

SWETCHA GORA EYE BANK

Established by VASAVYA MAHILA MANDALI

Life Member
EYE BANK ASSOCIATION OF INDIA

Membership No. Inst - L - 763



Record Holder
India Book of Records



for giving sight to 850 corneal blind people

VASAVYA NURSING HOME

Benz Circle, Vijayawada-520 010

Andhra Pradesh, INDIA

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SWETCHA GORA



*She closed her Eyes
to give Sight to Blind*

**Her dream became reality
&
SWETCHA GORA EYE BANK
Started in September, 1995**

- ❖ Swetcha Gora Eye Bank was established in September 1995 by Vasavya Mahila Mandali, a voluntary organisation striving hard for the women welfare in the society.
- ❖ Swetcha Gora Eye Bank - Non-Institutional Based and organised by Women Service Organisation.
- ❖ Swetcha Gora Eye Bank is a Life Member of Eye Bank Association of India. (Membership No.Inst - L - 763)

- ❖ Swetcha Gora Eye Bank is one of the Top Ten Eye Banks in India.



- ❖ Swetcha Gora Eye Bank is one of the 3 Eye Banks in Andhra Pradesh which was granted permission by Government of Andhra Pradesh to collect Eye Balls from the Deceased Donors of Government General Hospital, Vijayawada through Hospital Cornea Retrieval Programme.

- ❖ Swetcha Gora Eye Bank so far procured 2300 eye balls.

- ❖ 850 blind persons got sight through Swetcha Gora Eye Bank.

- ❖ Swetcha Gora Eye Bank so far has collected more than 2,00,000 pledge forms.

- ❖ Sri Nara Chandra Babu Naidu, Hon'ble Ex-Chief Minister of Andhra Pradesh, Smt V Rama Devi, Governor of Himachal Pradesh, MPs, MLAs and many VIPs pledged their eyes to Swetcha Gora Eye Bank



- ❖ Swetcha Gora Eye Bank in promotion of Eye Donation is conducting Eye Donation Awareness Programmes at Schools, Colleges, Corporate Hospitals, Voluntary Organisations through Public Meetings, Rallies, etc.



- ❖ Methodology for Promotion of Eye Donation

1. Grief Counsellors
2. Pamphlets
3. Posters
4. Lectures
5. Rallies
6. Eye Donation Awareness Fortnight Celebrations
7. Pledge Forms-Individual & Family
8. Appreciation Certificates
9. Various Eye Donation Awareness Programmes

The image shows two main pieces of promotional material. On the left is a yellow poster for 'స్వేచ్ఛా గోరా బాబు యాంకు' (Swetcha Gora Babu Yanku), featuring a portrait of a woman and text in Telugu. On the right is a red and white pledge form titled 'నేత్రదానం ప్రకటన' (Eye Donation Declaration) and 'నేత్రదానం యాంకు' (Eye Donation Yanku), with fields for name, address, and contact information.



❖ Local Ophthalmologists are offering their services to Swetcha Gora Eye Bank. They are doing cornea grafting surgeries, examining the blind people in Eye Checkup Camps and participating in Eye Donation Awareness programmes.



❖ Swetcha Gora Eye Bank is proud for the excellent support getting from the Print Media, Electronic Media, All India Radio and Voluntary Organisations.



STRUCTURE OF SWETCHA GORA EYE BANK

President

Smt. CHENNUPATI VIDYA, EX-M.P

Secretary

Smt. G. RASHMI

Executive Director

Dr. G. SAMARAM, M.B.B.S.

Medical Director

Dr. Ch. MANOHAR, M.B.B.S., D.O. FVRS

HONORARY OPHTHALMIC DOCTORS

Dr. A. SRINIVAS

Dr. K. SIVARAMA KRISHNA

Dr. M.N. RAJU

Dr. P.PRABHAKARA SASTRY

Dr. Ch. MANOHAR

Dr. V. LAKSHMIPATHI

Dr. K. VIJAYA SEKHAR

Dr. K.CHAKRAVARTHY

Dr. V. HARITHA

Manager : **Mr. D. RAVI KUMAR**

TECHNICAL ASSISTANTS

Lab Tests : **Mr. R. SADIK**, M.Sc. Bio-Chem

Cornea Collection : **Mr. P. HARI, Mr. K. PURNA P. NARASIMHA, Mr. P. BHASKAR**

**DONATE YOUR EYES
GIVE SIGHT TO THE BLIND**