

Inverse it, there's
"aid" in India!



2022 ANNUAL BROCHURE

aidKRIYA is a social venture of Gita & Susil kumar Das (GnSkD) Foundation
- a Not for Profit Company registered with the Ministry of Corporate Affairs, GoI.

www.aidkriya.com

aid
kr̥ya
A GnSkD FOUNDATION VENTURE

THE LOGO

Change is motion in action

Our logo captures motion utilizing the yin-yang or Ardhnarishwar symbolism. The green and yellow colors in our logo stand for youth and vibrancy of human life, while the wheel represents the lifespan.

Both internal and external motions of the human body are essential for its wellbeing. The fluidity of these motions depicts good and healthy lifestyle. At times, these motions get affected and life comes to a standstill, impacting the physical and mental health of the individual and the family.

We at aidKRIYA aspire to aid these motions through our programs. We pray and wish for the ease of motion throughout life.



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ESSENCE OF AIDKRIYA

Serving Motion for the Nation

aidKRIYA aspires to embody this motto by promoting, developing, encouraging and supporting the various stakeholders, who aid motion.

Our Vision

Be India's Pioneer in Aiding Warriors inflicted with Autoimmune Diseases of **Joints** and **Bowels**




Who We Serve

- ✓ The Sufferers - 'Warriors'
- ✓ Their Families - 'Allies'
- ✓ The Ecosystem - 'Carers'

Our Programs

- ✓ **aidable**: Our Product Enablers
- ✓ **aidothon**: Our Digital Accelerators
- ✓ **ShuKRIYAide**: Our Carers Booster
- ✓ **aidADs**: Our Motion Propellers

Our Mission

-  Encourage cutting edge research and technology interventions using physical aides and digital apps.
-  Enable caregivers and the people who aid motion - delivery boys and girls, cleaners and the like - in one way or another.
-  Support events and activities that create awareness on the importance of motion in our lives .

Our Partners



FROM THE FOUNDERS' DESK



Motion is the signature of life.

What restricts motion? It's our joints and bowels - either due to our lifestyle or ailments inflicted by conditions such as arthritis and bowel diseases.

During 2022 - our maiden year of operations - we focussed on two auto-immune conditions - Rheumatoid Arthritis (RA) and Inflammatory Bowel Disease (IBD) - that affect more than 2 Crore Indians. The warriors and their support system continue to fight a valiant war to keep up their motion and be a part of mainstream society.

Through this brochure, we have attempted to give a glimpse of the activities that we have carried out so far. All these have been possible only due to the immense and wholehearted aid that we have received from corporates, institutions and individuals.

We also present our roadmap for 2023 and look forward to your continued support for aidKRIYA.

To "Joyful Joints & Blissful Bowels" - Happy & Healthy 2023!

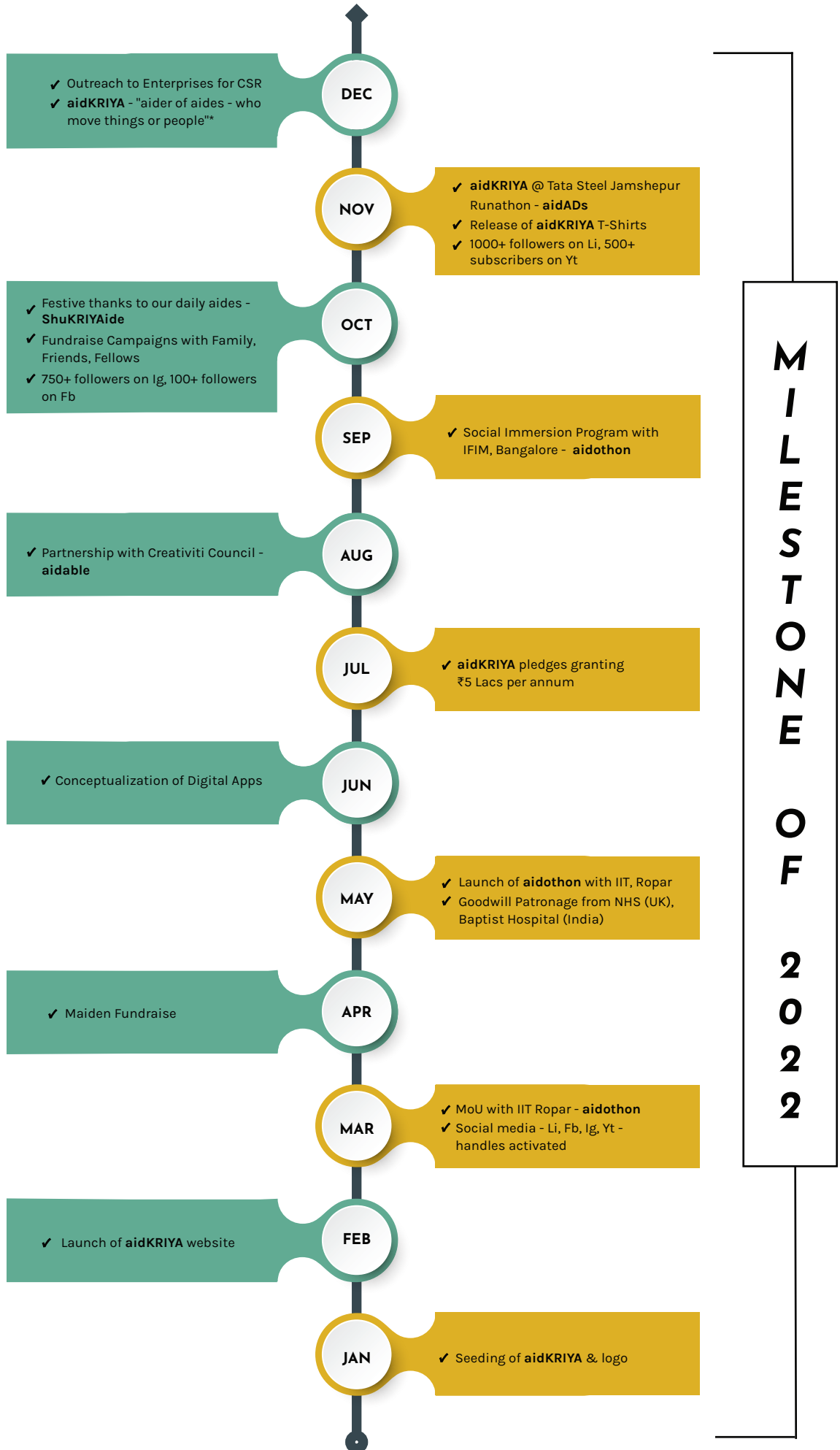


Sumitesh Das



Sujitesh Das

Co-Founders and Co-Aiders
Gita & Susil Kumar Das Foundation



KRIYATING IMPACT

AIDABLE: OUR PRODUCT ENABLERS [with Creativiti Council]



SCAN TO VISIT PAGE

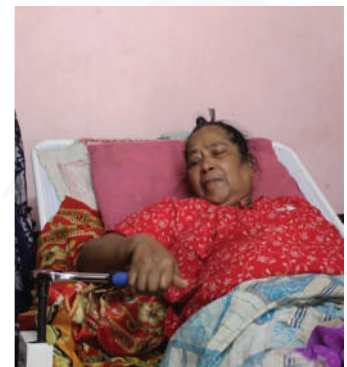


James TJ

Founder & Director

"With extreme gratitude, we acknowledge aidKRIYA for subsidizing the overall cost of the self-operated backrest product ensuring wider deployment among bedridden patients suffering from Arthritis. We express boundless appreciation for coming forward and showing great initiative. Your support is invaluable to us. Thank you again!"

These images tell more than a billion words, here are a few:



Imagine staying in bed for a whole day.

Now imagine our warriors who, because of arthritis, are bedridden most of their time and are dependent on a carer for even the simplest of movements.

This simple product - the adjustable bed rest - powered by the bedridden person's own self - gives them back the autonomy and confidence.

The glow on their faces speaks volumes of the change in outlook; breaking free from the psychological stress.

It is a symbol of hope and resilience not only for our warriors, but also employment for the women of a local village who made the webbing parts of the bed rest.

KRIYATING IMPACT

AIDOTHON: OUR DIGITAL ACCELERATORS

[with IIT Ropar]



SCAN TO VISIT PAGE



Dr. Dhiraj K. Mahajan

Associate Professor - IIT-Ropar

"This is the first initiative of its kind designed to generate new and unique ways to help raise awareness through a competition format. Together with aidKRIYA, our goal at IIT Ropar is to build a community of problem-solving workforce to present innovative and sustainable ideas to create a long-term impact on improving healthcare quality and standards."

Joint Pains and Bowel Problems have been the 'har ghar ki kahaani' in India. To address this 'pareshani' of motion and driven by a passion of 'make in India', aidKRIYA and IIT Ropar launched **aidothon 2022*** to explore digital technological interventions for RA & IBD.

aidothon 2022 could not have been possible without the active and spontaneous help from:-

For possibly the very first time in the history of India, we attempted cross pollinating a brain pool of science, (bio)technology, engineering, mathematics and medical students, remotely collaborating across locations - be it a village, a town or a city, from their hostel or home or hospital.

16 students interned for a 'live' 9 weeks, mentored by prominent doctors from UK and India and IIT Professors. 2 apps - RABuddy and IBDMitra - are ready for beta launch in 2023 along with IIT Ropar. These apps, we believe, will help the warriors who have difficulty in motion - be it due to external disabilities such as joint pains or internally due to difficult bowel motion.

* Please visit our YouTube channel - youtube.com/@aidKRIYA - for event videos

KRIYATING IMPACT

AIDOTHON: OUR DIGITAL ACCELERATORS

[with IFIM College, Bengaluru]



SCAN TO VISIT PAGE

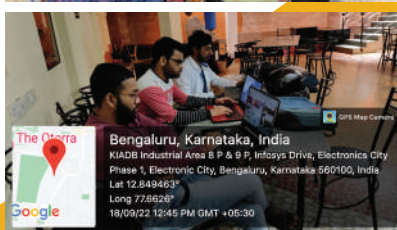


Prof. Bovina S

Assistant Professor, IFIM College, Bengaluru

“It was a pleasure collaborating with the two dynamic founders of aidKRIYA for the Social Immersion Program (SIP) run by my institution. The work aidKRIYA is doing is phenomenal and unique, as there are not many organizations working in the field of IBD and RA. Besides creating awareness, aidKRIYA also supports the individuals, affected in accessing treatment. The experience of working with aidKRIYA has left a lasting impression on our students.”

The SIP sensitizes students to the needs of communities, enables them to identify social problems that touch them and the ones they would like to ameliorate, learn to design solutions through a Techno Economic Viability (TEV) study, thereby ensuring sustainable social impact.



The cohort of SIP students focussed on:

- Outreach to Medical Fraternity and to the Underprivileged Population.
- Data mining and harvesting of the Social Fabric.

The students discovered that the deprived segments in our society are unaware of these autoimmune diseases and many are in need of financial help.

KRIYATING IMPACT

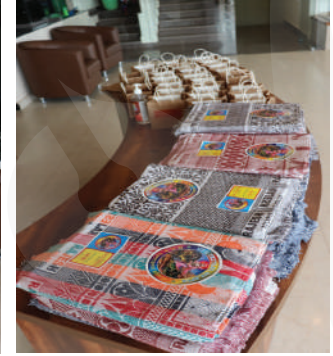
ShuKRIYAide - OUR CARERS BOOSTER [with Daily Aiders]

"Without a sense of caring, there can be no sense of community".

Loneliness can be a heart rending problem, more so in times of festivities, for people suffering from chronic disorders of mobility with no cure, keeping them away from their near and dear ones. Often then, the everyday aides who bridge the social needs, are the only ones, they along with their families look up to.



SCAN TO VISIT PAGE



Hence, amidst the festivities, aidKRIYA felt a strong sense of responsibility and commitment, to care for our aiders, who help us in smoothening our daily lives and making our societies great places to live.

aidKRIYA acknowledged the "aid" of those people who help carry out all the "KRIYA" (chores) in our communities. We presented small tokens of appreciation - solapuri chaddars (bedsheets) - to 120+ home helps, security guards, facility management and house keeping staff, to share our moments of celebrations and heartily appreciate their relentless efforts and contributions.

Please donate to UPI ID: gitaandsusilkumardas.62564256@hdfcbank

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Visit: www.aidkriya.com/donate



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KRIYATING IMPACT

aidADS - OUR MOTION PROPELLERS [with Tata Steel, Euphoria HiFliers]



SCAN TO VISIT PAGE

Through aidADS for sports and fitness programs, aidKRIYA encourages healthy lifestyles.

Under the motto of Joyful Joints and Blissful Bowels, the 2022 edition of Tata Steel Jamshedpur Run-a-thon* saw participation from all walks of life. aidKRIYA fully sponsored the registration of 100 participants in the transgender, single mother and persons with disability categories. All registrants were gifted aidKRIYA T-Shirts and e-Certificates. We also recognized the Top 5 Mens' and Womens' Winners in the 10 Km and 7 Km runs with Healthful Hampers.



aidKRIYA has also co-sponsored the Bengaluru Cricket Team - Euphoria HiFliers - to create awareness of keeping oneself fit everyday.

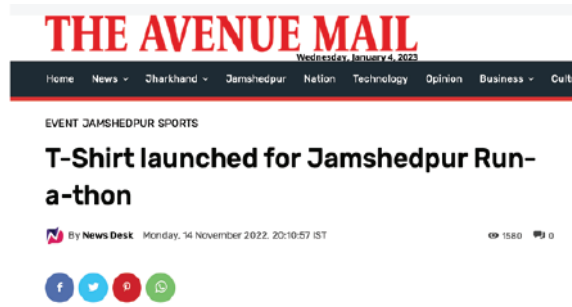
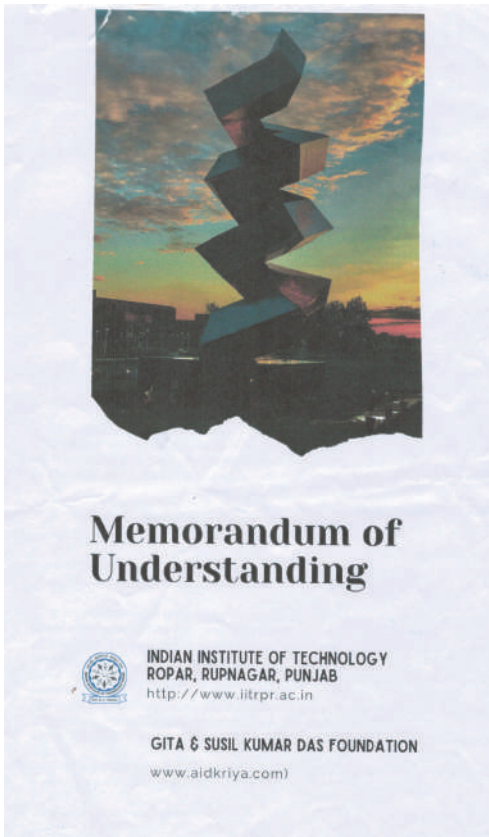
Beside creating awareness on the importance of motion in our lives, we celebrate the same through these sports events, lifestyle and fitness activities, getting more hearts and hands involved for the cause.

* Please visit our YouTube channel - youtube.com/@aidKRIYA - for event videos

IN THE MEDIA

Auto-immune diseases are a class of diseases where the body's immune system turns on itself. In doing so, the body fights with its own defense system and destroys it. The origins of these diseases are still unknown - often blamed to destiny, genes, viruses, poor nutrition, living habits etc.

Whatever the genesis, the afflicted person is left to bear the pain throughout life. Treatment is symptomatic and the harsh medications often lead to further complications of the gastrointestinal tract. It's a vicious cycle with patients changing from one treatment to another.



The 2022 edition of Tata Steel Jamshedpur Run-a-thon has encouraged the participation from all walks of life – particularly in the segments of transgenders and senior citizens in addition to usual categories such as – Boys, Girls, Men & Women.

In this connection, aidKRIYA has come forward to sponsor participants in the transgender categories under the motto 'Joyful Joints & Blissful Bowels'. aidKRIYA will provide these registrants with T-Shirts and e-Certificates. In addition, they are also recognizing the Top 5 Winners in the 10 KM and 7 KM runs with Healthful Hampers.

Founded in 2021, aidKRIYA is a social venture of Gita & Susil Kumar Das (GnSkD) Foundation. It aspires to promote, develop, encourage and support the various stakeholders involved in the ecosystem of Rheumatoid Arthritis (RA) and Inflammatory Bowel Disease (IBD).



2023 ASPIRATIONS

WHY AID US?

We are the aider of AIDES - who move things or people.

GnSKD Foundation shall fund upto 20% of the 2023 expenses from its own accruals. We look forward to your support and donations, so that we can fulfil our ambitions in serving our warriors.

PARTICULARS	AMOUNT ₹
January - March <ul style="list-style-type: none"> ✓ Launch medical App - RABuddy ✓ Co-sponsor supply of Ortho beds, other ease of living aides - Creativiti Council 	1,50,000 50,000
April - June <ul style="list-style-type: none"> ✓ Sponsor carers - TCS World 10K Bengaluru 2023 ✓ Aidathon 2023 with IIT, Ropar ✓ Satya Sai Medical Awareness / Treatment Camps on Arthritis & Bowel Syndromes ✓ Co-sponsor Pharmaceutical industry for ease of distributing medications ✓ Co-sponsor Aaya providing Facilities 	1,00,000 1,50,000 75,000 1,00,000 75,000
July - September <ul style="list-style-type: none"> ✓ Festive ShuKRIYAdē - Distribution of blankets / bedsheets to 500 caregivers & vulnerable warriors ✓ Support Writers on topics relevant to aidKRIYA ✓ e-Wearable gadgets to ease living for RA warriors with IIT Guwahati 	75,000 50,000 1,00,000
October- December <ul style="list-style-type: none"> ✓ Tata Steel, Jamshedpur Runathon 2023 - Sponsor 200 participants from marginalised sections ✓ Launch Health App - IBDMitra ✓ Co-sponsor Sports & Dance related groups / activities 	1,00,000 1,50,000 25,000
	12,00,000

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GRATIA

OUR BIG HELPING HANDS

Your Donation Aids Our Grants

Come, let's be a part of the next breakthroughs in RA & IBD care and bring about a change in the lives of RA & IBD warriors in India. You can donate:

- ✓ **in Honor** - honor someone you care for
- ✓ **in Memory** - cherish the memory of a loved one
- ✓ **on Occasion** - celebrate a special event or a date
- ✓ **to Warriors** - inspire others, having battled yourself
- ✓ **to Feel Good** - experience the joy of giving

For every ₹ 101 you donate, aidKRIYA (GnSKD Foundation) makes a top up contribution of ₹ 11. We THANK each one of YOU in this list, for encouraging us through your donations.



SCAN TO DONATE

Our Patrons



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Pasa Industries



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Tata Steel



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Jeevak Gajbiye
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Karmveer Raja
Prashant Panigrahi
Santanu Gupta
Sathya Thangavel

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GRATIA

OUR GREAT ARMY OF AIDERS

Your Voice is Our Strength



Sketch Credit: Mitej J. Jhadhav

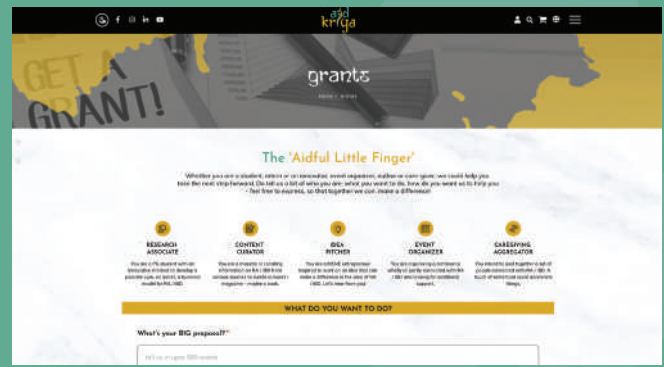
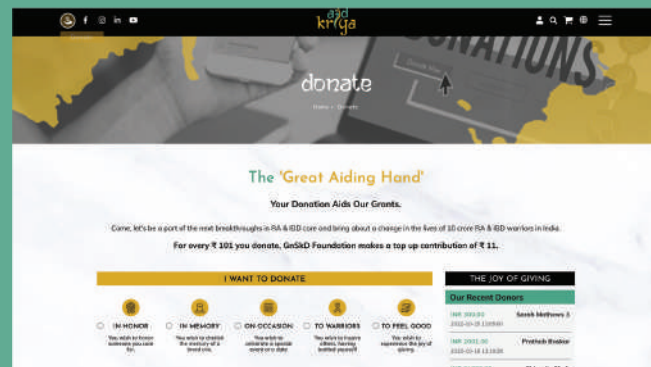
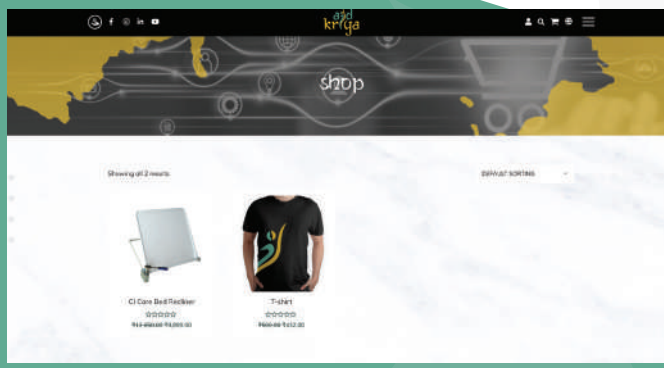
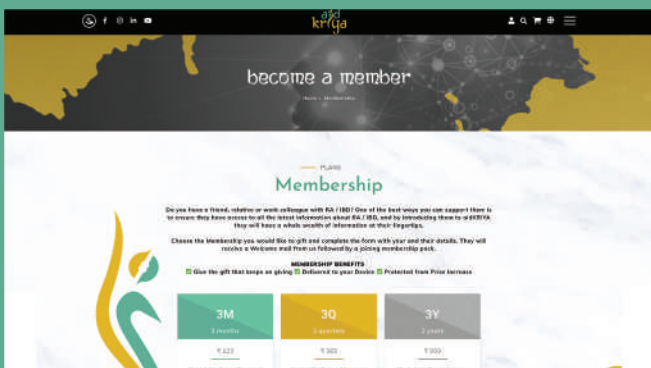
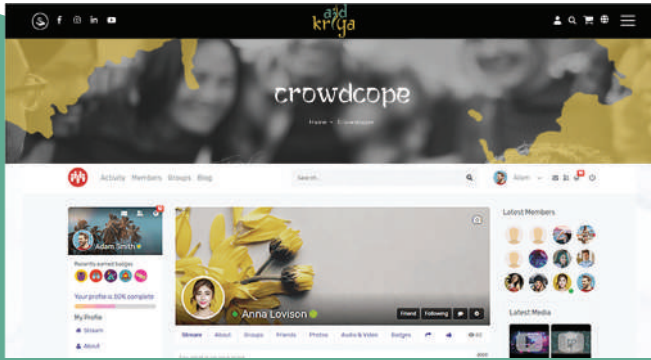
 @artbymitej

"Never get tired of doing little things for others. Sometimes, those little things occupy the biggest part of their hearts."

- UNKNOWN

aidKRIYA SOCIAL

OUR REACH & PRESENCE



Social Media

1500+



500+



100+



1500+

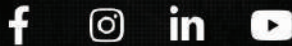


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