



GREEN LIFE
ORGAN DONATION
CAMPAIGN





WHAT IS **GREEN LIFE** ORGAN DONATION CAMPAIGN?

The **Green Life Organ Donation Campaign** is a comprehensive awareness project aimed at educating and informing the public about the importance of deceased organ donation. The campaign focuses on creating awareness and clarifying misconceptions surrounding deceased organ donation. The campaign strives to inspire and encourage individuals to register as organ donors by highlighting the significance and nobility of deceased organ donation.



WHY DO YOU NEED GREEN LIFE CAMPAIGN

- Millions of people need organ transplantation in the world.
- Thousands of people die daily due to organ unavailability.
- Every 5 minutes, one new person joins the transplant waiting list.
- Majority of the population support deceased organ donation, but unfortunately only very few register due to lack of awareness.



OBJECTIVES

Creating **Organ Donation Culture in the country**

Green Life raises awareness and promotes a culture of deceased organ donation to save lives, addressing the shortage of organs and accelerating progress towards this crucial goal.

Creating **Awareness about Brain Death** **among common people**

Understanding brain death empowers informed decisions. Our workshops create an environment where individuals embrace deceased organ donation.





OBJECTIVES

Creating

National Harmony in the country

Deceased Organ donation, supported by Green Life, propels the path towards a more connected and harmonious society.

Creating

Substantial Growth in the Organ Transplantation Program

Increased organ donations accelerate the growth of the transplantation sector, expanding life-saving treatments and healthcare outcomes.

TARGETED SECTORS



Educational Sector

Through targeted workshops, we empower a selected group of students and teachers to become “Green Life Ambassadors”, fostering deceased organ donation awareness and increasing donor numbers among future generations.

Industrial Sector

Our team conducts informative workshops in public and private sector companies and labor camps, encouraging participants to register as deceased organ donors.

Healthcare Sector

Through our hospital workshops, we empower healthcare professionals to utilize their expertise in educating the public about organ donation, creating a powerful impact.

Community Sector

We conduct awareness programs in diverse community organizations to reach a wider audience and inspire more registrations as deceased organ donors.

HOW TO BE AN ORGAN DONOR

Mobile App or Website

Register as a deceased organ donor conveniently through the Mobile App of the Transplant Society or the Green Life Mobile App or website. Digital Donor Card would be provided to all registered individuals.

Green Life Activities

Green Life organizes captivating competitions and activities to promote deceased organ donation, encouraging participants to register as donors and fostering greater understanding and support in the community.



HOW TO BE AN ORGAN DONOR

Driving License Application

A checkbox question can be included in the driving license application, allowing individuals to express their support conveniently.

Campaigns in Different Sectors

Green Life engages with the public in various sectors, addressing doubts about organ donation and brain death. We emphasize on the nobility of deceased organ donation and the importance of registration.





THE ACTIVITIES

Mega Quiz – “Gift for a Life” (for all with donor cards)

The "Gift for a Life" is an engaging quiz competition for registered deceased organ donors above the age of 20, promoting awareness and knowledge of organ donation.

Painting Competition – “Sketch for a Life” (for students)

The "Sketch for a Life" is an art competition on deceased organ donation for students from LKG to Grade 12, supported by school principals and teachers. It can be used as an opportunity to aim for a world record.

Elocution Competition – “Speak for a Life” (for students)

The "Speak for a Life" is a school-wide elocution competition where students deliver speeches on deceased organ donation. Held on the same day in every class, it ensures that every student in the school, listens to at least 5 speeches in a day about organ donation.



THE ACTIVITIES

Marathon – “Run for a Life” (for all residents)

The "Run for a Life", a marathon, organized in collaboration with sports clubs, welcomes participants from all age groups. We aim to have Cristiano Ronaldo inaugurate the event, inspiring greater participation and setting a world record for promoting deceased organ donation.

Human Chain – “Stand for a Life” (for all residents)

The "Stand for a Life", a human chain event brings together students, teachers, and residents to support deceased organ donation. The event aims to involve ministers, dignitaries, and celebrities, and has the potential to set a world record for the longest human chain promoting the cause.

Award Night – “Green Life Award Nite” (for all residents)

The "Green Life Award Night" celebrates competition winners and honors deceased organ donor families, with renowned celebrities adding glamour to the event. It features cultural programs, music and dance, creating a vibrant and memorable atmosphere.



HIGHLIGHTS

- Fr. Chiramel's kidney donation in 2009 marked the start of his organ donation awareness mission.
- Four statewide campaigns were conducted by Fr. Chiramel in Kerala, inaugurated by the late President of India Dr. APJ Abdul Kalam, resulting in the collection of one million signed consent letters.
- A Kerala village, named Pootharakkal in Trichur district achieved complete literacy in organ donation, with all residents giving consent forms, setting a record in the Limca book of records.
- Fr. Chiramel embarked upon a daring skydiving event of 15,000 Ft, in Lancaster – to raise funds for kidney patients, for the organization “Kidneys for Life” in UK – He became the first person to accomplish a skydiving act with just one kidney and set a record in the Limca book of records.



HIGHLIGHTS

- He has worked in association with NOTTO (National Organ and Tissue Transplant Organization – Government of India) as organ donation ambassador and is an honorary member of the National Kidney Foundation, USA - the first Indian to have got this privilege.
- Organ donation awareness campaigns have been successfully conducted by Fr. Chiramel, in the USA, the UK and Hong Kong.
- Green Life was formed, drawing upon Fr. Chiramel's 14 years of experience and expertise as an organ donation ambassador.
- Green Life is currently being implemented in Kuwait with the support of Kuwait Transplant Society and its president Dr. Mustafa Al-Mousawi.





GREEN LIFE

AN INITIATIVE BY FR. DAVIS CHIRAMEL

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