



Operation **ASHA**

**FIGHTING
TUBERCULOSIS
WORLDWIDE**

www.opasha.org

Operation ASHA (ASHA = hope in Hindi) is a nonprofit working toward eliminating tuberculosis (TB), a major health crisis in India. Operation ASHA aspires to accomplish this by bringing medicines and counseling to the poorest of the poor in disadvantaged areas in India.



Left: A counselor of Operation ASHA visiting one of the centers during his daily rounds. Right: Dr. Shelly Batra counsels a patient in the Tehkhand center.

Founded in 2006 by a renowned surgeon, Shelly Batra, and a McCormick Tribune Community Leadership Fellow, Sandeep Ahuja, Operation ASHA commenced work with one TB treatment center in 2006, which enrolled four patients in the first month. It has grown rapidly and now is the largest nonprofit provider of TB treatment. It works in 13 cities, serves a population of nearly four million disadvantaged people and enrolls 7,000 patients a year. As a result, impact of the disease is going down, saving resources and generating tremendous benefit for disadvantaged communities.

It plans to serve 24 million disadvantaged people and treat 25,000 patients a year by 2013.

Operation ASHA is improving TB treatment across the world as the NGO member from developing countries on the Coordinating Board of Stop TB Partnership, which is supported by the World Health Organization.

TB: The Biggest Health Crisis Confronting India

India is home to 25% of the world's TB patients; 3-3.5 million patients.

100,000 infected women are thrown out of their homes each year.

On average each untreated TB patient infects 10-15 others before dying.

300,000 children drop out of school because they, or a parent, have TB.

Lost wages: \$300 million per year; total loss to Indian economy: \$3 billion per year.



TB patients in their homes and neighborhoods during visits by Operation ASHA's counselors.

THE MISSION: TO ELIMINATE TB WORLDWIDE

What is tuberculosis (TB)? An epidemic that mainly affects the poor and malnourished. India has 3.5 million patients. Two persons die of the disease every three minutes.

The Good News: Operation ASHA has developed a new paradigm to treat a patient for only \$25. It has achieved unmatched results.

How does the treatment work? Patients visit the treatment center nearly 60 times over a seven-month period. They must finish the entire regimen to be cured.

How does Operation ASHA ensure that patients finish the treatment? Trained counselors work closely with the patients and their families. Counselors ensure that patients finish the full treatment. Biometric tracking ensures that each patient takes every dose.

Whom does Operation ASHA serve? Operation ASHA works in disadvantaged areas, which are home to the poorest of the poor. Many people earn less than a dollar a day.

How does Operation ASHA reach the poorest? By locating treatment centers deep in the disadvantaged areas, close

to bus terminals and religious places, Operation ASHA is taking treatment to the doorsteps of the disadvantaged. It creates a dense network of centers so that patients have to walk less than 10 minutes on average.

Results: Operation ASHA delivers exemplary results. See the table below.

Detection Rate:	80% higher than other nonprofits
Default Rate:	5 to 30 times lower than other nonprofits
Treatment Success Rate:	Substantially higher than other nonprofits
Cost Per Patient:	\$25, as compared to \$300 for other nonprofits
Social Return on Investment:	For each dollar of donation, the patient & community benefit by \$117
Financial Sustainability:	Each treatment center becomes self-sustaining in two years
Scalability & Replicability:	Operation ASHA's model is highly scalable and replicable across the world



SUPPORT **Operation ASHA**

How much does the treatment cost?

Just \$25 for the entire seven-month treatment thanks to Operation ASHA's low overhead and cost efficient program. Nearly all patients whom Operation ASHA treats would die but for its convenient centers.

If most patients would die without its treatment centers, does Operation ASHA virtually save the life of every patient it treats?

Yes, for just \$25, you can treat a patient, save a life and allow that person to live a fuller, more productive life.

How can I get involved?

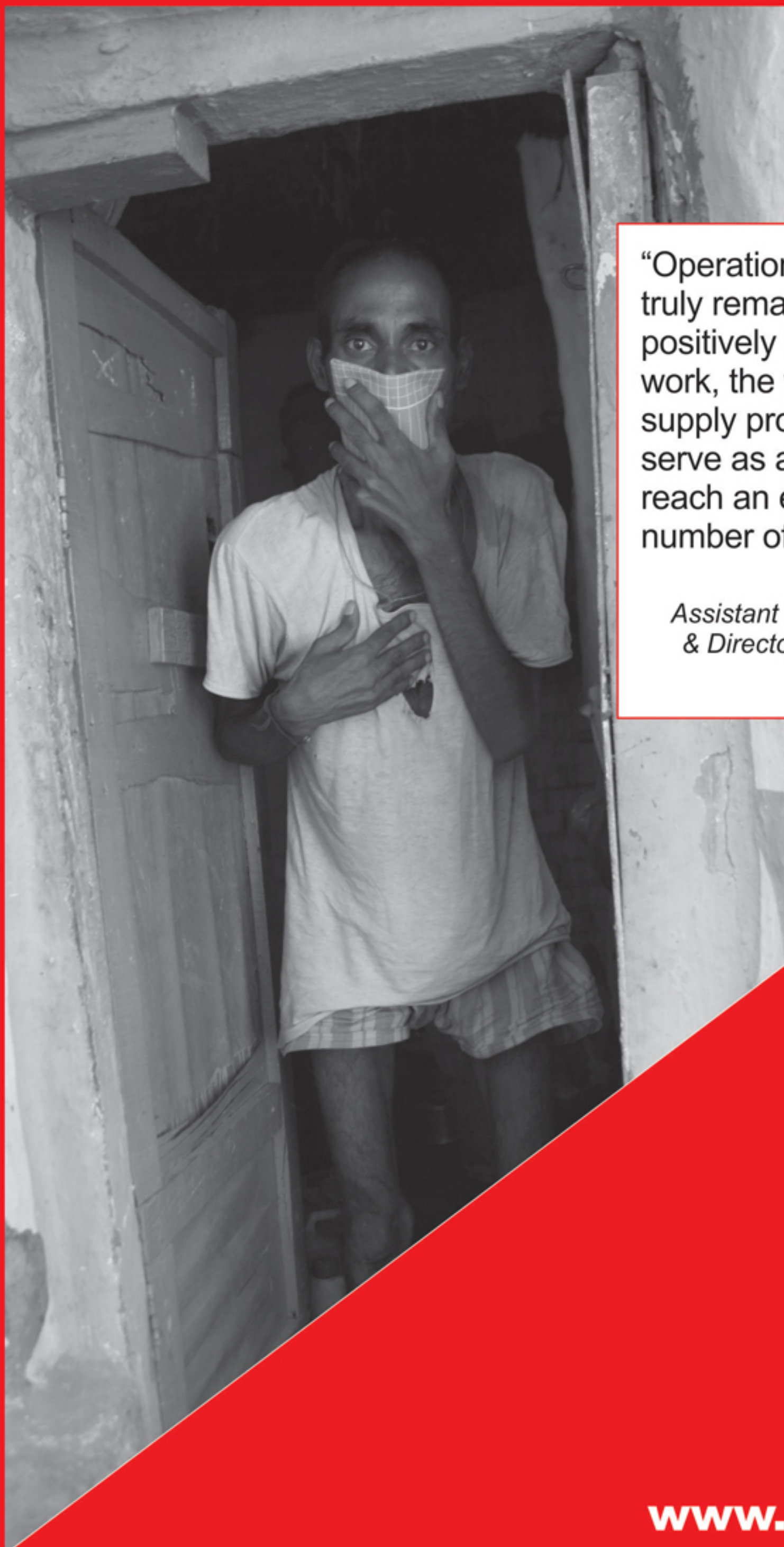
Go to www.opasha.org now and donate to the cause. For as little as \$25 you can cure someone of TB!

Want to be assured that your hard-earned money is making a difference?

Look at what these small sums can do – \$25 treats one TB patient over an entire seven month therapy. Once cured, the person will no longer be contagious, thus you are also ensuring others won't become infected. Give \$25 a month and you can fund the treatment of 12 patients for a yearly total of just \$300. Sponsor an entire center for a full year for \$2,300 and treat 90 TB patients.

Where else can you make such a big difference for so little?

For less than the price of a dinner, you can cure someone of a deadly disease.



“Operation ASHA’s work is truly remarkable. I was very positively impressed by its work, the workers and drug supply procedures. May this serve as an inspiration to reach an even larger number of persons in need.”

*Ken Castro
Assistant Surgeon General, USA
& Director, TB Elimination, CDC
Atlanta, Georgia, USA*



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