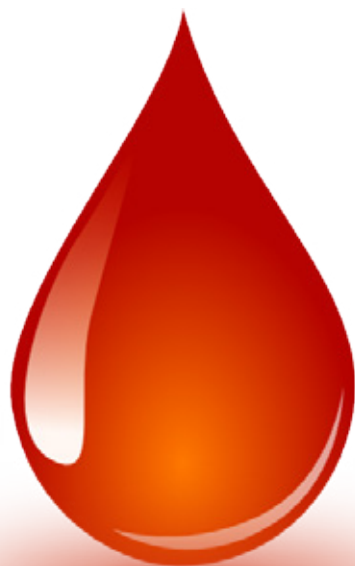




BLOOD LINE

THE *voluntary* BLOOD DONATION JOURNAL

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Dr. K Vasuki, IAS
District Collector,
Trivandrum

DISTRICT COLLECTOR DR. K VASUKI DONATED BLOOD ON WORLD BLOOD DONOR DAY- A TRUE HEROINE WHO DONATES BLOOD REGULARLY

Dr.K Vasuki, the District Collector donated blood regularly during her college days. She also suggested more participation of doctors and paramedics in donating blood and setting an example to others.

There are many who are not aware of the importance of blood donation. Many with negative and rare blood groups tend to avoid donating blood, thinking that they should donate only to their near and dear ones. She suggested measures to make India achieve 100 per cent voluntary blood donation. People fear pain and blood loss, think it is bad for health, have misconceptions about blood banks and also have families who may not allow them to donate blood.

While the overall number of blood donors in India has grown over the years, women constitute only a tiny 10 percent share owing to health problems like pernicious anemia

and low hemoglobin levels or being underweight.

It is not that woman do not volunteer to donate blood. They do, but most of them are not eligible to donate. For example, many of them have very low hemoglobin levels or suffer from pernicious anaemia (a condition in which the body can't create enough healthy red blood cells). Many even weigh less than 45 kg. For anyone between 18 and 60 years, the body weight must be 45 kg and above.

A donor must have 12.5 g/dl hemoglobin, which carries blood from the lungs to the rest of the body, including the brain. Most women fail to make the mark.

Blood banks and doctors say the huge deficit should be addressed and if more women contribute, it would help us the bridge the gap.

Whenever we have camps in schools and

colleges many young girls come, but out of them less than 25 percent are eligible to donate blood. Usually they are at a hemoglobin level of 11 g/dl from the prescribed 12.5 g/dl. When it comes to individuals who come up to blood banks the women donors are less than seven percent. The doctor also said a lot of myths still prevail on blood donation among women.

Most women think that donating blood would lead to some kind of health problem and weakness. Many also fear their health will deteriorate due to blood donation.

Heroes and Heroines come in all types and sizes. Spare only 15 minutes to save four lives and a single gesture can create a million smiles.

Bring a life back to power. Make blood donation your responsibility. Donate your blood for a reason, let the reason to be life.



WORLD BLOOD DONOR DAY CELEBRATIONS- INAUGURAL CEREMONY



Inauguration and Inaugural Address
Dr. K Vasuki, IAS,
District Collector, Trivandrum



Presidential Address
Mr. C Padmakumar, Chairman and
Managing Director, TERUMO PENPOL



Keynote Address
Dr. Shobhini Rajan, Assistant
Director General (Blood Safety) & Director (National
Blood Transfusion Council), National AIDS Control
Organization, Ministry of Health & Family Welfare



Special address
Ms. Lida Jacob, Retd. (IAS),
Chairperson, KEBS



Felicitation
Mr. Vasant Varada, Business
Development Manager, Technopark



Welcome Speech
Shijo Xavier,
Joint Secretary, KEBS

WORLD BLOOD DONOR DAY CELEBRATED BY TERUMO PENPOL IN ASSOCIATION WITH TEJUS AND KEBS.

Terumo penpol along with TEJUS and KEBS celebrated the World Blood Donors Day at Technopark. The event was inaugurated by Dr. K Vasuki, District Collector Trivandrum. Shri. C Padmakumar, CMD Terumo Penpol delivered the presidential address. Dr. Shobhini Rajan, Director, NBTC delivered the key note address and the special address was presented by Smt. Lida Jacob (Retd. IAS), Chairperson KEBS. The Collector

unveiled the logo of Vision 2020 a novel idea that looks into the systematic collection of blood and thereby making the city self sufficient in blood requirements. The event recognized schools, corporate houses, NGOs and other social organizations involved in this altruistic activity. The inauguration was followed by a panel discussion moderated by G Vijayaraghavan, founder CEO Technopark, that also had Dr. R Ramesh, Project Director

KSACS, Shri C Padmakumar, Smt. Lida Jacob, and the blood transfusion officers from RCC, SCTIMST and Medical College. The session pondered on the different aspects of voluntary blood donation and how to push for a combined effort in stemming the crisis. The event also saw the introduction of an app 'bloodlink' created by Gemini Software.





C PADMAKUMAR, CHAIRMAN AND MANAGING DIRECTOR, TERUMO PENPOL SHARING HIS EXPERIENCE

Shri. C. Padmakumar, CMD, TPPL spoke about the complications his family had to face while searching for donors, coming from a well-off back ground, if he had to face that scenario he urged everyone to think about the plight the common man will have to go through.

DR. SHOBINI RAJAN, ASSISTANT DIRECTOR GENERAL (BLOOD SAFETY) & DIRECTOR (NATIONAL BLOOD TRANSFUSION COUNCIL), NATIONAL AIDS CONTROL ORGANIZATION, MINISTRY OF HEALTH & FAMILY WELFARE DELIVERED KEYNOT ADDRESS



Donating safe blood can become a reality only when replacement donors are phased out and the focus is shifted to increasing blood collection through voluntary donations to meet 'over 95 per cent of blood requirement'. This can be done through increased awareness, providing appropriate facilities for people to donate blood, and improved donor retention.

The concerted efforts by the government, blood banks and others have resulted in a progressive increase in voluntary blood donation.

We are trying to , increase blood donation drives and reduce dependency on blood replacement so that 100% voluntary blood donation can be achieved.



SMT. LIDA JACOB, CHAIRPERSON, KEBS PRESENTED THE CONCEPT OF VISION 2020

Smt. Lida Jacob presented the concept Vision 2020. She elaborated on the statistics, why this goal is important and urged everyone to do backward planning. Specific targets need to be set when working on goals that are challenging. She also spoke about the importance of having a community blood center rather than scattered blood banks.



MR. HRISHIKESH R NAIR, CEO, TECHNOPARK DONATING BLOOD

We thank Technopark CEO, Mr. Hrishikesh R Nair, for donating blood on World Blood Donor Day event at Technopark.

As blood donations are needed on a daily basis, we are truly thankful for his blood donation. We highly appreciate his initiative to donate.



VISION 2020 LOGO RELEASED

The collector unveiled the logo for Vision 2020, a novel initiative to make the city self-sufficient in blood supply by the year of 2020.

RECOGNITION FOR BEST BLOOD DONORS OF TERUMO PENPOL

The best blood donors of TPPL were recognized on World Blood Donor day. Dr. Shobini Rajan, Director, National Blood Transfusion Council presented the mementos to the repeat regular donors.



A GOPAKUMAR



ANOOP MURALEEDHARAN



KUMAR A.



PRASANTH KUMAR P. S



HAREESH BABU

MOBILE APP FOR PROMOTING BLOOD DONATION



A mobile app was developed by Gemini Software to identify the blood donors. TPPL is supporting this novel initiative. On World Blood Donor Day, this unique app to facilitate blood donation was launched. The app is developed by Technopark-based company Gemini Software Solutions as part of its CSR initiative.

Ensuring the authenticity of the requests and protecting the privacy of the donors were some of the major issues we grappled with. Several messages seeking blood donation are doing the rounds. To weed out the bogus ones is difficult and stalls our time. The app will go a long way in ensuring this. Since the app is launched, arranging donors and putting out a request will be a breeze for all. We lose so much time making calls to identify donors. For the effective addressing of blood donation requirements, we must tap into the technological potential of such an app which can ease the whole process of blood donation. With the app, we will get to respond effectively and arrange the donors easily through this.

PANEL DISCUSSION ON VOLUNTARY BLOOD DONATION ORGANIZED ON WBDD AT TECHNOPARK BY TERUMO PENPOL IN ASSOCIATION WITH KEBS AND TEJUS

G.Vijaya Raghavan-Founder CEO of Technopark TVM who was the Moderator requested each Panelists to share their view on the factors affecting the availability of adequate blood in Trivandrum. The Project Director, KSACS, Dr. R Ramesh emphasized the importance of promoting Voluntary Blood Donation and highlighting the positives of blood donation and addressing the myths surrounding blood donation.

Dr Vijayalakshmi appreciated the role of blood donor Organisations in mobilizing Voluntary Blood Donors. She said that RCC has some constraints in terms of resources. If these can be addressed, the current problems such as short time period available for donation in camps and queuing of donors at the blood bank can be solved.

Dr Sathyabhama said SCTIMST is now self sufficient with adequate availability of blood supply to meet the demand and the goal of 100% Voluntary Blood Donation was achieved in 2017. This was mainly achieved by the systematic campaign to convert one time donors into regular repeat donors to donate 2 to 4 times a year.

Dr Sasikala appreciated the role of Blood

Donor organizations in motivating Voluntary Donors.

Shri C Padmakumar said the experience of blood donation in countries such as Japan should be studied. The blood donor is at the heart of the Blood Transfusion Medicine and is considered the most important element in the system. This importance is shown by the trend to which the Blood Banks and the Blood Transfusion Service make it easy for a donor to donate blood. He gave the example of Blood Bank located to Shinjuku Railway Station which is very convenient for commuters.

Smt. Lida Jacob recollected that Vision 2020 was envisaged 3 years ago in Technopark at the same venue. The goal of achieving 100% self sufficiency in Voluntary Blood Donation can be achieved if a concerted effort is made by all stakeholders especially the Government Organisations such as Technopark and NGOs like KEBS and Tejus and the Blood Banks and the Industry.

The Moderator invited the audience to participate with their questions and comments. The following points were raised by members of the audience:



- The time available for donation at camps conducted in Technopark is too short. Generally, it is about 3 hours between 10 am to 1 pm. This results in willing donors being turned away.
- Queuing is high if donors go to the Blood Bank.

After a lively discussion, the panel agreed on the following actions:

- Shri Vijayaraghavan volunteered to follow up with Tejus and Technopark companies to ensure that 50 donors donate every day.
- Dr Ramesh said that if 50 donors can be assured every day, he will assure that Blood Mobile with the requisite staff is available for Technopark every day.
- Hold regular awareness sessions using quality Speakers and motivators in Technopark.

All the stakeholders agreed to work together to achieve Vision 2020.



A BIG SALUTE TO THOMAS K STEPHEN, DIRECTOR, NATIONAL SERVICE SCHEME FOR PROMOTING BLOOD DONATION

He encouraged Higher Secondary Schools to organize regular blood donation camps to save precious lives. He stressed that it was a great opportunity for young students to help the social needs of the community through the NSS by promoting blood donation.

BEN ROY, NSS PROGRAM OFFICER, GOVT. HIGHER SECONDARY SCHOOL, POOVAR WALKS AND TALK BLOOD DONATION

Ben Roy is on a mission to save lives by promoting blood donation. His quest to promote blood took him to walk 22 kms to promote blood donation.



PKS HIGHER SECONDARY SCHOOL, KANJIRAMKULAM IN THE FOREFRONT TO PROMOTE BLOOD DONATION



In what could be dubbed the most innovative recruitment drive for blood donors, students of the PKS Higher Secondary School, Kanjiramkulam armed with placards and leaflets explaining the importance of donating blood, the students were in high spirits as they beckoned passing vehicles to pull over while simultaneously encouraging passersby to give blood.

The novel tactic was in fact one that bore tremendous results as by the end of the blood drives, were well on its way to achieving its 50 units target for the day.

Aside from the roadside donors solicited by the students, donations were forthcoming from students themselves, their parents as well as members of communities within proximity.

As part of World Blood Donor Day celebrations TERUMO PENPOL in association with TEJUS

and KEBS recognized PKS Higher Secondary School, Kanjiramkulam for their outstanding support for promoting blood donation and for organizing 5 camps

The award was presented by Dr. Shobini Rajan, Director, National Blood Transfusion Council.

RECOGNITION FOR STUDENTS OF GRADE 5 OF TRIVANDRUM INTERNATIONAL SCHOOL FOR ORGANIZING BLOOD DONATION CAMP



As part of World Blood Donor Day Celebrations TERUMO PENPOL in association with KEBS and TEJUS recognized Students of Grade 5 of Trivandrum International School for organizing Blood Donation Camp. Dr. Shobini Rajan, Director, National Blood Transfusion Council presented the award in the presence of Mr. C Padmakumar, Chairman and Managing Director, TERUMO PENPOL

The Students of Grade 5 of Trivandrum International School organized Blood Donation Camp. The students requested their parents with the teachers joining in motivating the parents to donate blood. The students went on a door to door campaign to be a part of this process. They also composed slogans, designed creative posters and organized an awareness Rally to motivate people to join the blood donation camp.

This is for the second time they are organizing blood donation camp and hitting 58 successful donations. Feeling so humbled after witnessing the great efforts and coordination from TRINS management, Teacher and Students. Hats off to all kids in taking time to bring in maximum donors from their circle. We hope that instilling such ideas at a younger age will mold the next generation of leaders.

A VERY BIG THANKS TO BIG FM RADIO



TERUMO PENPOL in association with TEJUS and KEBS honored Big FM Radio on World Blood Donor Day for its support to promote blood donation. BIG FM, the Radio Partner of the event organized a blood donation campaign in Trivandrum. The RJ's of BIG FM appealed to the listeners to join hands in the blood donation campaign. The listeners registered themselves as blood donors at the station by calling and sending message.

VSSC IN THE FOREFRONT TO PROMOTE BLOOD DONATION





COLLEGE OF ENGINEERING TRIVANDRUM PROMOTES BLOOD DONATION

NSS CET unit launched Blood cell CET a call center for supporting the patients who needs blood donors. In 2017 a mass blood donation drive called 'Sanjeevani' was also launched and the same was sponsored by National Health Mission (NHM).

A VERY BIG THANKS TO THE FOLLOWING TECHNOPARK COMPANIES FOR PROMOTING DONATION



Applexus Technologies



Epica Studio Pvt Ltd



EWIT



Finastra Software Solutions



Flytxt Mobile Solutions Pvt Ltd



Fourspots Interactive Solutions Pvt Ltd



Gemini Software Solutions Pvt Ltd.



IBS Software Services Pvt. Ltd



IIITM - K



Infospica Consultancy Services



M Squared Software and Services Pvt Ltd



Mobile App Developers Gemini Software



Natana



PIT Solutions Pvt Ltd.



Polus Software Pvt Ltd



Prathidwani



Prayan Infotech Pvt Ltd



Qburst Technologies Pvt Ltd



Speridian Technologies Pvt Ltd



Srishti Innovative Computer Solutions Pvt ITD



Suntec Business Solutions Pvt Ltd.



Tech Friends



Triassic Solutions Pvt Ltd



UST Global



Vivekananda Study Circle



Zafin Software Center of Excellence Pvt Ltd.

Allianz Cornhill Information Services Pvt
 EYME Technologies Pvt Ltd.
 Finastra Software Solutions
 Flytxt Mobile Solutions Pvt Ltd
 Gemini Software Solutions Pvt Ltd
 IBS Software Services Pvt Ltd
 IIITM - K
 Quest Global Engineering Services Pvt Ltd
 UST Global
 Accel Frontline Limited
 Aegis Ltd
 Alamy Images India Pvt Ltd
 Applexus Technologies
 Attinad Software Pvt Ltd
 E Team Informatica India Private Limited
 Epica Studio Pvt Ltd
 EWIT
 Experion Technologies (I) Pvt Ltd
 Fourspots Interactive Solutions Pvt Ltd
 Infospica Consultancy Services
 M Squared Software & Services (P) Ltd.
 Mobile App developers Gemini Software
 Natana
 Navigant BPM (India) Private Limited
 Oracle India
 PIT Solutions Pvt Ltd
 Polus Software Pvt Ltd
 Prathidwani
 Prayan Infotech Pvt Ltd
 Qburst Technologies Pvt Ltd
 RM Education Solutions India Pvt Ltd
 RP Techsoft International Private Limited
 Speridian Technologies Pvt Ltd
 Srishti Innovative Computer Systems Pvt Ltd
 Suntec Business Solutions Pvt Ltd
 Tech Friends
 Toonz Animation India PVT LTD
 Triassic Solutions Pvt Ltd
 Vivekananda Friends Circle
 Zafin Software Centre of Excellence Pvt Ltd

Letters to the editor



I very much enjoyed your last Blood Line Journal. Thank you so much for sharing it! I can tell a great deal of effort goes into it. It's been a great way for me to keep up on the activities of Terumo Penpol.

Christine Romero
Communications Copywriter,
Corporate Communications
Terumo BCT, Inc.
10810 W. Collins Avenue
Lakewood, CO 80215-4440
USA

It's a great time with you at Transcon 17. I returned on Sunday and busy with work. IMA asked me to give an article for publication. By tomorrow I shall be submitting an article them. When are you planning your bulletin? I shall be submitting article shortly.

Please do communicate.

Thanks
Yours sincerely,

Dr. Sharad Jain
Govt. Hospital, Jabalpur

Loved the initiative! I wonder if we can implement something similar in LATAM.

Marcia Martinez,
Manager (HR), TBCT, LATAM

Dear Editor,

I am a regular reader of Blood line which I get online. You have been very kind in acknowledging my remarks earlier for which I am thankful to you. This time I am sending my views of providing blood in villages to reduce maternal deaths by promoting villagers to get into the program.

I have pleasure in informing you that the IRCS Blood Program of Ahmedabad will be celebrating 1st October by proclaiming Ahmedabad a city of one hundred centurion blood donors. We will be printing a directory of 100 centurion blood donors with photographs and related information on that occasion.

Mahesh Trivedi
Hon Advisor IRCS, Ahmedabad

Dear Sir/Madam,

Thank you for the latest Blood Line Journal. It is very helpful to promote voluntary blood donation movement by sharing the information and ideas. Thank you.

Blood Donors Association Nepal

Thanks a lot Madam.

Bishop Benziger

Dear Baby,

Thank you for sending me the journals. I could see my entry too. Thank you so much.

With love

Dr Vijayalakshmi
HOD, Department of Transfusion
Medicine, Regional Cancer Center

EXPERTS SEE IMPORTANCE OF VOLUNTARY BLOOD DONATION TO OFFSET SHORTAGE OF 70-75% BLOOD RESERVES

Blood donors across the country highlighted importance of voluntary blood donation to offset shortage of 70-75 per cent blood reserves.

India faces severe shortage of blood reserves to the tune of 70-75 per cent. The shortage can be tackled if additional 2 per cent of the current population starts donating blood voluntarily.

The regular voluntary blood donor is critical to the success of a blood transfusion service. Blood transfusions are critical for patients undergoing surgery or being treated for some chronic diseases. Adhering to a strong quality system encompassing the whole blood supply chain, preservation, component separation and finally transfusion is the need of the hour, stated C Padmakumar, managing director Terumo Penpol.

On a similar note, Dr Prathip Kumar B R, consultant & HoD blood bank, Narayana Health City, said that though sensitisation about voluntary blood donation in India has increased and has outpaced replacement blood donation, still, there is a long way to go. People are hesitant towards donating blood owing to fears

of getting infected by needle transmitted diseases. But the current process is much more advanced, harmless and safe. Additionally, advantage of voluntary donation is that it less infectious as compared to replacement donations.

Dr. Kruti Dumaswala, consultant, transfusion medicine, Gleneagles Global Hospitals, Bengaluru, said "We would encourage everyone to take volunteer initiatives of donating blood for the ones in need. It is also essential to approach a certified blood donation camp to ensure use of sterile equipment, have the right storage facility and well trained health-care professionals. In addition, such centres will ensure that there are no unethical practices that are commonly seen in the huge blood smuggling market in India."

"Studies indicate that blood groups could be a major factor in predicting the health of a patient. Among all the blood groups, type O is predicted to be at less risk compared to A, B and AB blood types for heart disease. It is seen that people with blood type AB have a 23 per cent increased risk for heart disease; while type B has 11 per cent and type A 5 per

cent increased risk. This could be because of the high blood clotting feature of these blood groups, especially type AB, compared to type O. Blood groups A, B and AB are also more prone to an increased level of hypertension and cholesterol. This is also assumed to be one of the reasons for making these blood types more vulnerable to heart diseases," said Dr. Girish B Navasundi, senior consultant, interventional cardiology, Apollo Hospital.

According to Dr Prathima KM, head of laboratory medicine, Vikram Hospital, Bengaluru, the number of blood donors has been decreasing steadily due to negative perceptions such as that one may become weak physically or acquire a serious infection. Also, there is a general lack of interest among today's youth, who traditionally comprise the bulk of blood donors, due to busy and stressful lifestyle. The government needs to organise public awareness programmes about the need to donate blood and how it helps in saving lives.

Source : www.pharmabiz.com

BRANDS AND AGENCIES INNOVATE TO DRIVE PEOPLE TO DONATE BLOOD ON THIS WORLD BLOOD DONOR DAY

The World Health Organisation marks 14 June as World Blood Donor Day, that is observed and celebrated across the world through campaigns and events in view to raise awareness and to thank the donors for saving lives. Thought of as a selfless act, donating blood is a noble cause indeed. And yet very few of us take the time out to donate blood at blood donation drives or attend blood

donor awareness campaigns. Sources reveal that more than 38,000 blood donations are needed every day while a single car accident victim can require as many as 100 units of blood. However, many people feel that donating blood makes them feel weak, the thread of truth here arises from the fact that it takes a day or two to replenish the fluid volume in the body and three months for

the regeneration of red cells to donate more blood.

In order to encourage and motivate people to go forward and donate blood, that would save lives of people, brands actively initiated campaigns that spoke on the noble deed of blood donation. Below are few of the campaigns done by brands exclusively for world blood donor's day, this year:

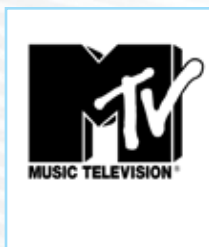
WAT Consult



BOLD, a transgender modelling agency and **WATConsult**, the digital and social media agency from Dentsu Aegis Network India, joined hands to launch a campaign titled, #whydontyou.

The campaign revolves around how transgenders are not allowed to donate blood but what is stopping others. Why don't the people who have the privilege to donate blood do so. The campaign involves a video featuring Rudrani Chettri Chauhan, a transgender who went against all odds to build India's first LGBT modelling agency. Commenting on the campaign Rajiv Dingra, Founder and CEO, WATConsult said, "We wanted to raise awareness about the need of Blood Donation and urge each one of us to become a donor sooner. #whydontyou is simple a step towards the same. It's a message to donate blood from those who are not allowed to those who don't."

MTV



Channels MTV and MTV Beats have taken the onus of spreading awareness amongst the youth of the country of the need for blood donors. The channels have created two films for World Blood Donors Day and through these films they are encouraging youngsters to donate blood voluntarily because every second of every day, people all around the world depend on blood donation to survive. These 30 second quirky videos aim to captivate the attention of the youth through humor.

Commenting on the initiative, Navin Shenoy, Head Marketing, Youth Entertainment, Viacom18 Media Pvt. Ltd. said, "Every minute there is someone who is in need of blood and hence we are trying to get the banks equipped to help more people in need. The video is created keeping in mind our audiences; it is light hearted, humorous and yet conveys our message of being responsible without being preachy."

Facebook



Facebook had launched Blood Donations on Facebook, a new centre where people in India can find opportunities to donate nearby. The organisation had also partnered with organizations across India, including the National Blood Transfusion Council, a division of India's Ministry of Health and Family Welfare, and Giants Welfare Foundation, to set up over 2,000 blood donation events on Facebook this month, which will be featured in the new Blood Donation center.

Speaking on the initiative, Hema Budaraju, Product Lead, Health, Facebook said, "We hope that by raising awareness and letting people know where and when they can donate, we can increase blood donations and contribute to a more sustainable blood supply."

Terumo Penpol



On World Blood Donor day, C Padmakumar, Chairman and Managing Director, Terumo Penpol commented, "The regular voluntary blood donor is critical to the success of a blood transfusion service. Blood transfusions are critical for patients undergoing surgery or being treated for some chronic diseases and for some cancers. We are committed to advancing a safe blood supply globally."

Glenealges Global Hospitals

Dr Surekha Devi A, HOD & Specialist for Haematology & Transfusion Department at Glenealges Global Hospitals says, "Every few seconds, someone, somewhere needs blood- Be there for somebody. Give Blood and Share Life."

The World Blood Donor Day this year saw brands that were proactive in encouraging and facilitating people to save lives through this simple act of humanity.