



BLOOD LINE

THE *voluntary* BLOOD DONATION JOURNAL

2017 | 43

HAEMOVIGILANCE IN INDIA- A VITAL STEP TO BLOOD SAFETY

Blood transfusion saves lives and plays a key role in improving the health status of any community. Blood Transfusion Service is a vital part of the National Health Service and there is no substitute for Human Blood and its components. In order to improve the standards of Blood and its components, the Central Govt. through Drugs Controller General of India, has formulated a comprehensive legislation, through the Drugs & Cosmetics Act, 1940 and Rules to ensure better quality control system on collection, storage, testing and distribution of blood and its components. It is in this context that the term Hemovigilance becomes important. The term **Haemovigilance** has Latin and Greek roots ("haema"=blood and "vigilans"=paying special attention to). It is a tool to improve the quality of the blood transfusion chain, primarily focusing on safety. Haemovigilance systems will be of benefit also for vigilance and surveillance of the treatment with other human products such as cells, tissues and organs. This strict attitude includes blood donor selection and biological control, labile blood component processing, qualification, transport and conditioning, prescription and distribution of blood components and follow-up of transfused patient. Quality controls, "safety locks", should be implemented at every stage to allow early problem detection, thus avoiding potentially dangerous attitudes and guaranteeing transfusion quality all along the process and the fol-

low up of patients also.

There are 2757 licensed blood banks in India and the average annual Blood collection is around 7- 8 million units. Our country still faces a deficit in terms of the availability of blood or blood components as the gap of demand and supply of safe blood is wide. A Hemovigilance program as an integral part of pharmacovigilance program of India at a national level was launched on December 10, 2012 with a road map of 5 years, i.e., year 2012-17, with four phases, i.e., initiation phase, expansion and consolidation phase, expansion and maintenance phase, and optimization phase. Hemovigilance program in India has been launched with the following objectives.

- Monitor transfusion reactions
- Create awareness among health care professionals
- Generate evidence-based recommendations
- Advise Central drugs standard control organization (CDSCO) for safety related regulatory decisions
- Communicate findings to all key stakeholders
- Create national and international linkages

The activities of hemovigilance between the blood banks and National Coordinating Centre at National Institute of Biologicals (NIB) are co-ordinated by a core group. The advisory committee introduced Transfusion Reaction Reporting Form (TRRF) and gives expert opinion for collection, collation, and analysis of hemovigilance. A software 'Haemovigil' was also developed for reporting the adverse reactions. They also monitor the functioning and quality of the data collected by the Adverse Transfusion Reaction Reporting Centres, i.e., ADR Monitoring Centers and have also developed training modules and guidelines aiming blood safety. India has become a member of Inter-



P.K.Sreekumar,
Assistant Drugs Controller, Kerala.

national Network of Haemovigilance (INH) on December 2014.

Characteristics of Haemovigilance Programme - India:

The main characteristics of HvPI are developed in accordance with WHO guidelines for adverse event reporting. The reporting and learning systems are adopted. It is non-punitive, independent of Public Authority and confidentiality of the reporter is maintained. Reporters are free from fear of retaliation against themselves or punishment of others as a result of reporting. The identities of the patient, reporter and institution are never revealed to a third party and hence confidential. The reporting system is independent of any authority with power to punish the reporter or the organization. Reports are subjected to evaluation by experts. The Privacy and security of data are well ensured.

Medical Colleges/ Institutes/ Hospitals/ Blood Banks of India can enroll under HvPI. The Head / Incharge of Transfusion Medicine Department / Blood Bank provides the necessary details to the National Coordinating Centre (NCC) - Haemovigilance Programme of India (HvPI) by sending the duly filled Enrolment Form either to NCC at National Institute of Biologicals, Ministry of Health & Family Welfare, Plot No. A-32, Sector-62, Institutional Area, NOIDA - 201 309 (U.P.) or via E-mail to NCC at haemovigilance@nib.gov.in. NCC verifies the details provided by the Center. After verification, NCC issues the User Id and Password to

Continued

the Head /Incharge of Transfusion Medicine Department / Blood Bank to access the Haemo - Vigil Software for onward transmission of Transfusion Reactions Reports to NCC.

The TRR Form submitted to National Coordinating Center -HvPI, is assessed by HvPI Personnel for completeness and correctness. Once the data is assessed the Core Group forward it to the Quality Review Panel for the quality check. Then the data is further forwarded to the Signal Review Panel for the statistical analysis and also for the detection of "Signal". Quality Review Panel and Signal Review Panel in turn provide their recommendations to the Core Group which further forwarded to the Haemovigilance Advisory Committee. The recommendations from the Haemovigilance Advisory Committee is forwarded by the Core Group of HvPI to CDSCO, Headquarter and CDSCO further takes regulatory decisions and forward them to the Stakeholders (Patients, Healthcare Professionals, Blood Banks, National Aids Control Organisation(NACO), State Blood Transfusion Council etc.)The Government of India recently issued a memorandum to all the blood banks for up-linking of Transfusion Adverse Reactions record with HvPI.

At present the number of centres for reporting are 206. 2301 reports were received by these centres. 2296 Transfusion reaction reports have been

received by the Haemo-Vigil Software by 71 centers in India

With the success of the HvPI it was decided to undertake donor vigilance activity as it is highly essential to achieve the target of getting safe blood according to demand, as the gap between demand and supply is wide. Thereby a National Blood Donor Vigilance Programme (NBDVP) was launched on June 14, 2015. The Programme is an integral part of the HvPI and is a comprehensive, centralized, and well-structured approach to collect, collate, and analyze data to continuously improve donor safety and satisfaction so that the blood donors have a feeling of being well-treated and well taken care of that may cause blood donors to continue as repeat donors and will have an positive impact on the National Blood Supply. An Adverse Donor Reaction Reporting Form (ADRRF) has been devised to capture information about adverse reactions or complications related to blood donation. The donor recruitment, retention and efforts for the sufficiency and safe blood are of prime importance. Regular voluntary blood donors is one of the biggest challenges and motivation for voluntary blood donation plays a key role in this regard. The Donor Haemovigilance Programme aims at the collection of informations on reactions occurring during or after donation among donors and thereafter, to recommend the best practices for donor care and

safety.

Optimal blood use, which comes under the purview of Haemovigilance, is also very important as blood components prepared from each unit of blood can, in turn, be used to cater to the needs of individual patients. Unwanted transfusion of components and the resulting complications can also be prevented.

Challenges in the implementation of HV system

The major challenges faced in the implementation of HV system include enrolment of reporting centres, fear of punitive action, sense of additional work and responsibility especially for clinicians, shortage of staff, limited availability of computers and lack of easy access of internet facility, lack of perception of immediate benefit of reporting.

Better haemovigilance can be achieved by ensuring better national blood quality and safety initiatives, reducing or minimizing human errors, imparting training, generating data standards, improving reporting capacity, designing and implementing motivational programmes.

Though the implementation of the system currently faces a lot of challenges, overcoming these and setting up a proper HV system in India and elsewhere can go a long way in ensuring blood safety and thereby, an increase in the general health standard of the population.

World Health Day Celebrations



TERUMO PENPOL PVT Limited in association with TEJUS, KEBS and Prathidhwani - Socio Cultural Organization of Technopark Employees celebrated the World Health Day as a gala event on 7th April, at phase III of Technopark

Mr. Vasanth Varadh, Business Development Manager of TECHNOPARK inaugurated the function and delivered the inaugural address. Dr. P V Sulochana the Chief Blood Transfusion Officer of SCTIMST delivered a talk on Apheresis Donation.

The theme for World Health Day 2017 is Depression-Let's Talk. Dr. P V Sulochana delivered the special address on Depression-Let's Talk.

A special Voluntary Blood Donation Quiz Contest was organized for General Public. A Blood donation camp was organized and SCTIMST collected the blood from 39 Donors in the mobile Blood Van.



BLOOD DONATION CAMPAIGNING AS PART OF INTERNATIONAL WOMEN'S DAY

There is very low awareness about blood donation in India. People still believe that women will become weak and anemic if they donate blood. People should know that anybody aged 18-65 years can donate blood. A healthy person can donate blood once every three months. Trivandrum city has witnessed a sharp rise in the number of female blood donors, busting the myth that doing so could lead to health complications among them.

The number of female donors was very low till 2010. Parents were reluctant to allow their daughters to donate blood, fearing that there were health hazards like developing anemia and complications during pregnancy. Teachers also had reservations about encouraging girls to donate blood for the same reason

But with better health awareness and intensive campaigns by different organizations to encourage blood donations, young girls as well as married women are coming forward for the noble job. There was an advantage to having more female blood donors. Women can be great motivators for other family members. They can play the role of motivator as a mother, wife and daughter. We are sensitizing lady donors on bringing others along.

As part of International Women's Day TERUMO PENPOL and BIG FM Radio took the lead to register maximum number of Female Donors on 8th March. This initiative was also supported by EWIT, KEBS, THEJUS, Vijay Fans, CO2, Blood Donors Kerala and LBS College of Engineering. Chum-duthangithe Music band which have performed at LBS spoke about the importance of Blood Donation.

As part of the event a Flash Mob was also organized by LBS College of Engineering. Following are the activities organized for International Women's Day on 8th March 2017:

1. Blood Donation Camp at Technopark in association with EWIT (Empowering Women at IT). The Medical College Blood Bank collected the blood from 38 Women Donors
2. Blood Donation Camp at LBS College of Engineering for Women. The General Hospital Blood Bank collected the Blood from 30 Donors.
3. 49 ladies donated blood at VSSC
4. 32 Ladies of Kerala Blood Donors Forum donated blood at RCC
5. 14 women Fan Members from Vijay Fan Association donated blood at SCTIMST Blood Bank
6. 47 donors from various colleges in the city donated blood at SCTIMST and MCH Blood Banks



BLOOD DONATION DRIVE ORGANISED BY NSS CET UNIT

"Sanjeevani" a mass blood donation drive organized by NSS CET in association with National health mission, A.P.Jabdhulkalam technical university and Regional cancer center Trivandrum. Sanjeevani aims to reduce the hardship facing by the patients and bystanders in R.C.C due to lack of donor's. About 100 unit's of blood requirements are now in R.C.C, there comes the idea of sanjeevani, it's a venture clubbing each NSS unit in 22 engineering colleges in Trivandrum. 50 students from each college donate blood at a day. Hence we can reduce the lack in requirements. The project is undertaken by National Health Mission.

The "sanjeevani" mission was inaugurated by Vice Chancellor of K.T.U Prof. Kunjeriyan P Issac. The function was made vibrant by the presence of the voice that runs BIG FM 92.7 RJ KIDILAM FIROZ. The flag off of the first bus was done by both the dignitaries

The blood Banks rely on a pool of active, dedicated volunteer blood donors. To maintain a replenishing blood supply, it is important to both induct first-time donors and enable repeat donors to continue their donation behavior. Recruitment strategies should be designed with these goals. Similar to advertising, recruitment campaigns may be most successful when they are developed with an understanding of the specific beliefs and desires of those they seek to recruit.



THE GIRL STUDENTS OF GOVT ENGINEERING COLLEGE WAYANAD PROMOTING VOLUNTARY BLOOD DONATION

The National Service Scheme units of Govt. Engineering College conducted the second voluntary blood donation camp "Sheroes" on 15th March 2017. "Sheroes" was a step to promote blood donation among girls in connection with the International Day of Women. A lot of girls came to donate blood and save lives. NSS volunteer secretary Kumari Hanna Varghese inaugurated the camp by donating blood. Following her the other volunteer secretary Kumari Ameena Jasmine also donated blood for second time. 44 units of blood was collected through this second blood donation camp. Most of them were first time donors. The blood was collected for the blood bank of Wayanad District Hospital Mananthavady which is one of the largest hospital in Kerala in OP count. Also this is the hospital in Kerala in which the largest number of tribal people comes for treatment.

The first voluntary blood donation camp of NSS unit was held on November 5th, 2016 named "ASRA 2K16". 64 units of blood was collected in this camp in which students as well as staff donated blood. This camp also dominated by the participation of girls.

As per our records 183 units were donated this year which is one of the highest count in Kerala among donations from college. Programme Officer Abid Tharavattath, Volunteer secretaries Abdul Vasih K A, Muhammed Aslam P P, Rineesh C, Hanna Varghese, Ameena Jasmine and Samgeetha B S lead the camp from front by donating blood.



BLOOD DONATION DRIVE BY STUDENTS OF GRADE 5 OF TRIVANDRUM INTERNATIONAL SCHOOL



Information becomes knowledge when it is put to action (application).

Trivandrum International Schools' Primary Years Programme aimed to deliver a curriculum that allows students an opportunity to apply their learning to real time situations and Trivandrum International School is proud of the fact that their students of Grade 5 have taken a huge step in this direction.

They organized a blood donation camp at their City school at Jawahar Nagar, on Saturday, 18th March. This event was designed by the students after teaching them the unit on body systems and their interconnections, in particular the circulatory system. Through their research, students found out that there is a need for blood in, which was critical to save lives.

The students have joined hands with the Blood Bank of Sree ChithraThirunal Institute for Medical Sciences and Technology, to organize this camp. Students have been working tirelessly organizing transport, food, space requirement, communication, permissions etc. They have spoken to their neighbors, friends, relatives etc. spreading the word about this noble cause and they could register 38 donors to donate blood. The school students have a chance to make a big difference in the lives of people in their community by taking part in blood drives.

Our goal is to cultivate that habit - the HEROES for Life School Program encourages students to take part in blood drives, and to make it a lifelong commitment.



DATA SHOW THAT 16 STATES (INCLUDING UNION TERRITORIES) FACED A SHORTAGE WHILE 18 STATES HAD SUFFICIENT OR EXCESS OF BLOOD UNITS.

India faced a 10 per cent shortage in its estimated blood requirement in 2015-16, an improvement from the 17 per cent shortfall reported in 2013-14, government data says. The estimated requirement is around 1.2 crore units per annum.

In 2015-16, blood collection through various sources, including blood donation camps, was 1.1 crore units – a shortage of 11.5 lakh units, according to data released by the Ministry of Health and Family Welfare. The availability of blood is also sharply skewed. While Delhi had a surplus of 233 per cent in available blood units, Bihar faced an 85 per cent shortage – the State had just 1.6 lakh units available against a demand of 10.3 lakh units per annum – the Ministry said in response to a question in Parliament.

Data show that 16 States (including Union Territories) faced a shortage while 18 States had sufficient or excess of blood units.

However, the availability of blood units had improved from 2013-14 when a

shortage of 17 per cent was recorded. The shortage was 21 lakh units in 2013-14.

Sikkim, Karnataka, Andhra Pradesh, Uttaranchal and West Bengal moved from a deficit in 2013-14 to a surplus in 2015-16. For instance, Sikkim had a 19 per cent shortage in 2013-14. However, in 2015-16, blood unit availability improved by around 22 percentage points, with a surplus of 2.6 per cent.

Among the large States, Maharashtra (46 per cent), Punjab (39 per cent) and Kerala (35 per cent) had the highest proportion of excess blood units.

At the other extreme, in addition to Bihar, four other States – Chhattisgarh, Arunachal Pradesh, Uttar Pradesh and Meghalaya – had a shortage of greater than 50 per cent. Jammu and Kashmir reduced its blood deficit by 53 percentage points – the highest among large States – down from 85 per cent shortage in 2013-14 to 32 per cent in 2015-16.

Blood banks needed

In response to a Parliament question earlier this year, the Health Ministry noted there was no shortage of blood banks in India. As of February 2015, there were 2,708 – 1024 public and 1684 private – blood banks in the country. However, 81 districts spread across 17 States did not have a blood bank.

A large number of these districts are new and recently created.

Under the National Health Mission, for 2015-16, proposals were received from Madhya Pradesh and Assam, requesting support for 11 new blood banks, for which approval had been accorded.

“Under the National AIDS Control Programme-IV, the government is strengthening the programme for blood transfusion services with efforts directed towards the promotion of voluntary, non-remunerative blood donation in partnership with NGOs and voluntary organizations,” the Ministry said.

Source: The Hindu Newspaper



IMPORTANCE OF APHERESIS BLOOD DONATION

Many hospital patients need platelet transfusions on their road to recovery and now the Blood Banks offers a different type of blood donation for people to help them.

If you know someone who has battled cancer; someone who has been seriously injured; someone who has needed open heart surgery, chances are they needed platelets during their treatment to help them recover. Platelets aid in clotting to prevent or stop bleeding. The Blood Bank can collect platelets during a special type of blood donation - apheresis – that allows a specific part of the blood to be collected from a volunteer donor.

Some medical treatments can cause a patient's platelet level to drop. When platelet levels fall too low, patients are given a transfusion of platelets to replenish their supply and prevent life-threatening hemorrhages. Patients who have had a bone marrow transplant or who are being treated for leukemia may require daily platelet transfusions for several weeks.

Apheresis platelet donors are a special and dedicated group. They give two hours of their time to help patients in need, sometimes as often as every two weeks. Platelets can also be processed from a regular whole blood donation, but an adequate dose requires that multiple donations be pooled from many donors. Most patients who need platelets have weakened immune systems and a plate-

let dose from a single apheresis donor is preferred by many physicians.

During a platelet donation, a small portion of the donor's blood is drawn and passed through a sophisticated cell-separating machine. The machine collects the platelets and safely returns the remaining blood components, along with some saline, back to the donor. Afterward, the donor can resume normal activities, being careful to avoid heavy lifting or strenuous exercise that day.

Because platelets can be stored for only five days, there is always a need for more apheresis donors. We are grateful to people who give platelets and encourages whole blood donors to try taking their donation experience to the next level

Thank you for sharing. This is outstanding!

David B. Perez

President & CEO, Terumo BCT, Inc.
Chairman of the Board, Terumo Global Blood Management Business

Dear Baby,

Thank you for sharing the Journal. I am very pleased to learn about Terumo's contribution to blood banking society and portents.

Best Regards,

Jim Takeuchi

President & CEO of Terumo Americas Holding Inc.

Dear Ms. Baby,

Thank you for the journal. I very much enjoyed the articles and images. Keep up the good work. Best regards,

Dr. Stuart C. Kerr

President and CEO | Terumo Heart, Inc
6190 Jackson Rd. Ann Arbor, MI 48103

Dear Ms. Baby -

Thank you for expanding the circulation of the Blood Line Journal. Sharing the common challenges our customers face around the world and the solutions to those challenges is important. The journal provides the most interesting insights into the unique challenges of the Indian customers. I found the article on the Bombay blood type especially interesting. Thank you again, for sharing.

Jacque Graham

Director, Americas Marketing
TERUMO BCT
Email: jacque.graham@terumobct.com

Hello Baby-san,

I wish you and your family a happy, healthy, and prosperous New Year !!!

I am so glad to see various events you conducted for promotion of blood donation.

In Japan, the blood donor is progressively decreasing for years, mainly due to step away from blood donation in young generation. It's a pretty bad trend. Best regards,

Y. Kimura, IAD/TC

Thanks for the Journal madam. Very good read. Regards

Dr. Rohit Pandey

DPM DAPCU , Allahabad

Respected Sir,
We convey our sincere thanks to you. This journal is very helpful to us . With Regards

Kabi Ghosh

Hony General Secretary
Durgapur Sub Divisional Voluntary Blood

Dear Ms Baby,

Thank you so much for sending me your Journal. December issue was my first and glad that my email found its way into your distribution (via Antoinette). I found the content very interesting and really enjoyed reading about India's creative ways to promote blood donations. Also found the O(h) article very interesting and informative. Thank you very much.

CésarCallejas

Account Manager (NA), Terumo BCT
Mobile: (303) 638-0915

To BABY P S

Thank you for this latest issue of Blood Line Journal. I especially appreciate the Oh Blood Group article. Concerning the Oh blood group, the problem posed is very difficult: Although the occurrence is relatively rare, it is none-the-less a significant population with this Oh Type. This much is clear. My question is this: what steps are being considered, or what steps do you believe will be successful, in addressing this challenge? Is it possible to bank enough blood for these potential patients in the case of unplanned trauma need? Thank You and Best Regards

Jeff Rosenow

Manager, Market Intelligence, Terumo BCT
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Dear Baby san,
Happy New Year to you!
Many thanks for sending Blood Line Journal and giving a lot of valuable information. Best regards,

Yosuke Sato

Global Product Marketing Manager
Whole Blood Manual
TERUMO BCT

Dear Baby,

I got your below mail yesterday and I had gone thru the entire document (Blood Line Journal). Hats off to you Baby, for bringing such useful information to our knowledge.

This journal really increased my knowledge of blood groups and its requirement and also its availability as well as shortage across India.

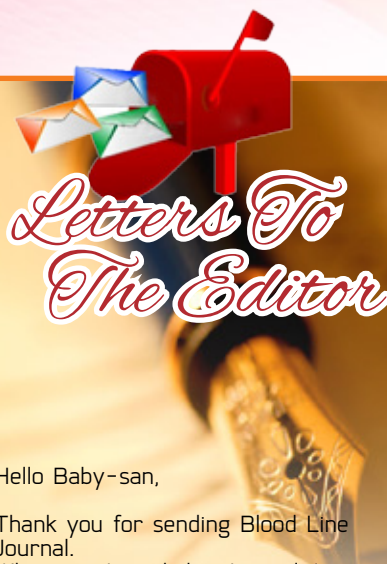
I noted that you are releasing this journal for the last many years and I am really sorry that I missed those very important journals wherein I am sure that much more information would have been published by you.

T S Mani

Sr. Manager (ADMIN), TERUMO PENPOL

Hai Baby Madam,
Thanks for forwarding the journal.Nice design with article rich. Regards,

SABU , Former QA-M, MSG



Hello Baby-san,

Thank you for sending Blood Line Journal. Whenever I read this Journal, I am very happy to see the face which brings back my memories. In this time, the article of Dr. Vijay-alekshmi in RCC gave the big impact on me. Thank you again!

Best regards,

Ayanori Nakadera

Administrative Manager
TBCT Japan

Thanks for the Journal madam. Very good read.

Regards

Anoop S K

Sr Officer, Quest

Hello Baby,
Hope you are doing well. Thanks for the latest issue of Blood Line Journal. The content and presentation are getting better by the issue.

Sasikumar

Director (S.Asia&ME)
The Nutra Sweet Co USA

Dear Madam,
Greetings for the day !

Thanks for sharing the knowledges, views and ideas about Voluntary blood donation movement through Blood Line Journal.

It is really that '100% Voluntary blood donation can achieve only by the collective effort and coordination of blood banks, donor organizations, and volunrary blood donors.'

Machakaji Maharjan

Central Treasurer, Blood Donors Association Nepal (BLODAN)

Dear Baby-san,
Hi.

Hope you and your family fine. Thank you very much for sending me Blood Line Journal.

With Best Regards,

M.Sato

TERUMO CORP.

100 AND COUNTING: FOR THEM BLOOD DONATION A WAY OF LIFE



For some it started as family urgency while just like that for a few. But, gradually blood donation became part of their lives. If 60-year-old Vinod Mehta has donated blood for more than 100 times, 50-year-old Pushpendra Singh Khangarot donated it for more than 50 times and still counting. Whenever they got a

message for blood donation request, they gear up and rush to the nearby blood bank for the noble deed.

TOI spoke to some donors who fanatically donate blood only for family and friends but also responded on stranger's call.

"I remember once a Gangman working with railways came to me and said he required blood for his son who had met with a major accident. Though I had donated one unit of blood just a day before, I just went to the blood bank and donated one more unit of blood. Usually doctors advise

to maintain a gap of four months for the second donation. However, it was a question of life and death for my colleague's son and I lied the doctor that I had donated blood four months back," recalled Vinod Mehta, a railway employee and also general secretary of Uttar Paschim Railway Mazdoor Sangh while talking to TOI.

Vinod said that he started donating blood at the age of 20. "It gives me immense satisfaction when you realize that your blood can save somebody's life. I never did it for any kind of recognition or reward. At UPRMS, we organise blood donation camps every year and collect more than 1000 units. It gives every railway employee a chance to get blood in case of emergency from authorized blood banks."

Source: Times of India

ALL KERALA BLOOD DONORS SOCIETY (KEBS) JOINTLY WITH STATE BANK OF TRAVANCORE CELEBRATED INDIAN BLOOD DONOR DAY

All Kerala Blood Donors Society (KEBS) jointly with State Bank of Travancore Celebrated INDIAN BLOOD DONOR DAY on 23rd March, 2017 by honoring, Dr. Jaisy Mathai who was the Chief Blood Transfusion officer of SCTIMST, Manager (PR & CSR) of TERUMO PENPOL and Regular Repeat Voluntary Blood Donors with Mementos & Certificates.

The award was distributed by the Hon'ble Minister for Revenue and Housing, Mr. E.Chandrasekharan. Mrs. Lida Jacob(Retd. IAS) presided over the function.



AWARD FOR TERUMO PENPOL- MANAGER PR & CSR OF TERUMO PENPOL HONORED FOR PROMOTING BLOOD DONATION



Nizhalattam a theater group recognized Baby P S, Manager (PR & CSR) with Sthreesakthi Award for arranging blood to the needy patients. The award was given to her by

Mr. Kadakampally Surendran,
Hon'ble Minister for Devasom and Tourism.



She also received the "Mahilaratanam" award instituted by All Kerala Blood Donors Society for her outstanding contributions in promotion of Voluntary Blood Donation on March 23, Indian Blood Donor Day, The award was distributed by the Hon'ble Minister for Revenue and Housing, Mr. E.Chandrasekharan.



Baby P S, Manager (PR & CSR) had won the Vanitharatnam award for humanitarian services (VBD Promotion) instituted by Meditrina Group of Hospitals. The award was bestowed to her by **Padmashri Dr. Subhdra Nair.**

TERUMO PENPOL STARTED PROMOTING VOLUNTARY BLOOD DONATION SINCE ITS INCEPTION IN 1984.

FOLLOWING ARE THE ACTIVITIES UNDERTAKEN FOR PROMOTION OF VOLUNTARY BLOOD DONATION:

- Consistent promotion of voluntary blood donation.
- Introduced the concept of Club 25 in India in the year 2007. Club 25 is the concept that the students shall donate blood 25 times before the age of 25
- Terumo Penpol Limited was in fact instrumental in publicizing World Blood Donor Day in India
- Maintains a strong network among voluntary agencies like Rotary Clubs, Lions Clubs, Voluntary Blood Donor Societies, the National Service Scheme, etc.
- Awards ceremony for Best Blood Donor of the year, Best Donor Motivator, Best Club 25 Unit and Awards for NSS Program Officers and Club 25 Coordinators for supporting voluntary blood donation
- Various competitions were organized for Students for promoting voluntary blood donation and Greeting Card design competition in Schools and Colleges for thanking Blood Donors
- Awareness campaigns to encourage voluntary blood donation
- Distribution of IEC materials, Posters, Voluntary Blood Donation leaflets to Colleges and Schools and VBD promotional messages through mobile phones
- Promotion of Voluntary Blood Donation concept through Newspapers, Periodicals, Radio and Television
- Organizing voluntary blood donation drives in Colleges, Schools, Techno park companies, Residential Associations and other places
- Supporting a magazine devoted to Voluntary Blood Donation called "Blood Line" which highlights such activities
- Various events like World Health Day (7th April), World Blood Donors Day (14 June), National Blood Donation Day (1 October) and World AIDS (1 December) were organized for promoting voluntary blood donation.
- TERUMO PENPOL (TPL) extends support to various awareness campaigns being organized by Govt and other Organizations for a social cause
- TPL arranges blood for needy patients