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BOB OBSERVES BDD



On the occasion of World Blood Donor Day on June 14, 2018, Bank of Baroda organised blood donation camps across the country to help raise awareness about the need for safe blood and blood products, and acknowledge blood donors for their voluntary and life-saving act. The blood donation campaign was held under the theme *!saveALifeToday* highlighting the fundamental human values of altruism, respect, empathy and kindness. It also underlined the importance of voluntary unpaid blood donation systems. Bank of Baroda collected 5711 units of blood from camps organised in its premises across 13 zones in collaboration with various hospitals and NGOs. The Bank expressed its gratitude to staff members and customers for participating in this noble cause and making World Blood Donor Day a big success.

