



Why Destroy a Gift? Donate!



Why Destroy a Gift? Donate!

The Light of Sight

Nayana Jyothi Trust
Bangalore, India

<http://www.nayanajyothi.org/>

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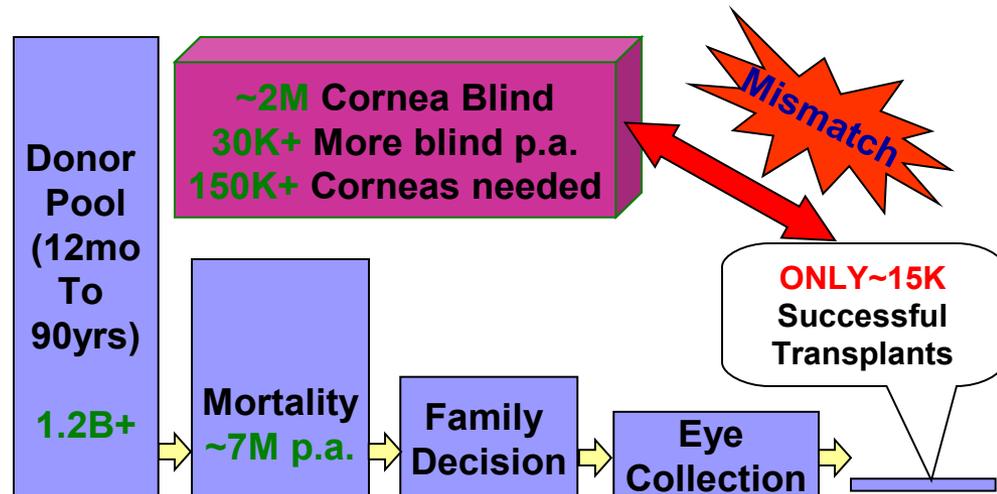
Nayana Jyothi © 2011

Genesis of Nayana Jyothi

- India has **Lakhs** of needy recipients awaiting corneas
- **Millions** of corneas become available every year
- Corneas are an easy and compelling donation to make
- The transplant procedure is straightforward and scalable
- Doctors, Hospitals, Eye banks, NGOs and media are doing good work
- Treatment of cataract is widespread and extremely successful
- India has a long humanitarian tradition and strong volunteer base
- Lot of support available from government, corporations and individuals
- India has deep technology expertise that could add great value

Then why is there such a huge disparity (>1000x) between the number of cornea blind and successful transplants?

What can be done to address this and give Sight to waiting recipients, esp. poor and rural?



Vision

*Create Targeted Awareness
through Technology
to Enhance Eye Donation*

Main Objectives

- 1. Create pledge database and sustain targeted awareness using technology**
- 2. Enhance eye donation with a unified phone number for eye collection**

Action 1

Create Database

- ***“One Million Pledges One Thousand Partners”*** pilot in the States of Karnataka (KA) and Tamilnadu (TN)
- **Online:**
 - CSR of Cognizant Technology Solutions, Chennai
 - NASSCOM partnership
- **Hard-Copy:**
 - MOUs with Rotary 3190 (KA) and 3230 (TN)
 - MOUs with Sankara Eye Hospital (Bangalore) and Rotary Rajan Eye Bank (Chennai) for database inclusion
- **Mobile:**
 - Work in progress

Action 1 contd.

Sustain targeted awareness

- Leverage Email/SMS to stay connected with those who have pledged their eyes
- Target and Connect with Youth of India
- Regular updates on Facebook, Twitter, YouTube, Myspace + Blogs
- Tap into volunteer network to run the campaign

Action 2

Establish Network for Enhancing Eye Donation (NEED)

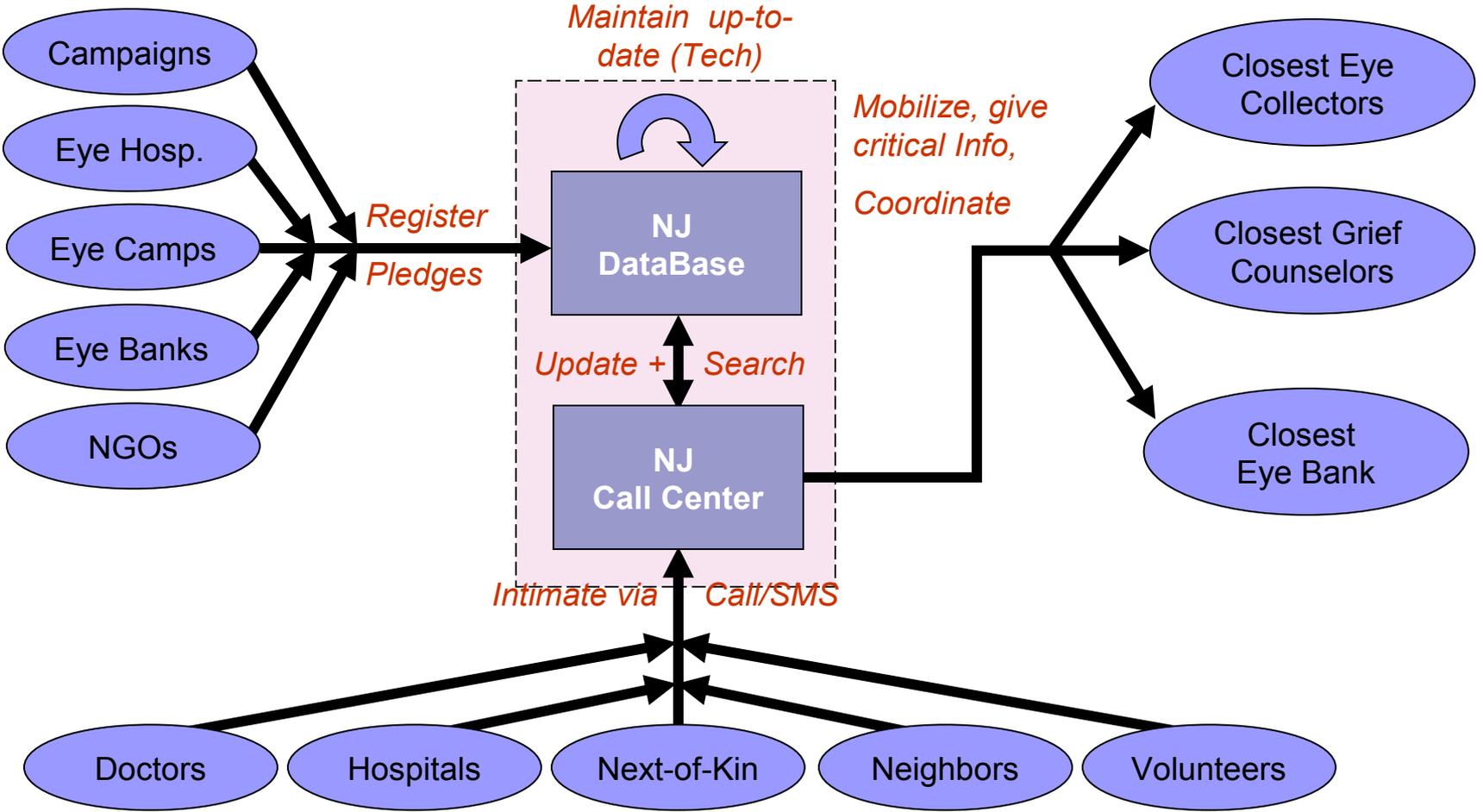
- Common platform facilitated by Nayanajyothi
- Covers all stakeholders + support from State Govt.
- Optimally aligns all efforts to maximize PUSH of eye donation movement forward

Action 2

Setup Unified Phone Number for Eye Donation

- Lobby State Government via NEED platform
 - Already in contact with Health and Family Welfare
 - Seeking International NGO support for Government interaction
 - E.g. “108” (Ambulance access)
- Augment via independent call center
 - Pilot initiative already successful
 - Existing blood donation/trauma care number available

Technology



To summarise....

Strengths of Nayanaajyothi

- High level of passion
- Good track record in community projects
- Strong network with NGOs and Corporates
- Innovative ideas
- Strong will to implement

Let us come together to eliminate Corneal Blindness in India!

Founders

TRUSTEES

■ S. Jayaraman

- Engineering graduate with 10+ yrs of IT, MNC, Operations Experience
- Azim Premji Foundation Consultant
- Akshayapatra Fundraiser
- Trustee at Sri Ramana Free Clinic, Sukrupa, International Children's Peace Council
- Dedicated Humanitarian and Rotarian

■ M. V. Ravikumar

- Multiple-graduate in Engineering and Management including Ph.D
- 10+ years of R&D experience in Public Sector Undertaking
- ~20 years of entrepreneurship in the Electronics domain
- 8+ years of volunteering and driving Multi-Million-Rs Rotary Avoidable Blindness programs
- Consultant / Mentor to SMEs / Biz Schools on Strategy and Sustainability
- Dedicated Humanitarian and Rotarian

■ Murali

- Managing Director, Shriram Properties
- CEO, Property Development @ 28 in 1997
- Engineering graduate with strong financial insight and high ethics
- Highly sought-after panel member + speaker in India/Abroad on Real Estate and Management, incl. IIM Bangalore PG program.
- Dedicated Humanitarian

Support and Credibility

ADVISORS

- **Dr. G. N. Rao**, Chairman, LV Prasad Eye Institute, Hyderabad
- **Dr. Usha Gopinathan**, Associate E. D., LV Prasad Eye Institute and President, EBAI
- **Dr. Srinivasan**, Aravind Eye-care System, Imm. Past President, EBAI
- **Dr. R. V. Ramani**, Founder, Sankara Eye-care Institutions, India
- **Dr. Mohan Rajan**, Chairman & Managing Director, Rajan Eye Care Hospital, Chennai
- **Dr. M. S. Ravindra**, Medical Director, Kartik Netralaya, Bangalore

Well Wishers

- **Arun Madhavan**, Theologist
- **PDG Ganapathy**, Rotarian, Management Consultant, Chennai
- **Padmashri Lion B.L.S. Murthy**, Mg. Trustee, Bangalore W. Lions Eye Bank
- **Dr. Raghunath K. Rao**, Technologist & Entrepreneur, USA
- **C. N. N. Raju**, Chairman, Indian Red Cross Society, Karnataka Branch.
- **Dr. Sunder Raman**, Chairman, Trishakthi Group, Chennai



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THANK YOU!