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eyelights



AMERICA



Sankara Nethralaya OM Trust Inc.,

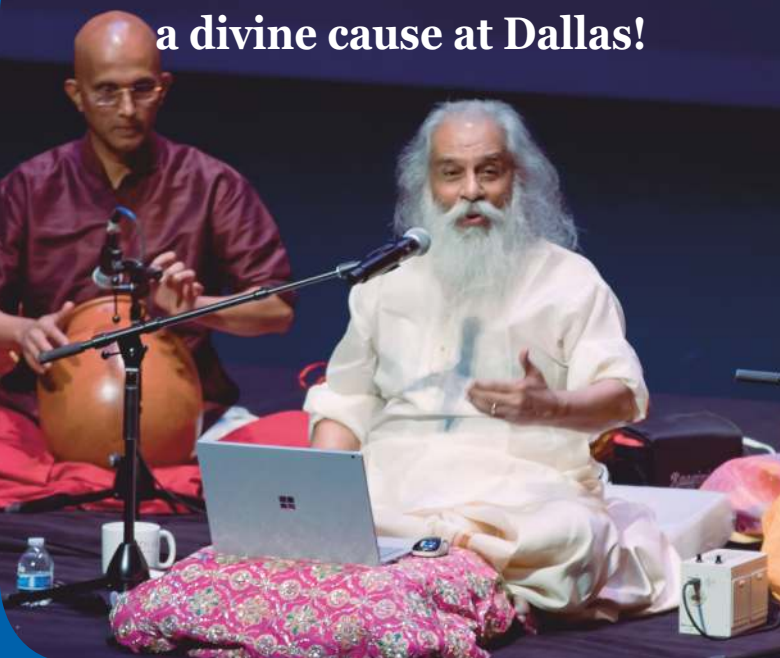
**Sankara Nethralaya
OM Trust, USA**

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**SN OM Trust Atlanta chapter raises \$ 200k
to support 3000 indigent visually impaired back in India!**

**A divine voice fulfills
a divine cause at Dallas!**



**Sankara Nethralaya
teams with Google in
its battle against blindness**

SN OM Trust Atlanta chapter raises \$ 200k to support 3000 indigent visually impaired back in India!



A great performance “DrishTi” unraveled with a burst of energy at the ‘Infinite Energy Center’ Atlanta, USA on Sunday September 8th. An entertaining opening by MC Jayakiran Pagadala whose grip over several Indian languages made all regional audiences from India feel settled, set the right note to the grand event. The roll ups related to several programs Sankara Nethralaya has in its radar along with Google CEO Sundar Pichai’s AI revolution and how it is leveraged in detecting diabetic retinopathy were thought provoking. Google is partnering with Sankara Nethralaya hospitals.

Atlanta Trustee Srini Reddy Vangimalla, Vice President Moorthy Rekapalli & President Bala Reddy Indurthi addressed the audience before the Bharata Naatyam program and highlighted about Sankara Nethralaya fundraiser events in different cities in USA and service activities in India.

When the dance drama unfolded on the stage, the audience wondered how the very talented guru Padmaja Kelam garu and her team were going to relate it to the cause of Sankara Nethralaya. The way Hasini character loses eye sight and the way she retains her passion towards dance in spite of her loss of vision and the message towards the end, that inner senses have no boundaries and inability to see hardly matters, when you pursue your passion, were heart warming. This connection establishment was awesome and what a terrific performance by the artist who played Hasini. Our heartfelt congratulations to Padmaja Kelam, Siddartha Kelam and team of children who worked so hard to make this happen. The lyrics were penned by Dr Uma Eyyuni and music was by Asha Ramesh.

It was most touching to see the tears swell in the eyes of a fan overwhelmed by the performance of the girl who played Hasini. DrishTi was conceptualized & directed by



Padmaja Kelam and written by Siddarth and performed with live orchestra to 700 plus spellbound audience. Padmaja Kelam's disciple Priyanka Kasula played Hasini. Drishti signifies much more than its literal meaning. It's about the awakening of our inner humanity and care for others. The external beauty that we see with our eyes is temporary and does bring short term joy. Anthar drishti or the inner sight, on the other hand, invokes the highest pleasure or bliss in all of us.





Fundraising team led by SN OM Trust President Bala Reddy Indurti, Moorthy Rekapalli, Srini Reddy Vangimalla, Rajasekhar Reddy Aila, Meher Lanka, JayaKiran Pagadala, Padmaja Kelam, Upendra Reddy Rachupally, Ramesh Chaparala, Rajeev Menon, Suresh Vemulamada & Neelima Gaddamanugu raised \$200,000 to support 3000 indigent patients. Bala Indurti dedicated this victory to Atlanta Chapter founder Dr. Seshu Sarma who has moved to Washington DC to stay with her grand children.

Thanks are due to Atlanta team members Krishnadas Pisharodi, Srikrupa Easwaran, Phani Dokka, Uma Narayan, Raghava Tadavarthi, Kamal Satuluru, Namrata Satuluru, Rajesh Tadikamalla, Ramesh Valluri, Venkat Chundi, Ravi Kandimalla, Subba Rao Maddali, Ram Mallappa, Swadesh Katoch, Viju Chiluveru, Niranjana Prodduturi & ByteGraph for their continuous support and hard work to this event.

Thanks are due to MESU (Mobile Eye Surgical Unit) donors: Moorthy Rekapalli & Madhavi and Anil Jagralmudi & Mahalakshmi. Main purpose of MESU is to eradicate preventable blindness in India. Initially we are planning the MESU for Telugu speaking states and eventually we want to replicate the same model all over the country.

Thanks are due to the following Adopt-A-Village donors: Mulri Reddy & Bindu, Dr. Sanjeeva Reddy & Sridevi, Suresh Vemulamada & Dr. Madhavi Rayapudi, Srinivas Surapaneni & Priya, Srini Reddy Vangimalla & Deepa, Prasad Mallu & Niveditha, Ravi Reddy Maraka & Praveena, and Balakrishna Nuli.

Thanks are due to Atlanta local associations TAMA, GATA, GATeS, GAMA, GATS, IFA, Maitri & Atlanta Telugu Samskriti for spreading the word in weekly broadcast news.

SN team also recognized community leaders and philanthropists Dr. BK Mohan & Rajyalaxmi, Pramod

Sajja & Pratima, TR Reddy & Niranjini, Dr. G.S. Visvesvara, Veena Bhat for their support since inception of Atlanta chapter.

Mr. S V Acharya, President Emeritus and founder of Sankara Nethralaya OM Trust expressed regret for his inability to attend the event. He conveyed his message to Atlanta audience over phone thanking for their long term support and making Atlanta chapter one of the most active chapters in US. He also thanked the Trust President Mr. Bala Reddy Indurti for spearheading this event with support from Vice President Moorthy Rekapalli, trustees Srini Reddy Vangimalla, Rajasekhar Reddy Aila, Meher Lanka, JayaKiran Pagadala, volunteers, Kalavani Academy & Atlanta community to make this as a memorable event in the history of the Trust in USA.





SN OM Trust Dallas chapter raises \$92k to support 800 Cataract surgeries! 'MUSIC for Vision' by Dr KJ Yesudas is a Grand Success!



Dallas/Fort Worth, TX USA

August 31, 2019

"Music for Vision: Give the gift of vision to the indigent" was the theme of the evening for the audience gathered at Irving Arts Center, Irving TX as a part of the "Music for Vision live concert by Padma Vibhushan Dr. KJ Yesudas" hosted by SN OM Trust Inc, USA, established in June 1988 in Rockville, Maryland, USA as a 501 (C) (3) non-profit organization with a sole objective to support Sankara Nethralaya (SN), Chennai, India, a comprehensive eye care center for providing free eye care of international standard to indigent patients in the Indian sub-continent.



Highlights of the "Music for Vision" live concert by Dr. KJ Yesudas

- This event generated funds to support over 800 cataract operations: 'The Wall of Vision' unveiled**
 It was a sold-out event and generated funds to support about 800 cataract operations for the indigent individuals with vision impairments. About 150 sponsors contributed to 85% of the net proceeds and the response from the community was overwhelming. 'The Wall of Vision' which showcased all the sponsors became a center of attraction in the lobby and served as a backdrop for many Kodak moments. "This Wall of Vision will inspire many donors for a noble cause and it is my privilege to unveil this foundational building block" quoted Dr. Reddy Urimindi, member of the SN OM Trust from Dallas during his opening remarks.
- The power of the legend's voice**
 The power of the legendary voice of Dr. KJ Yesudas unified the people of all religions, regions, languages and brought them under a single umbrella. There was a pin drop silence during the entire three- and half-hour mesmerizing program. Everyone in attendance walked away with a great sense of satisfaction. Dr. Yesudas performed to the tune of public pulse irrespective of the background or language of the individuals.
- Enhanced Brand Recognition, Education and Awareness of the Sankara Nethralaya Mission and Programs**
 The much-needed clarity about brand, education about the mission and operations of Sankara Nethralaya were delivered to the community. A variety of marketing channels were established for the first time to inspire and promote the event. Structured marketing tools, such as, animated banner ads on web portals, content-centric radio clips, video marketing, social media and commercial television channels were leveraged to reach the critical mass. Both traditional and non-traditional means of 'connecting' community groups contributed to this unprecedented success.

- **Engaged and Empowered Youth take active part in the event: Connect with the next generation**

Over a dozen middle school and high school students from the local community were involved in the event-day operations. The Irving Arts Center trained these individuals to serve as ushers and other roles to welcome and direct attendees at the entrance and lobby. Thanks to Shanthi Gunna of Flower Mound Irving Indian Centennial Lions Club (aka FMIIC Lions Club) who coordinated the youth team exclusively to serve as ushers for the evening. Other youth served at the registration and lobby areas.

- **Dedicated Volunteer Teams fortified to serve at the current and future events**

Several groups of dedicated volunteers were identified in advance and were given specific tasks at the backstage, registration, ticket processing, audio, lobby areas and contributed to the flawless execution of the event and received commendation from the audience.



- **Organization 'Connected' with public and witnessed overwhelming support of the event**

Donors who contributed via online for this event received the beneficiary information well in advance of the event. “We have never seen this level of transparency when we donated money to other charitable organizations. Here we can see who got the benefit immediately” quoted many individuals who contributed to this event. Thanks to the Four-Star rating of SN OM Trust, the highest rating ever possible by the Charity Navigator, major charity assessment organization that evaluates charitable organizations in the United States.

- **A memorable evening to remember for a long time: Enthralled audience and mesmerized crowd is the outcome**

Spectacular display of colorful decorations of the lobby and stage by Lucky Charms gave a warm welcome to the music lovers. Within minutes the lobby filled with crowd provided an ideal ambience for social interactions and photo opportunities. The festive mood prevailed throughout the evening as the attendees slowly started trickling in.

- **Sankara Nethralaya USA gave a grand welcome to the legend**

Dr. Yesudas was given a grand traditional welcome with 'Poorna Kumbha and Vedic chants' after the audience were seated. Rajeswari Udayagiri served as the master of ceremonies for the evening and extended a warm welcome to the attendees. In his opening remarks, Dr. Reddy Urimindi shared his experience of bringing the sponsors, volunteers and the attendees together under one roof for the noble cause and appreciated the opportunity to serve one of the best organizations.

- **The new Mobile Surgical Unit project for Telugu speaking States got a boost, thanks to Andy Asava**

Andy Asava, Dallas-based successful high-tech entrepreneur is one of the key pillars of this event and served as a Lonestar sponsor to support the new Mobile Eye Surgical Unit (MESU). This effort is in the initial stages of planning to procure a new MESU to serve remote areas of Telangana and Andhra Pradesh and surrounding areas. “We are lucky to have so many opportunities in life to gain wealth and success, and it is time to give back to our community in India, especially those indigent individuals requiring basic needs” quoted Andy Asava.

- **Introduced a new Adopt-A-Village sponsor, thanks to Anand Dasari and Chinta Murali of Sankalp**

Anand Dasari, Dallas-based Founder and COO of Colaberry and Chinta Murali, both patrons of Sankalp Foundation of Anathapur (AP) came forward to support the Adopt-A-Village program and volunteered to serve Gotluru village in Dharmavaram, Ananthapur district of Andhra Pradesh. “I am thankful to many individuals who contributed to my success and helped me to reach this stage and it is time for me to give back to my own people and adopt-A-Village is a great start” expressed Anand Dasari.

- **Felicitations of the Artists**

In addition to the legend Dr. KJ Yesudas, Rajeev Mukundan on Violin, TS. Nandakumar on Mridangam, our own Board of Trustee Sowmiya Narayanan on Ghatam, Rasikapriya Krishna and Rathipriya Krishna on the Tambura provided a comprehensive and divine musical experience to the gathering. All of the artists were felicitated by the sponsors in traditional Indian style with a bouquet of flowers and shawl.

- **So many people to thank for this unprecedented success**

Thanks to all the sponsors for their generosity, dedicated volunteers for their commitment, music lovers who attended the program, media partners for their excellent coverage and promotion, restaurant owners who offered space and food, and the staff at the Irving Arts Center.

S.V. Acharya, President Emeritus is a constant source of inspiration, and Bala Reddy Indurti, President is a guiding force offering the right checks and balances to ensure everything is on track, Dallas-based Trustees Suresh Dalapathy, Nani Iswara for event-day assistance and Chennai team for promotional help.

NJ chapter of SN OM Trust raises \$ 55,000 for community eye care in India right on the day of its inaugural!



Sankara Nethralaya OM Trust New Jersey chapter was launched on Saturday, Sep 7, 2019 @ Royal Albert's Palace, Fords, NJ. The event was organized by Srinivas Ganagoni (Trustee of Sankara Nethralaya OM Trust). The event was supported by Lead India Foundation, Telangana American Telugu Association, and Telugu Fine Arts Society executive team. The event started with the rendering of the US and Indian

National anthems and lighting of the auspicious lamp by various leaders from all the organizations present. Dr. S. Yegnasubramanian (Chariman, HATCC) was the keynote speaker for the event and he explained the importance of the Seva and service to mankind and his association with Dr. Badrinath garu and how simple a man he is. Dr. Rajender Modi (Trustee of Sankara Nethralaya OM Trust) from New York attended the event and supported the cause. Children from the local dance schools performed classical dances and the local singers entertained the crowd with light music in Hindi, Telugu and Tamil. Nearly 350 people attended the event that raised nearly \$55000 that included 3 adopt a village programs.



SN OM Trust awarded highest ranking for non profits by USA's leading rating agency



We take great pride and pleasure in sharing that 'Charity Navigator' USA's leading assessment organization for Charitable organizations, with a mission to help donors make well informed decisions and enable well run charities to demonstrate their operational efficiency, total compliance of norms and commitment to best utilization of donor dollars, has accredited the SN OM Trust Inc USA, a leading Indian charity since 1988 and fund raising arm of Sankara Nethralaya as a 4 star charity, the highest rating for non- profits in the country.

Sankara Nethralaya partners with Google to create, validate and implement advanced vision screening algorithms



It came as a feather in the cap for an institution in the forefront of embracing medical and non medical technology and constantly improvising and innovating its ophthalmic and non ophthalmic processes to find solutions to emerging ophthalmic challenges and enhance quality, reach, speed and convenience in dispensing eye care, when Google the global technology and

communication giant engaged in the pursuit of solutions to social and humanitarian issues chose the institution as its preferred partner in developing an Algorithm to detect diabetic retinopathy, a major ophthalmic issue threatening to deprive the vision of millions around the world and macular oedema caused due to myriad contributory factors, a condition which could lead to permanent vision loss if not detected and treated early. Senior Ophthalmologists from Sankara Nethralaya provided the vital ophthalmic/biological inputs in terms of markers/indicators to the Google team who leveraged artificial intelligence, exhaustive neural networks and complex mathematical systems to develop a deep learning algorithm which can detect diabetic retinopathy and diabetic macular oedema with amazing accuracy, speed and perfection.

The algorithm was put to real time test at Sankara Nethralaya's main campus at Chennai and its findings were evaluated by a team of senior ophthalmologists. It was a moment of great jubilation for the Google-SN team involved in the exercise when the specialists adjudged the accuracy of the findings as being on par or even superior to findings by a qualified ophthalmologist.

Please click for Sundar Pichai's talk on the collaboration https://youtu.be/Mip_ymg-L-A

Vidhushi Kanyakumari concert in Washington DC on 31st Aug 2019 in support of Sankara Nethralaya



Sankara Nethralaya OM Trust, Washington DC chapter conducted a fundraiser concert by Vidushi A. Kanyakumari on Saturday, August 31 2019. For the first time in USA, The audience got to enjoy the “Thristayee” or violin trio. The 3 violins were tuned to different octaves (base, medium and high). The concert was not only a melodious treat for the rasikas but also an educative one. Violin maestro Kanyakumari took the time to explain the lyrics of some songs and ensured that the lyrics were sung by Kamalakiran Vinjamuri and Vittal Rangan who both did a splendid job of playing the violin and singing at the same time. Mr Krishna Raj Bhat, Washington DC Trustee welcomed the audience and Mrs Geetha Bhat rendered the invocation. After that Mr. S V Acharya, President Emeritus gave a brief speech on Nethralaya activities. This was followed by introduction of the artists by Mrs. Seshu Sarma, Washington DC Trustee. After a crisp opening piece of Natakurinji Varnam, the trio played Shri Ganesha Charam (Thillang) followed by one of the Pancharathna Krithis – Dhuduku Gala. Then they played an elaborate Dikshithar Krithi - Shri Vishwanath (Ragamaalika). Vidhushi Kanyakumari then asked the audience what they wanted to hear in terms of a peppy song and the unanimous choice was of course Raghuvamsa Sudha. Kadanakuthoohala raga can make even the laziest person get up and dance. At times, it appeared that the violins were going to start speaking! The rasikas were very lucky to listen to an Annamacharya Krithi in Seshadri Ragam, one of Kanyakumari’s own creations. This was followed by “Mathsya Kurma varaha” in Natakapriya ragam set to Misrajathi Ekathalam (56 beats). She spent some time elaborating on the lyrics and the thalam. Since there were many young budding musicians in the audience, they got to learn something new. The concert that had already built up momentum went on to thrill the audience further with its favorite pieces like Venkatachalanilayam, Brahmamokkate and Bhagyada Lakshmi Baaramma. It was a treat to watch Padmashri Kanyakumari flanked by 2 young artists, Vittal Rangan from India and Kamalakiran Vinjamuri from the US, play so effortlessly the whole evening. The 2 percussionists, K V Prasad and Jayant Balasubrahmanian did a very foot tapping rhythm during their Thani Avarthanam and also provided very good support to the violinists, thus making the whole concert truly enjoyable and divine. Mrs. Banu Ramakrishnan, treasurer of SN OM Trust delivered the vote of thanks and also honored the artists. The concert was very well attended by the supporters of Sankara Nethralaya and music lovers.

A champion of social causes makes a special gift to his village



Rajasekhara Reddy Aila a long time resident of Alpharetta, Georgia is a shining sample of a man whose heart beats for his homeland, a man who serves his motherland by serving social causes back home. A member of several leading service organizations, he has been in the forefront in contributing and mobilizing support to the needy through these bodies. It was a moment of crowning glory in his journey of service

when he volunteered to make a huge contribution under the 'Adopt a Village' program by supporting the Mobile Eye Surgical Camp at his beloved native village of Ilavarapalli in Chittoor District, Andhra Pradesh between the 17th to 27th August 2019. The good Samaritan did not stop with his large financial assistance towards bringing back the lost vision of his villagers through world class eye care dispensed totally cost free and right at their doorstep. He and his family members played an active role in planning and executing the MESU camp and were present throughout the camp period. While a heavy downpour posed a challenge in terms of providing shelter to the waiting patients and parking the surgical unit in a stable parking space as the earth had become loose on account of the downpour, it did not dampen the spirit of the villagers who gathered in large numbers. It was a momentous day for them as they could have their vision revived right at their village, there was a spirit of jubilation as the same was being facilitated by a son of the soil. A good number of people were screened and operated upon and the more complex cases were referred to the base hospital at Chennai. Bringing back the lost vision of the needy and reviving their self reliance, dignity and livelihood was a dream fulfilled for Rajasekar Reddy Aila, its timing came as a befitting wedding anniversary gift from a worthy son to his noble parents.



I care too! says a beneficiary to his beloved eye care institution!



Lakshmi, Orikkai Village

We have been highly touched by instances of poor patients receiving cost free eye care under our community services being touched by the gesture and becoming care givers themselves, stretching far beyond their means to help other poor patients! In the past we had a most touching instance of Lakshmi from the weakest sections of society donate the entire amount which she had painstakingly saved from her meager earnings as a daily labourer, to fulfil her life ambition of going on a pilgrimage to Tirupati, towards treating patients at the rural community camp. Lakshmi had been observing an outdoor eye camp in progress near her home, the commitment and dedication of the examining doctors and their team and the joy on the face of the beneficiaries had such a deep impact on her that she donated the entire saving. The latest to join this noble group of cost free care receivers becoming cost free care givers is Mohamed Hussain, son of Abdul Rahman an auto driver from Chennai and Zarina Begum a home maker. Hussain a lad of 15 years was grievously injured in the eye while playing a game of cricket leading to loss of vision in one eye. The family visited the Jaslok Community Ophthalmology Centre (JCOC) at Chennai where constant follow up and quality of treatment touched the parents to such an extent that his mother took a vow that she will donate his first month's salary to the JCOC if his vision is totally revived and he is able to go to work like a normal person. It was a proud moment for his family and the team treating him at Sankara Nethralaya when a beaming Hussain, now a budding software professional with IT major WIPRO Ltd walked in last month with his cheerful and overwhelmed mother to present his first salary as his contribution towards treating those who cannot afford to pay for their eye care!



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



Sankara Nethralaya OM Trust Inc.

9710 Traville Gateway Drive, No. 392, Rockville, MD 20850, Phone : (301) 529 7377

www.supportsankaranethralaya.org

Tax Exempt ID No. 52-1611548

For additional details, feel free to contact S. V. Acharya at (301) 529-7377; acharya@snomtrust.org

Bala Reddy Indurti at (770) 851-4765; brindurti@gmail.com



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
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- McGraw Hill Cos.
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- Verizon
- Northern Trust
- **Combined Federal Campaign' (CFC) by the US government**