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## Aircel organizes 'Blood donation camp' in Shillong

SHILLONG, AUG 21: In its unwavering commitment to serve the community, Aircel, one of India's leading innovative mobile service providers, recently organized a Blood Donation Camp, in association with Heritage- a socio cultural organization supported by NEIGRIHMS at R.R Colony Community Hall, Shillong. The camp witnessed active participation from people of R.R Colony, Rynjha, Aircel employees and partners who volunteered to donate blood for this noble cause. Through this blood donation camp, Aircel aims to raise awareness for the need of safe blood and blood products and to thank voluntary blood donors for their life-saving gifts of blood.

Speaking on the occasion, Nilaj Mahalanavis, Circle Business Head – North East, Aircel, said "It gives us immense contentment to be able to contribute towards our community by way of donating blood for the needy patients. I would like to thank all the personnel from Heritage, NEIGRIHMS, Aircelites, volunteers and officials and who have joined us in this earnest need. I believe together through such initiatives we can bridge the gap in the demand and supply of safe blood."

Dr. Jemino Mawthoh MLA, Nongthymmai Constituency presided as the Chief Guest at the occasion. He encouraged the donors and appreciated the efforts of the organizer. He also urged people to take up more such initiatives and emphasized on the importance of blood donation.

According to estimates from the World Health Organization (WHO) India needs approximately 12 million units of blood every year. A shortage of this valuable resource has a major impact on victims of road traffic accidents and trauma victims, women with complicated pregnancies, children suffering from thalassemia, and people undergoing major surgeries.

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