

eyelights



Sankara Nethralaya OM Trust Inc.,

**Sankara Nethralaya
OM Trust, USA**

9710, Traville Gateway Drive No.392,
Rockville, MD 20850 e-mail : acharya@omtrust.org

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AMERICA

April 2011



Sankara Nethralaya OM Trust Inc.,



May 7, 2011

**Musical Treat
at Atlanta**

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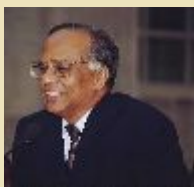


Shankar A. Iyer
President, SN OM Trust

As an advertising agency manager, Shankar Iyer became associated with Dr. Badrinath and Sankara Nethralaya at the time of its inception in 1977 – and has been associated with the institution since then. He has served as a Trustee of the SN OM Trust since the 90's and as an Executive Trustee for nearly a decade. Shankar Iyer works for ITT Corporation and lives in Fairfax, VA.

Sockalingam “Sam” Kannappan
Vice-President, SN OM Trust

Sockalingam “Sam” Kannappan is from Nattarasankotti, Tamil Nadu, India, and came to the United States in 1968. He serves as Vice-President, SN OM Trust USA.



He is the founder of Bharathi Kalai Manram, Houston, and is founder secretary of Sri Meenakshi Temple in Pearland, Texas. He serves as a Commissioner on Texas On-site Wastewater Treatment Research Council. Sam Kannappan is the author of a book on "Stress Analysis and EZFLEX piping analysis software program". He is also a pioneer in developing the Tamil language font with voice synthesizer to help disabled people.

**In 2010,
SN OM Trust
raised \$3,30,800
for Sankara Nethralaya.
The funds were used
to perform
2,720
minor surgeries
and
880
major surgeries
free of cost
for indigent patients**

Sankara Nethralaya Ophthalmic Mission Trust

Sankara Nethralaya Ophthalmic Mission Trust, Inc., a registered non-profit organization in the USA, was established in 1988 with the sole purpose of supporting Sankara Nethralaya, a charitable, not-for-profit ophthalmic hospital, in Chennai, India.

SN OM Trust consists of a group of like minded individuals who support Sankara Nethralaya's community programs. Over the years, SN OM Trust has successfully helped raise substantial funds which have provided vision to thousands of under privileged people in India. Through their fund-raising and awareness efforts, SN OM Trust has contributed significantly in making world class ophthalmic eye care available to a large number of indigent people in India.

In this edition of Eyalights America, we profile a few trustees who have lent unstinting support to Sankara Nethralaya's initiatives and are always exploring newer ways of raising funds to support Nethralaya's cause.

Ramarao Mysore
Trustee, SN OM Trust



Ramarao Mysore's connection with Sankara Nethralaya dates back to his days in India. He has now been serving as Trustee, SN OM Trust, since 2008.

A marketing professional with a leading pharmaceutical company by day, Ramarao Mysore is also an avid connoisseur of music and a vocalist and has performed extensively including at The Kennedy Center in Washington DC.

Parthasarathi Chakravarthy
Trustee, SN OM Trust



Parthasarathi Chakravarthy has been associated with Sankara Nethralaya since its inception. He has been involved in creating awareness about Sankara Nethralaya within the Indian community in California. He has organized few fund-raising events in the San Francisco bay area, one of which was a violin concert by Sri. Lal Gudi Jayaraman, along with Sri. Lalgudi Krishnan and Smt. Lalgudi Vijayalakshmi. Parthasarathi Chakravarthy was instrumental in Sankara Nethralaya being awarded the annual grant-in-aid by the Hindu community and cultural center a few years ago.

Suresh Dalapathy
Trustee, SN OM Trust



Suresh Dalapathy's grandfather was a patient of Dr. S.S.Badrinath, founder of Sankara Nethralaya. Suresh Dalapathy thus became associated with Dr. S.S.Badrinath, Sankara Nethralaya (SN) & Vision Research Foundation (VRF), the institution's research wing, since 1982. He would volunteer at Sankara Nethralaya in the summer during school vacation. He did a research fellowship in the R&D labs at VRF from 1997-1998. He has been a trustee since 2008 & has assisted in organizing SN OM Trust fund-raising events in the Dallas/Ft Worth area with the assistance of a very valuable team of volunteers. Suresh Dalapathy works at Alcon Laboratories Inc and lives with his wife Usha in Keller, Texas, US.



Sankara Nethralaya OM Trust
(9710 Traville Gateway Drive.N. 392 Rockville, MD 20850)



Sankara Nethralaya OM Trust Inc.

Presents

Priya sisters

Shanmukha Priya and Hari Priya

Accompanied by

Raghavendra Rao (violin)

Neyveli Skandasubramanian (mridangam)

at

Hindu Temple of Atlanta

Riverdale, Georgia

Saturday, May 7, 2011 - 3:00 pm



Contact:

Seshu Sarma: 770-491-9305,
seshusarma@yahoo.com
Sundar Sundararaghavan: 770-442-5364
Usha Kumar: 678-512-0350

Usha Narayan: 770-475-5792
Ram Mallappa: 404-643-7269
Hindu Temple of Atlanta: 770-907-7102

Donations Schemes

- * Single cataract surgery: \$ 85
- * Retinal detachment/Glaucoma surgery: \$ 225
- * Perpetual free surgery on any given date
- Cataract surgery: \$ 900 - Retinal Detachment: \$3,500
- * Sponsoring the mobile rural teleophthalmology camps (Per day): \$ 350
- * Supporting free services for one day (approximately 40 surgeries per day): \$ 3,500

Concert is free | Donations are welcome

Sankara Nethralaya Ophthalmic Mission Trust Inc is a 501(c) (3) registered non-profit organisation and all donations are tax exempt in USA. (Tax ID # 52-1611548)



Priya sisters

The duo of Shanmukha Priya and Hari Priya or "Priya sisters" as they are known in the music world, are all set to enthrall carnatic music lovers in Atlanta, US, on May 7, 2011. The benefit concert, in aid of Sankara Nethralaya, Chennai, is being organised by SN OM Trust. Shanmukha Priya and Hari Priya began honing their vocal skills at a very young age under the tutelage of their father Sri. VV Subbaram. They went on to train under Kalaimamanis Smt. Radha and Jayalakshmi. The sisters have performed in over 2000 concerts in India and abroad and have also performed at numerous prestigious festivals.

**EXTERNSHIPS
AT SANKARA NETHRALAYA**



We have had several enquiries regarding EXTERNSHIPS available at Sankara Nethralaya Chennai and Kolkata. The externships are available for any high school graduate or aspirant seeking admission to medical college, medical student and medical graduate undergoing training in ophthalmology, anesthesiology, pediatric etc from the United States of America who has expressed his/her desire to work during summer holidays at any of Sankara Nethralaya's branches. We encourage them to function as a volunteer for a minimum period of two weeks in any of the departments at our institution. Interested candidates may e-mail their curriculum vitae, stating their interests, and the approximate period during which the position is being sought to **Dr. S Meenakshi**, Director, Academics, Sankara Nethralaya at drms@snmail.org.

If the candidate is being sponsored by his/her school or college, a letter from the authority concerned would be looked upon as a favourable document for considering the candidate's application.

To know more about Sankara Nethralaya, please visit www.sankaranethralaya.org, www.supportsankaranethralaya.org.

Team from Ross School of Business visits Sankara Nethralaya

A team from the Ross School of Business, University of Michigan, who were in India in January 2011 to take forward the CK Prahalad initiative on innovation driven by affordability and sustainability, visited Sankara Nethralaya to help understand the methodology employed by the not-for-profit institution in rendering affordable and quality eye care treatment.

The three-member team consisted of Robert Dolan, Dean, Stephen M Ross School of Business; John Copeland, Director, Strategic Planning and Special Projects, Stephen M Ross School of Business and Paul Gediman, Executive Director, CK Prahalad Initiative, Stephen M Ross School of Business.

The Ross School of Business has instituted Prahalad fellowships to identify people who have demonstrated CK Prahalad's thought in previous work from across the world; visiting professorship for faculty and executive residence programme for executives taking time from work to think on social impact possibilities in future.

The officials discussed with the institution's founder and Chairman Emeritus, Dr. SS Badrinath, the possibility of sending students to Sankara Nethralaya, Chennai, India, to undertake case studies and projects on exploring ways in making Sankara Nethralaya a self-sustaining model instead of relying on the donation model. The team was also briefed on CK Prahalad's association with Sankara Nethralaya – in October 2009, CK Prahalad had delivered a management power lecture, in aid of Sankara Nethralaya, which helped raise about \$18,000 through which around 278 cataract surgeries were performed, free of cost, on indigent patients.

How to donate in the United States of America...



Sankara Nethralaya OM Trust Inc.

9710 Traville Gateway Drive, No. 392, Rockville, MD 20850, Ph: (877) 393-7666

Tax Exempt ID No. 52-1611548



Donating online at Omtrust.org - All your donations are securely routed through www.groundspring.org.

United Way - Mention the above information on your authorization form. Local chapters will remit your contributions to the SN OM Trust Inc.

Combined Federal Campaign - If you are a US federal employee, make your donations to Sankara Nethralaya OM Trust Inc. CFC No. 68803.

Employer Matching Program - A number of US employers match *dollar for dollar* to employees' contributions. You may be able to double your contributions to SN OM Trust.

Appreciated Stocks - You may donate appreciated stocks to SN OM Trust Inc. and avail of a tax deduction. For additional information, please contact the Trust at the aforementioned phone number.

Contributions by check - Simply make your check payable to SN OM Trust Inc. and mail to the above address.

Payroll Deductions - Please check with your HR office if they are programmed to withhold from payroll and remit to a non-profit organization. A number of organizations provide this as a public service.

Draft from Checking Account - Download from our website www.omtrust.org, the direct debit authorization form and forward your authorization with a 'void check' to the above address. We will draft the funds on the 15th of every month. You can stop your authorization any time by a simple notification to us.

Donate on Special Occasions, as a tribute - Festivals, birthdays, wedding anniversaries, in memory of a loved one and provide support in the form of a bequest.

All donations to SN OM Trust are 100% IRS Tax Exempted in US, IRS Registered 501 (c) (3)

How can you help us?

Sankara Nethralaya OM Trust owes its existence and success to its committed volunteers. To realize our mission of 20/20 by 2020, we need many more volunteers. You can be one of our volunteers and can help us by:

- Spreading the word about Sankara Nethralaya.
- Supporting Teleophthalmology & Glass dispensing vans.
- Conducting events for fundraising.
- Helping with accounting, web management.
- Arranging for American students to undertake summer projects at Sankara Nethralaya.
- Personally making small donations

The following employers have supported us through GIFT MATCHING or PAYROLL DEDUCTION programs!

- Microsoft
- Deutsche Bank
- American Express
- Merrill Lynch
- J P Morgan Chase
- GE Foundation
- The Bank of New York Mellon
- Google
- eBay Foundation
- Qualcomm
- Educational Testing Services
- Cadence
- Charles Schwab Foundation
- First Data
- McGraw Hill Cos.
- Merck
- Verizon
- Northern Trust