A Brief Introduction of the Organiser

Prajapita Brahma Kumaris Ishwariya Vishwa Vidyalaya is an international spiritual and educational institution founded in 1936 in Hyderabad (Sindh), then part of undivided India. Its present international headquarters is located in Mount Abu, Rajasthan (India). With over 8,500 service centres in more than 140 countries, the University imparts spiritual knowledge and teaches Rajyoga meditation, empowering individuals with moral and spiritual values and helping them live a life of peace, purpose, and integrity. Recognizing its worldwide service, the United Nations has granted the Brahma Kumaris consultative status with ECOSOC (Economic and Social Council) and UNICEF.

The Social Service Wing of the Brahma Kumaris' sister organization, Rajyoga Education & Research Foundation, has been working for social upliftment across India since 1986, in collaboration with many social institutions.

The Wing firmly believes that without spiritual empowerment, deep-rooted social evils and harmful practices cannot be eradicated.

In sacred memory of the institution's Former Chief Administrative Head, Rajyogini Dadi Prakashmani Ji, who ascended on 25 August 2007, massive Blood Donation Drives are being organized across India and Nepal.

Our Objective

- The Wing's objective is to bring positive change in society through spiritual values. We believe that when individuals realize their true inner self and awaken their innate virtues, they become a strong foundation for building a better society and nation.
- To spread compassion and brotherhood through selfless service
- To raise awareness in the fields of blood donation, health, cleanliness, environment, and education
- To work for the upliftment of youth, women, senior citizens, and the underprivileged
- To collaborate with government, non-governmental and social organizations for nation-building
- To strengthen the spirit of "Vasudhaiva Kutumbakam" — The World is One Family

"see every soul as a child of God and every act of service as an expression of true devotion."

90 1936 - 2026

Universal Brotherhood

BLOOD DONATION DRIVE

In Sacred Memory of Rajyogini Dadi Prakashmani Ji



समाज सेवा प्रभाग

21 - 25 August 2026

By Brahma Kumaris Centres across India and Nepal

Organizer : Social Service Wing (RERF) & Brahma Kumaris,

Donate Blood, Earn Blessings

Take a Step Towards Universal Brotherhood…

Take a Step Towards Universal Brotherhood…

This Mega Blood Donation Drive is being organized by the **Social Service Wing** of the Rajyoga Education & Research Foundation in the sacred memory of **Rajyogini Dadi Prakashmani Ji's 18th Ascension Day**, celebrated as **World Brotherhood Day**.

The drive will take place between **21st to 25th August 2026** across thousands of **Brahma Kumaris centres in India and Nepal**, with active participation from youth, educational institutions, social organizations, blood banks, hospitals, administrative and security departments, and conscious citizens.

This initiative is not only about collecting blood but also about awakening the values of humanity, unity, and compassion in society.

We wish to spread the message:

"Blood donation is not just a donation —
it is a gift of life and a celebration of values."

Why is Blood Donation Important?

Blood shortage is a serious issue. Millions of people worldwide suffer due to lack of blood. Accidents, major illnesses, surgeries — all require timely blood support.

Lack of blood leads to loss of countless lives.

By donating blood, you can help save someone's life. Donated blood is used in surgeries, accidents, and critical medical conditions. It is a voluntary act by a healthy person to help those in need — and is one of the most powerful ways to create a positive impact.

Why Should You Donate Blood?

There is no substitute for human blood. Someone needs blood every 3 seconds. Accident victims, cancer patients, and surgical cases depend on it. Blood is the most precious gift you can give another human being.

Are You Eligible to Donate?

- Age: 18–65 years
- Weight: Above 45 kg
- Hemoglobin: 12.5 g/dL or higher
- Declared medically fit by a doctor
- Disclose you problem to the physician

Benefits of Blood Donation:

- Joy of saving a human life
- Helps lower bad cholesterol levels
- Reduces risk of heart disease
- Boosts immunity
- Reduces chances of certain cancers

Does BD Cause Weakness?

- Not at all!
- The body regenerates lost blood within 24 to 36 hours.
- You can resume normal activities immediately after donation.

A Humble Request

Dear Soul,

Each day, thousands lose their lives simply due to lack of timely blood. To address this crisis, we humbly appeal to you to join this nationwide blood donation drive and offer a gift of life to humanity.

- Your one unit of blood can breathe life into someone in need
- Blood donation is a sacred act of compassion and humanity
- Donate yourself, and inspire others to join this noble cause

This campaign transcends all barriers of caste, religion, or creed — it is a tribute to humanity itself. Let's unite to make this compassionate movement a grand success.

Donate Blood – Save Lives.

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Rajyogini Dadi Prakashmani Ji
Former Administrative Head,
Brahma Kumaris