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### Press Release

## Donating Drops of Hope: IIM Jammu's Blood Donation Camp Garner Strong Community Participation



**Jammu, 22<sup>nd</sup> Dec 2023** – The Indian Institute of Management (IIM) Jammu in collaboration with J&K Thalassemia Welfare Society, GMC, Jammu organized a Blood Donation Camp at its Medical Centre Sanjeevani at Jagti and at its Canal Road Campus at Jammu, exemplifying the Institute's commitment to community welfare. Coordinated by Kartavya, the Student Club at IIM Jammu, the event saw enthusiastic participation from students, faculty, and staff, making a significant contribution to the noble cause of saving lives through blood donation.

The blood donation camp, held at the institute's premises, received overwhelming support from the IIM Jammu community, highlighting the spirit of altruism and social responsibility among its members. The event aimed not only to meet the immediate need for blood but also to promote awareness about the importance of regular blood donation.

Prof. B.S. Sahay, Director, IIM Jammu, expressed his gratitude for the active involvement of the IIM Jammu community in this benevolent initiative. He remarked, *"The success of the Blood Donation Camp is a testament to the compassionate and socially conscious ethos that defines IIM Jammu. The Blood Donation Camp is not just a one-time initiative; it reflects our ongoing commitment to societal well-being. At IIM Jammu, we believe in instilling values of empathy and responsibility in our students, preparing them to be socially responsible leaders who contribute meaningfully to society."*

The event was coordinated with precision by Kartavya, the Student Club at IIM Jammu, dedicated to organizing social initiatives and community outreach programs. The club's members played a pivotal role in mobilizing resources, raising awareness, and ensuring the smooth execution of the blood donation camp.

The blood collected during the camp will be donated to blood bank, ultimately benefiting those in need of lifesaving transfusions. The success of this initiative underscores IIM Jammu's dedication to fostering a culture of compassion and social responsibility, transcending traditional boundaries of education. The event was coordinated by the Student Affairs office.

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**Glimpses from the Blood Donation Drive at IIM Jammu  
(Jagti Campus)**











IIM Jammu Canal Road Campus









