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सचिव  
APURVA CHANDRA, IAS  
Secretary



सत्यमेव जयते



भारत सरकार  
स्वास्थ्य एवं परिवार कल्याण विभाग  
स्वास्थ्य एवं परिवार कल्याण मंत्रालय  
Government of India

Department of Health and Family Welfare  
Ministry of Health and Family Welfare

D.O.No.D-22/604/IEC/NOTTO/23  
24-6-2024

Mail to All IAS Officers  
and Registrars

**Subject:** Indian Organ Donation Day on 3<sup>rd</sup> August, 2024

Dear Colleague

To further strengthen the healthcare systems, in order to facilitate organ donation and transplantation is among the top priorities of the Government of India. Organ donation is a noble act that offers hope and new lease of life to those suffering from the end stage organ failures. Hon'ble Prime Minister Shri Narendra Modi ji has highlighted the importance of organ donation many times in his Mann Ki Baat programme.

One organ donor can save upto **8 to 9** lives. However, a huge gap exists between patients who require organ transplants and the organ donors that are available. In this context, Govt. of India has established **National Organ and Tissue Transplant Organization (NOTTO)**, an apex organization and similar organizations at regional and state level to provide for an efficient and organized system of organ procurement and distribution in the country and to maintain a national registry of donors and recipients of organs and tissues.

NOTTO celebrates the Indian Organ Donation Day (IODD) every year to spread awareness about organ donation, dispel myths and misconceptions associated with organ donation and motivate and encourage the citizens of the country to donate organs and tissues after death, as well as to imbibe the value of organ donation in their lives.

This year, it has been decided to run public awareness campaign in the current year by the name of "**Angdaan Jan Jagrukta Abhiyaan**". As part of the campaign, 3<sup>rd</sup> August 2024 will be celebrated as the Indian Organ Donation Day to commemorate the first deceased donor organ transplant, which was also the first Heart transplant done in the country, after promulgation of "*The Transplantation of Human Organs Act*" on 8th July, 1994. The month of July 2024 (1<sup>st</sup> - 31<sup>st</sup> July) is being organized as the Organ Donation Month, wherein many awareness activities have been planned.

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

- To reduce the demand for organ transplantation by promoting healthy lifestyle & wellness.
- To spread awareness about brain stem death, deceased organ donation, prevention & control of illegal practices related to organ transplantation.
- To bust myths and misconceptions related to organ donation & transplantation.



- To increase identification and declaration of cases of brain stem death by the hospitals.

**The suggested action plan for the campaign is as follows:**

- To maximize online registration of Pledges of willing citizens for organ and tissue donation through NOTTO's web portal **www.notto.abdm.gov.in** . The web portal can also be accessed by scanning the QR code as enclosed at **Annexure-1**. If required, NOTTO's call centre can also be contacted through toll-free helpline number 1800-11-4770 for any information on organ donation and online pledging.
- Various IEC activities may be conducted like Organ Donation Run, Painting/Slogan/Poem, Quiz etc. competitions, Skits, Nukkad Natak, Audio Visual and social media etc. to promote registration of pledges through aforesaid web portal. Participation of senior school students, college students and other youth in the campaign may please be encouraged.
- At Village and Panchayat level, registration of digital pledge on the aforesaid NOTTO web portal may be organized with the support of common service centres functional at village level. To increase awareness, felicitation of organ donors and group pledge by residents of village may be organized on the Indian Organ Donation Day. The pledge can be administered by the respective Sarpanch. Similar activities can be conducted at the District Headquarter, Sub Division and Block level. A template of the pledge in English and Hindi is enclosed at **Annexure-2**, which may be got translated into regional languages for wider dissemination.
- The office of District Collector/District Magistrate may be involved to supervise the activities within their Districts.
- All Central Government Ministries, Hospitals/Institutions and medical Colleges (Government and Private) are requested to organize similar activities during the "**Angdaan Jan Jagrukta Abhiyan**" and on **Indian Organ Donation Day on 3<sup>rd</sup> August, 2024**.

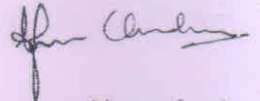
Accordingly, all States/UTs and Departments of Govt. of India and related attached and Sub ordinate offices/Public sector undertakings/Organizations/Institutions are requested to organize activities to observe the organ donation month and Indian Organ Donation Day on 3<sup>rd</sup> August 2024 and disseminate the information on organ donation widely among various stakeholders.

It is requested, a report along with the photographs of the observance of the events/activities may please be sent to Director NOTTO, 4th floor, ICMR Building, Safdarjung Hospital Campus, New Delhi-110029 (Email id: **organdonationnotto@gmail.com** and Phone Number: 011- 26164770).

I seek your cooperation in this national endeavor to further the noble cause of organ donation for the sake of humanity.

*with regards*

Yours sincerely,



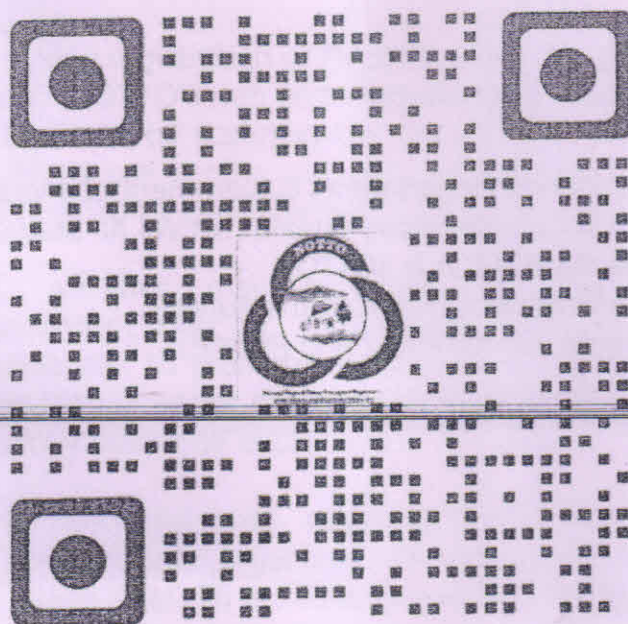
(Apurva Chandra)

Encl.: as above

1. Secretary, All Ministries/Departments Government of India
2. ACS/Principal Secretary/Secretary (Health & FW) All States/UTs
3. Director/Incharge, All ROTTOS & SOTTOS
4. Head, Central Government Hospitals/Institutions
5. All Medical Colleges (Government and Private)



# Scan to pledge



**or visit**

# [notto.abdm.gov.in](http://notto.abdm.gov.in)

## ORGAN DONATION PLEDGE

I, \_\_\_\_\_ pledge to donate such of my organs and tissues as could be used after my death to give new lease of life to those in need.

Keeping in view the shortage of organs and tissues for transplantation in our country, I also pledge that I will make all efforts to inspire my family, friends and fellow citizens to donate organs and tissues after death.

### अंगदान प्रतिज्ञा

मैं प्रतिज्ञा करता /करती हूँ कि मैं अपने ऐसे अंगों और उत्तकों को, जिनका उपयोग मेरी मृत्यु के पश्चात् किसी को नया जीवन देने के लिए किया जा सकता है, दान करूँगा/करूँगी।

हमारे देश में प्रत्यारोपण के लिए अंगों और उत्तकों की कमी को देखते हुए, मैं यह भी प्रतिज्ञा करता/ करती हूँ कि मैं अपने परिवार, मित्रों और देशवासियों को भी अपने अंग एवं उत्तक दान करने प्रेरित करने के सभी प्रयास करूँगा / करूँगी।