

“Mumbai CSMT bathed in Green”

A Tribute to Organ Donors and their Families on National Organ Donation Day.

Mumbai, 28th November 2018

The iconic century-old **Chhatrapati Shivaji Terminus Mumbai (CSTM)** railway station (UNESCO World Heritage Site), was illuminated in Bright Green on National Organ Donation Day, 27th November 2018, to highlight the cause of organ donation that is conventionally represented by a Green ribbon. It symbolises hope for all those waiting for a second chance at life through transplantation. It reminds us of the men, women and children who have died waiting for a life-saving organ. Most importantly, it conveys our gratitude to Organ Donors and their families for giving the supreme gift of all – the gift of life.

This initiative has been undertaken by SBI Foundation and MOHAN Foundation who have partnered with each other through the **project “Gift Hope, Gift Life”**.

Presently more than **a million Indians** suffering from **end-stage organ failure** and less than **10%** are able to get timely help. In Maharashtra alone, there are **more than 5000** people on waiting list, waiting to receive an organ, while around 300 lives were saved in 2017 through deceased donor transplantation. One of the main reasons for the long wait on the waiting list to receive a life-saving organ is attributed to lack of awareness that organ donation is possible after brain death, even though public awareness levels have been improving over the years.

#LiveTwice: Be an Organ Donor is a campaign launched by **SBI Foundation** which aims to raise the awareness about Organ Donation and in-turn to urge them to consider signing up for Organ Donation online at **www.sbif.organdonor.in** or for any queries, call at **1800 103 7100** (toll-free). An information booth was placed inside the UNESCO World Heritage site which sees an average footfall of around 6.3 lakh passengers per day.

Given the fact that India has an abysmal organ donation rate of 0.8 per million population, ranking amongst the lowest in the world, there is a greater need for sensitizing the public and importantly, encourage them to have a discussion with their loved ones about their wish.



Picture: Mumbai CSMT in Green colour on 27th Nov. 2018



Picture 2: Media Coverage of #LiveTwice Campaign: Green CSMT in Free Press Journal and my medical mantra.