



**INDIAN COUNCIL OF AGRICULTURAL RESEARCH  
KRISHI BHAWAN, NEW DELHI-110 001**

F.No. 21-30/2022-CDN

Dated the 15<sup>th</sup> September, 2023

**ENDORSEMENT**

Sub: Ayushman Bhavah, during 'Seva Pakhwada' Starting from 17<sup>th</sup> September 2023 to 2<sup>nd</sup> October 2023 regarding

D.O. letter. No.Z15015/40/2023-NHM-I dated 2<sup>nd</sup> September 2023 received from Ministry of Health & Family Welfare and Chemicals & Fertilizers, Government of India, New Delhi, regarding the aforesaid mentioned subject is being uploaded on the ICAR website [www.icar.gov.in](http://www.icar.gov.in) and e- office for information and compliance.

(Sumit Kumar Jindal)  
Deputy Secretary (GAC)

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सत्यमेव जयते

O/o the MINISTER OF AGRI. FW

Dy. No. 1771055/ICAR  
Date. 12/9/23

मंत्री

स्वास्थ्य एवं परिवार कल्याण

व रसायन एवं उर्वरक

भारत सरकार

Minister

Health & Family Welfare  
and Chemicals & Fertilizers  
Government of India

डॉ. मनसुख मांडविया  
DR. MANSUKH MANDAVIYA

Secy(A&FW)/DG(ICAR)



आज़ादी का  
अमृत महोत्सव

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

Respected Shri Narendra Singh Tomar 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,

Yours sincerely,

(Dr. Mansukh Mandaviya)

Shri Narendra Singh Tomar,  
Hon'ble Minister,

Ministry of Agriculture and Farmers Welfare

Krishi Bhavan, Room No 120, New Delhi-110001