

## Centre for Sight initiates eye donation campaign

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To create awareness amongst the people about Eye Donation, Centre For Sight came up with #NazarLagJaye Campaign



The National Eye Donation Fortnight is celebrated every year from 25th August to 8th September. The celebration of the great campaign is going through very well in order to promote the eye donation process as well as to put forth the significant message to the people for being the special part of eye donation or eye pledging for giving normal life to the common public.

To create awareness amongst the people about Eye Donation, Centre For Sight came up with #NazarLagJaye Campaign. In India, Nazar Lag jana is considered as a negative phrase and every Indian comes across this term whenever something bad happens.

Centre For Sight wanted to change the outlook to this phrase in a positive manner. Hence the campaign #NazarLagJaye was launched this year by CFS, communicating that 12 Million Blind People are waiting and praying that “Unhe kisi ki Nazar Lag Jaye”

Eye donation allows each one a chance to perform social good. It costs us nothing and makes no demand on our time. Our eyes, that we burn or bury after death, can be recycled into priceless gift of vision for millions of our corneally blind citizens.

Keeping this in mind, CFS inceptioned a campaign to raise awareness around Eye Donation and increase the willingness of people to donate eyes. Anyone can be a donor, irrespective of age, sex, blood group or religion. In the end it's all about

making someone's future brighter with your eyes.

From each pair of donated eyes, two blind people will get vision and light into their life, thus making it more divine. Donated eyes can be also used to restore the vision of people who are suffering from corneal blindness.

The other portions of the eye can be used to develop cures for some of the common eye diseases for research and training purposes. Preferably to complete the procedure within 6-8 hours after death. Trained staff will come and perform the procedure, which takes only 15-20 minutes. No damage would be caused during the procedure.