



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

पुण्य सलिला श्रीवास्तव, भा.प्र.से.  
सचिव

PUNYA SALILA SRIVASTAVA, IAS  
Secretary

D. O. No. D-22/604/IEC/NOTTO/23-MS  
11<sup>th</sup> July, 2025

Dear Colleague,

As you may be aware, a huge gap exists between patients who require organ transplants and the organ donors in India. Strengthening of the healthcare systems to facilitating organ donation and transplantation is one of the top priorities of the Government.

2. Hon'ble Prime Minister has highlighted the importance of organ donation in his मन की बात programme, which has given impetus to the organ donation in the country. Organ donation is a noble act that offers hope and new lease of life to those suffering from the end-stage organ failures.

3. There is a need to promote organ donation from deceased persons to take care of the huge organ requirement of the country. Organs are best donated from "brain stem dead" persons. One deceased donor, in brain stem death case, can donate 2 Kidneys, 2 Lungs, Liver, Heart, Intestine and Pancreas, thus potentially saving upto 8 lives. In addition, tissues like cornea, skin, bone, heart valves etc. can also be donated which can improve the quality of life of many others. The tissues can also be donated after natural/cardiac death usually within 6 hours of death.

4. National Organ and Tissue Transplant Organization (NOTTO) under the aegis of Ministry of Health & Family welfare, has been celebrating the Indian Organ Donation Day every year since 2010 and carrying out other awareness activities 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.

5. Kindly recall our discussion on the various aspects of Organ Donation in the VC meeting on 9.07.2025. As mentioned, we would be organizing '15<sup>th</sup> Indian Organ Donation Day' on 02.08.2025. All States and UTs are requested to actively participate on this occasion and best practices from your State / UT may be shared for the benefit of all.

6. This year, it has been decided to run a year long public awareness campaign by the name of "Angdaan -Jeevan Sanjeevani Abhiyaan (अंगदान - जीवन संजीवनी अभियान)" during the year 2025-26. As part of the campaign, **3<sup>rd</sup> August 2025 will be celebrated as the 15<sup>th</sup> Indian Organ Donation Day (IODD)** to commemorate the first deceased donor organ transplant, which was also the first Heart transplant performed on 03<sup>rd</sup> August 1994 in the country, after promulgation of "The Transplantation of Human Organs Act" on 8<sup>th</sup> July, 1994. The action plan for the campaign is placed at **Annexure**.

.....contd/-

**#Stop Obesity**

**टीबी हारेगा देश जीतेगा / TB Harega Desh Jeetega**

7. Accordingly, all States/UTs are requested to organize various activities to observe the organ donation in July, 2025 as well as build up to 15<sup>th</sup> Indian Organ Donation Day on 3<sup>rd</sup> August 2025 along with dissemination of information on organ donation widely among various stakeholders and members of public. Citizens may also be encouraged to register their pledge for organ and tissue donation through NOTTO's web portal '<https://notto.abdm.gov.in/>' and join the pious movement of saving others life through organ donation.

8. It is also requested that details of the events/activities along with photographs may be shared with Director, NOTTO, 4<sup>th</sup> floor, NIOP (ICMR) Building, Safdarjung Hospital Campus, New Delhi-110029 (Email id: [jeevansanjeevaniabhiyaan@gmail.com](mailto:jeevansanjeevaniabhiyaan@gmail.com) and Phone Number: 011- 26164770).

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

*With regards,*

Yours sincerely

*Punya Salila*

(Punya Salila Srivastava)

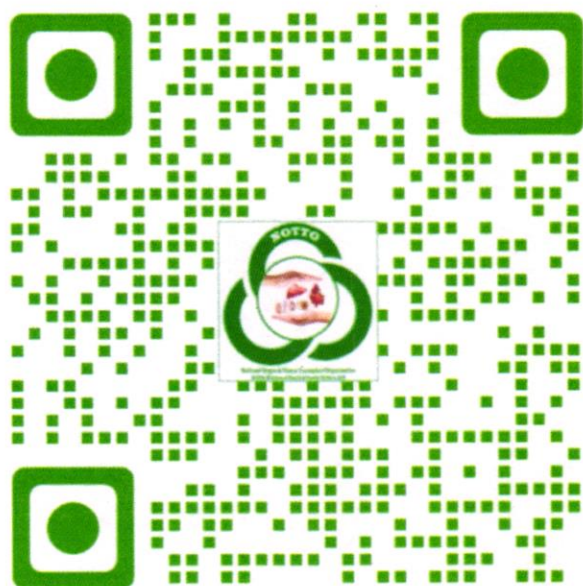
Encl.: As above

**Special / Additional Chief Secretary / Principal Secretary / Secretary  
Department of Health & Family Welfare of all States/UTs**

**The suggested action plans for the campaign are as follows:**

- i. A drive for registration of Aadhar authenticated Pledges of willing citizens, for organ and tissue donation through NOTTO's web portal <https://notto.abdm.gov.in/> to be carried out through various Govt. and non-Govt. stakeholders. The web portal can also be accessed by scanning the QR code as provided under:

## Scan to pledge



or visit

**[notto.abdm.gov.in](https://notto.abdm.gov.in)**

- ii. If required, NOTTO's call centre can also be contacted through 24x7 toll-free helpline number **1800-II-4770** for any information on organ donation and online pledging.
- iii. Various IEC activities may be conducted like Organ Donation Run, Painting/Slogan/Poem/Quiz competitions, Skits, Nukkad Natak, Audio Visual and Social Media campaigns etc. to promote registration of pledges through aforesaid web portal. Participation of senior school students, college students and other youth in the campaign may be encouraged.
- iv. At Village and Panchayat level, registration of digital pledge on the NOTTO web portal may be organized with the support of common service centres and peripheral health institutions functioning 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 may be administered by the respective Sarpanch. Similar activities can be conducted at the District Head quarter, Sub Division and Block level. A template of the pledge in English and Hindi

is provided at the end of this document, which may be got translated into regional languages for wider dissemination.

- v. The office of District Collector/District Magistrate may be involved to supervise the activities within their Districts.
- vi. All States/UTs, are requested to organize the aforementioned activities during the **“Angdaan -Jeevan Sanjeevani Abhiyaan (अंगदान - जीवन संजीवनी अभियान)”** and on **Indian Organ Donation Day on 3rd August, 2025.**

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### **ORGAN DONATION PLEDGE**

1 \_\_\_\_\_, 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.

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 के लिए प्रेरित करने के सभी प्रयास करूँगा/ करूँगी।

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