

MESSAGE



**Dr. Narender Kumar Bishnoi,
Programme Coordinator, NSS
University of Delhi**

Under the visionary leadership of Hon'ble Vice-Chancellor Prof. Yogesh Singh, and in partnership with Dadhichi Deh Daan Samiti (DDDS), the National Service Scheme (NSS), University of Delhi, has embarked on a university-wide campaign to promote body and organ donation. The initiative was conceived during an initial meeting between Prof. Singh and Shri Alok Kumar Aggarwal, who recognized the unique ability of NSS volunteers to drive meaningful social change.

Since its launch, NSS Programme Officers and student volunteers from more than thirty-five colleges, including the Faculty of Law, have organized expert lectures, interactive sessions with grassroots practitioners, and creative outreach events such as poster-making, poetry and reel competitions, and slogan-writing drives. These activities have generated campus-wide enthusiasm, equipping volunteers with nuanced insights into transplantation ethics, indigenous perspectives, and the practicalities of donor registration.

A blended offline-and-online strategy ensures that every college can access toolkits and training materials to conduct effective awareness programmes. By dispelling myths and fears surrounding donation, NSS units are laying the foundation for a robust and sustained institutional mechanism that can help save countless lives threatened by organ failure.

As Programme Coordinator, NSS, I am delighted to see our volunteers turning this vision into reality. Building on our success in Delhi, we now aim to scale the campaign nationally through the NSS Regional Directorates. By fostering a culture of compassion and informed consent, the NSS community can create a ripple effect that inspires many more citizens to pledge their organs and bodies for the greater good.

With warm regards,