बाबासाहेब भीमराव अम्बेडकर विश्वविद्यालय
विद्या विहार, रायबरेली रोड, लखनऊ–226025
BABASAHEB BHIMRAO AMBEDKAR UNIVERSITY
(A CENTRAL UNIVERSITY)
VIDYA VIHAR, RAE BARELI ROAD, LUCKNOW-226025

58/UHC/BBAU/2026
Date: 08/08/2026

To

All respective Heads/Deans/ Coordinators of various department and section

Committee (operation of Laboratory and Radiological equipments in University Health Centre)

BBAU

Sub: - **"Jug Jug Jiyo Abhiyaan"** for organ donation

Respected Sir,

1. Please find the attached Office Memorandum dated 31.07.2026 received from U-II section of this Ministry, along with the enclosed D.O. letter dated 27.07.2026 received from the Department of Health & Family Welfare regarding the nationwide Organ Donation Awareness Campaign – "**Jug Jug Jiyo Abhiyaan**" for kind reference and necessary action please.
2. Since the Ministry of Education has asked for the photographs & other activities feedback , You all are kindly requested to get the oath ceremony at department level & share the pics/videos on **vikasafmcite@yahoo.co.in**
3.

Thanking you.

Dr. Vikas Srivastava
CMO
University Health Centre

Copy to:-

1. S.O to V.C.- For kind information of Hon'ble V.C.Sir
2. I/C Website to upload on University Website.

F.No. 9-51/2026-U.II
Government of India
Ministry of Education
Department of Higher Education
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Kartavya Bhawan-2, New Delhi,
Dated 31st July, 2026.

OFFICE MEMORANDUM

Subject:- Organ Donation Awareness Campaign- "Jug Jug Jiyo Abhiyaan"- reg.

I am directed to forward herewith a D.O. letter dated 27th July, 2026 received from Department of Health and Family Welfare on the subject cited above. Vide the cited D.O, it has been requested to organize the activities as mentioned in suggested action plan (enclosed with DO letter) during the Abhiyan as well as celebrate the 16th Indian Organ Donation Day on 3rd August. The content of the D.O letter is self-explanatory.

2. In this regard, all the Bureau Heads of Department of Higher Education are requested to issue advisory to all concerned Educational Institutes/organizations/bodies coming under their administrative purview to cooperate in this national endeavour aimed at enhancing awareness and encouraging greater public participation in the organ donation across the country.

Encl- As above.

(Umesh Kumar)
Director

To,

All Bureau Heads in the Department of Higher Education

पुण्य सलिला श्रीवास्तव, भा.प्र.से.
सचिव
PUNYA SALILA SRIVASTAVA, IAS
Secretary

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-MS
27th July 2026

Dear Colleague,

As you are aware, there remains a significant gap between the demand for organ transplants and the availability of donor organs in the country. Promoting deceased organ donation is crucial, as one deceased donor can save up to eight lives through organ donation and also improve the quality of life of many others through tissue donation such as cornea, skin, bone, heart valves, etc.

2. Due to active involvement and contribution by States/UTs and various Ministreis/Department, significant progress has been achieved in the field of organ donation and transplantation in the country during nationwide organ donation awareness campaign, "Angdaan Jeevan Sanjeevani Abhiyaan" launched in July, 2025. Further, the Hon'ble Prime Minister, in the 131st episode of *Mann Ki Baat*, held on 22nd February, 2026, also reiterated the importance of organ donation and highlighted its transformative impact on the lives of recipients and their families.

3. In continuation of these efforts, it has been decided to launch a yearlong public awareness campaign, ***"Jug Jug Jiyo Abhiyaan (जुग-जुग जियो अभियान)"*** from 3rd August, 2026 on the occasion of the 16th Indian Organ Donation Day. The campaign aims to promote organ donation as a life-saving act and highlight that the legacy of donors continues through the recipients of their organs and tissues.

4. Accordingly, all Ministries/Departments of Government of India are requested to actively participate in the campaign. The suggested action plan for the campaign is enclosed at ***Annexure***. The details of activities conducted under the campaign and photographs/videos may please be sent to the Director, NOTTO at jugjugjiyoabhiyaan@gmail.com.

5. I seek your cooperation in this national endeavour to strengthen awareness and public participation in the organ donation across the country.

With regards.

Yours sincerely,

Punya Salila

(Punya Salila Srivastava)

JS(HE) (24)

Encl.: As above

The Secretaries of all Ministries/Departments, Government of India

Room No. 11102, 'C' Wing, Kartavya Bhawan-1, New Delhi-110001
Tele : (O) 011-24013601, 24013602, E-mail: secyhfw@nic.in

Annexure

The suggested action plan for the campaign is 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 given below:

ii. Various IEC activities such as Organ Donation Run, Painting/Slogan/Poem/Quiz competitions, pledge drives, talks/webinars and observance of Organ Donation Day may be organized in their offices and subordinate/attached organizations/institutions/public sector undertakings under the respective Ministries/Departments to encourage participation of officers, staff and their families.

iii. The IEC activities may be carried out in coordination with the NOTTO (Email: dir@notto.nic.in; Phone no. 011-26164770). The IEC material, including posters, videos, pamphlets, awareness booklets, and other creatives, is available on the NOTTO website (https://notto.mohfw.gov.in/iecdownload.htm).

iv. Ministries/Departments and their subordinate/attached offices/autonomous bodies etc. may disseminate information on organ donation through their official websites, social media handles, newsletters, digital display boards and other communication platforms for wider outreach.

v. If required, NOTTO's call centre can also be contacted through 24x7 toll-free helpline number 1800-11-4770 for any information on organ donation and online pledging.

vi. All Ministries/Departments are requested to organize the aforementioned activities during the *"Jug Jug Jiyo Abhiyaan* ***(जुग-जुग जियो अभियान)***" including celebrating the 16th Indian Organ Donation Day on 3rd August, 2026.

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 ऊतकों को, जिनका उपयोग मेरी मृत्यु के पश्चात किसी को नया जीवन देने के लिए किया जा सकता है, दान करूँगा/करूँगी।

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

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