

## Organ Donation Activities

### Organ Donation Awareness Initiative at Jaipur Literature Festival 2025

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MFJCF (MOHAN Foundation - Jaipur Citizen Forum) participated in the Jaipur Literature Festival 2025 (January 30 - February 3, 2025) with a creative and emotionally resonant campaign to raise awareness about organ donation. Blending advocacy with art and human connection, the centerpiece of the initiative was a striking vintage-style red Post Box - a symbolic installation that encouraged people to reflect, pledge, and express support for the cause.



Sh. Dr. R Mehta, IAS (Retd.), Former Chairman SEBI at the JLF

#### The Red Post Box: A Symbol of Giving

Branded with the campaign tagline "Be a Lifeline. Pledge. Inspire. Donate.", the Post Box served as a heartfelt medium for visitors to:

- Write messages to organ donors and recipients
- Pledge their support for organ donation
- Drop postcards of gratitude and hope for donor families

With its bold red design, heart imagery, and an adjacent info panel, the installation became a festival highlight, sparking conversations around life and legacy.

#### Engagement & Participation Highlights

- Footfall Engaged: 5,000+ visitors interacted at the stall and installation
- Pledges Collected: Over 1,500 individuals pledged to become organ donors
- Postcards Dropped: Around 800 heartfelt notes were written
- Social Media Reach: The Post Box selfie spot created a buzz with 20,000+ impressions
- Celebrity Endorsements: Writers, poets, and influencers amplified the campaign by signing pledges and posting online



Sh. Rajiv Arora (R), Chairman of MFJCF



A youngster taking part in the Postcard campaign



Flimmaker Imtiaz Ali

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