

Passion meets the cause - One Cricket Match and 22,000+ Pledges for Organ Donation

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On 12th February, 2025, during the third One Day International (ODI) between India and England at the Narendra Modi Stadium in Ahmedabad, over 22,000 people volunteered to donate their organs in a single day, marking a watershed event in Indian organ donation awareness.

The mass pledge was part of the campaign 'Donate Organs, Save Lives' - an initiative by the Board of Control for Cricket in India (BCCI) and the International Cricket Council (ICC), supported by Ahmedabad's KD Hospital.

The campaign went full-throated only after the ICC chairman Jay Shah made the announcement on social media accompanied by a promotional video of great Indian cricketers appealing to fans to pledge their organs. According to a BCCI release, the campaign set new benchmarks, with both teams wearing green armbands in support of the initiative.

Transplant recipients, Deepti Vimal Shah (received a kidney transplant) and Gunjan Umang Dani (received a lung transplant), accompanied the team captains Rohit Sharma and Jos Buttler for the toss and added gravity to the armband campaign.

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By leveraging the widespread appeal of cricket and the extensive media coverage of a high-profile international match, the campaign has effectively brought the life-saving significance of organ donation into the public consciousness.



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