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EMPOWERING TIMES



THINKING ALOUD

A Gift Like No Other
Jay



PODIUM

Anita Kulkarni Puranik
Founder and CEO
Metamagics



WE RECOMMEND

Alibaba: The House That Jack Ma Built
Duncan Clark



WONDER WOMEN

Avani Shroff
Founder - Six Hats Online Solutions
Pvt. Ltd., Pune



Dear Reader,

Years ago Indian television ran a famous advertisement where actress Aishwarya Rai pledged to donate her eyes after her death. This noble thought, is now followed by many famous personalities. Despite this, question the common man and the thought of donating organs always sends shivers down their spines. One would agree that this is a noble way of gifting life after losing a loved one. However, you might be surprised that there is a large proportion of the populace who are yet to accept this as a good deed.

India has a long way to go to address the stigma attached with donating organs. Many NGOs are joining hands to address the various operational challenges and notions associated with Organ Donations. Countries are slowly opening up to the idea of streamlining this process and are launching campaigns aimed at breaking the social stigma associated with such a practice.

To give life after death is a blessing! This month **ET** delves into the **Importance of Organ Donations**.

In the **Thinking Aloud** section, **Jay** examines the Indian scenario when it comes to Organ Donations and the various aspects associated with this cause. He encourages readers to be an active participant to help save lives.

On the **Podium**, CEO of Metamagics Computing, **Anita Puranik** explains the challenges and concerns of donating organs and saving lives in India and how her firm aims to bridge gaps in the organ transplant ecosystem.

Meeta reviews Duncan Clark's **Alibaba: The House That Jack Ma Built** which takes us through Jack Ma's entrepreneurial journey, thoughts on the Chinese economy and the plans Ma mulls for the future, in the **We Recommend** section.

FIGURES OF SPEECH



In the **Wonder Women** segment, we feature **Avani Shroff**, Founder of Pune based Six Hats Online Solutions Pvt. Ltd, who has been instrumental in setting up portals for home based firms and eventually managing these sites for them. She has also created a revolutionary marketplace for home based sellers named Gharobar.com.

In **Figures of Speech**, **Vikram's** toon encourages readers to donate organs!

As we start 2018, team ELS would like to wish our readers a **Happy New Year!**

As always, we value your opinion, so do let us know how you liked this issue. To visit our previous issues you can visit the Resources section on the website or simply [Click Here](#). You can also follow us on [Facebook](#), [Twitter](#), [LinkedIn](#) & [Google+](#) - where you can join our community to continue the dialogue with us!

THINKING ALOUD

A Gift Like No Other

- Jay

August 13th every year is a special day - but not celebrated enough. It is the Indian Organ Donation Day. In a country with festivals galore, this is one occasion that needs more attention.

Check out the landscape: estimates indicate that in India about 5 lakh people die annually due to the unfortunate lack of Organ donors. Of these, about 2 lakh persons are awaiting liver donors, 1.50 lakh people are suffering from kidney complications necessitating a transplant, at least a lakh are eagerly looking for succour as they are victims of blindness and 50 thousand are victims of heart ailments, seeking transplant. What makes this scenario dismal is that despite our gargantuan population of over 1.2 billion, there are only about 0.08 organ donors per million population (PMP). Compare this with numbers from some other nations: ranging from 10 (for United

States, Germany, etc.) to 40 PMP (for Belgium, Singapore, Spain, etc.).

This translates into an enormous tragedy for those in acute need of organ transplant in India, as it is generally accepted that one donor can save up to 8 or 9 lives.

First, it is important to understand that organ donors are of two kinds: Living donors and Deceased Cadaver Donors. The first category refers to people who contribute their organ when alive - typically these are for organs like kidney, liver, etc. The second case arises only after the donor has deceased (including a medical situation called 'Brain Dead'). This is what causes more consternation & becomes a social challenge.

What causes this anomaly? As always, there are many factors that have contributed to this situation. Let us examine a few of the major reasons, broadly classified as Individual and Structural.

The chief Individual factor is ignorance in the populace. There are various myths associated with such donation. In fact, most religions do not frown upon the practice of donation, and actually encourage it. Yet, few have taken the lead to actively step up and create a positive drive in their followers to become active donors. In a country where large masses are easily swayed by religious leaders & godmen, consider how these opinion makers could have become a force for good.

This is very relevant because there are two key parties involved in any donation process. The first is the donor himself who pledges his organs, and the second is the family who actually ensure that the donor's wishes are respected, after he passes away. If the latter has emotional misgivings when the time comes for action, then too the outcome is a lost opportunity - and worse, many lives get snuffed out due to inaction.

Further, there is a mistaken belief that the body is disfigured during the donation process. This is an important myth to bust: few understand that medical procedures are carefully executed so that the donors are carefully managed so that their body is well-preserved for their last rites.

The Structural gaps also need addressing. First, the Indian system requires 'Family Consent' as mentioned earlier. Contrast this with nations having the 'Presumed Consent' model (for instance in Singapore, Spain, etc.) where

donors have to 'opt out' from the default situation where organ donations are automatic.

Another element here is the need for speed in processing when a donor does become available. While there can be no short-cuts (to prevent illegal organ trade which has raised its ugly head in many instances), the absence of qualified staff and insufficient or lack of physical facilities for organ preservation is also a problem.

Lest I seem to present too dark a picture (and, yes, there is much to be done), there are a few silver linings. Government records indicate that organ transplants have risen over the years, reflected in a growing number of NGOs who have taken up this cause. The rise of social media has also benefitted those in need as the virtual voices gather in louder decibels whenever an acute case becomes known. Further, social media can also be harnessed to generate awareness to help those who are not so lucky to either have funds or friends when emergencies arise.

Besides, the medical world can also do more. Having better software to track cases of donors (during & post surgeries), and using the Cloud to store and share information with the larger ecosystem can go a longer way in offering hope to those in despair.

The government has taken steps too, putting in place regulatory mechanism - some States (like Tamil Nadu) being better than others. For instance, 'Brain Dead' is a legal position as per The Transplantation of Human Organs Act (THOA), 1994, and becomes the basis for positive actions that can be taken (with due safeguards).

What is most crucial is that we create greater awareness in all the circles that we are in touch with - starting now! So, here is your call for action - a gift from you to someone else, a gift of life: sign up to become a donor and talk to your family to share your reasons & convince them to support you when the time comes. While there are various organizations to contact, here's one for you: www.shatayu.org.in

Become an active participant - and save lives!

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PODIUM

Interview with Anita Kulkarni Puranik Founder and CEO, Metamagics



Anita founded Metamagics in 2008 with an idea of solving some long pending problems in the computing industry. She zeroed down on problems surrounding complex and ad-hoc nature of data even before big data and data science became industry catch words. Metamagics has created a (patent pending) solution for data analytics. She has steered Metamagics from a deep R&D and technology company to launch two much appreciated products. GridSense is a platform for automated analytics. GridSense Health is a platform serving the entire organ transplant care ecosystem through its specialized offerings targeted at different stakeholders from patients to transplant centers to state agencies responsible for managing the organ donation and patient registry.

A personal encounter with liver transplantation led her to take a deep dive in healthcare and as a result she oriented Metamagics to create solutions for managing all aspects of organ transplant care, from the regulatory and compliance to patient care.

Anita holds a Masters in Economics from the Pune University and Computer Science from Punjab University.

ET: What is the current organ donation scenario in India and where does India stand in comparison to other developed countries?

AP: There is no single source of data on the status of organ donation in India. The number of deceased donations per million population is believed to be 0.8 persons. Within the country, there is great disparity; the southern states Tamil Nadu, Telangana, Kerala, Karnataka and Maharashtra account for 80% of the donations. Globally the

rate of donation per million population is 26. Countries like Spain and Croatia have achieved a rate close to 40 per million population. The stellar success that states like Maharashtra has achieved is due to the drive undertaken by the institutions responsible for organ donations, increasing awareness among the people, working with the governments to break down infrastructure and policy barriers and creating a positive campaign. However, unlike the public perception about the drive for organ donations, what is really important is to create awareness about brain death.

ET: What are the challenges and concerns of donating organs and saving lives in India?

AP: Between brain death and a normal death there is a big question mark and not everyone can take that decision to convert a brain death to a death. It is an emotionally loaded decision. However relatives, parents and siblings and children are now making those difficult choices.

The biggest challenge is lack of awareness and information. It is important to spot the possibility of a brain death in an ICU and to move the patient in time to a hospital that is authorized for organ retrieval. Not all hospitals are authorized to retrieve organs. There are legal, ethical and human aspects to this. Given the length and breadth of the country, lack of fast transit, air taxis being so prohibitively expensive, ensuring timely movement of the organ at the required recipient location is a big challenge.

Recently, the courts in Maharashtra have ruled that any hospital could retrieve organs. However, it is still a question of accessibility. Organ retrieval is a highly specialized task and needs specialist retrieving teams. Transporting the organ from remote places to the transplant centers poses many challenges.

We do not even have reliable data on the total number of brain deaths in the country and then to zero down on the causes of why these could not be converted into successful organ donations is a big challenge. It is at the ICU, where a possible donor has lost the battle of life, that the donation efforts have to start.

Yet another big challenge is the lack of a nationwide real time network of information to spot a donor as well as a willing and ready recipient.

There is no nationwide registry of patients waiting for a new organ. An individual has to go and get registered

from place to place in order to optimize the chances of getting an organ before it is too late. This makes it difficult to get accurate data on the recipient population. Even states where there are NGOs responsible for managing the deceased donation program, work from manual paper based systems, which is a major handicap in case of deceased donations as time is a critical success factor. An organ has a very short life of 5 to 8 hours once retrieved from the donor. There are many decisions to be made in that short window, allocating the organ to the most deserving and needy patient, ensuring the right tissue level match (HLA typing) and getting the recipient to reach the transplant center in time are all fraught with many challenges.

ET: What is the state of Organ transplant surgery in India? Do we offer the latest and best techniques or is it still preferable to go abroad for a transplant?

AP: We have a very thriving transplant program in this country with outcomes comparable with the best in the world. In fact in living liver transplants, India stands second only to Korea.

An organ transplant recipient is a patient for life and needs to be closely monitored for well-functioning of the organ as well as the side effects of the immune suppression which is mandatory for a transplant patient. It is therefore important to remain in close contact with the transplant surgeon even after the surgery is over and a patient is discharged. Hence, going abroad is not really necessary when you could get the best of the transplant surgeons here in India who have had the benefit of being part of globally recognized transplant schools and also have pioneered many best practices local to Indian situations. I can say this also from a personal experience as my husband underwent a liver transplant surgery in India three years back and we are grateful to the transplant ecosystem in India.

ET: Has technology helped in the way that stakeholders (especially doctors and patients) in the organ donation realm are connected? Please elaborate.

AP: The transplant care in India (and world over) is arranged in a hub and spoke manner. The expertise and infrastructure required for an organ transplant is very sophisticated and expensive. Hence, transplant care is concentrated in a very few tertiary hospitals. Patients have to leave their home towns to get the transplant treatment.

While the technology adoption is quite well as far as the transplant surgery goes, the IT penetration in patient care is almost non-existent. Organ transplantation is an end stage intervention. So when the patient is referred for an organ transplant, a patient is already very ill for a long time, sometimes 3 to 4 years. The time patients spend on waiting lists is also very high, especially if there are no living donors. For kidney and liver, living donations is a possibility. For other organs such as lungs, heart, hands and pancreas, the patient is vulnerable to the chance of a deceased donor being available in time. The mortality on the waiting list is very high. Technology will go a long way in helping doctors better manage a patient on the waiting list. There are no automated systems for keeping track of a patient's health, short term complications, post-transplant recovery charts and long term outcomes is almost non-existent.

Also Artificial Intelligence (AI) and machine learning can play a big role here. Almost all patients listed for organ transplant do undergo frequent blood tests and other diagnostic investigations. If patient data is diligently tracked, it is possible to develop an early warning mechanism so that a patient can be mobilized well in time to a hospital or be moved closer to the transplant center.

Similarly, a transplanted patient needs lifelong care and serious medical attention. Patients have to follow a very structured regime of labs tests, exercise, diet and medication. As the patient goes home, the communication between the patient and the transplant center is through ad-hoc means such as e-mails, Whatsapp, phone calls and SMS. There is no well-defined and well governed platform for patient engagement anywhere in the country. A patient may suffer an adverse event related to, or maybe not related to the organ transplant, but the transplant surgeon needs to be aware of all that is happening to the patient. This is also to ensure that there are no new complications that may potentially be a cause of rejection of the newly implanted organ.

ET: Can you please tell us something about your company, Metamagics Computing, and the strides of the firm under your leadership?

AP: Metamagics is a software R&D company and we have created a unique (patent pending) platform for data analytics. This is known as GridSense (www.gridsense.in)

But more interestingly, what we have done is leveraged this data platform to create a platform dedicated for organ transplant care. Using our dynamic and semantic technology, we have been able to quickly configure a

tailor-made solution for the needs of each organ specific transplant care. This platform www.gridsensehealth.com is the first of its kind in India and certainly very innovative compared to offerings elsewhere in the world in delivering transplant care on the web and using mobile apps.

We have created a very specialized HER/EMR for organ transplantation, however we have not stopped just there. We have evolved recovery signatures specific to the organ and etiology of the disease. We have automated the complex workflows to proactively deliver patient care. Most importantly, we have created a platform that ensures better adherence. The transplant process is a highly specialized healthcare delivery service and requires significant participation of the patient and a high level of participation of the patient's support group in completing the process. For every patient, living donor or organ recipient, it is important to be educated on the process and the expected outcomes. Using our app, the patient can stay on top of things and take better care of their condition. From pre-transplant disease progression to post transplant daily monitoring, all home generated data goes back into the transplant centers centralized repository, opening up the real possibility of applying machine learning and AI in transplant care.

Transplant surgeons are very highly trained doctors and there are far and few of them. For want of automated data systems they are forced to rely on their memory while attending to a patient. Human errors do occur and it is time that technology is put to use to assist the doctors.

Getting a new organ from a living donor or from a deceased donor is a landmark in a patient's life; technology should make it easy for the doctors and the patients to keep the organ in healthy condition and better manage long term side effects of post-transplant medication.

Metamagics has also taken lead in creating a solution for managing transplant patient registry. Using our digital platform coordinating agencies at state level, we are able to automate the entire listing and allocation process. Having the live data in the cloud now paves way to perform mortality on wait list analysis. As the state ministry has created a national (NOTTO) and region (ROTTTO) level nodal agencies to better coordinate the organ transplantation in India, we believe that we are pioneering the culture of data driven insights which bring in transparency and responsiveness and a sense of urgency in the system.

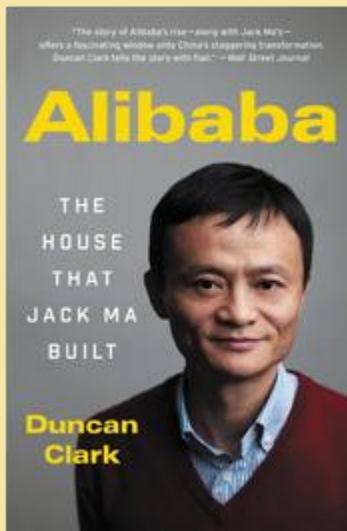
We cater to the entire transplant ecosystem in India and are also now poised to take our solution global.

WE RECOMMEND

Alibaba: The House That Jack Ma Built

- Duncan Clark

- Reviewed by Meeta Lee



Having read "Alibaba - Changing the face of Global Business" by Porter Erisman and "Alibaba: The House That Jack Ma Built" by Duncan Clark, one cannot miss that Clark, a technological and financial expert, is able to bring out clear and current views not only on Jack Ma's journey from the beginning till present day but also views on the Chinese economy. Clark, who is a former Morgan Stanley investment banker, with over 20 years work experience in China, focuses less on the personal and more on the business environment that both hindered and helped Alibaba's leaders create their empire.

Clark's admiration of Ma is very evident as he describes how a "meeting (and a selfie) with Jack is coveted by Presidents, Prime Ministers and Princes, CEOs, entrepreneurs, investors and movie stars. Jack regularly shares the stage with the world's political and corporate elite. A masterful public speaker, more often than not he outshines them".

The famous "beer" search story is what led to the birth of Chinapages.com in 1995. Though the website did fine, there were financial issues and eventually a state-owned enterprise, Zhejiang Telecom, took over the company. Ma had to move back to Beijing to take up a job in the Ministry of Foreign Trade and Economic Cooperation,

where he built trade websites for the government. Red tape did not make him happy so in 1999, Ma left the ministry to start his new Internet venture, Alibaba, which today is one of the world's largest e-commerce companies.

Comparing Alibaba to Amazon, Duncan educates the readers on how Alibaba works on a marketplace model not investing in warehouses. The early funding stories from Morgan Stanley and SoftBank are also an interesting read. Jack Ma's iron triangle strategy (e-commerce, logistics and payment), is an interesting concept to understand the success of Alibaba because during the 1990s, e-commerce, logistics and payment methods were non-existent in China and how there was no concept of customer service. All this made it very challenging for Ma to build an e-commerce industry in China.

One of the other many interesting stories in this book is about how Alibaba proposed an e-commerce deal with China's state-owned China Post which got turned down and resulted in private courier firms coming up across the country. Another such interesting story is about the struggle between Alibaba and the e-commerce titans, eBay and Yahoo, for profitability and marketplace saturation in China.

The last two chapters of the book are a peek in the future. Jack has recognized the importance of mobile utility and how his arch-rival Tencent's WeChat has completely conquered the consumer environment (nearly one billion people) with a one-stop user interface that includes payment. Alibaba tried to launch a competing product but were too late to market. According to Duncan, Jack is already the standard-bearer for China's consumer and entrepreneurial revolution and is currently advancing on new fronts such as finance and media and wading into deeper waters.

And though we all are aware that China's e-commerce environment overall is facing some existential challenges, one thing is certain: e-commerce has forever changed shopping in China, and with breath-taking speed.

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WONDER WOMEN

Avani Shroff

Founder - Six Hats Online Solutions Pvt. Ltd., Pune



Meet Avani Shroff, the brainchild behind Pune based Six Hats Online Solutions Pvt. Ltd. Avani wanted to build a company that would make a positive difference to people's lives using technology.

With this idea in mind, Avani and her good friend, Rashmi Maheshwari established Six Hats Online Solutions Pvt. Ltd. in the year 2015. Six Hats Online Solutions Pvt. Ltd. is about building portals for individuals or businesses, creating a sustainable business model and successfully operating these online portals. They visited more than a hundred home based sellers to learn about their businesses and pain points, which added a lot of depth to their understanding of small businesses. This in turn had helped in building and evolving their portal to meet demands.

Avani launched her own portal gharobar.com, a revolutionary marketplace for home based sellers in August 2016. Gharobar.com is not just a "marketplace" for home based sellers to sell their products online, but it is a support-system that helps with expanding their market, facilitating payments and door-step shipments with feasible and economically viable options. Over 5,000 products are sold through the portal.

Like most start-ups, her original plan got scrapped twice! Avani's first plan was built with a view of what their customers needed. After interacting with several customers, she built another model which was more suited to the customer's needs. In her view, staying flexible, learning, adapting to the dynamics of the market and evolving with the changing needs of customers were important success factors. She found herself dealing more with

external challenges than business challenges. One of the main challenges for Avani was to balance the exacting demands of being a mother to young children and a mother to a start-up, both at the same time!

Her future plans include having 400,000 sellers successfully netting in profits through gharobar.com. Their short term goals and strategies include achieving a 30% growth year-on-year, building a Seller App, upgrading their current website, reaching a wider audience through social media campaigns, flea markets and corporate tie-ups.

Her well-oiled support system, which includes her in-laws, supportive children and her husband, helps her to achieve her entrepreneurial dream. Avani is of the opinion that women themselves are the biggest challenge. Her advice to budding women entrepreneurs is to dream big, be assertive and build a reliable support system.

To know more, please visit www.sixhats.co.in

For her initiatives, Avani deserves a Standing Ovation!

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THROUGH THE LENS



This month, wildlife photographer, **Rupesh Balsara**, takes us to Gujarat's little desert located near the Great Rann of the Kutch district where he spots the *Common Kestrel*, a category of the Falcon family. Also known as the *European Kestrel*, it is a migratory falcon of Gujarat and is sighted from Rajasthan to Andhra Pradesh.

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