



BLOOD LINE

THE *voluntary* BLOOD DONATION JOURNAL

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HAPPINESS IS DONATING BLOOD.....

It is said that Blood Donation is the biggest donation. It is true because there is no substitute for Blood or its components to save a life when it is indicated. Hence Blood transfusion services is one of the most important component of Health care services. Blood transfusion services in the state is being monitored and regulated by the Kerala State AIDS Control Society in accordance to the guidelines issued by the National Blood Transfusion Council and National AIDS Control society. There are licensed 177 blood centers functioning across the state. Of these 37 are functioning in the Government sector and 138 in the private sector. The State Drug Controller is the license issuing authority after a no objection certificate is issued by Kerala State AIDS Control Society.

Our state requires around 5 lakhs units of blood/blood components annually. The demand for blood is very high in our state because of the state experiencing very high number of road traffic accidents, cancer patients, dengue fever epidemic during monsoon period. Also blood/blood components is required during major surgeries, treatment of blood disorders like haemoglobinopathies, post partum hemorrhage etc. Its very important to maintain the blood transfusion services both qualitatively and quantitatively. There is a system in place to maintain the quality of the blood transfusion services as per the National Blood Transfusion Council guidelines. Each blood bank is manned by medical officers, counselors, staff nurses and lab technicians. A donor is registered and screened by the counselor and also pre-donation and pre test counseling is given. The medical officer examines the donor to ensure he or she is fit to donate blood. Any person between the age of 18 and 65 with a minimum body weight of 45 kg and hemoglobin of 12 gm percent and without any other serious illness are eligible to donate blood once in 3 or 4 months. The blood thus collected is subjected to screening for HIV, Hepatitis B, Hepatitis C, syphilis and malaria. If any of the above diseases is tested positive the blood is discarded. At present we are using ELISA test generation-IV to screen HIV. The test however does not pick up HIV during the window period which may vary from two to

four weeks. Hence more sophisticated test NAT (Nucleotide Amplification Test) is used in some centers. Even this test has a limitation of not detecting HIV in first 10 days. Hence to ensure safe blood it is imperative to select safe blood donors for blood donation. This can be done by enhancing voluntary blood donation in the state. At present only 60% of the demand is met by voluntary blood donation. To improve the voluntary blood donation in the state KSACS in last year has initiated series of activities. We have brought in various organizations like Citizens India Foundation, KEBS, Thejas, NSS, Police and Armed forces for organizing outreach voluntary blood donation camps. We are utilizing two blood mobiles for the camp. One blood mobile has been procured by KSACS and other by Citizen India Foundation. KSACS has also appointed a dedicated team comprising of medical officer, a counselor and a lab technician exclusively for outreach blood donation camps. Trivandrum city requires almost 30% of the demand for the whole state because of the prestigious institutions like RCC, SCTC and Govt. Medical College. Hence as a pilot project in Trivandrum city with the help of various organizations and institutions like Technopark we have made at least two outreach voluntary donation camps every day for 5 days for a week to meet the demands of medical college, RCC, General hospital, W and C hospital and SCTC. We also formulated a policy of bulk transfer through which the blood collected from the camps are transported to needed institution. With the technical and financial assistance of WHO we conducted a baseline assessment of all of the Blood Banks in the State and come out with strong recommendations to improve the functioning of these Blood Centers and formulate a uniform Haemotherapy policy for the state. A dissemination workshop was conducted with the participation of Medical Officers of all the Blood Centers in this regard.

To improve the voluntary blood donation, there is a need to create awareness in the community. Awareness has to be created among young population to remain healthy so as to be fit enough to be a voluntary blood donor. Stress is given to the need of maintaining a healthy life style by having proper nutritious balanced diet, regu-



Dr. R. RAMESH
Project Director KSACS
Former Director of Health Services
Past State President,
Indian Medical Association

lar physical exercise, abstaining from use of alcohol and tobacco products and maintaining healthy sexual practices. Blood centers' staff has the responsibility to ensure proper screening of blood donors and the community has the responsibility in a way that every individual aims to be healthy enough to donate blood and also to abstain from donating blood if he or she has indulged in any high risk activities in the last six months lest any illness is undetected during window period.

So together we move forward to ensure the demands for blood in our state is met 100% by voluntary blood donation. Blood donation is most humanitarian service one can render as it can save 3 to 4 lives per single donation. We need individuals organizations and institutions to actively involve in promoting voluntary Blood donation and also we also need to further improve infrastructure and Human Resources of the Blood centers to match the demand for Blood and its components. We are in the process of upgrading all the Blood centers to Blood Component separation units and also setting up Apheresis centers. So let us all pledge to be part of this movement and be happy in donating blood.

Let me put on records the great services done by Terumo Penpol in the field of Blood transfusion services. The institution can take due credit for being India's first and largest manufacturer of Blood Bags of quality as well as in the propagation of voluntary blood donation in the country.

NATIONAL BLOOD DONATION DAY CELEBRATIONS

Terumo Penpol has always been active in the blood donation sphere and consistently observe blood donation day celebrations and honor donors and organizations that are dedicated for the cause. NBDD was celebrated at three avenues this time, one with KSACS, at Priyadarshini Hall; second with Sree Chitra Institute of Medical Sciences and Technology at Achutha Menon Hall, SCTIMST and the third with College of Engg., Trivandrum.

KSACS OBSERVED NATIONAL BLOOD DONATION DAY ALONG WITH CITIZEN FORUM, KEBS, TERUMO PENPOL AND TEJUS

KSACS observed National Blood Donation Day on October 1, 2018 at Priyadarshini Hall. The Health Minister who was the supposed chief guest couldn't attend the function though because of personnel reasons. The event was hence chaired by the Project director (KSACS), Chairman and Managing Director (TERUMO PENPOL), Chairperson (KEBS) & Ward Councilor. A cycle rally, a selfie with Film Star Manju

Warrior contest and promotion through FM Radios were done as part of the promotional activities for the event. KSACS arranged a Double decker bus decorated with blood donation messages for promoting voluntary blood donation.. Simultaneously a blood donation camp was organized at the premises.

The speakers spoke highly about Terumo Penpol, its history and unbridled support was also put on perspective.



NATIONAL BLOOD DONATION DAY ORGANIZED BY KSACS CITIZEN FORUM, KEBS, TERUMO PENPOL AND TEJUS - INAUGURAL CEREMONY



Welcome Speech
Dr. R Ramesh,
Project Director, KSACS



Inauguration and Inaugural address
Mr. K Sreekumar
Chairman, Health Standing Committee,
Trivandrum Corporation



Felicitation
Mr. C Padmakumar
Chairman and Managing Director, TERUMO PENPOL



Felicitation
Ms. Lida Jacob,
Chairperson, KEBS



Felicitation
Mr. R Suresh
Ward Councilor, Trivandrum Corporation



Felicitation
Mr. K P Rajagopalan
Vice President, KEBS



Vote of Thanks
Ms. R Reshmi
Joint Director, KSACS

KSACS RECOGNIZED BLOOD BANKS AND NGOS PROMOTING VOLUNTARY BLOOD DONATION



BLOOD DONATION CAMP ORGANIZED BY KSACS



CYCLE RALLY ORGANIZED BY KSACS



SCTIMST CELEBRATED NATIONAL BLOOD DAY IN ASSOCIATION WITH TERUMO PENPOL

Sree Chitra Institute of Medical Sciences and Technology in association with TERUMO PENPOL celebrated National Blood Donation Day at Achutha Menon Hall on October 01. It was an event to honor regular donors and supporting institutions. The Chief Guest for the event was Group Captain, P K Awasthi, Station Commander, Airforce Station. The event was also chaired by Mr. C Padmakumar, CMD, Terumo Penpol, Dr. Kalyana Krishnan V, Dean, Dr. Debashish Gupta, Head,

Dept. of Transfusion Medicine, SCTIMST.

This annual event is partnered with TERUMO PENPOL, majorly because of the effervescent relationship SCTIMST has with TERUMO PENPOL. The speakers spoke about the intrinsic relationship between the two organizations and how they mutually coexisted when it was required the most. More than 100 donors were recognized and 20 organizations were honored.

NATIONAL BLOOD DONATION DAY CELEBRATIONS ORGANIZED BY SREE CHITRA TIRUNAL IN ASSOCIATION WITH TERUMO PENPOL



Inauguration & Inaugural Address
Group Captain P K Awasthi
Station Commander - Airforce Station



Presidential Address
Dr. Kalyana Krishnan V
Dean, SCTIMST



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



Welcome Speech
Dr. Debashish Gupta
HOD, SCTIMST Blood Bank



Vote of Thanks
Dr. S Sathyabhama
BTO, SCTIMST



Mr. T S Mani, Sr. Manager
(Admin, Terumo Penpol) - Repeat
regular donor sharing his experience

SCTIMST RECOGNIZED INSTITUTIONS PROMOTING VOLUNTRY BLOOD DONATION



THANK YOU FOR YOUR COMMITMENT TO BLOOD DONATION

We would not be able to accomplish our mission without the collaboration of Institutions and NGOs made up of volunteers. Organizing a blood drive is an opportunity offered to everyone. Maintaining the blood supply at an adequate level to protect the health and life of patients is a great humanitarian and community

cause. Groups and community organizations have always cooperated tremendously with our organization by organizing an impressive number of blood drives over the years. Community organizations are recognized for having members who are enthusiastic about the idea of doing more for our society.

Your commitment to the community is invaluable. We encourage you to pursue your efforts and contribute to our cause—the maintenance of the collective blood supply at an adequate level. Because your contribution is important, we are committed to making you aware of the need to give blood. Blood requirements are universal, and it is essential to

CORPORATE BLOOD DRIVES

Organizing a blood drive is an activity that demonstrates your company's humanitarian commitment and it is a marvellous way of demonstrating your role as a good corporate citizen. By joining forces with the Blood Banks,

your company assumes an active role at the heart of its community and contributes to its betterment. A corporate blood drive also brings employees together for a common purpose and creates an undeniable feeling of team accomplishment.

Your environment allows you to reach a cross-section of active donors in the work force. Companies can make a major contribution to the collective blood supply. We need you!

SCTIMST HONORED THE REPEAT REGULAR DONORS FOR DONATING BLOOD REGULARLY



Continued

Continued

SCTIMST HONORED THE REPEAT REGULAR DONORS FOR DONATING BLOOD REGULARLY



A BIG THANK YOU TO THE REPEAT REGULAR DONORS

Thank you to every blood donor who took the time to donate . Your generosity and support is very much appreciated.

You never know when blood will be needed and it is why having a ready blood supply is so vital to our community. Blood donations are needed every day and we encourage people to continue to visit the Blood Banks. We thank you and appreciate your support of our lifesaving mission. Thank you to all of you who give up your time to give this precious gift of life. You do make a difference. Bring a life back to power. Make blood donation your responsibility.

BLOOD DRIVE IN AN ACADEMIC SETTING

We are committed to raising the awareness of young people—our future donors—about donating blood. There is nothing better than a stimulating blood drive project to raise their awareness of this cause.

Organizing a blood drive lets young people make discoveries on both a humanitarian and a personal level, preparing them to become adults who are concerned about the well-being of their community.

Experience shows that children are excellent recruiters. With their energy, vitality and wonderful naivety, young people make a blood drive quite an occasion. That's precisely what we need! We would also like to have the opportunity

to hold blood drives at Engineering, Arts Colleges and at universities. Young adults who are members of the student association, a sports club or any other committee are, without a doubt, well placed to organize a blood drive in their college because they already have a network and the credibility for completing this kind of ambitious project. Get involved!

When you organize a blood drive, you will never be left to your own resources. We will help you every step of the way. You will have access to the expertise of the Blood Bank team as well as to some of its volunteers. TERUMO PENPOL will accompany you through all of the steps involved in organizing a blood drive, from

its planning stages right through to the event itself, and will supply you with all of the materials you need to make your blood drive a success.

Organizing committees of the Colleges look after the logistics of a blood drive, handle its promotion and recruit donors. Each committee member assumes a specific task in preparation for the blood drive. The members of the organizing committee name a coordinator. This person is responsible for the overall organization of the blood drive and liaises with the Blood Bank and the other members of the organizing committee.

You are a team that saves lives!

TERUMO PENPOL CELEBRATED NATIONAL BLOOD DONATION DAY ALONG WITH THE NSS UNIT OF COLLEGE OF ENGINEERING TRIVANDRUM

TERUMO PENPOL organized the National Blood Donation Day in association with the NSS Unit of College of Engineering, Trivandrum. The objective of the event was to spread awareness on voluntary blood donation among the college students, therefore to attract the

college students from various colleges. A diverse set of events was planned. Treasure Hunt, Quiz and Persona were the main events conducted. As part of promotional activities, a cycle rally, street play, flash mob, sky lantern and sand art were organized pertaining to blood

donation and was well publicized. This hard work by the students culminated in a positive note because of the sound participation on the event day despite the weather conditions. Simultaneously with the event, messages on blood donation was shared.

NIMISHA WINNER OF PERSONA SHARING HER EXPERIENCE



"TERUMO PENPOL along with the NSS wing of CET had conducted the event ERYTHRO in College of Engineering Trivandrum. I took part in the event PERSONA which is, as the name suggests, a personality contest. The first round was an interview round by the judges. Nine people out of the lot that came were selected to go for the final round and I was one of them. The final round was onstage round and had eliminations after every few sub rounds. We were given challenges and it was interesting to see the other candidates perform. All of them were equally talented and had distinct personalities. I am honored to say I won the competition and look forward to more like these".

CANDLE LIGHT RALLY ORGANIZED BY TERUMO PENPOL IN ASSOCIATION WITH COLLEGE OF ENGINEERING TRIVANDRUM TO PROMOTE BLOOD DONATION



TERUMO PENPOL IN ASSOCIATION WITH COLLEGE OF ENGINEERING TRIVANDRUM HAS CRAFTED A SAND SCULPTURE TO PROMOTE BLOOD DONATION



SKY LANTERN FESTIVAL

As part of National Blood Donation Day Celebrations to promote the concept of voluntary blood donation TERUMO PENPOL in association with NSS unit of College of ENGINEERING, TRIVANDRUM organized a sky lantern and candle walk in the college premises. The event was well organized and choreographed with an amazing participation of more than hundred students.



FLASH MOB

A flash mob was organized by TERUMO PENPOL in association with College of Engineering Trivandrum in Mall of Travancore to create public awareness about Voluntary donation and to fill up the consent form from the general public for blood donation. The aim of this flash mob was to encourage the Public to sign up as a blood donor.



POSTER CONTEST ORGANIZED

As part of National Blood Donation Day Celebrations TERUMO PENPOL Private Limited in association with NSS Unit of College of Engineering, Trivandrum organized an online poster design contest for General Public. The subject matter of the poster contest was related to voluntary blood donation.

SHORT FILM CONTEST ON VOLUNTARY BLOOD DONATION

As part of National Blood Donation event TERUMO PENPOL in association with College of Engineering Trivandrum organized a "FIVE -MINUTES BLOOD DONATION SHORT FILM CONTEST" based on the theme 'Blood Donation'.

STREET DRAMA TO PROMOTE BLOOD DONATION

As part of National Blood Donation Day Celebrations TERUMO PENPOL in association with CET organized a "Street Play" in Shanghumugham Beach. With the constant swarm of people at Shanghumugham beach, it was chosen as the venue for the blood donation-themed events. The performers entertained and crowds of people gathered around to observe. The Plays appealed to the masses as the visual of the performances sticks in the mind. In addition, it's an effective way of communicating to those who may not be able to read the literature explaining the need for blood.



TREASURE HUNT CONTEST ORGANIZED ON NATIONAL BLOOD DONATION DAY

TERUMO PENPOL in association with NSS CET organized Treasure Hunt, a game involving college students from colleges across Trivandrum.

Treasure Hunt had a tremendous participation with registration soaring over 35 teams. Each teams had a maximum of five members. More than one fifty students participated in Treasure Hunt contest. A prelims was organized to cut down the number of teams. They were mainly time bound competitions including Sudoku and Crosswords. Through a hard fought prelims, eight teams sneaked through to the final stages of the competition. The final stage was engaging as the teams hunting for clues intensified their searches; an intriguing set of youngsters leaving no stones unturned for glory was a feast to watch. A nail biting finish had two winners, both teams from College of Engineering Trivandrum.



Letters to the editor

Good to see so much progress in Trivandrum. Keep up the good work!

Assoc Prof Graeme Woodfield
University of Auckland
New Zealand.

Hello Baby san,

Thank you for sending the blood line, in which I saw a lot of nostalgic people. And also I am pleased that the blood donation activity is still so active, thanks to you.

Best regards,

Y. Kimura
Audit/Supervisory Committee
TERUMO CORP

Dear Baby san,

Thanks for sharing your kind info..

But unfortunately I'm no more belonging to QA/Kofu Factory so please share your info. to Ms. Michiyo Akaoka QA Manager in Kofu Factory Who is my successor.

Thank you for your understandings.
Best regards,

Takahiro Suzuki
TERUMO CORP

Thank you for sharing with the great news!
Best Regards,

J. Takeuchi
TERUMO EUROPE

Dear Baby,

Thanks for once again creating and sending the Blood Line Journal. I was particularly interested in the articles on page 5, describing projects by young school students to promote blood donation. I'm hoping that the leaders of the youth groups sponsored by my Rotary Club will consider adopting these ideas after reading your journal.

With over 1000 Rotary clubs in India, there may be many Rotary-sponsored youth groups that could adopt these ideas for community service projects in your country.

Regards,

Ronald McMahon
Vineland Rotary Club
Vineland, New Jersey USA

Dear Madam,

Right now, I am studying in Pune University as a student of Defense and Strategic studies. Thanks for the journal. Very educative and informative

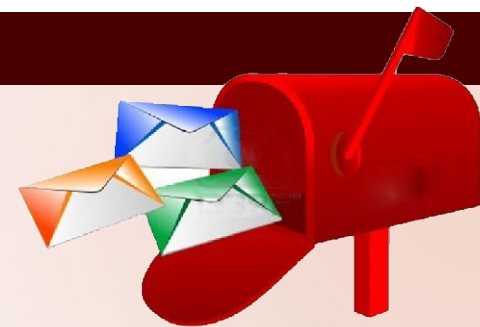
Simon Pullen
Student of Defense and Strategic studies, Pune

Dear sir/madam,

Greetings of the day !

Thanks for latest BLOODLINE Journal. We have got the opportunity to know about the activities to promote voluntary blood donation. And the activities are very appreciable. Thank you.

Machakaji Maharjan,
Central Treasurer, BLODAN



Thank you for sharing the information.

Best regards,

Rungtip Nomkuntod
Regulatory Affairs
TERUMO CORP

Dear Baby san,

Thank you for sending every time. I think you and your family are well.
Best Regards,

Tada (Tadahiro Motomura)
TBCT (I&D)

Good work Baby.

Warm Regards,

P T George,
Vice President & Head Human Resources, V-Guard Industries Ltd.

Thanks for sharing your E magazine. Baby Congratulations on your continued efforts to promote voluntary blood donation!
Regards

Dr. Latha Jaganathan
Management Trustee
TTK Rotary Blood Bank