

**MOST IMMEDIATE**

F. No. A-42011/46/2023-E-3-DoC  
Government of India  
Ministry of Commerce & Industry  
Department of Commerce

Vanijya Bhawan, New Delhi  
Dated the 9<sup>th</sup> October, 2023

To,

- i. DG, DGFT, DG, DGCI&S, DG, DGTR, Deputy Secretary, Supply Division, ACEO(GeM -SPV).
- ii. Heads of Cochin SEZ, Madras SEZ, KASEZ, VSEZ, FALTA SEZ, SEEPZ SEZ, Indore SEZ, Noida SEZ.
- iii. Heads of Coffee Board, Tea Board, Spices Board, Rubber Board, Tobacco Board, IIP, MPEDA, APEDA, IIFT (New Delhi), EIC of India.
- iv. Heads of STC Ltd., MMTC Ltd., ITPO, PEC Ltd., ECGC Ltd.

Subject: VIP letter from Dr. Mansukh Mandaviya, Hon'ble Minister of Health & Family Welfare and Chemicals & Fertilizers regarding Campaign on Online Organ Donation Pledge Drive.

Madam/ Sir,

I am directed to refer to the subject mentioned above and to forward herewith a D.O. letter No. Z.15015/40/2023-NHM-1 dated 02.09.2023 alongwith background note received from Dr. Mansukh Mandaviya, Hon'ble Minister of Health & Family Welfare and Chemicals & Fertilizers regarding Campaign on Online Organ Donation Pledge Drive for necessary action.

This issues with the approval of Competent Authority.

Yours faithfully

Encl: As above



(Alka Sharma)  
Section Officer

Tel: 011- 23039960

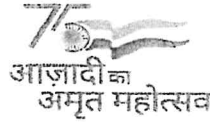
E-mail: moc\_est3@nic.in

Copy to:

Section Officer, GA Section, DoC for necessary action with respect to DoC (Proper).



डॉ. मनसुख मांडविया  
DR. MANSUKH MANDAVIYA



मंत्री  
स्वास्थ्य एवं परिवार कल्याण  
व रसायन एवं उर्वरक  
भारत सरकार  
Minister  
Health & Family Welfare  
and Chemicals & Fertilizers  
Government of India

D.O. Z.15015/40/2023-NHM-I  
Dated the; 02<sup>nd</sup> September, 2023

Dear Shri Piyush Goyal Ji,

The Union Ministry of Health and Family Welfare is going to introduce a comprehensive health initiative named 'Ayushman Bhavah,' during 'Seva Pakhwada' starting from 17<sup>th</sup> September 2023 to 2<sup>nd</sup> October 2023, under which several activities have been planned to enhance healthcare accessibility and awareness. With a focus on comprehensive coverage and inclusion, the program is set to revolutionize healthcare access in the country.

Hon'ble Prime Minister has highlighted importance of Organ Donation during his 'Mann Ki Baat' and on various occasions and emphasized that one organ donor can save eight lives. Inspiring by guidance of Hon'ble Prime Minister and to promote the idea of 'जीते जी रक्तदान, मृत्यु के बाद अंगदान', the campaign on Organ donation Pledge Drive is envisaged, where people can take pledge on the web portal, for which a background note is enclosed.

An online Organ Donation Pledge Registry is being initiated beginning from Sewa Pakhwada to register the pledges of willing citizens all over the country. The facility of pledging is available on <https://notto.abdm.gov.in/pledge-registry/> which can also be accessed from website of National Organ and Tissue Transplant Organization [www.notto.mohfw.gov.in](http://www.notto.mohfw.gov.in). A 24x7 toll free helpline No. 1800114770, is functional for providing any guidance related to pledging process or information on organ donation. The aim is to maximize the number of citizens who have pledged for organ donation.

I seek your cooperation and support for spreading the message among your colleagues, officers, staff and other employees, partners, associates and other stakeholders and also all the Institutes / Autonomous Bodies of your Ministry for active participation in the Organ Donation Pledge Drive. This will go a long way in furthering the noble cause of organ donation and saving the lives of lakhs of fellow citizens suffering from organ failure and waiting for organ. In case of any clarification, technical assistance and IEC material, Shri Anil Kumar (+91 98116 37663), Director NOTTO and Shri Shiny Suman Pradhan (+91 99995 32159), CMO NOTTO, Shri Vivek Shrivastava (+91 92291 09933) and Shri Nitin Bansal (+91 99990 09886) may be contacted.

With regards,

वाणिज्य एवं उद्योग मंत्री कार्यालय वाणिज्य भवन  
C&I M's Office Vanijiya Bhawan  
डायरी नं० / Dy. No. VIP-4360  
दिनांक / Date 27/09/2023



Yours sincerely,

(Dr. Mansukh Mandaviya)

Shri Piyush Goyal  
Hon'ble Minister of Textiles, Commerce & Industry,  
Consumer Affairs, Food and Public Distribution,  
Krishi Bhawan, New Delhi-110001

JS(Adm)

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bc(Adm)

3/10  
E/3

3/10/23

ASO(PM)

Sewa Pakhwada: Ayushman Bhava  
(17<sup>th</sup> September 2023 to 2<sup>nd</sup> October 2023)

Campaign to register online pledges of willing citizens  
for Organ Donation

**Background Note**

There is huge shortage of Organs available for carrying out Transplants as compared to the number of patients who require Organ transplants resulting in a wide gap between demand and supply of organs. As per estimates, 2 lakh new patients require kidney transplants every year for which only around 12 thousand kidneys are available for transplants, similarly for a need of 40000 to 50000 liver transplants, only 4000 livers are available for transplants and for a need of 50000 heart transplants only about 250 heart transplants are carried out. After covid-19 pandemic, the need for lung transplants has also gone up. Many patients also require transplants of pancreas and intestine for saving their lives. India is home to around one third of corneal blind people in the world, which could only be helped with eye donation. Skin donation can help saving the lives of burn patients. Many patients require bones, heart valves and other tissues to treat their diseases.

A living donor above the age of 18 years, can donate either one kidney or part of his liver, however there are concerns of possible commercial trading in such donations and inherent risk to the health of living donor. A deceased donor could be of any age and can donate all vital organs namely kidney, Liver, Heart, Lungs, Pancreas and Intestine and many tissues like cornea, skin, bone, heart valves, blood vessels, cartilage etc; thus one deceased donor can save upto eight lives and improve the quality of life of many others.

Hon'ble Prime Minister Shri Narendra Modi has also highlighted the importance of organ donation in 'Mann Ki Baat' and on other occasions also emphasized that one organ donor can save upto eight lives.

Thus there is a need to promote deceased organ donation. About 1.5 lakh deaths happen annually due to road traffic accidents in India – a large number of these cases could be harvested for organs. Besides this there are other potential donors like cases of brain haemorrhage, stroke etc.

With the efforts of Government, the total number of organ transplants done per year in the country has increased from 4990 in the year 2013 to 16041 in the year 2022. The key statistics of organ donation for the year 2022 is **annexed**.

However, the organ donation rate in our country still continues to be less than 1 per million populations, while the highest in the world is in Spain, where around 48 persons per million population donate their organs after death.

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. Govt also provides support to

States and institutions for augmenting the infrastructure and trained manpower needed for organ donation and transplantation.

Govt. is organizing Sewa Pakhwada from 17<sup>th</sup> September 2023 to 2<sup>nd</sup> October 2023 during which, under the Ayushman Bhava Program of Ministry of Health and Family Welfare, among other activities, a campaign to register pledges of all willing citizens of age 18 years and above is being initiated. The aim and objectives of the Drive is to maximize the 'Organ Donor Pledges', augment 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 tissue after death, as well as to imbibe the value of organ donation in their lives.

An online Organ donation pledge registry is being initiated beginning from Sewa Pakhwada to register the pledges of willing citizens all over the country. The facility of pledging is available on <https://notto.abdm.gov.in/pledge-registry/> which can also be accessed from website of National Organ and Tissue Transplant Organization [www.notto.mohfw.gov.in](http://www.notto.mohfw.gov.in). A 24x7 toll free helpline No. 1800114770 is functional for providing any guidance related to pledging process or information on organ donation.

To kick start the Drive, on the eve of Sewa Pakhwada and 73<sup>rd</sup> Birthday of Hon'ble PM, a mega event to register at least 7300 organ donor pledges is being organized at GIC ground, Agra, Uttar Pradesh, in which Hon'ble Ministers of Health and Family Welfare, MPs, MLAs, Senior Government functionaries other dignitaries and eminent persons will participate.

All States/UTs and Departments of Govt. of India /Organizations/Institutions are requested to organize pledge registration campaign and disseminate the information widely among various stakeholders.

The suggested action plan for the campaign is as follows:

- i. To maximize registration of Pledges for organ and tissue donation.
- ii. To spread awareness among masses, activities of felicitation of organ donor and pledge taking ceremony may be organized at Gram Panchayat level. The pledge activities can be supervised by the respective Sarpanch. Common Service centres may be involved.
- iii. Health Facilities from peripheral like health and wellness centre, PHC, CHC to district hospital and medical college level may be actively involved in the organ donation pledging campaign and facilitating the online pledging. The Nursing, Pharmacy and Paramedical training institutions and health workers like ASHAs, Anganwadis, ANMs, Community Health Officers, Medical Officers and other health workers may be actively involved in widely disseminating information and facilitating the pledging.
- iv. 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.
- v. All Central Government Ministries, Hospitals/Institutions and medical Colleges (Government and Private) are requested to organize pledge registration activities.
- vi. Various activities towards promotion of organ and tissue donation namely pledging, poster, slogan and quiz competition etc. may also be organized to sensitize regarding need for organ and tissue donation.

It is also a call for all for citizens of the country to come forward in large numbers and get associated with the noble cause of organ donation, which is also an act of community solidarity, for the sake of humanity.

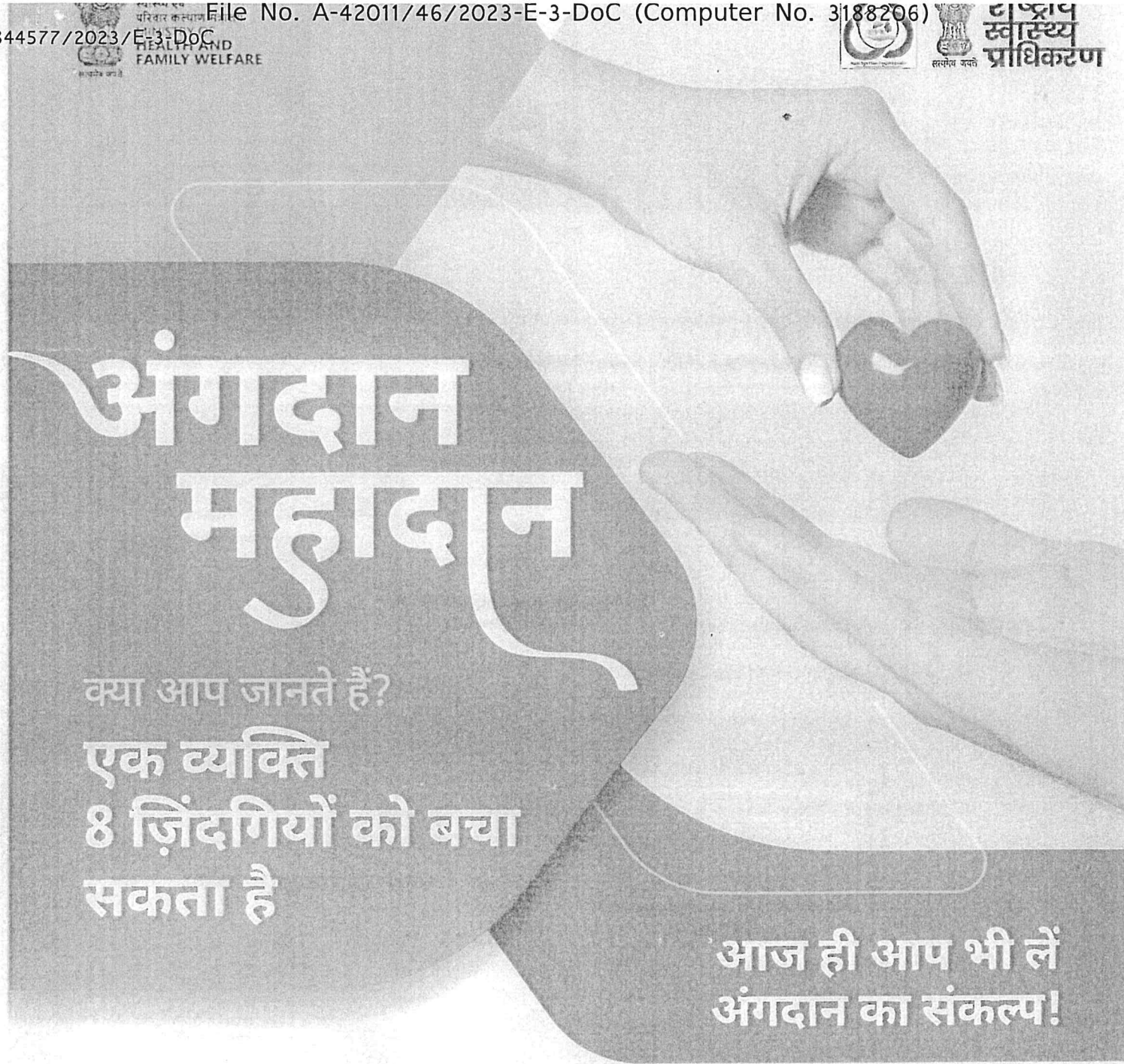
The key statistics of organ donation for the year 2022 is given below:

Jan- Dec 2022		
Deceased Donors		941
Kidney	Living	10164
	Deceased	1541
	Total	11705
Liver	Living	3174
	Deceased	737
	Domino	9
	Total	3920
Heart Transplants		243
Lung Transplants		144
Pancreas Transplants		26
Small Bowel Transplants		3
Organ Transplants	Deceased Organ Transplants	2694
	Living Organ Transplants	13338
	Domino Organ Transplants	9
	Total Organ Transplants	16041

In the year 2022' the key highlights are:

- Highest Number of deceased Donors in five years
- Highest total number of organ transplants over the years
- Highest total number of living donor organ transplants over the years
- Highest total number of Deceased donor organ transplants over the years





# अंगदान महादान

क्या आप जानते हैं?  
एक व्यक्ति  
8 ज़िंदगियों को बचा  
सकता है

आज ही आप भी लें  
अंगदान का संकल्प!

## अंगदान के संकल्प को पंजीकृत करने हेतु 5 सरल कदम

- 01 अंगदान संकल्प को पंजीकृत करने के लिए नोटो की वेबसाइट <https://notto.abdm.gov.in/pledge-registry/> पर जाएं एवं 'रजिस्टर फॉर प्लेज' के बटन पर क्लिक करें।
- 02 आधार एवं आभा लिंक मोबाइल नंबर का उपयोग कर अपने आप को सत्यापित करें।
- 03 अंग अथवा ऊतक दान के लिए फॉर्म में मांगे गए विवरण को भरें एवं दान किए जाने वाले अंग का चयन करें।
- 04 आधार का उपयोग कर ई-साइन करें।
- 05 अपना प्लेज सर्टिफिकेट डाउनलोड करें।



नोटो की वेबसाइट के लिए स्कैन करें।



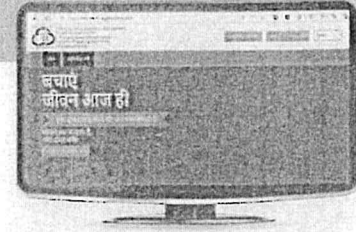
परिवार कल्याण मंत्रालय  
MINISTRY OF  
HEALTH AND  
FAMILY WELFARE



राष्ट्रीय  
स्वास्थ्य  
प्राधिकरण

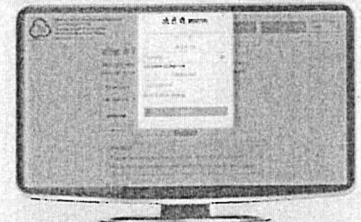
## स्टेप 1

- <https://notto.abdm.gov.in/pledge-registry/> पर जाएं
- 'प्रतिज्ञा के लिए पंजीकरण' / 'रजिस्टर फॉर प्लेज' पर क्लिक करें



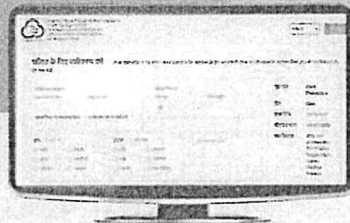
## स्टेप 2

- आधार का उपयोग करके प्रमाणीकरण करें
- आधार से जुड़े मोबाइल नंबर पर प्राप्त OTP दर्ज करें



## स्टेप 3

- फॉर्म 7 में मांगे गए विवरण प्रदान करें
- अंगदान के लिए अंग चुनें



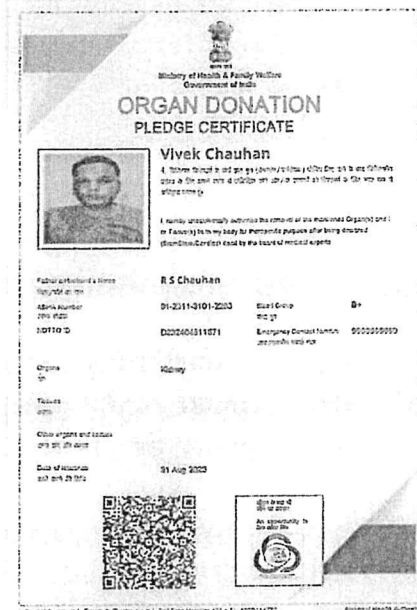
## स्टेप 4

- आधार का उपयोग करके ई-साइन करें



## स्टेप 5

- प्लेज सर्टिफिकेट डाउनलोड करें



अधिक जानकारी के लिए NOTTO की वेबसाइट  
[www.notto.mohfw.gov.in](http://www.notto.mohfw.gov.in) पर जाएं

या टोल फ्री नंबर 180114770 पर कॉल करें।