

F.No.13-18/2023-AR
Government of India
Ministry of Education
Department of Higher Education

New Delhi, Dated: May 2nd, 2023

OFFICE MEMORANDUM

Sub: Blood donation Pledge in English and Hindi regarding World Blood Donor Day (14.06.2023)- Ref. from Ministry of Health and Family Welfare-reg.

The undersigned is directed to enclose herewith a copy of Secretary (Health and Family Welfare)'s D.O Letter No. IM.11016/14/2023-NBTC/BTS dated 11.05.2023 alongwith its enclosures stating that Celebration of World Blood Donor Day on 14th June, 2023, is one of the activities under "Raktdaan Amirt Mahotsav" approved under Azadi Ka Amirt Mahotsav. The slogan for this year's World Blood Donor Day campaign is "Give Blood, give plasma, share life, share often." It focuses on patients requiring life-long transfusion support and underlines the role every single person can play, by giving the valuable gift of blood or plasma.

2. In view of above, it is requested that all Educational Institutions and Medical Colleges (Government and Private) concerning to your Bureau/Division may accordingly be requested to organize similar activities to observe the event and disseminate the information widely among various stakeholders on 14th June, 2023. Further, it is requested, a report alongwith photographs of the observance of the event may be sent to Nodal Officer of the campaign of Raktdaan Amirt Mahotsav, Dr. Anil Kumar, Additional DDG, Dte.GHS, M/o Health & Family Welfare, Room No. 550 A, Nirman Bhavan, New Delhi-110011 (email ID : dr.anilkumar@nic.in and Mobile No.: 9811637663).

Encl: as above

25/5/2023
(Ramesh Chand Chandrawal)
Section Officer (AR)

To,

1. All the Bureau Heads in D/o Higher Education
2. All Divisional Heads in D/o Higher Education

Also copy alongwith enclosures to :

1. Ms. Amarpreet Duggal, JS(Coord & Media Bureau), D/o School Education & Literacy – with request to take similar action
2. CMIS – with request to upload on e-office (notifications)

Dear Colleague,

As you may be aware, World Blood Donor Day is celebrated every year since the year 2004, throughout the world on 14 June. This is done to raise awareness of the importance of blood donation and to recognize the contribution of voluntary unpaid blood donors in saving lives and improving health. 14 June is the birthday of Karl Landsteiner (1868–1943), an Austrian biologist and physician, considered to be the "founder" of modern blood transfusion, who also discovered the ABO blood groups.

2. Every blood donation is a precious lifesaving gift and repeat donation is the key to building a safe and sustainable blood supply and achieving Universal Health Coverage (UHC). Access to safe and secure blood supply based on the voluntary non-remunerated donation is vital for management of accident and trauma victims, patients requiring surgeries, cancer patients, cases of bleeding during pregnancy and child birth, cases of anemia including those requiring life-long and regular blood transfusions for conditions such as Sickle Cell Anemia and Thalassemia etc. Voluntary non-remunerated plasma donations also play an important part in supporting patients with a wide range of long-term conditions such as Haemophilia and immune deficiencies.

3. Celebration of World Blood Donor Day on 14th June 2023, is one of the activities under "Raktdaan Amrit Mahotsav" approved under Azadi Ka Amrit Mahotsav. The slogan for this year's World Blood Donor Day campaign is **"Give blood, give plasma, share life, share often."** It focuses on patients requiring life-long transfusion support and underlines the role every single person can play, by giving the valuable gift of blood or plasma.

The specific objectives of this year's campaign are to:

- Celebrate and thank individuals who donate blood and encourage more people to become new donors as well.
- Encourage people in good health to donate blood regularly, as often as is safe and possible, to transform the quality of life for transfusion dependent patients and help to build a secure blood supply in all Countries in the world.
- Highlight the critical roles of voluntary non-remunerated regular blood and plasma donations in achieving universal access to safe blood products for all populations.
- Mobilize support at National, Regional and global levels among governments and development partners to invest in, strengthen and sustain National blood programmes.

The suggested action plan for the event is as follows:

- To maximize registration of willing blood donors along with optimal blood collection.
- To spread awareness among rural masses, activities of felicitation of blood donor and pledge taking ceremony may be organized at Gram Panchayat level. The pledge can be administered by the respective Sarpanch.

- iii. The office of District Collector/District Magistrate may be involved to supervise the activities at the District Headquarter, Sub Division and Block level in the concerned district.
 - iv. A pledge in English and Hindi or regional language for blood donation will be administered through both physical events at all levels and digital platforms. A template of the pledge in English and Hindi is enclosed which may be got translated into regional languages for wide dissemination.
 - v. Facility for blood group testing may be made available on 14th June, 2023 at all PHCs/CHCs/sub-district and district Hospitals and other blood banks as per feasibility. This will help the common citizens to know their blood group which will be useful in emergencies for the purpose of blood donation. All Central Government Ministries, Hospitals/Institutions and Medical College (Government and Private) are requested to organize similar activities on 14th June, 2023.
 - vi. Various activities towards promotion of blood donation namely pledging, poster and slogan competition through Government of India, digital platform namely MyGov have been initiated.
4. Accordingly all States/UTs are requested to organize activities to observe the event and disseminate the information widely among various stakeholders. Further it is requested, a report along with the photographs of the observance of the event may be sent to Nodal Officer of the campaign of Raktdaan Amrit Mahotsav, Dr. Anil Kumar, Additional DDG, Dte.GHS, MoHFW, Room No.550 A, Nirman Bhawan, New Delhi-110011 (Email id: dr.anilkumar@nic.in and Mobile Number: 9811637663).

A line of confirmation along with plan of activities would be highly appreciated.

Warm Regards

Yours sincerely,

Encl.: as above

(Rajesh Bhushan)

1. Secretary, All Ministries/Departments Government of India
2. ACS/Principal Secretary/Secretary (Health & FW) All States/UTs
3. Project Directors, SACS/Director SBTC
4. Head, Central Government Hospital/Institution
5. All Medical Colleges (Government and Private)

Copy for information to Secretary, Ministry of Culture, Govt. of India

Pledge

World Blood Donor Day, 2023

I, _____(Name), resident of _____(Village)
_____(District),_____(State), today, on the occasion of World Blood Donor Day, 2023 do
hereby pledge to donate my blood regularly.

Keeping in view the huge need of blood in India, I also undertake to create awareness amongst my family members, friends, relatives, colleagues and public about the need for regular, voluntary unpaid blood donation.

Along with this, I also undertake, that whenever someone is in need of blood, I shall donate blood at my own expense without any greed, free from caste-religion discrimination.

I will make relentless efforts so that no life is lost around us due to shortage of blood.

शपथ
विश्व रक्तदाता दिवस, 2023

आज, मैं(नाम).(ग्राम).(जिला).
.....(राज्य) का निवासी, विश्व रक्तदाता दिवस, 2023 के दिन यह शपथ
लेता/लेती हूँ कि मैं अपना रक्त नियमित रूप से दान करूँगा/करूँगी।

भारत में रक्त की विशाल आवश्यकता को ध्यान में रखते हुए, मैं यह भी
वचन देता/देती हूँ कि मैं अपने परिवार, दोस्तों, रिश्तेदारों, सहयोगियों और जनता
को नियमित, स्वैच्छिक अवैतनिक रक्तदान की आवश्यकता के बारे में जागरूक
करने का प्रयास करूँगा/करूँगी।

इसके साथ-साथ मैं यह भी वचन देता/देती हूँ कि जब भी कभी, किसी को
रक्त की जरूरत होगी, मैं अपने खर्चे पर, बिना किसी लोभ-लालच के, जाति-धर्म
के भेदभाव से मुक्त होकर रक्तदान करूँगा/करूँगी।

मैं सतत प्रयास करूँगा/करूँगी ताकि रक्त की कमी से हमारे आस-पास
किसी की जान न जाए।
