

## Press Release

### **IIM Jammu successfully organizes a Blood Donation Drive in association with Red Cross Society**

**07<sup>th</sup> Dec 2022 Jammu:** Kartavya - Social Responsibility Club of IIM Jammu in association with the Red Cross Society, Jammu on the proud occasion of Armed Forces Day organized a Blood Donation Camp at its Jallochak Campus, IIM Jammu. The Blood donation drive conducted under the able guidance of Prof B.S. Sahay, Director, IIM Jammu was inaugurated by Prof. Jabir Ali, Dean Academics, and Dr. Ashish Kumar, Chairperson, Student Affairs, IIM Jammu in the morning hours.

Speaking on the occasion, Prof. Jabir Ali, Dean Academics, IIM Jammu appreciated the initiative taken by the students at the Institute and assured to extend all support from the Institute for the cause. We strongly believe in sensitizing our students towards developing social sensitivities and a strong need for blood donation drives amongst the youth of the country towards the cause. At, IIM Jammu, we are always committed to the welfare of the society and nation at large.

*“Someone lives when someone donates. Sympathy alone cannot save people in chronic conditions, but blood can. A drop of blood donated is a life saved, and this was the stronghold that guided our students into an impressive turnout for the cause”* said Dr. Ashish Kumar, Chairperson, Student Affairs, IIM Jammu.

The drive saw close to 90 students, faculty, and staff members coming together in large nos. to donate blood for a noble cause. The drive was successfully conducted by Dr. Zulfiqar, Ms. Deepa, Ms. Sunita, Mr. Badal, Ms. Meenakshi, Mr. Rakesh, and Mr. Vinod from the Blood Transfusion Department and the Red Cross Team, Jammu. The samples were carefully sealed and transported to the Blood bank. This camp helped students in getting awareness about their social responsibilities and showed enthusiastic participation for the same.

For Press/Media Inquiries please contact:

✉ [pro@iimj.ac.in](mailto:pro@iimj.ac.in)

☎: +91-8000121616

**Glimpses from the Blood Donation Drive in association with Red Cross Society**





