



# EYE 2 EYE

September 2014, Volume 17, Issue 2

## GIVE THE GIFT OF VISION



### MESSAGE FROM EXECUTIVE CHAIRMAN

Dear Friends,

Warm greetings from San Jose.

This year is turning out to be a stellar year for Sankara Eye Foundation (SEF). Our anonymous donor has come to our rescue again and has challenged us with a one million dollar matching fund for the Jodhpur, Rajasthan hospital construction. We need to raise \$1 million for this project by December 31, 2014. As always, we are very confident that you will help make it happen for SEF and for our visually handicapped brothers and sisters in India.

Some of the highlights from this busy and exciting year have been:

- Received the Ramkrishna Bajaj National Quality Performance Excellence Award
- Received Rs. 10 crores (\$1.6 million) grant from Bajaj Foundation for the Jodhpur hospital and a \$160,000 grant from WonderWork for surgery support
- Earned the top prize of \$250,000 from Microsoft in software and services for ranking #1 in unique donors during Silicon Valley Gives, an online giving campaign. SEF also raised \$142,857 in donations that day
- Hosted the musical extravaganza, Sonu Nigam's Klose to my Soul, to sold-out audiences in San Jose, Los Angeles and Seattle. We also hosted the first ever Bollywood concert in Austin on August 10, featuring Shreya Ghoshal. It was a sold-out show.
- Had a float for the first time at the FIA Independence Day parade in New York. Many children and parents enthusiastically participated
- Ranked #1 in registrations at Sevathon in Milpitas, California, where more than 100 non-profit organizations walked for service
- Extended SEF fundraising to other U.S. cities via the 13 city Trigalbandi tour

All of this is due to your unwavering support and faith in SEF; we will always live up to your trust and go all out to achieve Vision 20/20 by 2020.

We are excited to inform you that our ninth hospital in Kanpur, Uttar Pradesh, will be inaugurated on October 12, 2014. We have purchased land for a new hospital in Indore, Madhya Pradesh and are close to buying land in Naya Raipur, Chhattisgarh. We are also working with the Bihar Foundation for a hospital in Bihar.

SEF is also very fortunate that several children are dedicating their Arangetrams, birthdays etc., to SEF all over the country. Mega Dandia preparations are in full swing in the San Jose area. Our founders, Drs. R.V. and Radha Ramani, are visiting us in October/November of this year and donor dinners are being planned all over the USA.

Please consider becoming a founding donor of our Jodhpur, Rajasthan hospital by December 31 for \$1,000 and double the impact of your contribution from our matching donor. This is a great opportunity for organizations to become Partners-in-Service of the Jodhpur hospital.

Jyot Se Jyot Jalate Chalo  
Prem Ki Ganga Bahate Chalo

Sincerely yours,

Murali Krishnamurthy  
Executive Chairman  
SEF, USA



## SANKARA EYE HOSPITAL, KANPUR IS GETTING READY FOR INAUGURATION

The construction of the Sankara Eye Hospital in Kanpur, Uttar Pradesh has been completed. This community hospital, which will reach out to the economically disadvantaged in the outskirts of Kanpur, will be inaugurated on Sunday, October 12, 2014. Earlier this year, on January 11, the Kanpur city hospital, which serves paying patients, was inaugurated by Shri Mahesh Gupta,

Kanpur Divisional Commissioner.

If you are planning to be in India during this time, please consider attending this wonderful event to inaugurate our ninth hospital in India. We will share more details on our website soon, but feel free to reach out to us if you have any questions.



## SEF REACHES OUT TO PATIENTS IN RAVAGED AREAS OF RUDRAPRAYAG

At SEF, we have made it our lifelong mission to bring quality and affordable eye care to the doorsteps of those who are in need. In May, we reached out to the people in Rudraprayag and Guptakashi, two of the most distressed areas in Uttarakhand, ravaged by flash floods last year. Medical facilities continue to remain scarce and awareness

among the population is low. Braving the serpentine roads and treacherous terrains, the SECI-managed Nirmal Eye Institute held a free eye screening in both of these places, where our team of doctors and paramedics assessed more than 500 patients.



## EYE2EYE KNOWLEDGE NUGGETS: HYPERTENSION & EYE HEALTH

Systemic hypertension, in addition to being a chief cause of death is also a leading cause of visual impairment.

The Study on Global Ageing and Adult Health has shown hypertension to be by far one of the most common health conditions for those aged 50 and older in most countries across the world, including India. These studies estimate that there are more than 65 million hypertensive subjects in India with more than 20 million stage II hypertensives requiring aggressive therapies. However the awareness amongst hypertensives that they could be suffering from eye disease is poor. In a study conducted in Coastal Karnataka only 5% of hypertensives were aware of the possibility of them developing eye disease.

Hypertension can damage the small blood vessels that supply the retina, the layer of light-sensitive cells at the back of the eye that are essential to vision. Hypertension is also a risk factor for other diseases of the eye, including retinal vein and retinal artery blockages, retinal emboli (blood clots), diabetic retinal disease. In addition it can

damage the optic nerve because of reduced blood flow and is also considered a risk factor for glaucoma and age-related macular degeneration. The condition progresses very slowly and may manifest as headache, subtle vision disturbances or sometimes, more dramatically with diplopia (double vision).

Awareness of systemic disease related eye problems play an important role in encouraging people to seek timely eye care and avoid visual impairment. All those with hypertension should have a comprehensive eye examination which includes testing of their vision, recording of their eye pressure and a dilated examination of their retina and optic nerve. This would allow the eye care provider to examine the eye to see narrowing of blood vessels, and signs that fluid has leaked from blood vessels.

Controlling high blood pressure prevents changes in the blood vessels of the eye, as well as in other organs like the heart, kidneys, and brain. An annual dilated eye exam is critical to preventing permanent vision loss.

## SANKARA WINS THE BAJAJ FOUNDATION AWARD FOR NATIONAL EXCELLENCE IN HEALTHCARE



Sankara Eye Care Institutions (SECI) was recognized for their national excellence in quality health care by the IMC Ramkrishna Bajaj National Quality Performance Excellence Trophy (IMC RBNQA) 2013 at their award ceremony, held on March 19, 2014 at Y.B. Chavan Auditorium, Mumbai. Dr. R.V. Ramani, Founder and Managing Trustee of SECI, received the Award on behalf of Team Sankara, which was presented by Arun Maira, Member, Planning Commission, Government of India. Sankara was the only healthcare institution amongst others to win the award.

The IMC Ramkrishna Bajaj National Quality Award Trust was instituted jointly by the Indian Merchants' Chamber

and the House of Bajaj in 1995. Over the years, IMC RBNQA has rapidly become a symbol of top-down organizational excellence. The universal standards and best practices embedded in the IMC RBNQA criteria have transformed Indian leaders into accepting the pivotal roles of customers and employees in driving world-class processes

The IMC Ramkrishna Bajaj National Quality Award 2013 included experts from the industry, including Dr. Devi Prasad Shetty, Chairman, Narayan Hridayalaya group of Hospitals; Meenal Kshirsagar, Retired Reader French, University of Mumbai; K. Maheshwari, MD, GRASIM; Dr. Adi Dastur, Obstetrician and Gynecologist; Dr. K. B. Kushal, DAV regional directorate; Prasad Menon, Tata Quality Management services and Sunil Alagh, SKA advisor on the panel of judges.

SECI has won this award after passing through a rigorous quality & performance evaluation performed among leading industrialist participants from varied sectors, including Manufacturing, Service, Small Business, Overseas, Education & Health Care. Expressing his views on the occasion, Dr. Ramani said, "One can easily understand the need for quality in a manufacturing or trading industry without which they lose on the competitive advantage. But in a service industry, that too where charity is the mainstay, as in SECI where unmatched quality with high ethical standards is the very DNA of the organization, recognizing and appreciating the excellence at the right time is of greater significance."

## SANKARA AT SANTA CLARA UNIVERSITY FOR THE GLOBAL SOCIAL BENEFIT ACCELERATOR PROGRAM



The acclaimed 10-month program began in February 2014 and provides excellent mentorship from Silicon Valley leaders and many opportunities to network with impact investors, large donors, foundations and others interested in accelerating the work of social entrepreneurs. The GSBI Accelerator Class of 2014 were on Santa Clara University's campus Aug. 14 to 22 for the in-residence portion of the program. After eight days of meetings with their mentors and intensive classes on subjects such as business strategy and impact metrics, the social entrepreneurs presented their business plans



at an investor showcase. The showcase is annually attended by approximately 200 Silicon Valley investors, industry experts, and individual philanthropists interested in "impact investing." SEF's Bharath Balasubramaniam, President, Community Outreach Eye Care, presented Sankara Eye Care Institution's business plans.

For more information on the GSBI program and the official press release, visit [www.scu.edu/socialbenefit/entrepreneurship/gsbi/](http://www.scu.edu/socialbenefit/entrepreneurship/gsbi/)

## INTERNATIONAL ASSOC. FOR PREVENTION OF BLINDNESS RECOGNIZES SANKARA'S SOP PROCESS AND MR. BHARATH BALASUBRAMANIAM AS AN EYE HEALTH LEADER

We are happy to share that Bharath Balasubramaniam, President, Community Outreach Eye Care at SECI, has been selected as one of the Eye Health Leaders for 2014 by the International Association for Prevention of Blindness. The main showcase from IAPB was the work from Mr. Bharath and the outreach team on developing a Standard operating protocol for improving quality and efficiency of eye care delivery.

### The challenge

SECI operates from 13 locations across India. With its focus on high volume surgical output, managing patient data-flow - from screening and identification to post-surgical care - was a major stumbling block for the organization.

Many of SECI's patients were identified in rural outreach programs, however, patient documentation was captured by its systems only before surgery leading to increased waiting times and potential for confusion.

Clearly, an IT-based solution was in order. However, the organization had practices developed over three decades ago, by key staff who had never used a computer before.

### The solution

With an MSc in Community Eye Health from the International Centre for Eye Health, Bharath Balasubramaniam cut his teeth with the rural outreach process. He broke it up into smaller modules and designed an application to optimally increase productivity, reduce cost and increase reliability of data captured. Every step of the process - screening, examination, surgery, discharge and the post-surgery review after a month - is now automated and runs



smoothly.

Bharath encouraged outreach staff to scan and email records of patients identified for surgery from the nearest internet browsing centre. By the time patients were brought in for surgery, their documentation was

sorted and ready - a simple solution! The documents are now shared electronically by SECI's various departments and the organization handles electronic records of 10,000 patients every month.

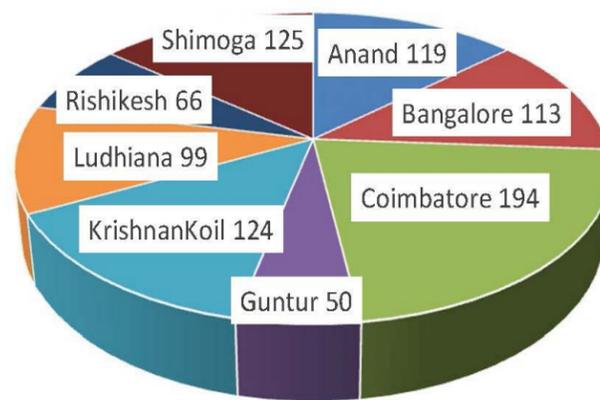
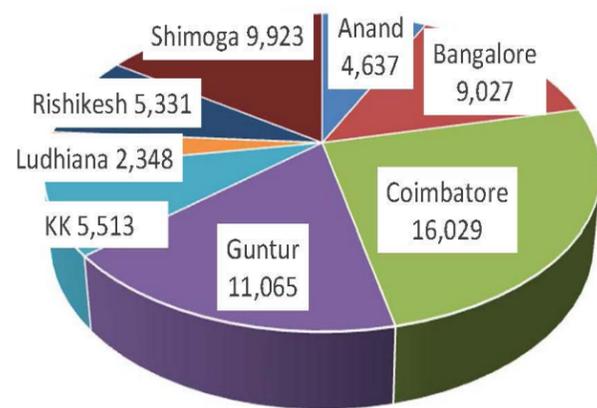
Over time, Bharath has also implemented an enterprise-wide performance management system, which is linked to the hospital's management systems, reducing time and increasing efficiency. This is a standards-based, real time system and has been specifically designed to the demands of SECI.

Bharath's biggest challenge has been in ensuring uptake across all cadres of employees. Today 90% of SECI staff are computer-literate and use these systems every day. He ensured smooth and trouble-free implementation of the IT system, and worked hard to build buy-in from all stakeholders. SECI's 13 hospitals employ staff speaking a variety of languages. Bharath successfully designed and implemented training modules to suit the local context, ensuring that they were available in multiple regional languages.

## SANKARA EYE HOSPITALS: PERFORMANCE (FIRST HALF 2014)

Free Surgeries: 63,873

Camps Conducted: 890



## RAINBOW PROGRAM FOR CHILDREN PICKS UP MOMENTUM



	Children Screened	Schools Screened	Teachers Trained	Glasses Distributed	Pediatric Surgeries
Coimbatore	3,034,072	11,106	5,680	32,594	2,664
Krishnakoil	531,477	400	492	30,313	592
Guntur	580,779	3,488	2,123	28,196	906
Bangalore	316,059	3,096	5,789	5,892	1,611
Shimoga	282,411	3,748	2,340	3,931	510
Anand	95,986	702	271	555	246
Silvassa	3,101	0	0	19	287
Rishikesh	28,835	82	129	585	96
Ludhiana	3,167	0	0	0	37
<b>Total</b>	<b>4,875,887</b>	<b>22,622</b>	<b>16,824</b>	<b>102,085</b>	<b>6,949</b>

**"Prevention is better than cure."** SEF believes in this adage and has a strategic focus on blindness prevention and believes that bright minds start with bright eyes.

The Rainbow program is aimed towards the education of prevention of blindness and involves interactions with children very early in their childhood development. The program involves four distinct activities:

- Screening of children in their schools and anganwadis
- Training teachers to detect eye care issues
- Providing glasses
- Performing pediatric surgeries

One such recent program happened in a school in Gujarat. In a sunlit class, more than 100 pairs of curious eyes and ears hung on to every word from our team from Sankara Eye Hospital. Members of the Dr. Babubhai Patel City Centre in Anand patiently explained the importance of eye health and ways for better eye care. Following the presentation, children from various grades of Sri Sri Ravishankar Vidya Mandir were screened for refractive errors. The teachers were also trained in basics of ophthalmic screening, thus becoming our primary agents in tackling preventable blindness amongst children.

## SOME INNOVATIVE FUNDRAISING FROM YOUTH VOLUNTEERS

"Donum" in Latin means "Gift." "Visi" is "Vision." Divija Bhimaraju, a 13 year old volunteer from California, started a foundation with Shivteja Vemareddy, called "DonumVisi", to learn about the causes and cures for blindness and get involved. Divija has taken up fundraising for SEF through her foundation activities.

In the summer of 2013, Divija held a camp for youngsters called "Curious Monkeys" and taught them about natural disasters. She encouraged fundraising for SEF from the camp and raised \$840 dollars. Later, she put in over 50 volunteer hours, working with children on their knowledge acquired in the camp towards their FLL (FIRST Lego League) tournament, and the team went on to win the "FLL Core Values Award." This effort involved no adult help.

Divija's mother conducts a weekly slokas class in which the children learn Bhagawad Geeta. Once Divija suggested

that for every sloka they memorize in that week's class, \$1 should be put into a DonumVisi/SEF box. The children not only learned that week with extra vigor, they also raised \$30, good for one eye surgery.

In the summer of 2014, Divija ran a "Creative Writing and Impromptu Speech" camp. She donated \$600 from her proceeds to SEF.

Divija is doing her Kuchipudi solo dance performance in September. She is diligently working on having a DonumVisi activities display at the event, in an effort to promote awareness, and plans to donate any gifts to SEF.



## SEF VOLUNTEERS WORKED ON A SERIES OF MEGA CONCERTS ACROSS THE US TO RAISE AWARENESS AND RAISE FUNDS FOR SEF

The fundraising series started with "Sangam 2014" - an exciting Trigulbandi of music and dance (Chitravina, Santoor and Odissi) held during the months of February, March and April 2014 in 14 cities across the USA. It featured one of the greatest Carnatic instrumentalists, Sangeet Samrat Chitravina N. Ravikiran playing the Chitravina- a south Indian classical instrument, a 21 stringed, fretless lute, from which the Hawaiian slide guitar was born. Pandit Tarun Bhattacharya, one of the stalwarts in Hindustani music, played the Santoor, a 100 string instrument, a trapezoid-shaped hammered dulcimer. They were accompanied on stage by the Odissi dance artist, Guru Sanchita Bhattacharya. Besides entralling the audiences, the series of concerts raised funds and raised awareness for Sankara Eye Foundation and its mission.

The Trigulbandi event was followed by the "Klose to My Soul" mega concert featuring Sonu Nigam in San Jose on May 25 followed by Seattle on May 30 and LA on May 31. These events were nights to remember for the thousands of attendees who anxiously waited to see the marvelous and irresistible Sonu Nigam perform live. Sonu Nigam created an everlasting heart-to-heart connection with his audience from the moment he stepped onto the stage. Audience members were captivated by Sonu's songs, especially his emotional tribute to his mom, Shoba Nigam. The event was successful for SEF on many fronts. In addition to connecting

with the Bay area community, SEF accomplished its fundraising goals towards construction of its next hospital in Rajasthan and expansion of the Guntur Hospital in Andhra Pradesh.

The most recent major event was Shreya Ghoshal live in Austin, Texas. For the first time ever, SEF and Balaji Entertainment brought forth a phenomenal evening with the stunning Shreya Ghoshal at the Riverbend Centre. August 10, 2014 marked the first Bollywood concert held in Austin. It was an evening that will always remain in the memories of the cheering attendees. Shreya Ghoshal with her angelic voice serenaded the audiences with many new and old melodies like "Hangover", "Tujh mein Rabh.", "Chaudhvin Ka Chand" and "Kabhie Kabhie Mere Dil Mein". The night came to an end with Shreya singing a timeless melody, "Lug Ja Gale." As the Austin crowd exited the auditorium one could see the impression Shreya Ghoshal left on their hearts and faces.

SEF has a special connection with music and music lovers that achieves the dual goal of entertaining the audiences and furthering the cause of SEF at the same time.

**Become A Founding Donor of the upcoming hospital in Jodhpur, Rajasthan and help meet the \$1 Million matching challenge by Dec 31, 2014**

- **\$1,000 WOF**
- **\$5,000 Golden WOF**
- **\$10,000 Platinum WOF**

**Sankara Eye Hospital, Rajasthan**

Help bring vision to the needy in Jodhpur Rajasthan

Need to raise \$1 Million by Dec, 31, 2014 to avail the \$1 Million matching funds from an Anonymous Donor



**SANKARA EYE FOUNDATION**  
1-866 SANKARA  
www.giftofvision.org



## Sankara Eye Foundation Donation Form

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

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

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

Credit Card # (Visa/Master/Amex) \_\_\_\_\_ 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 carginv@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

1-866-SANKARA (726-5272)

Fax: 408-456-0790

Email: info@giftofvision.org



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Sankara Eye Foundation  
1900 McCarthy Blvd Suite 302  
Milpitas, CA 95035

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## Let's Go Green!



If you would like to receive your SEF Newsletter via email, please send an email to [GoGreen@giftofvision.org](mailto: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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### Distributed By:

SEF, USA  
1900 McCarthy Blvd  
#302  
Milpitas, CA 95035  
1-866-SANKARA  
www.giftofvision.org

EIN: 77-6141976

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### Edited by:

Hema Chamraj  
Murali Krishnamurthy  
K. Sridharan  
Parthiv Doshi  
Smita Patel  
Sagar Patel  
Pooja Gupta  
Pratir Doshi

### Contributors from India:

Dr. Kaushik Murali  
Pooja Sanghvi  
Bharath Balasubramaniam

## WAYS YOU CAN HELP...

## BECOME A VOLUNTEER!

Join one of the local teams or start your own team

### DONATE

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

### JOIN

SEF needs your help in all regions of USA,  
particularly in the East Coast, Texas and Illinois

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