

## Ramdas Athawale unveils Nayati Organ Donation (NOD) program

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**Robust grass-roots level awareness program by Nayati Healthcare to educate the masses on organ donation**



Nayati Healthcare launched the Nayati Organ Donation (NOD) program, an initiative to educate and raise awareness around the importance of saving lives, by pledging organs. The program aims at reaching out to over 1 million people at the grass-roots level in a period of two years. Honorable Minister of State for Social Justice and Empowerment, Mr Ramdas Athawale unveiled the program, in presence of Members of Rotary Club and Organ Donation India Foundation.

Honorable Minister of State for Social Justice and Empowerment, Mr Ramdas Athawale speaking in his poetic demeanour, lauded Nayati's efforts of taking quality healthcare closer to people.

He said "I am happy to be part of the Nayati Organ Donation (NOD) program, I am sure through the initiative, Nayati will reach out to people across different sections of the society, educate and empower them to participate in the noble cause and thus strengthen the nation."

Talking about the initiative, Ms Niira Radia, Chairperson of Nayati Healthcare said "The Nayati Organ Donation (NOD) program is an initiative very close to my heart. Every day we witness precious lives being lost for the need of organs, the situation is more acute in this region where people struggle with chronic organ diseases, and most of the times are not even aware of the magnitude of their condition."

"Nayati Healthcare performed the first kidney transplant in the region. We have been relentlessly working towards making transplant treatment services within the reach of the masses and will soon be launching our heart and lung transplant program. India is witness to huge disparity between the number of transplants awaited, and the organs available. In 2017, 4 lakh people pledged, out of which only 13,000 people donated their organs. The condition is no different for blood donation where India faced a shortage of 1.9 million units in 2016-2017. The need of the hour is for us to adopt the 'opt-out' scheme, thus raise organ donation rates."

She further added, "The idea behind the Nayati Organ Donation (NOD) initiative is to bring about a change in the perceptions

and foster a culture of organ donation. Each one of can save upto eight lives and that is the best legacy for us to leave behind. I would like to express my sincere gratitude towards Shri Ramdas Athawale Ji for extending his support to the cause. A simple NOD can go a long way in saving lives.”

Nayati Healthcare plans to connect with over 1 million people in the next two years through a multilayered approach.