन इंडिया के डॉ. सीरध शर्मा ने अंगदान के महत्व के बारे में जानकारी दी। सभी प्रतिभागियों ने अंगदान करने का संकल्प लिया। पर्यावरण संरक्षण को प्रोत्साहन देने के लिए पृथक्पृथक् तथा जल संरक्षण के बारे में दिव्य उद्योगिता फाउंडेशन में बच्चों को रोचक तरह से जानकारी प्रदान की गयी। बताया गया कि बच्चों के लिए तारे जमी पर शोर्क से कला प्रतियोगिता का आयोजन किया गया। विजेता बच्चों को पुरस्कृत भी किया गया। हैदराबाद वन लेडीज सर्किल 166 तथा हैदराबाद वन राउंड टेबल 212 द्वारा दिव्य उद्योगिता फाउंडेशन में साहान तथा अन्य बुनियादी वस्तुओं के सहायक कर्मियों-19 से सुरक्षा के लिए मास्क, सैनिटाइजर आदि का वितरण किया गया।

12/13/21, 11:31 AM My Life, My Design - Chapter 2 - "A New Beginning After Transplant"

My Life, My Design - Chapter 2 - "A New Beginning After Transplant"

Posted on: January 27, 2021 By: Kannika Jain With: 12 Comments

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The Universe is always generous. All we have to do is make a choice of a new beginning to move forward, and it grants us prosperity and abundance.

I'm often told that the time before transplant is the most critical one in a patient's life. Finding a donor, figuring out the finances, analyzing all the medical expertise and much more. All of that is expensive and time consuming to say the least. And to be fair, all that hard work is really important in order to come out of this life full of pain and dependence. However, today I feel that the time after a transplant is pivotal. An attempt of

<https://www.organindia.org/ORGAN-DONATION/My-life-design-chapter-2-new-beginning-transplant/>

रोटरी क्लब द्वारा ऑर्गन डोनेशन अवेयरनेस वेबिनार संपन्न

हिन्दुस्तान एवरेन्स
 भोपाल। ऑर्गनडोनेशन दिवस के आश्रय पर ऑर्गनडोनेशन अवॉर्ड्स पर एक वेबिनार का आयोजन किया गया जो की रोटरी का पैर डिस्ट्रिक्ट प्रोजेक्ट भी रहा। इस वेबिनार की मुख्यवक्ता रही सुनयना सिंह रही जो की ऑर्गन डोनेशन एनजीओ की मैडिअर है। सुनयना ने बताया की अंगदान महादान सेवा है अंगों को स्वर्ग में ले जाने से बेहतर है जो आप इस धराती को ही स्वर्ग बनाये अंगदान करके शरीर के करीब सब अंगों को और दिव्य को दान किया जा सकता है। सबसे ज्यादा हिन्दुस्तान में किडनीएकॉमिटा और सिफ्ट की जरूरत पड़ती है ये जो धरणा है लोगों में की ऑर्गनडोनेट करने के बाद मृत कर्तव्यी खुदा मिलता है ऐसा नही होता और अमरतल वाले शरीर पूरी तरह से तिल कर देते हैं। ऑर्गनडोनेट करने की कोई डर नही होते है और कच्चे बूँद सभी का अंग दान हो सकता है। जित्त लोग भी अपने लोवर, पैरिफाम और किडनी डोनेट कर सकते। मृत्यु उपरान्त अपना पूरा शरीर ही आप डोनेट कर सकते है मेडिकल स्टूडेंट्स के लिए डोनेडोनेट का भी अंग दान किये जा सकते है। जो भी लोग डोनेट करना चाहते हो वेबसाइट पर जा कर रजिस्टर कर सकते है। यह निशुल्क प्रक्रिया है।

रोटरी डोनेशन डॉ निखिल अग्रवाल ने बताया की भोपाल में भी ऐसे लोग है जिनको अंग दान का लाभ उठना ही और अज अचके जिनके रहे है। साथ ही ऐसे भी लोग है जिनको अपने शरीर के अंगदान करने का रजिस्ट्रेशन करना दिया है। उन्होंने बताया की डॉ सुभाष जैन जी विज्ञानो ने तो अपना पूरा शरीर अंग मेडिकल कॉलेज में दान कर दिया था मेडिकल रिसर्च के लिए वेबिनार का संचालन रोटरीस मौनल भागीव द्वारा किया गया। इस अवसर पर रोटरी डिस्ट्रिक्ट 3053 के राजस्थान और मध्य प्रदेश के करीब 50 बलबमेम्बर्स मौजूद रहे। रोटरीप्रताप भोपाल से अतिस्टेट गवर्नर रजित सरिन अध्यक्ष अंजलि अग्रवाल सचिव डॉ रेनु अग्रवाल प्राइव चेरमैन विमल भागीव, गौरव वर्मा, अधिकाय बेरी, डॉ अंजलि चमल, इनरकौल क्लब भोपाल से अर्पण रेनु, भागीव सचिव निगमल, मधु वर्मा, बंदना वर्मा, रियाज, दीप अग्रवाल, अर्करीश भागीव एवं इनके अलावा डिस्ट्रिक्ट चेरमैन हरीश गौड, रोटरीस फवन रजितकान, रोटरीस को पी मितल, डॉ महेश आरामल, डिगिअरल डिगिट्री स्कूल कर्नल, रघुम डॉ विश्वसल, डॉ हरिओमगन, चर्दीव सरिन, रचना सरिन, पापिा मुखर्जी आदि मौजूद थे।

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

THURSDAY, APRIL 01, 2021

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Education

LPU organized 'Organ Donations' Awareness Session

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

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

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

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