The Light of Sight

Nayana Jyothi Trust
Bangalore, India
http://www.nayanajyothi.org/
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 Nayana Jyothi
- 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

- Campaigns
- Eye Hosp.
- Eye Camps
- Eye Banks
- NGOs

Register
Pledges

NJ Database

Maintain up-to-date (Tech)
Mobilize, give critical Info, Coordinate

Update + Search

NJ Call Center

Intimate via Call/SMS

Closest Eye Collectors

Closest Grief Counselors

Closest Eye Bank

Doctors
Hospitals
Next-of-Kin
Neighbors
Volunteers

Why Destroy a Gift? Donate!
Nayana Jyothi © 2011
To summarise....

Strengths of Nayanajyothi

- 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
Why Destroy a Gift? Donate!

THANK YOU!

Why Destroy a Gift? Donate!
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