**Abstract**

Transplantation is considered one of the greatest advances of modern science that has given many patients a renewed lease of life. Improvements that increase the number and improve the quality of organs that are available for transplantation have been slow to come, with most of them have been developed through innovations in local practice standards. The research study has analyzed the public awareness and willingness towards organ donation. The survey has been conducted on the basis of Purposive sampling method. The survey has been conducted in Coimbatore city with sample size of 150 respondents. The findings of the study reveal that 40 per cent of the respondents are in the age group of 25 years – 34 years, 60 per cent of the respondents are female, and 40.7 per cent of the respondents are aware through their friends & relative. The study suggested that, awareness towards organ donation should be made to increase the donors. Educational Campaign and orientation for organ donation should be conducted regularly to raise the knowledge on organ donation among the public.