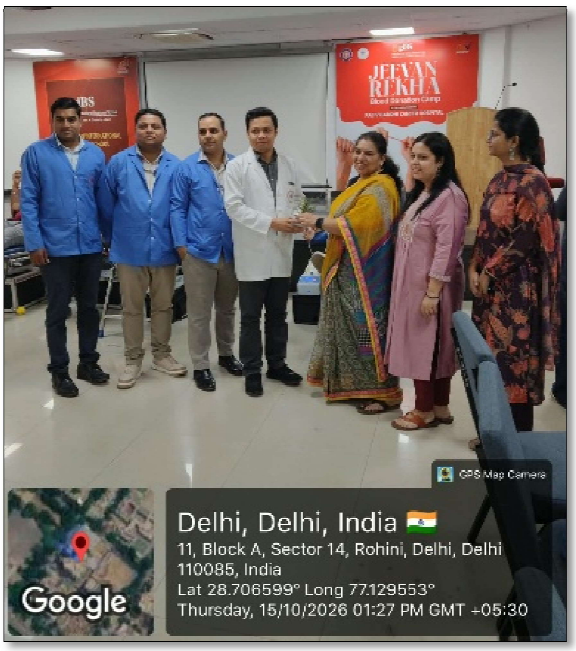
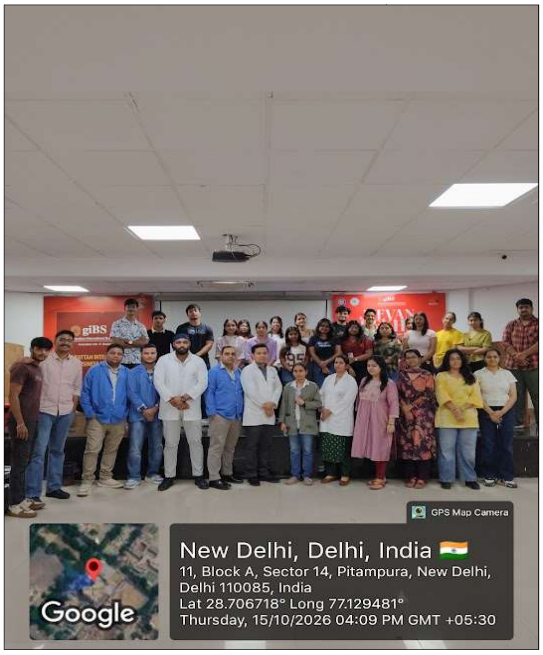
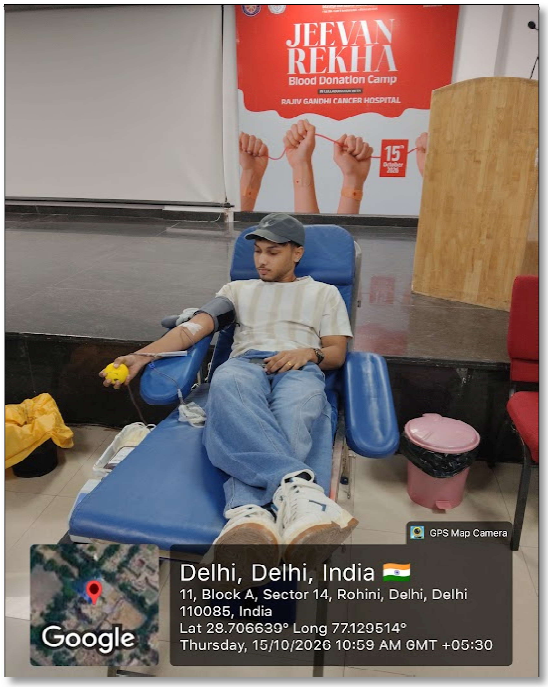
giBS
Gitarattan International Business School
Grade 'A' Accredited by NAAC

JEEVAN REKHA : BLOOD DONATION CAMP

15TH OCTOBER 2026 (THURSDAY)









giBS
Gitarattan International Business School
Grade 'A' Accredited by NAAC

The NSS Unit of Gitarattan International Business School (GIBS) organized **Jeevan Rekha – Blood Donation Camp** in collaboration with Rajiv Gandhi Cancer Hospital on 15TH October 2026.

The camp was conducted from 10:00 AM onwards in the GIBS Auditorium. The event was as part of our social responsibility and healthcare awareness initiative. The objective of the event was to promote voluntary blood donation, encourage youth participation, and raise awareness about the critical importance of saving lives through blood donation. The initiative sought to spread the vital message of community service and healthcare support.

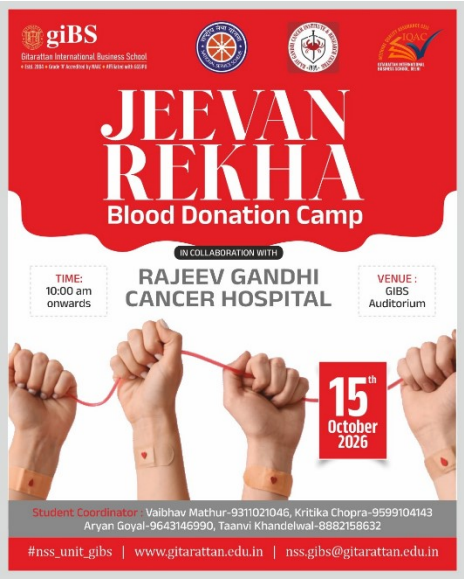
The Jeevan Rekha campaign was organized to foster a sense of civic duty and highlight the continuous need for safe blood supplies in medical care. Starting from 10:00 AM onwards, the camp provided a structured and safe platform for students, faculty, and community members to contribute towards noble healthcare causes. Through voluntary contributions, the drive successfully collected **53 units of blood**, making a direct impact on supporting patient care and life-saving treatment procedures at Rajiv Gandhi Cancer Hospital.

The volunteers and donors enthusiastically participated in the campaign, making it a meaningful initiative towards creating greater social responsibility and community welfare. The camp reinforced the importance of collective action, youth involvement, and selfless contribution in building a healthy, compassionate, and supportive community.

The NSS Unit remains committed to organizing such socially impactful activities and encourages continued community participation in future initiatives.

giBS
Gitarattan International Business School
Grade 'A' Accredited by NAAC

FLYER OF THE EVENT



TYPE OF EVENT	BLOOD DONATION CAMP
VENUE	**GIBS Auditorium**
TIME & DURATION	10:00 AM onwards
CONDUCTED BY	NSS Unit of GIBS
ORGANISED FOR	GIBS Students
NAME OF THE COORDINATOR	**Ms. Muskan Grover** **Ms Tripti Yadav**
ATTENDANCE	79
RESOURCE PERSON	Name- Dr Sanjit Designation- Manager Blood Bank Affiliation- Rajiv Gandhi Cancer Hospital
OBJECTIVES OF THE EVENT	1. Promote Voluntary Donation: To encourage voluntary blood donation among youth, students, faculty, and community members. 2. Raise Life-Saving Awareness: To highlight the critical importance of saving lives and fulfilling the ongoing demand for safe blood supplies in medical care. 3. Foster Social Responsibility: To instill a strong sense of civic duty, social responsibility, and community welfare among participants. 4. Support Healthcare Needs: To collaborate with Rajiv Gandhi Cancer Hospital to collect blood units for critical patient care and life-saving procedures.
LEARNING OUTCOME	1. Participants were able to understand the profound impact of individual and collective actions in saving human lives.

	2. Students gained firsthand insight into healthcare needs and the importance of active civic participation. 3. Donors and volunteers experienced the fulfillment of selfless contribution by contributing 53 units of blood. 4. Student coordinators and volunteers developed key organizational, coordination, and leadership skills through event execution.
SHORTFALL DURING EVENT	**NA**
LINK OF YOUTUBE VIDEO	https://youtu.be/d53Z6_QU7JA

PREPARED & SUBMITTED BY: MS MUSKAN GROVER, ASSISTANT PROFESSOR, GIBS