

AN APPEAL TO THE DONORS

Sub:- Sri Balaji Arogya Vara Prasadini Scheme (SBAVP), SVIMS, TTD, Tirupati - Super specialty Hospital–Medical University–Centre of Excellence for Medical Research–Donations- Income Tax Exemption U/s 35(1) (ii) of Income Tax Act 1961 – Claim Exemption U/s 80GGA to the extent of 150% on business income and 100% on salary income – Appeal to Companies/ Philanthropist's.

We seek your valuable support for an institution located in one of the holiest places on earth that serves humanity through its spirit of charity and its focus on high quality health care. As we seek solutions for 'Health for All' in India, some of the critical questions are:

>how to transform health systems to provide care for the underserved, while concurrently advancing the knowledge through research and patient oriented discoveries?

>how to develop life-long learners in diverse fields of medicine, science and allied health who focus on value?

>how can such health systems be made sustainable, as they strive for the 'triple aim' of better care for patients, better health of the population and affordable cost mitigating out of pocket expenditure?

These are the challenges we have taken on at "SVIMS". Sri Venkateswara Institute of Medical Sciences (SVIMS) was established in the year 1993. SVIMS provides basic and super specialty health services to poor and needy patients of Andhra Pradesh state and the surrounding regions, while consistently expanding its education and research repertoire. Building on its accomplishments, SVIMS aspires to be a model health system of India, delivering highest value. In order to drive the transformation and place it in the global map of eminent healthcare centres, several "Institutes of Excellence" will be designed, developed and nurtured sequentially with an estimated budget of Rs.500 Crores. In addition to the clinical mission, the Institutes will be at the forefront of education innovations, clinical/translational research, and community outreach and population health management. Each of these institutes will ask one fundamental question: How to reduce the disease burden of the population in the particular discipline with cost effective strategies?. Basic science research through a Central Research Facility will be the engine that will drive transformation over long term.

We are determined to set our sails for progress along the 'Road Map' outlined above and committed to seek answers to the three fundamental questions framed at the beginning of this letter. The financial assistance from TTD and Govt. of Andhra Pradesh, as well as the revenue generated by SVIMS are insufficient to meet the operational budget needs. In order to steepen the trajectory of growth and innovation, and to create human resources even for value based health care in India, we need significant investments in human talent, infrastructure and partnerships over a long time horizon.

Our request for your support comes with a guarantee that SVIMS will stretch every rupee donated to its maximal value, as we have already demonstrated over the last two decades, despite resource constraint. Your generosity will provide assurance to meet the institutional financial needs to impart the best medical education, provide comprehensive medical care of both general and super specialties to the poor and the needy patients apart from transformation of SVIMS to a "Research Centre of Excellence". Naming opportunities for institutes, centres or programmes exist with appropriate levels of donations. We beseech philanthropists such as yourself to donate liberally to SVIMS and extend a helping hand in mitigating the human suffering as it is said that "helping hands are holier than praying lips". Finally, any donation made to this institution would be a contribution to the noble objective of Lord Balaji's TTD and also towards alleviation of human suffering.

When all said and done,

It is about caring for the last man, woman or child.....

And creating a community in which everyone's health is optimized

While continuously striving for perfection.....

Won't you partner with us to weave a bold tapestry of "Health Justice"?

With regards,

DIRECTOR-cum-VC (FAC)

Note: Please take a moment to review the annexure with information on SVIMS & SBAVP donation mechanism.

Annexure

Privileges for the Donor of Rs. 1 Crore and Above:-

- ❖ The Donor and his family (not exceeding five) will be provided free accommodation for 3 days in a year in VIP suite having tariff value of Rs.2500/- and above or as changed tariff value as applicable for the said accommodation from time to time by TTD.
- ❖ The Donor and his family (not exceeding five) will be admitted for Break Darshan in the early mornings for 3 days in a year at free of cost.
- ❖ In addition to the above, the Donor and his family (not exceeding five) will be provided Suprabhat Darshan for 3 days (VIP darshan and Suprabhat Darshan must be on different days) in a year at free of cost.
- ❖ On anyone day as chosen by the donor in a year, “Veda Ashirvachanam” will be given by Veda Pandits in Ranganayakula Mandapam inside Sri Tirumala Temple.
- ❖ Ten Big Laddus will be issued to the Donor as prasadam during the visit of Donor. (Once in a year)
- ❖ One Duppatta and blouse piece will be presented to the Donor as “Bahumanam” during the visit of donor. (Once in a year)
- ❖ One Gold dollar of 5 grams in addition to one gold plated silver medallion with the image of Srivaru and Goddess Padmavathi Devi will be given at the time of Donor’s first visit only.
- ❖ These Privileges will be extended during the lifetime of the Donor in case of individuals and for 20 years in case of firms, companies and Joint Donors.
- ❖ Income Tax benefit as applicable for the said scheme is available.
- ❖ Ten Mahaprasadam packets will be issued to the Donor as Prasadam once in a year during the visit of Donor.

Uniform Privileges for the Donor of Rs. 10 Lakhs and Above:-

- ❖ The Donor and his family (not exceeding five) may be provided free accommodation for 3 days in a year in VIP suite having tariff of Rs. 500/- or as changed tariff value as applicable for the said accommodation from time to time by TTD subject to availability.
- ❖ The Donor and his family (not exceeding five) may be admitted for VIP break Darshan in the early mornings for 3 days in a year subject to availability.
- ❖ Twenty small laddus will be issued to the Donor as prasadam once in a year during the visit of Donor.
- ❖ One Dupatta and blouse piece will be presented to the Donor as “ Bahumanam” once in a year during the visit of Donor.

- ❖ One Gold Dollar of 5 gms in addition to One Gold plated Silver Medallion with the image of Sri Varu and Goddess Padmavathi Devi will be given at the time of Donor's first visit only.
- ❖ These Privileges may be extended during the life time of the Donor in case of Individuals and for 20 years in case of firms, Companies and Joint Donors.
- ❖ Income Tax benefit as applicable for the said scheme is available.
- ❖ Ten Mahaprasadam packets will be issued to the Donor as prasadam once in a year during the visit of Donor.

Special Privileges (Providing by SVIMS):-

Apart from the above uniform privileges, the following special privileges are also offered to the Donor by SVIMS.

The details of special privileges are:

1. The names of the donors who donates Rs.1 lakh and above will be displayed prominently in the reception hall of the hospital
2. Paid rooms would be named after donors who contribute a sum of Rs.25.00 Lakhs or above.
3. Donor who pays Rs.50 Lakhs apart from the names in the list, a unit can be named after the donor.
4. Donor who pay one crore, apart from the names in the list a block or P.G Hostel or Operation theatre or Nurses Hostel or choultry for patient attendant can be named after the donor.
5. The donor who pay Rs.5.00 crores and above, Apart from the names in the list, An Auditorium, Specialty Block or any complex or library Building can be named after the donor.
6. A Chair in SVIMS will be named after the donor on his request who contributes Rs.1.00 crore and above. These endowment chairs are purely research oriented.