

Fortis Hospital, Mumbai, joins hands with Mumbaikars for the #MoreToGive campaign to build awareness about Organ Donation

~ Padmashree Awardee **Dhanraj Pillay** and actress **Richa Chadda**, AdGuru **Pralhad Kakkar** lent support for the cause ~

~ This year's campaign aims to generate 10,000+ pledges to help patients with end-stage organ failure ~

Mumbai, 6th August, 2018: Every year over 5 lakh Indians lose their lives waiting for an organ. According to the 2017 data, over 800+ organ donations have taken place which represents only 0.8 people per million individuals donated organs. In order to address this concern, the team at Fortis Hospitals, Mumbai hosted the **#MoreToGive** initiative at Phoenix Market City, Kurla, today. In its 4th year now, the **#MoreToGive** campaign focused on raising awareness and drawing in organ donation pledges. **Padmashree Awardee, Dhanraj Pillay former Captain of the Indian national Hockey team, Actress Richa Chadda, AdGuru Pralhad Kakkar** supported the initiative along with the medical and non-medical teams from Fortis Hospitals, Mumbai.

This year the aim is to garner over 10,000+ Organ Donation pledges in order to aid patients with end-stage organ failure, across the country. As key drivers in the space of organ donation in the country, Fortis Hospitals Mumbai hosted this initiative in association with **Organ Receiving and Giving Awareness Network (ORGAN) & MOHAM Foundation**. Donor **Mrs Chitra Bhandankar's** daughters and donor **Mrs. Uma Dhamnaskar's** family also lent their support, along with heart recipient **Mr. Narendra Vishwakarma**.

At the event, medical and non-medical teams working to enable organ donation and transplant, engaged the audience about this cause that would give a second life to hundreds of patients with end-stage organ failure. An artist presented artwork depicting Organ Donation; a Pledge-o-meter was installed at the event, that counted pledges live. There was also a street play on organ donation, which involved a **#MoreToGive** challenge where audiences were encouraged to pledge their support to the campaign and by nominating a few (at least five) of their friends/ colleagues/ family to follow suit. The initiative was also boosted by social influencers who further raised awareness about the cause. The campaign generated over 479 Organ Donation Pledges, in a single day.

Speaking at the Organ Donation Campaign, **Dr S. Narayani, Zonal Director, Fortis Hospital, Mulund**, said, *"The 'MoreToGive' initiative has helped us garner 479 pledges in just one day, and the numbers are growing rapidly as the initiative is being driven across the country. Pledging and consenting for organ donation, and progressive step towards helping patients in need of donor organs; without this, cadaveric organ transplants would be impossible"*.

Talking about this initiative, **Dr Bipin Chevale, Zonal Director at S. L Raheja Hospital – A Fortis Associate** added that, *"We are happy to see so many Mumbaikars coming forth to pledge their support towards the cause of organ donation. Such initiatives will help to drive systemic change in the perception of the people towards organ donation, aiding increases in lifesaving transplants."*

About Fortis Healthcare Limited:

Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and

day care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 34 healthcare facilities (including projects under development), approximately 10,000 potential beds and 374

diagnostic centres.

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