**Blood Donation**

Cukatara – means ‘health’ in Tamil, which is what we chose to call our health awareness and blood donation camp organized by HIND Towards Change in affiliation with Blooming Beacon, another Chennai based NGO. The event was held at Deepam Hospitals, located in Tambaram, Chennai on 13th March, 2016. Both organizations give importance to providing health care to those who are in need of it, and cannot afford basic health care or do not have access to it. We recognize the necessity of blood donations, as it helps save many lives and is an active way of contributing to the society. Prior to the event, both NGOs publicized the event in every possible way by distributing pamphlets, making posters and by doing online publicity. Zebronics was the event’s technology partner and associate sponsor. Once the event started, our NGO members did further publicity by going to the Tambaram market and spreading the word to the Sunday shoppers.

The event was quite a success, as we had over 60 people who turned up to donate their blood. As a part of health awareness, we organized a free consultation for everyone, which consisted of a basic health checkup – including blood pressure, sugar and eye tests – by the doctors at Deepam Hospital.

HIND Towards Change believes that basic health care is not just a requirement, but a human being’s right. The event was an immersive experience for us, and it definitely felt like a step towards change.