



Raktdan Kartavyam

Uniting Corporates for Viksit Bharat

17th - 23rd September 2026



Guinness Book
World Record Holder 2014



One donation
can save
three lives

WHY BLOOD?

**Every 2
Seconds,
someone
critical
needs
Blood.**

More than 1 million new people are diagnosed with cancer each year & need blood sometime daily during their chemotherapy treatment.

Sickle cell & Thalassemia patients may require frequent blood transfusions through out their lives. needs frequent blood transfusions.

Blood cannot be manufactured.

Blood cannot be manufactured.

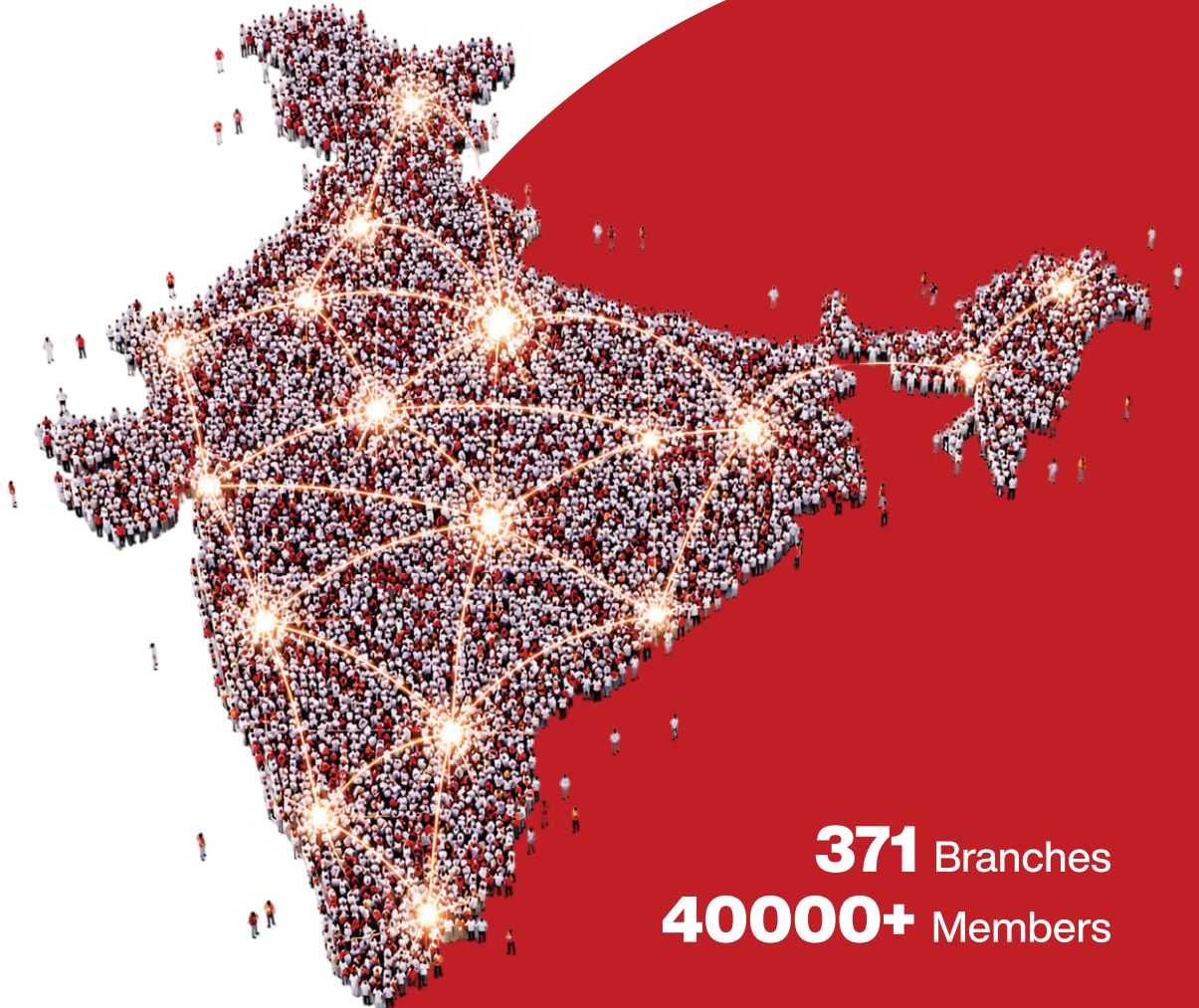
Though the instances of Voluntary Blood Donation has increased, yet there is a significant gap and replacement is provided for by the patients family and relatives.



Akhil Bhartiya Terapanth Yuvak Parishad

Akhil Bhartiya Terapanth Yuvak Parishad (ABTYP) is one of India's leading voluntary youth organizations, inspired by the timeless principles of non-violence, compassion, discipline and selfless service under the guidance of His Holiness Acharya Shri Mahashraman Ji. ABTYP has been nurturing socially responsible leadership and driving meaningful community transformation for over six decades.

Committed to the vision of "Service to Humanity is Service to the Nation," ABTYP spearheads pioneering initiatives in healthcare, blood donation, disaster management, environmental sustainability, de-addiction and youth empowerment. Through strategic collaborations with government bodies, institutions and civil society, the organization continues to create measurable social impact while inspiring generations of youth to contribute towards a healthier, compassionate and Viksit Bharat.



371 Branches
40000+ Members

TIMELINE

2012 •

Launched the Mega Blood Donation Drive, collecting **96,000+** blood units in a single day across India and



2014 •

Set a **Guinness World Record**, collecting over **1,00,212** blood units in a single day across India and overseas.



2016 •

Organized **366 Days** Blood Donation Camps across India, recognized by the Asia Book of Records and India Book of Records.



2020 •

During the COVID-19 pandemic, collected **55,000+** blood units and **2,000** plasma donations in **700+** camps worldwide (**Global and Asia Pacific Records**).



2022 •

Partnered with the Health Ministry of India and organized **6,149** camps across **42** countries, collecting **2,50,000+** blood units in one day (**World Book of Records**).



2023 •

Launched a one week movement Partnered with Govt of India for week long movement under Seva Pakhwada collecting **3.75** lakh+ units across India.



2024 •

Conducted year-round Mega Blood Donation Drives and hosted the NGO Summit on 1st October (Voluntary Blood Donor Day) with the Health Ministry of India.



2025 •

Collected **325803** units in a Single day through our global voluntary Blood donation drive in collaboration with Ministry of Health , Ministry of Youth Affairs and Sports , Ministry of Railways , Ministry of Education



2026

Together with visionary corporate partners, we will drive the next wave, which will empower workplaces to become catalysts of voluntary blood donation in 2026.

COLLABORATION WITH GOVT. OF INDIA



State Govt. Logo



बहुमूल्य जीवन बचाने में योगदान दें
रक्तदान करें
मानवता के इस पुनीत कार्य से जुड़ें
रक्तदान अमृत महोत्सव
17 सितम्बर 2022



Mansukh Mandaviya ✓

3 Oct · 🌐

प्रधानमंत्री **Narendra Modi** जी के जन्मदिवस पर शुरू हुए **#RaktdaanAmritMahotsav** में महत्वपूर्ण भूमिका निभाने वाले 'अखिल भारतीय तेरापन्थ युवा परिषद' की टीम को मैं हार्दिक **बधाई** देता हूँ।

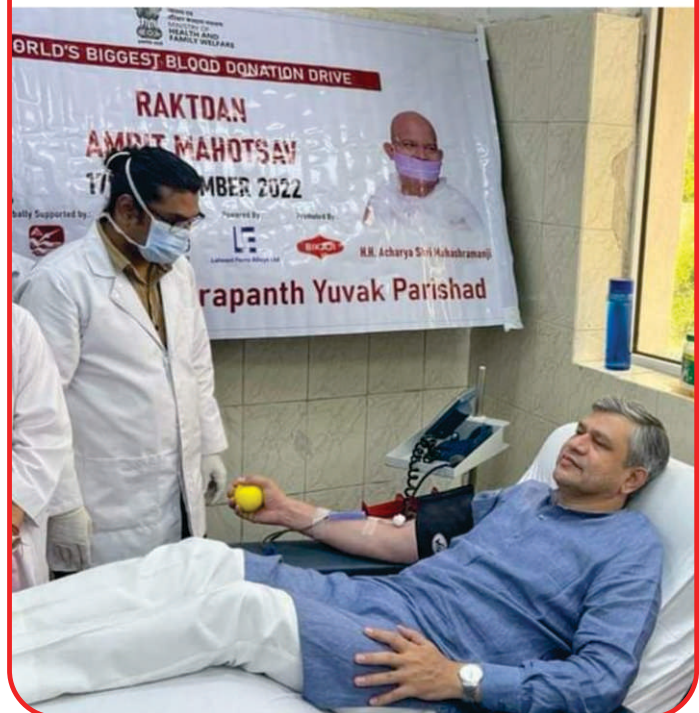
मानवता के इस कार्य को सफल बनाने में उनका योगदान लाखों जीवन बचाने में उपयोगी साबित होगा।



Ashwini Vaishnaw ✓

1d · 🌐

रक्तदान 🩸 महादान





ROLE OF CORPORATES IN NATION BUILDING

Corporate India has emerged as a vital partner in driving social change and nation building. Meaningful collaborations between corporates and civil society organizations have consistently demonstrated that collective action creates lasting impact.

**WE MAKE A COMPANY BY WHAT WE EARN.
WE MAKE A BRAND BY WHAT WE GIVE.**

RAKTDAN KARTAVYAM 2026

17th – 23rd September 2026

Every partnership has the power to save lives. Through Raktdan Kartavyam 2026, ABTYP invites Corporate India to stand at the forefront of India's voluntary blood donation movement, building on a proven legacy of nationwide impact and successful collaboration with the Government of India.

WHY CORPORATE INDIA SHOULD LEAD THIS MOVEMENT

Corporates are the backbone of Viksit Bharat - Pivot

- Demonstrate commitment towards nation building through a meaningful humanitarian initiative.
- Foster employee engagement, teamwork and a culture of social responsibility.
- Inspire healthy employees to become regular voluntary blood donors.
- Reinforce the organization's commitment to Environmental, Social & Governance (ESG) and Corporate Social Responsibility (CSR) goals.
- Earn positive visibility through participation in one of India's largest voluntary blood donation campaigns.

SPECIAL INVITATION

ABTYP welcomes participation from corporates of all sizes. Organizations with large employee strength can host on-site blood donation camps, while smaller organizations can partner with nearby institutions or participate through cluster camps.

CORPORATE SOCIAL RESPONSIBILITY

Among India's most impactful CSR interventions, MBDD delivers exceptional Social Return on Investment by converting every CSR contribution into immediate healthcare outcomes, lives saved, employee engagement, and long-term community resilience. It is a CSR that creates measurable impact today while strengthening the foundation of a healthier and Viksit Bharat for tomorrow.

ORGANISING A CORPORATE BLOOD DONATION CAMP

- Nominate an internal coordinator to facilitate planning and communication.
- Choose a suitable date between 17–23 September 2026.
- Encourage employee pre-registration to ensure smooth camp management.
- Provide a suitable venue such as a conference room, auditorium, lobby, or activity centre.
- Promote the drive through internal communication channels including emails, intranet, digital displays, notice boards and employee groups.
- Recognize and encourage donor participation to build a culture of voluntary blood donation.

**The entire blood donation process takes approximately 15–20 minutes,
making it a simple yet life-saving contribution.**

CORPORATE OUTREACH & CAMPAIGN PROMOTION

External Outreach

- Partner with digital, print, electronic and radio media to amplify the campaign.
- Encourage business partners, vendors, clients and industry associations to participate.

Internal Engagement

- Leverage all internal communication platforms to create awareness.
- Share campaign creatives, donor stories, countdowns and success milestones.
- Encourage leadership participation to inspire employees and build a lasting culture of voluntary blood donation.

Together, we can transform voluntary blood donation into a nationwide movement and make Raktdan Kartavyam 2026 a historic people's campaign.



HIGHEST SOCIAL RETURN ON CSR INVESTMENT



SROI

Every ₹1 invested in organizing a corporate blood donation camp creates multiple times greater social impact through life-saving healthcare support, enhanced employee engagement, improved community goodwill and measurable ESG outcomes.

CORPORATES BENEFITS

Employee Engagement

- Brand Visibility
- Corporate Social Responsibility
- Health Awareness
- Nation Building
- Recognition
- Positive Workplace Culture

Recognition Mechanism

- National Appreciation Certificate
- Social Media Coverage
- National Recognition
- Positive Media Visibility
- Impact Report

2026 Target

- 7 Days
- 28 States & 8 union territories
- 2000+ Blood Donation Camps
- 500+ Corporates
- 40000+ Volunteers
- Over a Million Lives Saved





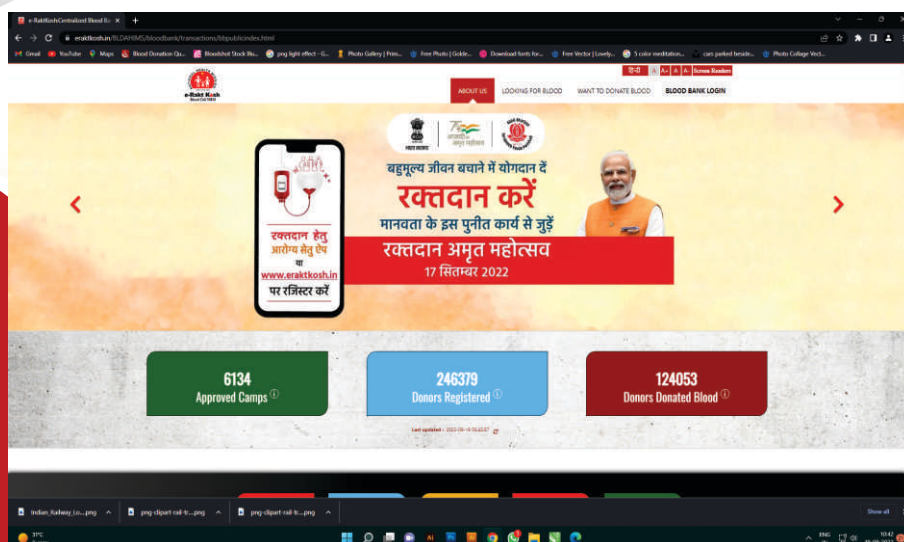
A NATIONAL MOVEMENT SUPPORTED BY LEADERS ACROSS INDIA



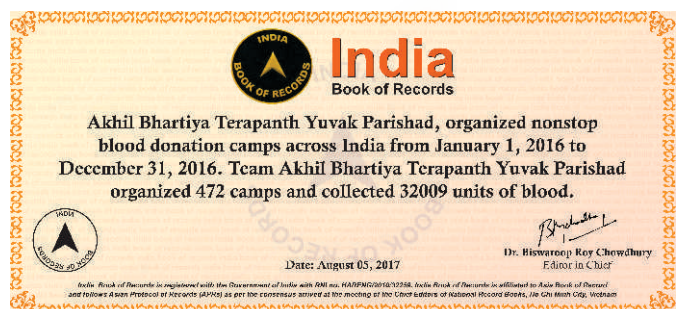
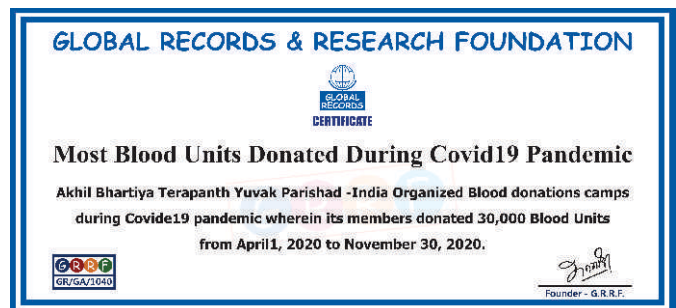
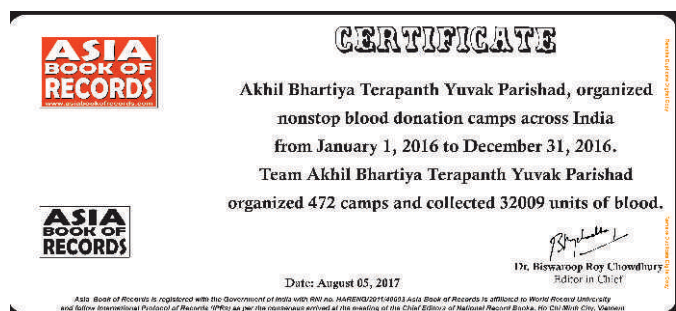
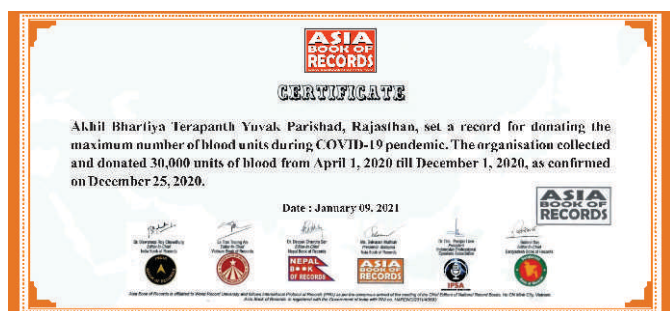
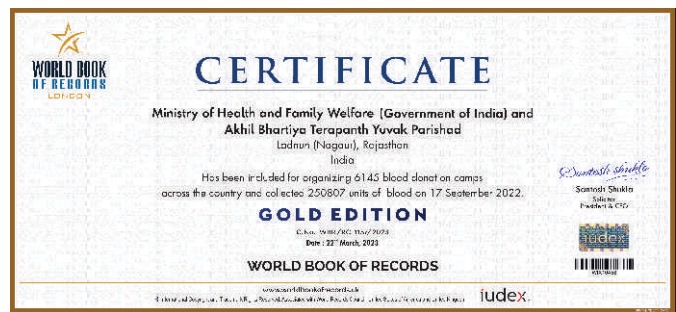
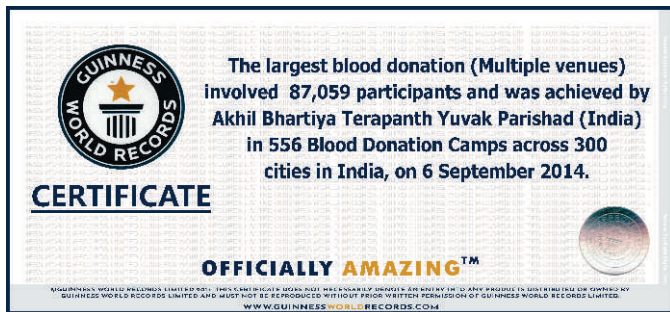
सत्यमेव जयते

Over the years, the **Mega Blood Donation Drive (MBDD)** has received encouragement and support from policymakers, ministers, governors, chief ministers, public representatives, and government institutions across the nation. From raising awareness to inspiring citizen participation, their support has strengthened the mission of ensuring blood availability for every patient in need. Today, MBDD stands as one of the world's largest voluntary blood donation movements, bringing together government agencies, healthcare institutions, educational organizations, corporate partners, and millions of citizens under one common cause **saving lives**.

CONNECTED
TO INDIA'S
E-RAKTKOSH
ECOSYSTEM



AWARDS & ACHIEVEMENTS



BEST WISHES FROM THE PRESIDENT OF INDIA



SHRI RAMNATH KOVIND

Hon. President of India launched the banner of
Mega Blood Donation Drive



महामहिम श्री प्रणब मुखर्जी
पूर्व राष्ट्रपति -भारत सरकार

शमीमी सद्दीकी
भारत के राष्ट्रपति की उप प्रेस सचिव
SHAMIMA SIDDIQUI
Deputy Press Secretary
to the President of India



राष्ट्रपति सचिवालय
राष्ट्रपति भवन
नई दिल्ली - 110004
PRESIDENT SECRETARIAT
RASHTRAPATI BHAVAN,
NEW DELHI - 110004

MESSAGE

The President of India, Shri Pranab Mukherjee, is happy to know that the Akhil Bhartiya Terapanth Yuvak Parishad is organising a 'Mega Blood Donation Drive' (MBDD)- "Revolution @365-Each Day is A Blood Doantion Day."

The President extends his warm greeting and felicitations to the organisers and participants and sends his best wishes for the success of the event.

Deputy Press Secretary to the President



प्रधान मंत्री
Prime Minister

MESSAGE

It is heart-warming to learn about the 'Raktadan Amrit Mahtosav 2.0' organised by Akhil Bhartiya Terapanth Yuvak Parishad.

This attempt to organise a potentially record-setting blood donation drive is both thoughtful and commendable. Given the Parishad's record massive drives earlier, I am confident that this initiative too will be successful.

For centuries, Seva or service has been the guiding principle of our society and culture. 'Seva Paramo Dharmah' has not just been an ideal, but a part of our daily lives.

Under the guidance of Acharya Shri Mahashraman Ji, the Parishad has been serving the society with ideals of service, compassion and non-violence. He has carried forward the glorious traditions of Seva of an illustrious lineage of great saints.

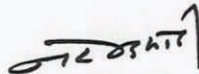
Akhil Bhartiya Terapanth Yuvak Parishad has been a platform for social service and community empowerment. The principle of universal welfare has been a belief that has been put to practice in every activity undertaken.

The Parishad's effort to serve the society through this blood donation drive on September 17 has touched me deeply. Blood donation is an act of kindness toward humanity and will go a long way in saving countless lives. Such selfless deeds reflect and reaffirm our time-tested ethos of service and compassion for one and all.

As India marches ahead confidently toward fulfilling the resolve of Viksit Bharat by 2047, the contribution of institutions such as Akhil Bhartiya Terapanth Yuvak Parishad will be crucial to this endeavour.

Wishing the Parishad every success in every meaningful effort for the greater good of humanity.

Best wishes for your future endeavours.


(Narendra Modi)

New Delhi
भाद्रपद 21, शक संवत् 1947
12 September, 2025

My support

હું પણ તિને મદદ કરીશ
તમા કાર્ય માટે જાહેર કરું.

૨. હિંમત અજમાવું છું

હું પણ કાર્ય માટે હજી હું

હું પણ (અમારું છે)

હિંમત અજમાવી જાઉં છું

૩. હું પણ મદદ કરીશ

હું પણ મદદ કરીશ હું પણ

મદદ કરીશ હું પણ



**INSPIRATIONAL
WORDS FROM THE
PRIME MINISTER
OF INDIA**



World Book of Records London



To:
Akhil Bhartiya Terapanth Yuvak Parishad
Ladnun, Nagaur,
Rajasthan,
India

Date: 22 September 2023

Subject: Thanks for giving your precious time and generous gratitude for an Award Ceremony of World Book of Records-UK.

Respected,

It is a great moment for us to interact with your good self and express our heartfelt thanks for giving your precious time and generous gratitude in grading the event of World Book of Records-UK. The management of World Book of Records (WBR) conveys heartfelt thanks to grace the award ceremony at British Parliament. World Book of Records works from all continents with a global network. It recognizes potential of talent and capabilities in world records through international certification. It also honours personalities and places of outstanding contribution to humanity and universal peace.

To:
Akhil Bhartiya Terapanth Yuvak Parishad
Ladnun, Nagaur,
Rajasthan,
India

Yours sincerely,

Santosh Shukla
Santosh Shukla
President & CEO
World Book of Records

#London Press



WORLD BOOK OF RECORDS

WORLD BOOK OF RECORDS



www.worldbookofrecords.uk

Blood on calls requirement fulfilled throughout India.

50000+ Units collection across the year through blood camps.



BANNER INAUGURATION

INTERNATIONAL REACH



RNI - MPIN/2015/64649 | Member - Press Council of India, Govt. of India

Akhil Bhartiya Terapanth Yuvak Parishad, Ladnun (Nagaur) India gets felicitated by World Book of Records at British Parliament



British Magazine London Press was released in the gracious presence of hon'ble guests.

LONDON
Alma Times | English

World Book of Records and Nobles of Commonwealth Nations Awards have organized a felicitation ceremony in the gracious presence of hon'ble guests at British Parliament, England. On this occasion, Mr. Hitesh Bhandia, Yuvak Parishad, Chief Convener, Ladnun (Nagaur) India was felicitated by the World Book of Records for organising 6149 blood donation camps across country and collected 250000 units of blood out of which 166539 units collected by Akhil Bhartiya Terapanth Yuvak Parishad. The award ceremony was graced by prominent guests including Hon'ble Mr. Virendra Sharma, Member of Parliament, United Kingdom, Dr. Diwakar Sukul, Founder, Chairman, World Book of Records, Hon'ble Mr. Gareth Thomas, Member of Parliament and Shadow Minister for International Trade, Mr. Santosh Shukla, President & CEO, World Book of Records, His Holiness Rajrajeshwar Gurus, Founder, International

Siddhashram Shakti Center, Hon'ble Lord Rami Ranger CBE, Member of the House of Lords, United Kingdom, Hon'ble Pam Gosal, Member of the Scottish Parliament for West Scotland, Mr. Mahendrasinh C Jadeja, Global Vice President, Global Indian, Organisation, United Kingdom, Mr. Simon N. Owens DL, HM The King's Representative, United Kingdom, Mr. Daniel Marshall, London, and Hon'ble Shri Mangubhai C. Patel, Governor of Madhya Pradesh, India, Hon'ble Ramdas Athawale, Minister of State for Social Justice and Empowerment, Government of India, Mr. Rakesh K Shukla from India were present along with intellectuals of society. The award ceremony felicitated 30 personalities with international awards, World Book of Records and Nobles of Commonwealth Nations Award of all continents for their outstanding contribution to society. In the ceremony, the British Magazine London Press was released in the gracious presence of hon'ble guests. The ceremony was vibrant with an enthusiastic Toastmaster John Ashmele. The vote of thanks was given by Dr. Suchita Shukla.

www.almatimes.in

MBDD CAMPAIGN ACROSS NATION

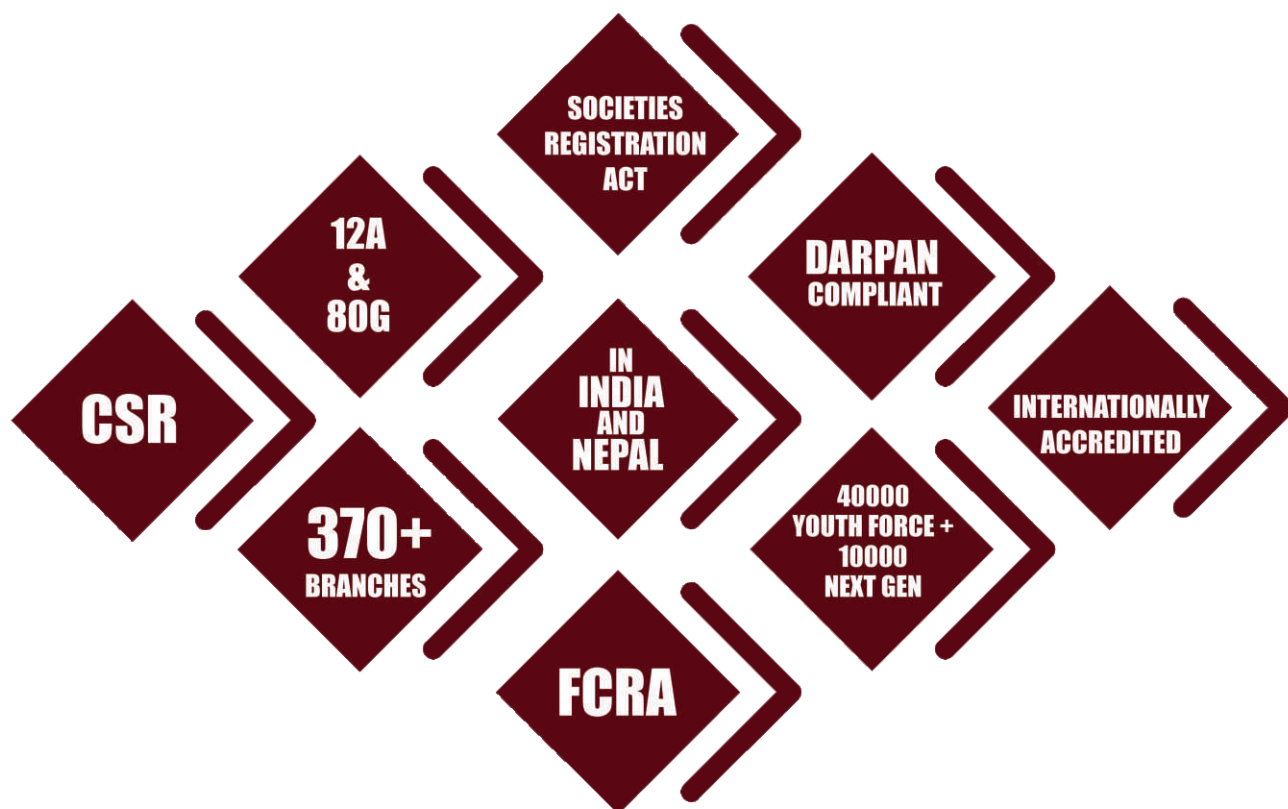






UNITING CORPORATES FOR VIKSIT BHARAT

One of the distinct pillars sustaining any nation building process is role of corporate in social work. Joint venture of Corporates & NGO has proved phenomenol in nation building in recent years.



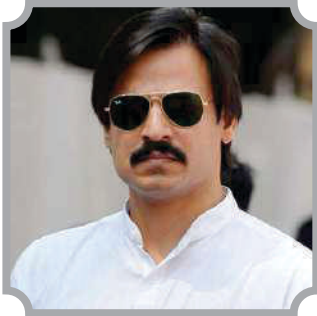
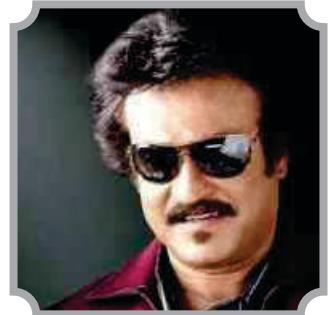
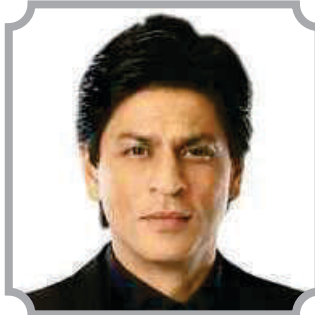
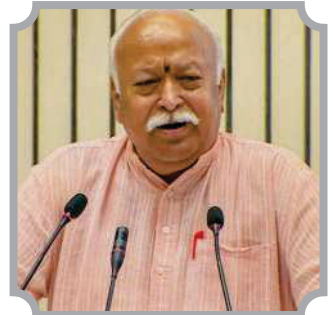
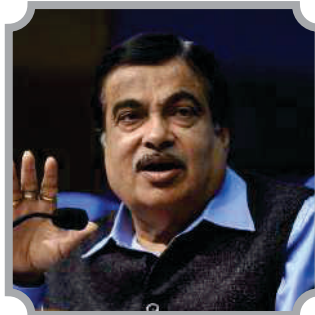
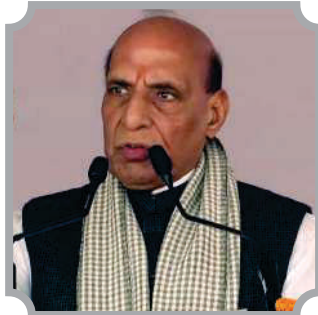
PAST CORPORATE PARTNERS



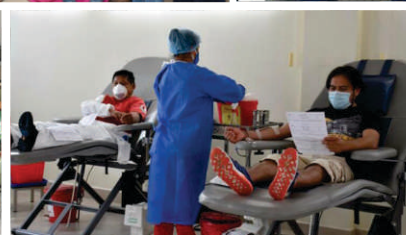
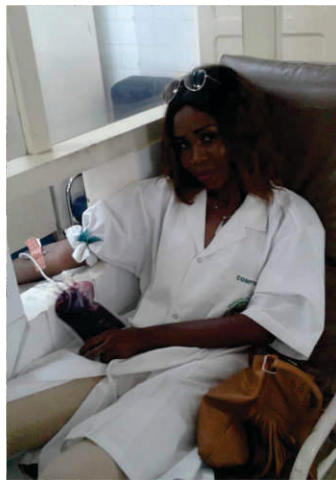


ONE WORLD, ONE BLOOD
ONE HUMANITY

OUR PROMINENT SUPPORTERS



GLOBAL CAMPAIGN



GLOBAL CAMPAIGN



REG OFFICE

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Pawan Mandoth (President, ABTYP)

Sourabh Patawri - (Gen. Secretary, ABTYP)

Nitesh Kothari (Convenor, MBDD) | 93677-50695

Arush Bothra (Co-Convenor, MBDD) | 98115-14724

Jai Choraria (Co-Convenor, MBDD) | 80179-43066



www.abtypmbdd.org



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SCAN ME



AKHIL BHARTIYA TERAPANTH YUVAK PARISHAD