

FB unveils a platform for blood donations

Facebook has launched a new blood donations centre on its platform to encourage its 217 million users in India to donate blood for the needy by showing opportunities to donate blood in their city, including blood donation events and requests for blood donors.

Facebook also announced new partnerships with organisations across the country, including the National Blood Transfusion Council, a division of Ministry of Health and Family Welfare, and Giants Welfare Foundation — a non-profit.

The new centre was announced at the F8 developers' conference in San Jose on World Blood Donor Day in May, and can be accessed from the explore menu on the device.

People who visit "Blood Donations Centre" on Facebook can sign up to be a blood donor and get notified directly when there is a need for blood nearby.

Facebook had previously released a tool in October last year where Facebook users in India could sign up to be blood donors.

Currently, over 11 million people have signed up in countries including India, Bangladesh and Pakistan, the company said.

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Facebook confirmed the staff moves, which were first reported by the tech news website Recode.

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