



**SANKARA**  
EYE FOUNDATION

1-866-SANKARA | GIFTOFVISION.ORG

# EYE 2 EYE

March 2012, Volume 15, Issue 2

## GIVE THE GIFT OF VISION



### MESSAGE FROM CHAIRMAN, SEF

Dear Friends,

Warm greetings from San Jose!

The year 2011 was reasonably good for SEF. We raised close to \$3.2M, conducted 1,822 eye camps, performed 140,812 surgeries and treated 338,273 out-patients. This would not have happened without the support of each and every one of you and we are very thankful for that.

Sankara Eye Hospital, Ludhiana is coming up very well and the inauguration is on April 2, 2012. We have raised \$3.92 million so far and only need \$280,000 more to complete this project. We will be acquiring land for our tenth Hospital in Kanpur, UP this month.

I am happy to report that Anil Lal, our long-time supporter, and Padma Parthasarathy, our long-time volunteer, CFO and supporter, have joined the SEF Board.

Our board members Sundarji and Srivatsanji visited from India in February for strategy meetings. We also organized an all-volunteer meeting in Santa Clara that was well attended. One of the main topics of discussion was: "With running nine Hospitals by April this year, how are we going to build eleven more by the year 2020 to achieve our goal of Vision 20/20 by 2020?" Our estimate is that we need to be raising around \$7M to \$8M per year in the next two years if we really want to live up to the goals of Vision 20/20 by 2020. We are setting an aggressive target of raising \$5M this year.

As land acquisition is a challenge, we are planning to

acquire land in three or four states simultaneously and form Focus teams to raise the required funds of around \$4M or so immediately. Whichever project raises more than 70% of the funds, in other words \$2.8M, will get to go first and we will start the hospital construction in that state. In addition to Kanpur, we are also looking at land in Jodhpur, Rajasthan and Raipur, Chhattisgarh. We will be starting the Focus-Rajasthan and Focus-Chhattisgarh initiatives very soon. Along with the Focus-UP team, please let us know if you want to be a part of any of these initiatives.

If we raise the required funds for Focus-UP soon, we can start the construction this year itself and open the hospital next year. It is really exciting, just the thought of a Sankara Eye Hospital in Kanpur next year. Please consider becoming a Founding Donor of Kanpur, Ludhiana, Guntur (expansion), Anand (expansion), Shimoga hospitals or support our popular 'Open an eye a month' program.

Together, let us, eradicate curable blindness in India by 2020 - Vision 20/20 by 2020.

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

Sincerely yours,

*K. M. Murthy*

Murali Krishnamurthy



## SEF, USA ADDS NEW BOARD MEMBERS

### ANIL LAL

Anil Lal is one of the two new Board Members at the Sankara Eye Foundation. Lal was born in New Delhi, India and immigrated to the United States at the age of two. Lal owns India Arts, a very successful company started by his father in 1960. Today, India Arts has grown into one of the largest suppliers of handcrafted gifts from India supplying to over 4,000 retailers nationwide.



Having achieved success in his personal life, Lal feels strongly about giving back to the community and has demonstrated strong philanthropic tendencies by supporting a number of non-profit organizations over the past 20 years, including the Nargis Dutt Cancer Foundation (President and Chairman), CARE Foundation (Chairman and Board Member) and Home of Hope (Co-founder and Advisory Board Member).

### PADMA PARTHASARATHY



Padma Parthasarathy grew up in Chennai, India, where she earned her Masters in Computer Engineering and Mathematics. Currently, she holds a position as Principal Engineer in Microsoft's Interactive and Entertainment Division; making cool hardware devices like XBOX and Kinect.

Desire to help the needy was instilled in Padma at a very young age due to her upbringing and the environment in which she grew up. However, many of her desires could be fulfilled only later in my life after establishing a successful career and financial independence. Padma's philosophy is enablement rather than just giving for giving sake, and that is one of the reasons why Sankara's vision attracted her to SEF in the first place.

Padma has been actively involved with SEF since 1999 and her primarily focus has been in establishing financial process at SEF.

## SANKARA NOT ONLY GIFTS VISION BUT ALSO LIVES

Retinoblastoma is a cancer that affects the eyes of children and infants affecting approximately 1 in 15,000 live births, which work out to an estimated 2,000 new cases of retinoblastoma in India annually. It is the third predominant cancer occurring in childhood. As the cancer grows, it can spread out of the eye and to other parts of the child's body, resulting ultimately in death. In treating retinoblastoma, the first priority is to save the life of the child, then to preserve the vision and thirdly to minimize complications or side effects of the treatment.

As a part of the Nanna Kannu program at the Bangalore Hospital, we have been able to benefit a wide number of children.

The story of Yellava, a two-year child from Jamakhandi village in Gulbarga District, shows how ophthalmologists from the region are utilizing the services of our oncology clinic to provide appropriate care to their patients.

The child had been taken to a local ophthalmologist as the left eye looked enlarged. The doctor prescribed

medications but his condition did not improve. Yellava lived with his grandparents and mother, who was the sole breadwinner as his father had deserted them. The grandfather suggested they visit Hubli as they had heard about an eye hospital there. At the MM Joshi Eye Hospital, the child was diagnosed to have retinoblastoma and referred to Sankara. After two cycles of chemotherapy, the left eye had to be sacrificed. The child had the tumor in his right eye as well. However, the the tumor in his right

eye had been stabilized by chemotherapy.



Though one eye had to be sacrificed, the family was happy that their child's life was saved.

## SANKARA BAGS PRESTIGIOUS AWARDS IN 2011

### S. R. JINDAL PRIZE

Sankara Eye Care Institutions, India, received the prestigious Sitaram Jindal Foundation's S. R. Jindal Prize for 2011, awarded for its achievement in the field of Rural Development and Poverty Alleviation through free community eye care and free surgeries, which total to 829,000 surgeries to-date.



Dr. Ramani received the award from Sri Sri Ravi Shankar on February 23rd in New Delhi. Other awardees included Dr. Abdul Kalam, Anna Hazare and Mr. Santosh Hegde of Lokayukta.

### DR. H. N. NAGARAJ AWARD

Dr. Kaushik and Dr. Rajat Chaba received the Dr. H. N. Nagaraj Award for the best paper in community ophthalmology at the Karnataka State Conference. The paper described how our community effort works towards achieving Millennium Development Goals as set by WHO (World Health Organization).



### BEST CASE PRESENTATION AWARD

Dr. Sowmya Murthy was awarded the Best Case Presentation at Fusion 2012 - International Masters Course in Pediatric Ophthalmology & Oculoplasty in Hyderabad.

## SURGERY DATA FROM SANKARA EYE INSTITUTIONS, INDIA

### JAN - DEC 2011

Month	Anand	Bangalore	Coimbatore	Guntur	Krishnakovil	Shimoga	Silvassa	Rishikesh	GRAND Total
January	1,587	1,250	1,739	1,833	748	1,404	703	830	10,094
February	1,581	1,174	2,841	1,892	1,151	1,319	473	977	11,408
March	1,363	1,188	3,794	2,502	947	1,164	366	1,063	12,387
April	983	1,336	2,460	2,189	895	1,128	379	1,026	10,396
May	437	1,563	3,957	2,393	1,269	1,601	319	1,093	12,632
June	719	1,554	3,690	2,668	1,557	1,464	452	949	13,053
July	897	1,576	4,238	2,535	1,611	1,772	478	729	13,836
August	896	1,284	3,676	2,405	1,589	1,406	566	575	12,397
September	1,090	1,336	3,648	2,323	1,214	1,639	444	1,168	12,862
October	912	1,192	1,477	2,288	512	1,715	336	923	9,355
November	1,146	1,195	2,350	2,186	915	2,057	438	1,207	11,494
December	1,584	1,316	1,888	2,231	657	1,535	502	1,185	10,898
Total	13,195	15,964	35,758	27,445	13,065	18,204	5,456	11,725	140,812

## THE RAINBOW PROGRAM - SANKARA'S FOCUS TOWARDS PREVENTION

Prevention is better than the cure. Blindness and severe visual impairment have far reaching social, economic, and personal implications. When it occurs in children, it also poses serious barriers to the development of the child at a formative stage. Without good vision, a child's ability to learn about the world becomes more difficult.

Eye defects when not detected early lead to irreversible damage and blindness (amblyopia). Children have long productive years and preventing them from becoming blind or visually impaired would be a great contribution to the future of the society.

6% of school-going children have undetected visual defects, which they are not aware of and neither are the teachers nor the parents. To detect the undetected visual defects in school children, Sankara has designed the Rainbow program. Established in 1992 in Coimbatore, Rainbow is an ongoing preventive eye care program aimed at giving a bright future to visually handicapped children, by diagnosing their visual defects 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.

This unique program involves teachers, to do the first level of screening, followed by technically qualified

optometrists at the second level and eye surgeons in the final phase. Timely remedial measures like spectacles or medical or surgical management are provided for these children. Rainbow caters to the age group of 6-18 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.

Enabling vision for these children is indeed a highly rewarding experience.



## SANKARA'S STRONG PARTNERSHIPS WITH DONORS AND COMMUNITIES

Sankara is fortunate to have supporters and partners in the community across the US, who champion the cause by fundraising through events and donations. **Bay Area Tamil Manram (BATM), Coimbatore Friends and Tirupathi Bhimas** joined forces to organize a lovely Tamil Light Music show by Bay Area's Pallavi group at an event called 'Kanmaiye" and raised over \$60,000 in donations for eye surgeries at our Coimbatore Hospital.



Mahendrabhai & Jayshreeben Patel with Murali Krishnamurthy and Shruti Sheth (SEF Volunteer)

The New Jersey chapter sponsored the **Jersey Rhythm concert**, which raised more than \$100,000 for SEF. Donors Mahendra and Jayshree Patel donated \$100,000 for the Gujarat hospital. They had donated \$50,000 at

last year's event and after visiting the hospital in Anand, they were very happy to donate another \$100,000 to benefit the facility.

### PARTNERS-IN-SERVICE FOR LUDHIANA HOSPITAL

To become a Partner-in-Service for a Sankara Hospital, an individual or an organization has to donate or help raise at least \$100,000 for the hospital. Punjab Hospital has the privilege of having three generous Partner-in-Service supporters.

**Mr. and Mrs. Anil Lal** and his family have donated over \$250K for Ludhiana Hospital and helped raise more than \$100K from their friends for Hospital.

**Dr. and Mrs. Marwah** of Malibu, CA, organized at least two fundraising banquets at their beautiful house in Malibu and helped raise more than \$100K for Punjab.

**Mr. Jessie Singh** facilitated the 99 year lease for the land at a very nominal rate and saved Sankara over \$100K with this deal.

SEF thanks our partners and supporters on the continued support in fundraising across the US.

## MY HOME ADULT CARE, NJ DONATES TO SANKARA

Support for Sankara comes from many directions and often, without solicitations. One such support came from the members of My Home Adult Day Care, New Jersey. Our Sankara volunteer, Aiylam Sankaran received a call one night from Mr. Kantilal Jani, that the members at the Adult Day Care Center in Maywood, New Jersey had collected some money for Sankara Eye Hospital, Anand. Mr. Jani welcomed Mr. Aiylam and introduced him to the members of the center, most of whom were in their seventies and eighties. The women singing Bhajans and the men were either reading newspapers or at computers. Mr. Jani had introduced SEF to the members, especially

talked about the work done at the Anand Hospital as most members come from Gujarat. All members had made a small donation from their limited income and the owner of the center, Mr. Pradeep Kabaria matched the donations collected to make the total donation of \$5,000. They appreciated the wonderful work done by Sankara and promised to spread the word. Mr. Kabaria said the hall will be available to Sankara for any fund raising activities without any charge.

"When you do god's work, you never know where the help will come from." - a sentiment by Mr. Aiylam



## HOW CAN YOU HELP

Another donor, Teju Prasad, came up with a novel idea to help Sankara by creating an easy way to donate. The idea is that since people are having hard time donating money in this economy and often get gifts they do not need so how about asking them to forgo gifts on a special occasion such as birthday, anniversaries, housewarming, etc. and donate to Sankara Eye Foundation instead. Please consider this option and spread the message to your friends.

*SKIP THE GIFTS*

Collect money for a cause instead.  
Visit [www.skipthegifts.com](http://www.skipthegifts.com)

## EVENT CALENDAR

Event	Date	Location
Holi	18-Mar	SF Bay Area
Tamil Drama by Stage Friends	29-Apr	New Jersey
Odissi by Shibani Patnaik	14-Apr	SF Bay Area
Sonu Nigam Concert	23-Jun, 30-Jun	SF Bay Area, Seattle
Sevathon	15-Jul	SF Bay Area
Bharatnatyam by Shri Krupa Dance Company	24-Sep	SF Bay Area
SEF Dandiya	Oct	SF Bay Area, Seattle, New Jersey

## 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

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

### 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!



[www.twitter.com/sankaraeye](http://www.twitter.com/sankaraeye)

[www.facebook.com/giftofvision](http://www.facebook.com/giftofvision)

[www.youtube.com/user/sankaraeyefoundation](http://www.youtube.com/user/sankaraeyefoundation)

#### Distributed By:

SEF, USA  
1900 McCarthy Blvd  
#302  
Milpitas, CA 95035  
1-866-SANKARA  
[www.giftofvision.org](http://www.giftofvision.org)

EIN: 77-6141976

#### Board Members:

Anil Lal  
C N Srivatasan  
Divyogi Patel  
K Sridharan  
Padma Jawahar  
Sundar Radhakrishnan

#### Executive Chairman:

Murali Krishnamurthy

#### Edited by:


Hema Chamraj  
Jasmine Virk  
Murali Krishnamurthy  
Sankar T  
Smita Patel  
Sowmya Bharadwaj

#### Contributors from India:

Dr. Kaushik Murali  
Dr. Rajat Chabba



# DONATION FORM

 <h2 style="text-align: center;">Sankara Eye Foundation Donation Form</h2>			
<b>Capital Funding – Hospital Construction</b>			
<input type="checkbox"/> <b>\$5,000+</b>	<b>Facility Donor</b> – Sponsor rooms at the hospital and get a personalized plaque displayed at the hospital. Please contact SEF Office at 1866-SANKARA or visit <a href="http://www.giftofvision.org">www.giftofvision.org</a> for latest information on the facility sponsorship opportunities available at each hospital.		
<input type="checkbox"/> <b>\$3,000</b>	<b>Golden Founding Donor</b> - Limited to the first 100 donors for the Punjab hospital only. Your name will be inscribed on the <b>“Golden Wall of Founders”</b>		
<input type="checkbox"/> <b>\$1,000</b>	<b>Founding Donor</b> and get your name inscribed on the <b>“Wall of Founders”</b>		
<input type="checkbox"/> <b>Other</b>	\$ _____		
<b>Choose the Capital Project</b>			
<input type="checkbox"/> Punjab	<input type="checkbox"/> Uttar Pradesh	<input type="checkbox"/> Anand, Gujarat Phase II	<input type="checkbox"/> Any Hospital
<input type="checkbox"/> Bangalore	<input type="checkbox"/> Guntur, AP, Phase III	<input type="checkbox"/> Shimoga, Karnataka	
<i>Special request – e.g. Donation in name of</i>			
<i>- We will contact you to get details for the names</i>			
<b>Cataract Surgeries &amp; Other Services Donations</b>			
<input type="checkbox"/> <b>\$3,000</b>	<b>Open Two Eyes a Week</b> for one year (100 Cataract Surgeries)		
<input type="checkbox"/> <b>\$1,500</b>	<b>Open an Eye a Week</b> for one year (50 Cataract Surgeries)		
<input type="checkbox"/> <b>\$360</b>	<b>Open an Eye a Month</b> for one Year (12 Cataract Surgeries)		
<input type="checkbox"/> <b>\$90</b>	<b>Open Three Eyes</b> (3 Cataract Surgeries)		
<input type="checkbox"/> <b>\$30</b>	<b>Open an Eye</b> (One Cataract Surgery)		
<input type="checkbox"/> <b>\$200</b>	<b>Food for the Patients</b>		
<input type="checkbox"/> <b>Other</b>	\$ _____		
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.			
<b>Special Request:</b>			
<b>Payment:</b>			
<input type="checkbox"/> <b>Check</b> (Payable to Sankara Eye Foundation) <input type="checkbox"/> <b>Credit Card</b> 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: ____/____/____			
<input type="checkbox"/> My employer will match my donation. Employer: _____			
<input type="checkbox"/> I would like to volunteer			
<b>Online Donation:</b> <a href="http://www.giftofvision.org">www.giftofvision.org</a> <b>Car Donation:</b> email to <a href="mailto:cargiving@yahoo.com">cargiving@yahoo.com</a>			
<b>Stocks, Payroll, Bank Transaction etc:</b> contact SEF at <a href="mailto:info@giftofvision.org">info@giftofvision.org</a> or 1866-726-5272			
How did you hear about us? Newspaper/Magazine: _____ TV: _____			
Online (Samachar.com, Sulekha.com): _____ Other: _____			
<b>Mail to: Sankara Eye Foundation, 1900 McCarthy Blvd. # 302, Milpitas, CA 95035</b>			
1-866-726-5272		Fax: 408-456-0790	
Email: <a href="mailto:info@giftofvision.org">info@giftofvision.org</a>			
<small>NL0212</small>			



**SANKARA**  
EYE FOUNDATION

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

NON-PROFIT  
ORG  
U.S. POSTAGE  
PAID  
SAN JOSE, CA  
PERMIT NO. 437

1-866-SANKARA  
1-866-726-5272  
[www.giftofvision.org](http://www.giftofvision.org)  
FAX 1-408-456-0790

## CASE STUDY

Dodanna, 70 year old farmer was living happily with his family of three daughters and two sons. He had a small farm that provided for his large family as well as the education of his children. His biggest worry was that having three daughters would surely shake up his financial stability.

Their village had only one school and after going through it, his children were expected to help with the farm. His younger son wanted to go for further studies instead of helping in the farm. Unfortunately Dodanna was unable to afford to pay for the his son's further education since he needed the money to marry off his three daughters.

His son could not get himself to help his father in farming. His thoughts were with his friends who had joined the city for higher studies. One morning Dodanna saw his son simply sitting and dreaming, he asked him to come and help him in the fields, but his son refused. Dodanna got angry and shouted at his son and carried on with his work.

By noon, when he was working in the fields, the villagers came running, to inform the shocking news that his son had committed suicide. Dodanna was shattered by this incident. He was not able to work in the fields anymore.

After about a year, for want of any other options, Dodanna had to sell his farm and used that money to get all his daughters married.

With the farm gone, Dodanna, his wife and older son started working in others' fields as laborers. After his son got married, he left his village to start a new life in the neighboring village.



As days passed by, Dodanna's vision started getting blurred. Soon, he found it difficult to work in the field and was worried that if he couldn't work, they will go without food for days.

Luckily, his neighbors showed him the pamphlet of Sankara Eye Camp. Dodanna attended the camp and from there he was taken to Sankara Eye Hospital, Bangalore for surgery.

Life, once again has brightened for him and his family, thanks to the good vision which he regained after the surgery at Sankara. He has since gone back to his village as a new man with renewed enthusiasm and confidence to face the future and take care of the family.