



CARTHATHM

**Cultivating  
Collaborative Doers**

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7<sup>th</sup> Annual Meeting of Technology Managers for Global Health at AUTM 2010

**8:30 am to 10 am, Saturday, March 20, 2010**

**Venue: Hilton New Orleans Riverside, Louisiana**

TMGH Founder & Chair: Usha R. Balakrishnan, CARThA, Iowa City, Iowa  
2010 Co-Chair: Kevin McCabe, Stern, Kessler, Goldstein & Fox, Washington DC

**Technology Managers for Global Health\* serves as a share-and-learn forum**

- ❖ Encourages academic technology transfer and licensing policies, partnering/negotiation strategies, and invention management practices that address humanitarian concerns.
- ❖ Features individuals, programs, and case studies representing the evolving contexts within which we can gain new competencies.
- ❖ Designs academic innovation management frameworks to leverage cross-sector networks for advancing global health causes in a complex and dynamic environment.
- ❖ Improves understanding of the ongoing challenges and opportunities of being engaged in transnational and multi-sector initiatives aimed at promoting global health equity.

**AGENDA**

**[Note: Each speaker listed below shares perspectives for ~5 minutes]**

**Open networking**

- **Usha R. Balakrishnan:** Chair's Opening Remarks
    - Ongoing story of Cartha: Connecting non-traditional resources to achieve our objectives
    - Seek partners for new CARThA initiative: *Global Health through the Lens of Water* developed with Devasena Gnanashanmugam (see attachment)
    - Distribute Usha's paper "Healthful Academic Translations: Cultivating Collaborative Doers as Innovations Managers for Societal Well-Being," published in Global Forum for Health Research Update 2009 (paper was invited by Charles A. Gardner). Online GFHR Update at <http://www.globalforumhealth.org/Media-Publications/Publications/Global-Forum-Update-on-Research-for-Health-Volume-6-Innovating-for-the-Health-of-All>
    - Share vision of CarthaGlobal Ventures: *Humanity-Centered Business Incubation*
  - **Kevin McCabe:** Co-chair's remarks/Energy & Clean technologies
  - **Ashley Stevens,** Boston University & AUTM President  
AUTM Global Health Initiative & Alliance for Case Studies in Global Health
  - **Kristine H. Johnson,** MacMillan, Sobanski & Todd  
How and why I became excited with the work of TMGH and CARThA in 2010
  - **Sandy Shotwell,** Alta Biomedical Group  
DesignMedix, Inc.'s malaria drug development partnerships
  - **Harry Thangaraj,** St. George's University, London  
EU-funded Socially Responsible Licensing project & Survey
  - **Rabogajane Busang,** South Africa MRC: Collaborating on EU project
  - **Stephen Sencer:** Emory Univ.-South Africa Innovation Partnership
  - **Erik Iverson:** Sharing perspectives from Gates Foundation's efforts
- Round-robin introductions by all attendees/Action Steps/Adjourn**

\*Technology Managers for Global Health was formed in 2003 as an AUTM SIG. To provide continued support to TMGH, its founder Usha Balakrishnan adopted TMGH as an ongoing program of CARThA, a 501c3 nonprofit organization she founded in 2006. You can read more at [www.tmgh.org](http://www.tmgh.org) and at [www.cartha.org](http://www.cartha.org). To support our efforts or to provide feedback, please call Usha at 319.248.9625 or write to [cartha.global@gmail.com](mailto:cartha.global@gmail.com)

## **Ongoing Story of CARTHA** **Connecting Non-Traditional Resources to Achieve Our Objectives**



Beginning in 2008, Ms. Cartha Alene Mahoney became an integral part of the history of CARTHA's development as a fledgling, entrepreneurial nonprofit organization.

Ms. Mahoney was born in North Carolina and grew up in Ohio. She worked in administrative office positions within the California State government in Sacramento for over 38 years. She has always maintained a deep curiosity about the human aspects (softer, interpersonal skillsets) of fusing art forms with technology across a variety of disciplines and sectors. In particular, Ms. Mahoney has always believed in the power of the human spirit to heal through the exploration of new forms of cooperative behaviors, cross-cultural exchanges, and the creative expression of intentions to advance our human civilization. She joined the Theosophical Society (Adyar, Chennai, India) in 1980 and has attended numerous conferences and workshops at the Krotona Institute (Ojai, California).

Ms. Mahoney came upon CARTHA's website in December 2008, being naturally drawn to it because of the organization's name. In Ms. Mahoney's life, "Cartha" has always been a family name: besides being her first name, "Cartha" is also her late Mother's first name as well as her late Great Aunt's first name. Ms. Mahoney felt an immediate alignment with CARTHA's stated mission of *Cultivating Collaborative Doers*. To satisfy her wonder at such an apparently serendipitous connection, she phoned CARTHA's founder Usha R. Balakrishnan, and then made two trips to Iowa City to learn more. After meeting several individuals affiliated with CARTHA, Ms. Mahoney began to particularly cherish the *everyday* sort of collaborative doings and social harmony that CARTHA promotes. She now describes CARTHA's people as her extended family!

In a fascinating friendship that both she and Usha have found to be mutually empowering, Ms. Mahoney continues to work with Usha in eclectic ways. She helped Usha with the design of a Singing Lecture in April 2009 at a University of Iowa course relating to "Krishna in the Indian Arts." Connecting thus with Usha's musical voice, Ms. Mahoney requested Usha in October 2009 to begin to sing to her each morning over the phone for five minutes. This personalized and delightful setting of vibration created in turn a new, daily, and meaningful venue for Usha to practice and share with Ms. Mahoney whatever she knew in terms of Sanskrit slokas and songs in Indian languages, and the mythology and culture relating to such singing. This also then transformed into an alternate platform over which Usha could comfortably share with Ms. Mahoney her aspirations for CARTHA through a musical voice made more malleable from decades of training in South Indian Carnatic vocal music, including devotional songs learnt from listening to her mother (Kamala Moorti) sing constantly while growing up in India. Ms. Mahoney is now nudging Usha to envision a music therapy venture under the aegis of CarthaGlobal Ventures which promotes humanity-centered business incubation.

As a retiree now living in Sarasota, Florida, Ms. Mahoney hosted Usha in Sarasota in 2010 and now looks forward to serving in a variety of volunteer roles to support CARTHA's portfolio of program activities. Indeed, with Ms. Mahoney's energetic support, CARTHA has begun to initiate Collaborative Doer networks and explore programming opportunities in the Sarasota area. Ms. Mahoney also crafted the rationale to make a long-term, 20-year pledge to provide ongoing support for CARTHA's operations and joined as Honorary Co-Chair of CARTHA in 2010.

## Who is CARTHA?

CARTHA (*doer* in Sanskrit) is a 501c3 tax-exempt nonprofit organization founded in 2006. We are an all-volunteer team of inspired scientists, researchers, filmmakers, writers, other professionals and public citizens with the mission of *Cultivating Collaborative Doers*.<sup>1</sup>

## What do we do?

- Connect scholars and scientists from around the world with cultural translators to enhance humanitarian goals.
- Identify and empower bridging professionals who can strengthen the positive impacts of innovations.
- Develop integrated curricular models and inspiring case studies on academic-public-private partnerships and research translation in **Global Health, Sustainability, and Social Responsibility**.
- **Glocalize™** networks of Collaborative Doers across disciplines, sectors and cultures, thereby impacting local communities in multiple regions.

## How do we do what we do?

We build **Collaborative Competence in Multisector Partnerships for Global Good (C2G2<sup>SM</sup> training model)**. We partner with professional societies and campuses to organize/sponsor conferences, public forums, and seminars reaching faculty, students, and professionals. Reflecting our **human-centered** approach, each of our programs is designed as follows:

- Contextualized and customized to embed and enable local visions, local talents, and local needs.
- Structured to emphasize the social dimensions that influence and affect the human collaborative spirit.
- Formulated with participation from and involvement by younger generations of Collaborative Doers.

## We activate and mobilize resources to support academic-practitioner networks of Collaborative Doers.

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***Global Health through the Lens of Water™*** is a new CARTHA initiative being launched in 2010 with partners. The conception of our new initiative (*see on next page*) follows CARTHA's pattern of collaborative doing and arises directly from CARTHA's insights gained from the following series of seminars and symposia:

- ❖ Ottawa (Nov2006: ACCT-Alliance for the Commercialization of Canadian Technology)  
Panel: *Technology Transfer: Making a Local and Global Difference*
- ❖ San Francisco, San Diego, Orlando, New Orleans (2007-2010: *Technology Managers for Global Health* at annual meeting of AUTM-Association of University Technology Managers)
- ❖ Monterrey (Oct2007: Universal Forum of Cultures-Panel at Health Week held in Mexico)
- ❖ Boston (Feb2008: Annual meeting of American Association for the Advancement of Science)  
Symposium: *Humanity at the Nexus-Academic Partnerships & Entrepreneurship in Global Health*
- ❖ Recife (Nov2008: Health Technology Innovations Workshop sponsored by FIOCRUZ-Pernambuco, Brazil)
- ❖ Chicago (Feb2009: Annual meeting of Amer. Assoc. for the Advancement of Science)  
Panel: *Thirsting for Daily Sustenance: Public-Private Partnerships for Global Water Access*
- ❖ Bellagio Rockefeller Study Centre, Italy (Feb. 2009: Mtg. of South-South Initiative of WHO-TDR)
- ❖ Chennai (May2009: Seminar at Indian Institute of Technology-Madras)  
CARTHA Fellow & Rotary Ambassador Scholar Luke Juran on *post-tsunami resettlement districts in Tamil Nadu and issues re housing, water, sanitation for displaced populations*

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<sup>1</sup> See paper by Usha R. Balakrishnan titled *Healthful Academic Translations: Cultivating Collaborative Doers as Innovation Managers for Societal Well-Being*, Global Forum for Health Research Update (2009), Vol. 6, pp 66-71.

## Cultivating Collaborative Doers



[www.cartha.org](http://www.cartha.org)

### Governing Board of Directors

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Linda Harrar, Boston, MA  
Mark Sidel, Iowa City, IA  
Raj Rajagopal, Iowa City, IA  
Robert S. Bar, Coralville, IA  
Sridhar Ramamoorti, Chicago, IL, USA  
More volunteers listed on TEAM at our website.



## **A New CARTHA Initiative: Innovative Models for Global Health Literacy Education Global Health through the Lens of Water™**

Usha R. Balakrishnan, Founder & Chair, CARTHA

Devasena Gnanashanmugam, Medical Advisor, Curriculum Development, CARTHA

Water is a human imperative. Water sustains life, and we are intimately connected to its dynamic ebbs and flows upon us, around us, through us, and within us. Water makes culture, and we translate its various uses to confer meaning to the words of existence: to quench our soul, to thirst for knowledge, to open the floodgates. Despite our dependence on this essential resource, humanity's intimate relationship with water is under threat.

Both a scarcity as well as an overabundance of water has resulted in global humanitarian crises. According to UNICEF, a vast swath of humanity—nearly a billion men, women, and children—lack access to clean water on a daily basis, due to an interplay of several complex factors. At the same time, however, an abundance of water—floods, water-logged areas due to poor drainage, clogged sewers, sanitation problems, consequences of climate change and natural disasters, etc.—has led to community displacements and the spread of water-borne diseases<sup>2</sup>. The scale and complexity of water-related health issues demands a multidisciplinary approach thereby creating greater awareness and higher likelihood for cross-sector participation that generates pragmatic solutions. CARTHA's new initiative *Global Health through the Lens of Water* aims to produce a series of thought leadership dialogues and programs that represent innovative models for global health literacy education.

### **RATIONALE FOR INITIATIVE**

The collaboration challenge in tackling the problems of water-borne disease is enormous, and demands integrative mechanisms to connect multiple communities-of-practice. Yet, academics and professionals as well as the publics who are interested in helping address health disparities in general, and international health concerns in particular, are not routinely taught about the health effects on individuals and on communities of water scarcity or water abundance. CARTHA's new initiative themed *Global Health through the Lens of Water™* aims to bridge this curricular/training gap and thereby build a network of Collaborative Doers around these themes. This initiative will address the following themes:

- How does water drive the factors that affect human health, globally?
- How does water (and its effects on human health) bring together cross-sector partnerships involving a range of professionals and academics who wish to advance global health causes?
- How do we define and shape professionalism in such contexts? How is professionalism maintained by the academics and practitioners working in these global health fields?
- What is the role of research and universities in developing, managing, and leveraging technological and social innovations to address water shortage and water/waste overabundance issues?

### **PROGRAM EFFORTS UNDERWAY**

CARTHAs new initiative will produce new models and programs for Collaborative Doers by drawing in *glocalized™* case study experiences from literature, media, science, medicine, and public health. We have conceptualized seminar-type lecture series in Iowa (Iowa City) and Florida (Tampa-Sarasota). With our volunteers, we are planning international symposia and conference series. Additional planning and implementation efforts are underway. For further input, we are currently reaching out to individuals who have been uniformly supportive of CARTHAs work, and have also participated as speakers or in other volunteering roles to help with our programs. We are also seeking ideas and participation from other individuals and groups (i.e., academic faculty, professional societies, and conference organizers) to further develop new programs.

**If you are interested in partnering with CARTHA on this initiative or helping support CARTHA in any way, please call Usha R. Balakrishnan at 319-248-9625 or send her an email at [cartha.global@gmail.com](mailto:cartha.global@gmail.com).**

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<sup>2</sup> Further details on these diseases such as typhoid fever, cholera, trachoma, amoebic dysentery, campylobacter, rotavirus, hepatitis A, bacillary dysentery, hookworm, ascariasis, trichuriasis, enterotoxigenic E. Coli strains, giardia, cryptosporidiosis, and infection rates is available at [www.wateradvocates.org](http://www.wateradvocates.org) and WHO websites.