



SANKARA
EYE FOUNDATION

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EYE 2 EYE

August 2012, Volume 15, Issue 2

GIVE

THE GIFT OF VISION



MESSAGE FROM CHAIRMAN, SEF

Dear Friends,

Here is Murali wishing you all the best. We, at SEF, are very busy this year, trying hard to meet our goals for 2012 and beyond. We are fortunate to have so many of you from all over the US supporting our cause. I look at the donations we receive every day and feel grateful for your support. It is also heartening to see initiatives by youngsters like Raj Janardhan and Hena Bajaj who are raising funds for us in innovative ways, and motivating us to work harder. We encourage many more young leaders to join hands with us and take the Sankara movement forward.

We are very happy to announce that Sankara Eye Care Institutions (SECI) has received the "Shri Dharamsey Nansey Oman Award" for the Best Eye Hospital in India involved in Community Eye Care. SECI received this award after being selected from a list of hospitals, which were evaluated on parameters like quality of eye care, volume of the eye care services provided and the extent of outreach, etc.

Dr. A.P.J. Abdul Kalam recently inaugurated the Avedro KXL System in our Coimbatore hospital, which helps stop Keratoconus, a progressive condition that can be visually debilitating in advanced stages. This new system will help us perform the procedure in just 3 minutes.

SEF organized several events across the US this year, including two major Sonu Nigam concerts with a full orchestra in Seattle and San Jose in June 2012. We are also bringing this event to Los Angeles on Sept 1, 2012 as a fundraiser for our upcoming hospital in Kanpur.

Our hospital in Coimbatore is getting ready for 40 guests, soon to arrive from Kanpur. These high school graduate girls from economically backward communities around Kanpur will undergo an 18-month para-medical staff training and then be inducted into our Kanpur Hospital.

SECI, our partner in India, is ready to start construction of the Kanpur Hospital as soon as we raise the required funds. We still need to raise \$1.4M by Dec 2012, for construction to start in Jan 2013 and be completed by Dec 2013. We hope to have the hospital ready to provide eye care services from the beginning of 2014. Currently, we are also raising funds to support the expansion of our hospitals in Anand, Gujarat and Guntur, Andhra Pradesh.

Our ability to achieve Vision 20/20 by 2020 depends on our ability to be able to start the Kanpur Hospital construction in Jan 2013 and we have complete faith in all of you that you will make this happen. Please donate \$1,000 today (only \$500 if your company matches funds), become a founding donor of our Kanpur Hospital and have the name of a beloved one on the Hospital Wall of Founders.

Let us, together, eradicate curable blindness in India by 2020.

Jyot se jyot jalate chalo, prem ki Ganga bahate chalo!

Murali Krishnamurthy



DR. KALAM INAUGURATES SANKARA'S NEW KERATOCONUS TREATMENT

Bharath Ratna Dr. APJ Abdul Kalam, Former President of India, visited the Sankara Eye Centre, Coimbatore, the mission head quarters of SECI on Monday, 9th July, 2012. He inaugurated the launch of our new Avedro KXL System, the equipment used to effectively treat Keratoconus, a corneal condition and is the first of its kind in this part of the country.

Dr. Abdul Kalam lauded the efforts of Sankara in providing the latest treatment for Keratoconus, which has an incidence of 1 in 2000. He specifically recalled the Vision 20/20 by 2020 program, wherein 9 hospitals across the country have been established and 500 free eye surgeries are being performed every day.

Keratoconus is an abnormal shape of cornea in which, instead of its normal spherical shape, the cornea becomes cone-shaped. It is a progressive condition which can be visually debilitating and often remains undiagnosed and untreated due to the lack of public awareness about this disease.



Though vision might improve with glasses or contact lenses if detected in the early stages, it is not essentially a permanent treatment owing to the progressive nature of the disease. In later stages, corneal rupture and permanent damage to the cornea might occur, which can only be rectified by corneal transplantation. Sankara eye Care institute alone has seen 3,000 such patients in the last 3 years.

The only treatment targeting the pathology of the disease and stopping its further progression is corneal collagen cross-linking. SECI has launched the Avedro KXL system, which is the latest breakthrough technology in cross-linking and is a system with the highest power output, best beam homogeneity, precision focusing, unparalleled programmability, and superior overall design.

The older technology for cross-linking was time consuming, and took 45 minutes to an hour per procedure, whereas the Avedro system takes only 3 minutes for the same procedure without compromising on quality. This, in turn, ensures patient comfort and faster recovery. The procedure using the Avedro system is safe, fast, simple and can be done in a single sitting, requiring no major precautions. This is now the gold standard technology for Keratoconus treatment.

FIRST SIGHT BY JOYA DASS: A FILM SCREENING TO RAISE FUNDS

Joya Dass, a journalist and independent producer learned of the great work done by SEF, and has dedicated the past few years creating a documentary, 'First Sight' to tell the Sankara story.



"First Sight" follows three of the most vulnerable members of the afflicted population in India - children. This 50-minute documentary tracks Anitha, Ranjith and Balaji as they prepare for and undergo life-changing eye surgeries at Sankara hospital in Tamil Nadu. Joya Dass has been arranging screenings of the documentary to raise funds for Sankara. With the help of the SEF-NY team, she recently raised more than \$1,000 at the Disney Theatre screens, NY.

Joya is hosting a rooftop screening of the film on September 5th @ 7pm. If you are interested in attending, you must RSVP beforehand, as space is limited. To RSVP/ get location details, email Kanika: Kanika@GiftOfVision.org

We would like to do more screenings across the US and share the story of children who were helped by Sankara. If you are interested in doing fundraising with screenings of this documentary, please contact us at info@giftofvision.org

SEF STRENGTHENS PARTNERSHIP WITH ROTARY

Sankara is fortunate to have supporters and community partners across the US who champion our cause. One cherished partnership is with the Cupertino Rotary Club, who have helped further the Sankara cause by donating funds towards purchasing hospital buses. Recently, the Sankara team was invited to a partnership luncheon to felicitate the Paul Harris fellowship award to two Sankara volunteers, Sasikala Muralidharan and Nat Narayanswami. Murali Krishnamurthy, CEO of Sankara Eye Foundation received the awards on behalf of the volunteers from Cupertino Rotary President, Mr. Hsing. SEF thanks Cupertino Rotary for the award.

Cupertino Rotary relies on ticket sales and donations made through annual fundraisers like Global Elegance to fund its many World Community Service projects. Cupertino Rotarians are able to improve the lives of people in need from China, India, Latin America and Africa because of the generosity of Rotarians and community partners who support Global Elegance. Global Elegance 2012 will be hosted in Atherton, at a private estate of a friend of Cupertino Rotary. Please attend the Global Elegance 2012 to support the Cupertino Rotary Club's effort to help the needy.



SANKARA BAGS ANOTHER PRESTIGIOUS NATIONAL AWARD

Right to Sight - India has conferred its first “Shri Dharamsey Nansey Oman Award” for the best Eye Hospital in India involved in Community Eye Care to Sankara Eye Care Institutions India (SECI). Applications from across India were evaluated by a panel of jurors on six parameters including were evaluated on six chosen parameters including the quality of eye care, volume of the eye care services provided, the extent of outreach, process, systems, and protocols.

Right to Sight is a global initiative, with its counterpart in India headquartered in New Delhi. The 8th Annual Conference of Vision 2020: Right to Sight - India was conducted on 21st and 22nd of July at Aravind Eye Care Systems, Madurai. Mrs. Sujaya Krishnan, IAS, Joint Secretary, Ministry of Health, Government of India was the Chief Guest and Mr. Ansul Misra, IAS, District Collector, Madurai was the Guest of Honour. The President of Vision 2020 Dr. Col.Deshpande and CEO Dr. G.V. Rao, along with Chairman and Executive Director of Aravind Eye Care System, and 450 delegates across the country participated in the event. Apart from the citation, the Award carries a cash prize of Rs. 1 Lakh. Dr. R.V. Ramani, the Founder & Managing Trustee of SECI, received the Award on behalf of “Team Sankara” and its affiliates, including

Sankara Eye Foundation - USA, Mission for Vision Trust and Sankara Eye Foundation - Europe.



Dr Ramani, in his acceptance speech, said that receiving such recognition and appreciation was a morale booster for the entire team. He added that when this recognition comes from peers, the award gains a greater significance. He

also said that Sankara would march forward towards its goal of “Vision 20/20 by the year 2020”, replicating one such hospital in every state of India and aim at treating one million underprivileged people every year.

SURGERY STATISTICS: SANKARA EYE INSTITUTIONS, INDIA

Surgeries	Until 2010	2010-11	2011-12	2012-13	Total Surgeries
Coimbatore	414,382	34,309	35,255	11,335	495,281
Krishnankoil	54,435	12,649	12,540	3,887	83,511
Guntur	82,702	25,527	27,543	7,235	143,007
Bangalore	17,838	13,156	16,302	4,787	52,083
Shimoga	9,522	12,617	20,277	6,133	48,549
Anand	11,897	11,088	13,257	1,955	38,197
Silvassa	11,087	5,889	4,802	676	22,454
Rishikesh		5,376	11,720	2,933	20,029
Ludhiana				406	406
Total	601,863	120,611	141,696	39,347	903,517

SEF, USA APPROVED TO PARTICIPATE IN 2012 CFC

The U.S. Office of Personnel Management has approved SEF’s participation in the 2012 Combined Federal Campaign (CFC) as a member of the Aging and Disabilities Charities of America. With this approval, CFC donors can use the designated code (28719) to indicate SEF as their charity of choice.

The CFC solicitation period is from September to December 2012 across the US, during which federal employees will designate a portion of their payroll to a charity/charities of their choice. Donations are made through payroll deductions throughout 2013.

MAKING A DIFFERENCE...

Support for Sankara comes from many unexpected corners and often, without solicitation.



Nine-year old Raj overheard his mom, Purvi, talking about running the 5K to raise money for Sankara and asked her if he can run the race and help people get the gift of sight. From there on, he was all in. He helped create <http://www.konnectme.org/rajanardhan> and actively sent emails out to all his friends and spread the word. His enthusiasm helped him raise over \$1,000, and to top it all, with a track time of 24 mins, he came in 2nd in the under-12 category in the 5K race. At the finish line, a thrilled Raj exclaimed - "Helping people can be fulfilling and fun!"

Stage Friends, a popular Drama Production Company, organized a Tamil Drama on April 28th as a benefit show for SEF. They took charge of creating, marketing and presenting the show to an enthralled audience in New Jersey and raised around \$6,250 for SEF.

Hena Bajaj, a teenager in New Jersey decided to dedicate proceeds from her Arangetram event to SEF. She sent out donation forms along with her invitations in mid April and had a table/ lobby display to promote Sankara's cause to the nearly 400 guests who came for this event.



SEF is grateful for the thoughtful actions taken up by its supporters.

You can help Sankara too! Please consider these options.

- Donate \$360 and Open an eye a month for an year
- Donate \$1000 and become a founding donor at Sankara hospitals in Ludhiana and Kanpur
- Tell a Friend about Sankara
- Host a dinner for a small group to spread the word on Sankara
- Join the Uttar Pradesh core volunteer team and help us build our next hospital. Contact info@giftofvision.org

NEWLY INAUGURATED HOSPITAL MAKES STRIDES

Sankara Eye Hospital, Ludhiana, conducted its very first Outreach Camp in Raikot on Sunday 15 April 2012. A few highlights from the camp:

- 220 individuals were screened
- 121 of those screened were men, 97 women, and 2 children
- 50 were short-listed for surgery and treatment at the base hospital
- 12 were brought in to the base hospital as the "first batch" of patients and more will be included as we gradually scale up capacity.

The outreach camp was conducted in just 12 days from the launch of our new hospital, in a new territory, with a new, young, and vibrant team. This is in keeping with the scorching pace that the Ludhiana launch of Sankara Eye Hospital is setting in every area. Consider the figures below :

- The hospital was set up within 16 months of ground-breaking
- The first day of operations recorded 29 patients in the Out-Patient Department (OPD)
- The day before the outreach launch recorded 94 patients in OPD
- Optical conversions are close to 100%

What did it take to be ready to launch the Outreach Program and ensure success? An indicative list is given below:

- Two field workers were recruited and trained
- The camp location was identified and surveyed
- A local rural partner organization was identified and whetted
- The in-patient wards were readied
- The Operating Theatre was sterilized and made functional
- Medical equipment was checked and calibrated; drugs and instruments were made available

- Duty rosters and coordination within the different departments were done
- Canteen facilities were provided for hospital and patient.

What about the camp itself? Raikot, a large village (or small township), with a population of about 25,000, is about 30 kms from the Ludhiana Sankara Eye Hospital. The camp was conducted from 9 am to 1:30 pm, within the premises of a local NGO called "Nishkam Sewa Birdh Ashram", which conducts the following activities:

- A school for 80 poor children, from nursery to class 5
- A home for 5 to 10 old people
- 2 dispensaries, one Ayurvedic and one Homeopathic
- 10 to 15 poor girls are married off every year
- 200 women are given vocational training every year
- 15,000 saplings have been distributed, as a "green" initiative

Four rooms were made available to the Sankara Outreach Team, as also additional space, furniture, and volunteer support.

Publicity was done in the surrounding 30 to 35 villages, with an estimated additional population of 50 to 60 thousand.

From Sankara's side, the initiative was led by our Ludhiana Outreach Administrator, Dr. Nitin Soi. He was ably supported in the field by one doctor, one optometrist, seven nurses, and two field workers.

Sankara Eye Hospital is fast becoming an institution that Punjab can justifiably be proud of. Indeed, as can all the trustees, donors, and patrons from across the world, who have contributed towards making this dream a reality.

Eye care with a heart... Expect more from Punjab.



SONU NIGAM JOINS HANDS WITH SEF TO CAPTIVATE AUDIENCES



Sonu Nigam's mind-blowing performance at sold-out concerts in Seattle and San Jose during his recent tour of the US, also raised funds for Sankara. Sonu talked highly about Sankara as an organization and its noble cause and felt that he was part of the Sankara movement through his music. He made a personal donation to Sankara in the name of his parents and their names will be recognized in the hospital premises of the Kanpur hospital. He also appreciated the impeccable efforts of the Sankara team in pulling off such a large concert smoothly.

The event in the Bay Area was successful in raising more than \$200,000 in donations from generous donors and from proceeds from the event. The event was made possible by our sponsors including grand sponsors - Bank of the West, KLOK, Sulekha, IRG, India West, and our silver sponsors and media sponsors.

He will be coming to LA in September to mesmerize audiences in Southern California.



www.bankofthewest.com



www.marblecompany.com (IRG)



www.buildingkidzschool.com



www.sulekha.com



www.klok1170am.com

THE RAINBOW PROGRAM - SANKARA'S FOCUS TOWARDS PREVENTION

Swagatham: 0 - 3 yrs: Neonatal Screening - MCHs, PHCs, etc
 Maithri: 3 - 6 yrs: ICDS Centers - Anganwaadi Centers
 Rainbow : 6 - 18 yrs

SCREENING IN SCHOOLS

A nationalized program has been put together to conduct screenings in pre-school and school children to detect vision problems. This program aims at preventive, promotive as well as curative aspects of eye care. The focus would be on increasing early detection of eye diseases to prevent visual impairment in children as well as to increase awareness.

The Rainbow Program was established in 1992 in Coimbatore as an ongoing preventive eye care program aimed at giving a bright future to visually handicapped children, by diagnosing their visual defects earlier in school and providing them with remedial measures - medical and surgical - free of cost.

The Rainbow Program takes place in government schools, where most children come from poor families, with little or hardly any access to healthcare, leave alone an eye check up.

The Rainbow Program caters to children from the ages of 6 to 18 years. It is gratifying to know that over 40 lakh children have been screened so far by the Sankara Eye Care Institutions, India. This highly rewarding preventive eye care program has been replicated in all the Sankara Eye Hospitals and also in other developing countries like Nigeria.



A FRESH LEASE OF LIFE

Being a beggar, Anil would often hum this couplet by the famous Urdu poet Mirza Ghalib:

"Banaakar faqeeron ka bhes hum ghaalib, tamasha-e-ahl-e-karam dekhtey hain..."

"Donning the attire of the beggars, I see the drama of His benevolence..."

However, what puzzled him was that he has never seen the benevolence of the Almighty bestowed on him. Hailing from Bhaniwala village in Dehradun district of Uttaranchal, Anil had only seen misfortune and hardship. To add to his miseries, he had limited hearing in both ears and an old injury in his right leg that forced him to use crutches.



A year ago, failing vision in both of his eyes left him further handicapped and restricted his movement. Confined to his house, he was unable to beg and was deprived of a livelihood. His troubles grew when his brother and his family cheated Anil off his property.

Homeless and destitute, Anil roamed the streets stumbling,

bleeding, starving, cold, and desolate. Fortunately, truck drivers took pity and allowed him to take shelter in their truck in the night. While in their company, Anil overheard about a free eye screening camp for truck drivers held during Road Safety Week by Nirmal Ashram Eye Institute (NEI) of Rishikesh, a unit managed by SECI.

Anil visited the camp, highly skeptical about finding a solution to his woes. However, at the camp, he was surprised by the courtesy and kindness shown by the staff. The examining doctor advised Anil to go to the base hospital at Rishikesh for treatment. When Anil expressed his inability to travel to Rishikesh, the camp team made arrangements for his transport and care in the hospital, completely free of charge.

Post-surgery, Anil has regained his vision, and more importantly, his long-lost confidence. While at NEI, Rishikesh, the staff motivated him not to beg any more. Seeing their confidence in him, he could not help but to promise to try and lead an independent life and earn his own livelihood.

A resurgent man now, Anil looks forward to getting back his property from his brother through a petition in court. NEI, Rishikesh has changed his life in many ways, and given him back his vision as well as the confidence to meet life's challenges.

EVENT CALENDAR

Event	Date	Location
Voice of Karoake Finals	Aug 26	Lancaster, CA
Sonu Nigam Concert	Sept 1	Gibson Amphitheatre, Universal City Walk, LA
Focus Orissa Launch- Music Debut & CD launch by Erika Baral	Sept 16	Smith Center, Ohlone College, Fremont, CA
Bharatnatyam by Shri Krupa Dance Company	Sept 24	Campbell, CA
SEF Dandia, Bay Area	Oct 19, 20 & 27	Santa Clara Convention Center, CA
SEF Dandia, East Bay	Oct 26	East Bay- Pleasanton

Let's Go Green!



If you would like to receive your SEF Newsletter via email, please send an email to GoGreen@giftofvision.org. Please include your donor ID and full name as seen on mailing address.

Join Our Community

Learn & share the word about our cause!



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DONATION FORM

Capital Funding <input type="checkbox"/> Hospital Construction			
<input type="checkbox"/> \$20,000	Facility Donor <input type="checkbox"/> Sponsor rooms at the hospital and get a personalized plaque displayed at the hospital. Please contact SEF Office at 1-866-SANKARA (726-5272) or visit www.giftofvision.org for latest information on the facility sponsorship opportunities available at each hospital.		
<input type="checkbox"/> \$10,000	Founding Donor and get your choice of name(s) inscribed on the <u>Platinum Wall of Founders</u>		
<input type="checkbox"/> \$5,000	Founding Donor and get your choice of name(s) inscribed on the <u>Gold Wall of Founders</u>		
<input type="checkbox"/> \$1,000	Founding Donor and get your choice of name(s) inscribed on the <u>Wall of Founders</u>		
<input type="checkbox"/> Other	\$ _____		
Choose the Capital Project			
<input type="checkbox"/> Uttar Pradesh	<input type="checkbox"/> Anand, Gujarat Phase II	<input type="checkbox"/> Bangalore	<input type="checkbox"/> Guntur, AP, Phase III
<input type="checkbox"/> Ludhiana, Punjab	<input type="checkbox"/> Shimoga, Karnataka	<input type="checkbox"/> Any Hospital	
Special request <input type="checkbox"/> e.g. Donation in name of:			

Cataract Surgeries & Other Services Donations	
<input type="checkbox"/> \$3,000	Open Two Eyes a Week for one year (100 Cataract Surgeries)
<input type="checkbox"/> \$1,500	Open an Eye a Week for one year (50 Cataract Surgeries)
<input type="checkbox"/> \$360	Open an Eye a Month for one Year (12 Cataract Surgeries)
<input type="checkbox"/> \$90	Open Three Eyes (3 Cataract Surgeries)
<input type="checkbox"/> \$30	Open an Eye (One Cataract Surgery)
<input type="checkbox"/> \$200	Food for the Patients
<input type="checkbox"/> Other	\$ _____



Scan to Donate On-line

You can sponsor the surgery on a special day like birthday, anniversary. Please let us know and where possible, we will try and accommodate your request:

Payment:

Check (Payable to Sankara Eye Foundation) **Credit Card** Amount: \$ _____

Credit Card # (Visa or Master Card only) _____ Exp Date: ____ / ____
(Call the SEF office 1-866-SANKARA for Installment Plans)

First Name: _____ Last Name: _____ Spouse: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Email: _____

Signature: _____ Date: ____ / ____ / ____

My employer will match my donation. Employer: _____

I would like to volunteer

Online Donation: www.giftofvision.org **Car Donation:** email to cargiving@yahoo.com

Stocks, Payroll, Bank Transaction etc: contact SEF at info@giftofvision.org or 1-866-SANKARA (726-5272)

How did you hear about us? Newspaper/Magazine: _____ TV: _____

Online (Samachar.com, Sulekha.com): _____ Other: _____

Mail to: Sankara Eye Foundation, 1900 McCarthy Blvd. # 302, Milpitas, CA 95035

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KNOWLEDGE NUGGETS

What is Diabetic Retinopathy?

It is a complication of diabetes and a leading cause of blindness. It occurs when diabetes damages tiny blood vessels inside the retina, the light-sensitive tissue at the back of the eye. A healthy retina is necessary for good vision. A patient with diabetic retinopathy may not notice changes in vision at first. But over time, diabetic retinopathy can worsen and cause loss of vision. This condition usually affects both eyes.

Who is at risk for Diabetic Retinopathy?

All people with diabetes, both type 1 and type 2, are at risk, which is why everyone with diabetes should get a comprehensive dilated-eye exam at least once a year. If diagnosed with this condition, the doctor can recommend treatment to help prevent

its progression.

During pregnancy, it may pose a problem for diabetic women. To protect vision, every pregnant woman with diabetes should have a comprehensive dilated-eye exam at the earliest. The doctor may recommend additional exams during pregnancy.

Does diabetic retinopathy have any symptoms?

Diabetic retinopathy often has no early warning signs. Don't wait for symptoms to emerge, get a comprehensive dilated-eye exam done at least once a year!

WAYS YOU CAN HELP...

DONATE

Open an Eye a Month for \$30 a month!
Become a Founding Donor and leave a lasting legacy!

BECOME A VOLUNTEER!

Join one of the local teams or start your own team

JOIN

**The Uttar Pradesh Core Volunteer Team and
help us build our next hospital.**

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