

# BLOOD LINE

THE *voluntary* BLOOD DONATION JOURNAL

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Promoting  
Voluntary  
Blood  
Donation



## APHERESIS: THINGS A DONOR NEED TO KNOW

Most of us now understand the relevance and need for regular voluntary blood donations. A good number of voluntary whole blood donors turn up when ever there is an urgent need for blood. But only a few of them come forward for donating platelets by apheresis. Much more awareness has to be spread about apheresis among the donors to relieve their apprehensions and to encourage platelet apheresis donations.

Platelet transfusion can be life-saving in patients having severe bleeding due to thrombocytopenia or platelet dysfunction. Platelets are essential for the clotting of blood. They are routinely needed to support patients on chemotherapy, organ transplants, bone marrow transplants, hematological disorders etc .

Platelets supply has to be constantly replenished in blood banks as it has a short life span of 5 days. There is always a discordance between demand and supply of platelets.

When whole blood is donated, the unit is separated into three main components: red blood cells, plasma and platelets. It is required to combine platelets prepared from six whole blood donors to produce a typical dose of transfusable platelets.

Automated blood donations, called apheresis, are the most efficient because full, transfusable units of platelets is safely collected in one donation. Some donors can actually provide two units of transfusable platelets in a single donation. Apheresis donation program can optimize each of the precious blood donations.

Apheresis collections are very safe .The donors are carefully selected after medical examination and a few tests which include platelet counts hematocrit etc. The quantity of platelets withdrawn is adjusted by the machine accordingly and hence the donor's platelets count will never be reduced below the normal limit after the procedure. Since this machine uses suction to draw blood out of a donor's body, some people who can give whole blood may have veins too small for platelet donation. Hence each donor's veins are evaluated prior to donation.

The process uses a sterile, single-use needle and tubing set. During the donation process, the blood is drawn from one arm and channeled through the tube set to an automated system. This system separates and collects the platelets and then safely returns the remaining blood components back to the donor. To stop the blood from clotting in the tubings, an anticoagulant is automatically mixed with the blood as it is pumped from the body into the apheresis machine. It takes about an hour to donate platelets by apheresis.

Platelet apheresis donation can be made every 14 days. Platelets can be safely donated up to 24 times a year where as whole blood donations can be done maximum 4 times a year.

Serious complications of donor apheresis are very rare. Minor adverse events can include feelings of lightheadedness, numbness that usually resolve quickly.

The donors should meet some basic eligibility requirements to donate by apheresis . They need to be in good health on the day



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of donation. They should be at least 18 years old and weigh at least 60 kg. Platelet counts should atleast be 1.5 lakhs/micro litre. Last blood donation must be at least 90 days back or last platelet donation must be at least two weeks back. They should not have taken aspirin or nonsteroidal anti-inflammatory drugs or antibiotics for an infection for 72 hrs before donation. Medication taken recently has to be discussed with the medical officer at the blood centre. They should not have fever, cold, flu, sore throat or any other infection on the day of donation.

Necessary preparations to be made before apheresis are to get a good night's sleep. Have a good meal. Drink plenty of fluids before and after donation. Be prepared for no strenuous activity for the rest of that day. To meet the ever increasing demand for platelets, the facility to donate platelets through apheresis has to be better utilized. The patients benefit the most because apheresis donations ensure the components come from fewer donors. Targeted motivational activities directed towards platelet donation would definitely enlighten and encourage the eligible voluntary donors to go for platelet apheresis procedures.

*The Open View*

# National Blood Donation Day Inaugural Ceremony



**CELEBRATIONS**

## NATIONAL BLOOD DONATION DAY

National Blood Donation Day was organized in a unique way by Terumo Penpol Ltd. (TPL), 'Save A Rupee, Spread A Smile' society and All Kerala Blood Donors Society (KEBS) as a gala event on October 1st at TRIVANDRUM CLUB.

Apoorva Bose, Cine Actress, who was the chief guest of the event, gave an inspirational message to the kids - to serve society in their best possible manner. Recalling her school days when she was actively involved in social welfare initiatives, she said that she would rather be known as a social activist than as an actress and encouraged the kids to get actively involved in society and to promote voluntary blood donation.

Dr. C S B Nair, Consultant (R&D) of TPL, while addressing the students from various schools, gave the presidential address and shared the troubles that TPL had to go through to realize the blood bag that we use today. Recalling those days and cradling the blood bag as if it was his baby, he explained the brief history of development of blood storage module from glass bottles to the blood bag available at present.

As part of National Blood Donation Day celebration, Terumo Penpol organized a 'Buddy

for Life' contest for school students. The contest was held to get children to motivate their parents and teachers to donate blood in any government blood bank in Trivandrum. Terumo Penpol offered information on how to organize a blood donation drive and provided free blood donation promotional materials. TPL requested Students to organize the blood drive at their schools, residential complexes or places of worship and to recruit a group of friends, neighbors, to donate blood and then enlist their help to recruit classmates, teachers, support staff, and parents to donate blood.

Prizes for "Buddy for Life Contest" wherein school students were encouraged to recruit as many voluntary blood donors, were distributed to the winners during the event. Cotton Hill girl's school aced the contest with 105 donors and Holy Angels ISC School with 85 donors came second.

The students had visited nearby shops and establishments the previous day urging people to take part in the blood donation campaign. They had put up posters too, inviting people to the camp. They also conducted awareness classes in the school and several students expressed interest in taking part in the blood donation drive. The students presented a short skit, outside the school gates as well, to invite more people to donate blood. They stood on

the roadside inviting voluntary blood donors to donate blood.

Wafa Khatheer Rahman, a student of Holy Angels ISC received a special prize from TPL for celebrating her 18th birthday by donating blood. Sharing her experience on her first blood donation she said "I got motivated from my grandfather, M B Abdul Rahman, who founded blood brain biome banking trust. I depend on my parents but just think I have this powerful gift of giving life to another human and connecting to them. We must all understand this gift that we have. My first blood donation was a wonderful experience and the feeling was beyond what I had imagined." A slogan Contest was also organized to create awareness on blood donation for High School and Higher Secondary Students and cash Prize and certificates were distributed to the Students.

A kite making workshop was conducted by Rajesh Nair, Kitelife foundation Kochi (NGO), to propagate the Voluntary Blood Donation message where he shared the tidbits of making a kite. Kite making is an art and a sport. It develops intellectual prowess as well as imagination and creativity. After the workshop Kite materials of different shapes and colours were distributed to each participant. The kids

sat enthralled in the workshop with each one competing to make her creation beautiful.

A voluntary blood donation camp by Regional Cancer Center was also organized in the sidelines of all this merriment.

TPL had organized awareness sessions at schools and colleges on the importance of voluntary blood donation as a part of our campaign. IEC materials on blood donation were distributed at super markets, railway stations and bus stations.



TPL has found an effective ally in the ever increasing popularity of FM radios and tied up with one of the popular FM radio service provider 'Radio Mirchi' to promote voluntary blood donation. Radio Mirchi had promoted the voluntary blood donation message for a week.

The Stage show by Radio Jockey of Radio Mirchi who was the event's radio partner added to the fun. Yentha.com was the online media partner.



**Apoorva Bose, Film Actress interacting with the Students**

## **COTTON HILL HIGHER SECONDARY SCHOOL- WINNER OF BUDDY FOR LIFE CONTEST ORGANIZED BY TERUMO PENPOL LIMITED**

The National Service Scheme (NSS) volunteers of the Cotton Hill Higher Secondary School for Girls, Vazhuthacaud, had visited nearby shops and establishments the previous day urging people to take part in the blood donation campaign. They put up posters too, inviting people to the camp. They also conducted awareness classes in the school and several students expressed interest in taking part in the camp

They aimed at creating awareness of the importance of blood donation and driving home the point how the availability of blood could be



the difference between life and death.

The students had visited nearby shops and establishments the previous day urging people to take part in the blood donation campaign. A unit from the Regional Cancer Centre (RCC) here, led by Dr. Vijayalakshmi K., collected blood.

The students presented a short skit, outside the school gates as well, to invite more people to donate blood.

They had conducted similar programmes, for the last 4 years and were the winners for Buddy For Life Contest ,

## **HOLY ANGELS ISC SCHOOL -SECOND BEST WINNER OF BUDDY FOR LIFE CONTEST ORGANIZED BY TERUMO PENPOL LIMITED**

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donate blood and then enlist their help to recruit classmates, teachers, support staff, and parents to donate blood.

Prizes for "Buddy for Life Contest" wherein school students were encouraged to recruit as many voluntary blood donors

Holy Angels ISC School with 85 donors won the second best winner of Buddy For Life Contest award. The camp was inaugurated by George Joseph, a social worker, who donated one of his kidneys last month. School principal Susy, school leader WafaKhadeeja, Social service leader Megha Shibu also gave inspiring messages to the gathering. One hundred and sixty-eight persons registered for donating blood



# Wafa gifts blood to stranger on birthday

While most children celebrate their birthdays by distributing sweets to their friends, a student of Holy Angels; ISC School Nanthancode, chose to celebrate her 18th birthday by donating her blood.

Incidentally only those who are 18 years of age or above, are legally allowed to donate blood. It was perhaps the most memorable day of her life when Wafa Khatheer Rahman, who is also the school leader turned 18 on September 19.

She posed for the cameras at SreeChitra Hospital with a little tube connected to her body draining 450 ml of blood. Wafa, a native of Mangalore is the granddaughter of lawyer and social worker M.B Abdul-



Rahman. Her grandfather had dedicated 20 years of his life to the cause of blood donation. He was not only an active donor himself but encouraged people to donate every four months. He had collected 10,000 units of blood through his organization- Blood Brain Biome Banking Trust. To Wafa, her grandfather was her inspiration and she wanted to

carry forward her grandfather's noble work. The idea of donating blood on the day she turned 18 struck her mind on August 12, 2014 when numerous donors flooded Holy Angels' ISC School to take part in the blood drive organized by the Medical College, Thiruvananthapuram. During the drive, 85 units of blood were collected from various people. Wafa was one of the 172 young organizers of the programme. She was of the view that one does not have to be rich to help someone. If you have a good heart, you have all the wealth you need to be of help. Every three seconds someone is in need of blood. One pint of blood that you donate can save three lives, she says. "Blood donation is the noblest of charities and it costs you nothing but 30 minutes of your time. I appeal to the youth of today to donate blood on your 18th Birthday. Be an inspiration start a revolution. Donate Blood. Be Someone's angel!"

Source: Deccan Chronicle Newspaper



**Blood Donation Camp organized by TERUMO PENPOL, SARSAS and KEBS as part of National Blood Donation Day at Trivandrum Club**



**Kite Flying organized by TERUMO PENPOL to promote Voluntary Blood Donation**



**The Radio Jockey of Radio Mirchi who was the official Radio Partner interacting with the Students on National Blood Donation Day**



**Winners of Slogan Contest receiving the award from Mr. K P Rajagopalan, General Secretary KEBS**

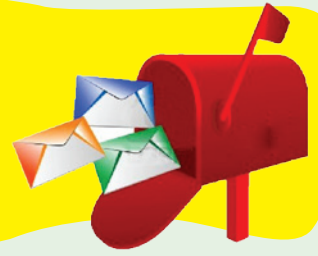
Dear Baby,  
 Thank you for sending me the Bloodline journal. As always, the Journal is interesting to read, and very informative.  
 Kind regards,  
**Dilip Varma**  
 HR Consultant

Dear Editor,  
 Issue after issue Bloodline is becoming more and more attractive with enhanced volume.  
 In this issue mother and child at two places made me to look at those photos for long, most heart searching. Philosophor Lamertine came to my mind: "God cannot be everywhere; therefore he created mothers."

Since I am editing one, really I envy you!

Best wishes and regards,  
**Malippuram Khalid**  
 The Indian Institution of Engineers (Kerala)

*Letters To  
 The Editor*



Impressive and informative, to put it simply. Keep up your noble mission of promoting voluntary blood donation.

**N T Nair,**  
 Chief Editor, Executive Knowledge Lines

## NATIONAL BLOOD DONATION DAY CELEBRATED AT AHMEDABAD

National Blood Donation Day celebrated at Ahmedabad by TERUMO PENPOL in association with Kensure Health Private Limited at B J Medical College, Ahmedabad. Dr Nidhi Bhatnagar, Dr Tarak, Dr Sheeted, Dr Jaimin, the Associate Professors of BJMC took sessions on voluntary blood donation and safe blood. A Blood Donation Camp was also organized and VBD IEC materials distributed.



## NATIONAL BLOOD DONATION DAY CELEBRATED AT KEM HOSPITAL, PUNE

National Blood Donation Day celebrated at KEM Hospital, PUNE by TERUMO PENPOL in association with KEM Hospital, and IDBI Bank Pune. An awareness session on Voluntary Blood Donation was organized and requested the repeat regular donors to give importance to Single Donor Platelet Donation. A Blood Donation Camp was also organized and VBD IEC materials distributed.



## NATIONAL BLOOD DONATION DAY CELEBRATED AT RAJKOT VOLUNTARY BLOOD BANK, RAJKOT

TERUMO PENPOL organized National Blood Donation Day with Rajkot Voluntary Blood Bank, Rajkot. Dr. Kamlesh and Dr. Sahjid of Rajkot Voluntary Blood Bank spoke about voluntary blood donation.



# Blood Donation Camp at Hotel Majestic Court Sarovar Portico, Navi Mumbai

Majestic Court Sarovar Portico in Mahape Navi Mumbai has celebrated Valentine's Day by keeping a blood donation camp & GM of the Hotel Ms. Nimmy Das told that we wanted to give back some love to the society and also to contribute to the broader aspect of life. The hotel organizes blood donation camp every year within its premises, inviting even room guest to play a small part in this heartfelt drive. Knowing that someone, someday is going to be benefiting by their gallant gesture, they got themselves associated with a civil hospital from Thane on February 14th Valentine's day being a day of showing love.



## LET'S START A BLOOD DONOR YEAR : HARSH VARDHAN, UNION MINISTER OF HEALTH AND FAMILY WELFARE

Union Minister of Health and Family Welfare Harsh Vardhan has suggested that instead of a 'blood donor week' the country must observe a 'blood donor year' where each one who is healthy to donate blood should come forward to do so once or twice during the year.

The Health Minister was speaking at the valedictory function to mark the culmination of the Blood Donor Week at the Indian Red Cross Society.

Vardhan said that during the launch of the Blood Donor Drive at Dr RML Hospital on June 14 which is celebrated as World Blood Donor Day, he had asked the Red Cross Society, Department of AIDS control and NACO, that the blood donor activity should be carried beyond one day, which lead to the Blood Donor Week.

Emphasising the importance of donating blood in view of the shortfall of about 2-3 million units per year within the country, the Health Minister said: "We must all take a pledge that the shortfall of blood for the country will be addressed by 14 June next year."

"In a country of more than 1.2 billion of people, this should not be an insurmountable

target," the Health Minister stated, given that this is converted to a social movement which involves all educational institutions, doctors belonging to various streams across the country, in addition to volunteers, blood banks and other partners agencies such as WHO.

The social movement will involve, educate and motivate people throughout the country through camps and other activities in colleges, offices, hospitals etc., he said.

Vardhan said: "Let us hold hundreds and thousands of meetings all across the country to educate and motivate people to donate blood. Let us start a social movement for "health for all" in the country, and for anyone to become a participant of this movement, they should start with donating blood."

Vardhan felicitated several blood donors which included donors who have donated more than 100 times, such as Nayan Kumar who has donated about 104 times.

The Health Minister congratulated them and stated that it is people like them who motivate others to donate blood.

Several other partner agencies such as LIC, Punjab National Bank, TATA Power (Delhi Distribution), Delhi Technical University, JBM Gurgaon, and IGI Airport were felicitated for organising blood donation camps and motivating people to donate blood.



# INNOMINDS ORGANISES BLOOD DONATION AND ORGAN PLEDGE DRIVE FOR ITS IT EMPLOYEES IN GACHIBOWLI, HYDERABAD

Innominds organised a Blood Donation and Organ pledge Drive in association with Red Cross and Jeevandan respectively today morning at its premises in Financial District at Q City, Gachibowli.

91 of its employees either donated blood or pledged eyes or both. Ms. Lakshmi Achanta, Executive Vice President, HR, Operations/Partner of Innominds sets an example for others

Speaking on the occasion Anuradha and Riyajuddin of Jeevandan informed that there has been good response to Jeevandan about organ donation. So far 77 deceased people have donated their organs. Nearly 5000 pledged their organs. So far 352 organs have been transplanted. 35 hospitals have registered with Jeevandan. One life can save 10 lives. Be an organ donor. All it costs is a little love they said.

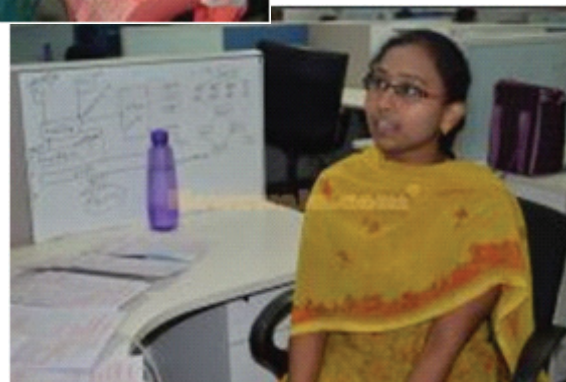
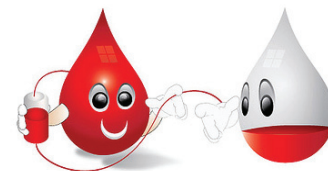
IT and Corporate Houses must provide a platform to their employees to get involved in such noble causes. Though many employees want to get involved, but, cant do, due to their busy schedules and priorities change. If such camps are organised at their work places, more people come forward and get involved. More awareness can be spread. We at Innominds feel that we have a role to play, hence, this drive said Ms. Lakshmi Achanta, Executive Vice President, HR, Operations/Partner of Innominds. It has a total of 750 workforce of which 450 are in Hyderabad alone.

Blood Donation is a noble cause. I keep doing it often. Everyone must

make it a point to donate blood compulsorily on their birth day said Ramkishore Y, a Practice Head with Innominds. Srinivas Bhaskara, Senior Director - Engineering of Innominds said that he has donated blood quite a few times and feels good about doing it. Though I am donating first time, I feel good about it. Giving a 450 ml can't make you sick. I am happy and able to do, she said. Vandana Sharma, Principle Engineer with the company said I always donated in camps organised at work places. It will be difficult to take time out to go to hospital and donate for working IT professionals like. IT companies must organise these kind of camps frequently, she suggested. Akula Sindoorra, a lead Engineer who pledged her organs said Organ Donation Awareness is a must. Right now it is very low. I am happy, I am able to pledge my organs, because it is gross waste of burying or burning

the organs which can save lives of at least 8 people, she said. Sudheshna, who pledged her organs said Organ Pledging and Donation is a noble cause. I am happy, I got involved, she said.

Innominds Software is a US-headquartered with engineering innovation centers in Hyderabad and Bangalore and, a leading provider of outsourced software product engineering.



# BloodConnect celebrates the 'Screams of Joy'

The theme of this year's BloodConnect event was 'Scream out your fears, scream for rock and roll!' Indian youth loves hard rock which involves screaming. The students were asked to scream their loudest to Parikrama songs whilst donating blood. 'Rock & Roll Blood' booths were set up and designed with a rock and roll theme at blood donation camps. The recorded screams of fear were then turned into 'Screams of Joy', a brand new Parikrama rock song.

BloodConnect acts as a link between people who are in need of blood and those who are willing to donate blood. India currently faces a shortage of three million blood units annually and this shortage can be easily met if just two per cent of the youth donate blood twice a year. Keeping this in mind, BloodConnect deploys a 360 degree solution while focusing on making blood donation a youth movement. The anniversary celebration also marked the launch of 'The BloodConnect Challenge', a pan-India social innovation competition, which aims to feature participation of college teams from across the country in order to bring novelty

and innovation in educating youth about blood donation by deploying various impactful means. So far, BloodConnect has organised 12,500 blood donation camps, saving 25,000 lives. The NGOs has been running mass awareness campaign outreach programmes and have been able to reach to more than 5,00,000 people through street plays and seminars. The 24-hour helpline which works round the year has saved over 1000 lives directly. The NGO is present in nine cities today and aims to expand the scope to the entire nation.

"Our ultimate goal is to put an end to the blood shortage in India. We believe that this cannot be achieved without the unconditional support and participation of the youth," said NavdhaKhera, Manager, BloodConnect. "We are thrilled to be working with Parikrama on this project. Their music radiates tremendous energy and exuberance, and charges young hearts with the passion to do something meaningful and worthwhile," she added.

"If we can change the mind set and transform even one person into a regular blood donor, we

will be more than happy. The blood donated by that one person, can save more than two lives. It could be mine or yours," said Nitin Malik, lead vocalist of Parikrama, as a matter of fact.

Advaita Kala, scriptwriter of the critically acclaimed film 'Kahaani' was felicitated on the occasion. Exceptional blood donors, contributors, colleges, camp organisers, NGOs, hospitals, and sponsors championing for the cause were honoured by Ms. Kala.

This was followed by a heart-warming performance by CanKids, a support group for children suffering from cancer, moving the hearts of all and leaving eyes of the audience moist. The well-known theatre group 'Asmita', presented a play on blood donation leaving everyone spellbound. The man behind the initiative, UtkarshKawatra, who is one of the co-founders of the NGO, a graduate from IIT Delhi, took this opportunity to raise awareness about blood donation and its importance in our lives.

## Blood Donor Finder App: The Priceless 'Life Drop'

They were a dynamic group of socially committed 20 something techies when one day a catastrophe hit them. An accident that changed their lives at Srishti Innovative Systems.

One that could impact several others, one that saw them running in search of that one life saver each one of us are endowed with but no one shares. They got to know the hard way of how difficult it was to find a blood donor. But they vowed that none else would have to suffer henceforth. 'Life drop' was born thus: A free quick blood donor finder app.

"When our friend required blood we totally empathised with this grave situation. The accident occurred soon after a massive blood donation drive and we were all in the waiting period and so couldn't donate. That prompted us to develop 'Life Drop' so that no one else would have to struggle like we did," says Nizam.

'Life Drop' is a life saving app that lets you locate a blood donor in your locality. It is a highly user friendly app developed at Srishti

Innovative. The free app is available in Google Play and iTunes.

You need to enter the blood group and the location from where you need donors and tap search. Voila! Out comes a list of registered donors in their respective locations. You can then choose to call, message, email or send notification to them requesting blood donation. There is also a 'send to all option' whereby you can send the blood requirement message to everyone in the search list.

Address, maps and directions to the nearest blood bank and hospitals are also available with this app. This intelligent app also sends you notification while a blood donation drive is scheduled. Groups volunteering the blood donation drives can also register as Blood Drive Groups.

"It was envisaged as a free software and will remain so. No one thinks of the financial edge and our company is fully supportive of this venture. We want to take technology to the layperson and help them," Nizam added.

"It has been a year since we launched the app but the download rate is a bit low considering the positive impact this app could make," nodding his head Nizam continues "Youngsters download a multitude of apps nowadays and considering the power and impact this app can make the reach is limitless in helping people but we need the support of the public."

The Life Drop team is headed by Nizam M L which also includes Aneesh who developed the app for the iPhone platform, Aswin who developed the User Interface, Prasanth who handles the back end, Renjith who devel-

oped the app for the Android platform and Sreekanth who developed the website [www.bloodpost.com](http://www.bloodpost.com).

"We don't care the number of times we may have to update the software and launch new versions. If this app can help people, then we are all in. Our aim is to make Life Drop a huge blood donor server that can meet the blood requirements without any hassles," adds Aneesh enthusiastically

"Version 3 is in the pipeline which will incorporate several changes. This version would enable you to create a profile with photo if you wish. At present we have a database of around 300 donors, the majority being from Technopark," says Aneesh. "We will set up a tablet in RCC soon so that those who cannot afford a smart phone isn't denied Life Drop's service. We plan to bring all the blood donor groups and individuals under one big umbrella so that finding blood donors is quick and easy," Aneesh adds.

With a highly friendly user interface that facilitates easy registration and finding donors a cake walk, this app has come a long way. But there are multiple challenges ahead to overcome to make this popular.

This is an effort by a few compassionate souls. Now it's time to extend a helping hand. The least we can all do is join them in this battle to save lives. Who knows maybe this app could save you, or your kith and kin at some defining moment. Let's go ahead and start downloading.