

Blood Line

The Voluntary Blood Donation Journal

Promoting
Voluntary
Blood Donation

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CLUB 25-FACTS AND SCOPE



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The "Club 25" concept was first launched in Zimbabwe in 1989, targeting a previously untapped pool of low risk donors of school age. In the programme, students pledged to donate blood 25 times by the time they reach the age of 25. Part of the pledge was to maintain a healthy lifestyle in order to provide the safest blood. The initiative was successful.

The philosophy behind Club 25 is to be open and honest with young People, providing clear guidelines about blood donation criteria and facts about the best HIV protection based on the evidence available, and then allowing young people to make their own choices. They are encouraged to attend a blood centre, learn about healthy lifestyles and to give blood regularly, at least 25 donations by the age of 25 years. In addition they can be active in promoting first aid, good nutrition, physical exercise and road safety.

Club 25 makes young blood donors play significant roles in both curative

medicine and health promotion providing economical public health model to wider civil society. An international network of Club 25 members, "International Club 25, one world...one blood" links young blood donors together from all countries. This social interaction and collaboration at the global level, results in the acquisition of strong links of solidarity which, in turn, build their capacity to provide leadership for improved health and well-being in their communities over several decades.

Newer strategies can make the activities of Club 25 more efficient in our country. Initially the Club should elect state, district and institute level administrative Committee to organize and operate activities according to timely needs. More social workers should be recruited to work specifically among 15-25 age groups. Their activities must include recruiting new members, retaining existing ones, educating them on healthy lifestyles, organising camps, workshops etc.

Higher level support is essential for proper planning, budgeting and implementing it as a national blood programme. A responsible and committed staff member should monitor and evaluate the activities constantly. Leaders play vital role in making the program effective. Participation of Red Cross, Lions Clubs, Rotary Clubs, Scouts, Religious, Women's, Community, Youth and

National Service Organizations is quite essential.

Professionalism in the handling and care of young donors by health care staff is a must. Entrust doctors and nurses to portray blood donors as "partners in health" and to relay messages on staying healthy to donate blood responsibly. Rather than a single day program a continuous blood collection campaign in an institution will help to motivate more donors. Students should be encouraged to give their first donation of blood on the day they are legally recognized as adults.

The Members in Club should represent various youth groups. Each member should receive an attractive ID card after their first donation. On their 25th donation, a member should receive a nationally recognised Club 25 medal. A newsletter should be sending to keep all members informed about drives and activities. Awarding the "Donor of the Year" can create more enthusiasm among young donors.

Competitions should be organised for the most creative greeting cards, banners, slogans, posters, stickers, essays etc. Performances by local artists, composition of songs for donors, quiz and debates on blood donation should be there. Material folders, magazines, leaflets, T-shirts, caps, pens, brochures, badge etc. should be distributed among donors. Sporting events like motorcycle rally, handball championship, friendly

soccer match and marching event can be organized. Health tours can be made through urban and rural areas to distribute information on voluntary donation.

Encourage curriculum coordinators

to incorporate information about blood donation and transfusion in education programmes.

Seminars, Symposium and Lectures on blood donation and related themes should be conducted. An open day at the

blood bank could be celebrated, where the youth and dignitaries will be invited to discover the blood bank for themselves. The activities can be coordinated in national level with the help of a website.

BLOOD DONATION IS SAFE – STORY OF R K PATHAM

Shri R.K. Patham, a senior executive in Financial Support Services, American Express, now 35, has donated blood more than 43 times. Frankly, he does not wish to count how many times he has donated blood or how many lives he has saved. Because, either way out of humility, he does not derive any sense of total achievement. He strongly believes that he needs to go a long way in helping the people and creating an impact which would encourage others to do the same.

He has been donating blood for some years now, very seriously and religiously. Though he had donated blood while he was at college, he does not really count them because at that point of time his intention was only to show off his friends that he is capable of donating blood and proclaim himself to be a hero.

In 1990 when he was working in Delhi he got a call from Madras that his father was quite serious and he should rush home at the earliest. That was August 19, 1990 and he in no way could afford to fly home. His boss being a cooperative and right thinking person managed to put him in Tamil Nadu Express, the same night. He reaches Madras on 21st morning. Soon he was in the precincts of the hospital. His father was admitted in Coronary Diseases Ward and there was another patient waiting for his By-Pass surgery in the same room lying next to his father.

Soon it transpired that they were looking for 'O' Negative blood group for that patient and the operation was getting

postponed because of non-availability of the required type blood units. His loving father insisted him to go and have breakfast from the near by restaurant. He was reluctant to move even an inch as his father was already put under artificial respiratory system. His father kept insisting on his having breakfast and though he was in no mood to eat yet he did not have the heart to disobey his father. Back, his father asked him to go and donate blood for his next bed neighbor patient. He was slightly upset as to why his father was getting interested in other patient when he had traveled all the way from Delhi to see him. His father looked at him with tears in his eyes and with folded hands. He moved out of his sight and donated blood for that patient. It took about 40 minutes for him to come back to the ward. By that time, his father had passed away.

He was the only member in his family, last talking to his father. It took him some time to realize that his father's last wish was that he should donate blood to the needy. Then on he started donating blood regularly and on all important days of his life – his birthday, his wife's birthday, his children's birthdays and his father's death anniversary. Since then, his association with Indian Red Cross is beyond blood donation alone. He has helped Red Cross to computerize their National Headquarters Blood Bank with the help of his Organization.

He had the pleasure of being called

"Vampire" when he first organized a blood donation camp at his work place. But this was more acceptable than hearing feeble excuses from his very own friends, such as :- "I need to ask my mom"; "I have to drive back home"; "I am scared of needles so on and so forth".

Says Shri Patham, "It is very pathetic to note that in a country which has an asset base of millions of people, we have very few blood donors. Even though this is one thing which does not cost you anything, which does not bring any weakness to you, which grows itself immediately in few hours time. In a country which has recently seen its brave soldiers laying their life for our land and security, we find people who are afraid to donate as little a thing as blood which is the creation of God and can also save someone's life."

"It would be nice if society did not need people like him, but while it does, they should be there" says Shri Patham. He thinks that for many people in our country, life is a struggle. It is a struggle to live, to survive, to exist. To live is to survive but not vice versa. And we will continue to help our society and fellow human beings. And of course we need more hands (to puncture and take out blood), more participation, from all. Shri Patham is a shining example for all those who want to contribute to the wellbeing of the society.

Source: Public Information Bureau

HUSBAND AND WIFE DONATES BLOOD DURING THEIR 17th WEDDING ANNIVERSARY

In a rare celebration of wedding anniversaries, a couple decided to donate blood on the day of their union. P P Suresh and Sindhu Suresh, Palathingal House, celebrated their 17th wedding anniversary by donating blood at a Aluva blood bank. Sindhu, a Development Officer at LIC, Aluva Branch, had expressed her desire to donate blood. Her husband was more than happy at her initiative to perpetuate the memories of the wedding anniversary and thank the Almighty for blessing their 16-years of happily married life. Dr Vijayakumar, in charge of the blood bank, told that with their donation, the couple could save four lives as the blood could be separated to red cell concentrate, platelet concentrate, plasma and cryoprecipitate. Blood Donation on auspicious days like Birthdays, Wedding Anniversary, Remembrance Day of ancestors would be ideal way of helping the hapless.

IRCS ACKNOWLEDGES THE BLOOD DONOR FAMILY FROM MOHALI, PUNJAB FOR THEIR UNPARALLED CONTRIBUTION



“The best and simplest approach of unselfishly wanting to help others and showing humanity is through donating blood”, the belief being followed consistently by a married couple from Mohali, Ropar District.

Mr. Balwant Singh, 53 years old, with A+ blood group is working with Punjab State Warehousing Corporation as Godown Assistant and his wife Jaswant Kaur, 52 years old, with O+ blood group is employed with Punjab Animal Husbandry Department as Senior Stenographer. They have made an astounding contribution to the society by donating blood and that too 51 times and there is yet no end to their selfless service. The couple truly signifies ‘altruism’ living on the principles of humanity, common responsibility and solidarity.

Their mission of donating blood is

commendable as they donate blood four times in a year and these days are New Year’s Day (January 1st), World Health Day (April 7th), on their wedding anniversary day (July 5th) and on Blood Donation Day (October 1st). So far the husband has donated 23 liters of blood and wife 18 litres of blood. And, for this unique endeavor they have gained not only accolades and applaud but their success story got attention by the National as well as by the International Media. On January 7th, 2004 they won Red and White Bravery Award, on May 2nd, 2005 they were awarded by H.E. President A.P.J. Abdul Kalam, on May 9th, 2005 they were awarded by the Punjab State Red Cross branch and their name was entered in the Limca Book of Records of 2005.

The couple has also founded ‘Baba Sheikh Farid Blood Donor Council’ in 1994 in their native place. 20 members are at the Executive level and 3500 Donors are attached to it. They have inspired thousands of people and to make the saying true that charity be-

gins from home. They have also inspired their children to join them in the noble cause. The son has also donated blood 23 times and the daughter 15 times.

They believe in doing humanitarian acts together therefore on their 23rd anniversary they have pledged their bodies to the Anatomy Department of PGI, Chandigarh for research and teaching purposes. Mr. & Mrs. Singh’s message to all is to come forward and donate blood as they collectively say that “By assuming simply that it weakens one is a myth, it does but it’s very temporary. All one need is to eat well, donate well and feel well”.

The Indian Red Cross Society acknowledges this Donor Family for their unmatched efforts and have a full praise for them as such donors are really needed. Only then the gap between the need for blood in India which is 7.5 million units and the availability which is 5 million can be narrowed.

Source: Indian Red Cross Society

FIROZ BERLY SHARES HIS FIRST BLOOD DONATION EXPERIENCE

My name is Firoz Berly and I am a first year Student of National University of Advanced Legal Studies (Nuals, Kochi).

When I turned eighteen years old, the first thought that came to my mind was that I was eligible for donating blood, just like how I am eligible to get a Driving License and obtain Election ID Card.

Last Wednesday, I received a call from my friend that his father was at the Cooperative Medical College hospital, Kallamassery and needs blood transfusion.

At the hospital’s Blood Bank, I was asked to fill out a Blood Donor Interview Data Sheet. Many of the questions pertained to health status and medical history.

The Doctor took my blood pressure, weight, temperature and pulse. Then a doctor interviewed me based on the info sheet I submitted. I passed both the interview and physical examination.

I was asked to sit down on a reclining chair. The medical technician initially inserted a sterile needle into my arm. It took around 10 minutes to collect one pint of blood.

The process was simple, with the needle inserted, the blood started flowing, it was eerie seeing my own blood being drawn out, but I tried to focus on something else, then I heard my heart beating rapidly, gbim gbim,gbim gbim with the sound almost

bursting my ear drums. After a while it was over, felt a little dizzy and when I saw my (former) blood, I was shocked and wondered if I still had enough. After the draw was complete, the needle was gently removed and my arm bandaged.

I rested for a few minutes and was given tea and biscuits. Once they were satisfied that I was fine, they let me go.

My view point is simple. If my blood mean something for someone, take it. But it should not pain. The Doctor tried to make fun of the pain thing, and told me that the needle would definitely prick. But it did not hurt much, and as the Doctor had advised me, it does pain a bit in the start, but you feel good after donating. I received a blood donor card and was informed that I can donate again after three months!

I have always thought that donating blood is pretty scary but instead, it was a humbling experience. Here are just some of the benefits of donating blood:

- I’ve learned that it can help reduce chances of diabetes and heart attack risk because your iron levels are lowered whenever you give blood.
- It can help your body function more efficiently by simply allowing it to replenish blood supply regularly.
- It can help you lose excess weight and for

the recipient, it could be lifesaving.

- A 450-cc bag of blood can already help four patients.

I am sure that there are more reasons why we should donate blood. There’s nothing to be scared of but plenty to be proud of as soon as you become a blood donor. It’s definitely a win-win situation because you helped yourself become healthier and extended the lives of those people who badly need it.

I went back to my college feeling like I had done something meaningful that morning. I know I will become a regular, lifelong donor. I recommend all youngsters above the age of 18 to donate blood every three months.

Though I had an idea that blood was required for surgeries, cancer patients and such, I had not known the exact extent of the blood requirement in India. If less than 10% of India’s eligible population donates blood voluntarily, we will be able to comfortably meet our current blood requirements. I hope that, with the growing awareness of the significance of Voluntary Blood Donation, we shall achieve that necessary and admirable goal.



Letter to the Editor



Dear Madam

Thank you very much for sending me the latest Blood Line Journal. It was so good and useful.

Looking forward for more informative mails from you.

thanks and regards
Dr.Radhakrishna Prasad

Dear Baby,

Every act to promote VBD is commendable. Now more importance is to be given to ensure that only through VBD a bride can accept a groom and vice versa.

I script in my mind for a short film on this theme. Please arrange to make it a reality.

I am now based at Trivandrum and I am having enough time to spare for the program. Convey my congrats to Sri Balagopal sir and Sri Padmakumar Sir.

Regards,
M.K.UNNIKRISHNA PANICKER, MEMBER
PERMANENT LOK ADALAT
VANCHIYOOR, TRIVANDRUM, 09447216912

ബേബി Madam അറിയുന്നതിന്

കഴിഞ്ഞ ദിവസത്തെ ആകാശവാണിയുടെ യുവവാണി പ്രോഗ്രാമിൽ Terumo Penpol നെയും Madam നെയും കുറിച്ചും കൂടാതെ രക്തദാനത്തിന്റെ ആവശ്യകതയെയും കുറിച്ചും മറ്റും 14 തവണ രക്തം ദാനം ചെയ്ത ഒരാൾ സംസാരിക്കുകയുണ്ടായി. ഞാൻ All Saints ലെ വിദ്യാർത്ഥിനിയാണ്. Madam conduct ചെയ്യുന്ന നിരവധി Programmes ൽ പങ്കെടുത്തിട്ടുള്ള ഒരവസരമാണ്. 14 തവണ രക്തം ദാനം ചെയ്ത (22 വയസ്സിനിടയിൽ) ജയേഷ് യു.വി. എന്ന ആളിനെ കുറിച്ചായിരുന്നു പറഞ്ഞത്. Penpol പോലുള്ള നിരവധി സംഘടനകളുടെ പേരുകൾ എടുത്തുപറഞ്ഞ ആ പ്രോഗ്രാം വളരെ ഉപയോഗ പ്രദമായിരുന്നു. ഇങ്ങനെയുള്ള നിരവധി പേരെ പ്രോത്സാഹിപ്പിക്കുന്ന Madam നാം മറ്റ് എല്ലാ അണിയറ പ്രവർത്തകർക്കും എല്ലാവിധ ഭാവുകങ്ങളും നേരുന്നു.

അക്ഷര എസ്.
ആൾ സെയ്ന്റ്സ് കോളേജ്, തിരുവനന്തപുരം

Dear Baby.

More no of pages with more relevant and useful information. Really appears fantastic.

Malippuram Khalid
The Institution of Engineers
Ernakulam

Dear Ms. Baby,

Thank you. This issue of bloodline is very informative. Congrats for a great job!

Kind regards,

Dilip Varma
HR Consultant

Ms Baby

The journal has come out very well, with meaningful contents. Keep it up

Regards

N T Nair
Chief Editor, Executive Knowledge Lines



Blood Donation Camp at IIM-A!



Panacea – 'The Healthcare SIG of IIM Ahmedabad' & Students Activity Office (IIM Ahmedabad) jointly organised a Blood Donation Camp on March 7, 2012 at Students' Mess, Old Campus from 1pm to 7pm. The camp was conducted by Indian Red Cross Society, Ahmedabad and the blood units collected from this camp were donated for the treatment of needy cancer patients at Gujarat Cancer Research Institute, Ahmedabad. State Bank of India sponsored mementoes for every donor and participant of the camp which was a great example of corporate social responsibility. Bon Temps Pvt Ltd sponsored refreshments for all the donors and participants of the camp.

A total of 166 units of blood were collected in the camp. Every section of the IIM Ahmedabad community came forward for the blood donation activity. Students from PGP, PGP-ABM, FPM, PGPX, and AFP showed great enthusiasm in donating blood. AFP students and PGPX students actively came forward for blood donation setting an example for others. Faculties, Teaching Associates, IIMA officers and staff were not to be left behind in participating in this event. Bon Temps' employees & SBI-IIMA branch employees also actively donated blood for this social cause. IIM-A was fortunate enough to witness the rare sight of people standing in queues to voluntarily donate blood.

In the last blood donation camp conducted on July 17, 2011, 115 units of blood were donated. This time around, even though most of the PGP Tuchhas and PGP-ABM Tuchhas were away from campus, 166 units of blood were collected which stands testimony to the active participation from everyone in the IIM Ahmedabad Community.

BLOOD DONATION CAMP EVOKES GOOD RESPONSE

S.R. Senthil Kumar, Additional Superintendent of Police, Crime (in charge) and Prohibition and Enforcement Wing, donated blood in Krishnagiri.

A blood donation camp was organized for the purpose of improving cordial relationship between the police and the public in Krishnagiri on Friday.

The camp was organized by the police department in association with the Government Blood Bank attached to the Government Headquarters Hospital in Krishnagiri and was coordinated by the Jaycees of Kaveripattinam, said police sources.

The camp was inaugurated by Abishek Dixit, Superintendent of Police, at a private marriage hall in the town.

S.R. Senthil Kumar, Additional Superintendent of Police, Crime (in charge) and Prohibition and Enforcement Wing, P Ravikumar, Deputy Superintendent of Police, Krishnagiri, two Inspectors P. Thangaraj attached to Krishnagiri Town police station and K. Subramani, attached to Armed Reserve Police Force, and others donated blood.

Along with the police personnel, auto and tempo drivers, lawyers, home guards and the general public and volunteers from Jaycees of Kaveripattinam donated blood.



AWARD FOR DR N VIJAYAKUMAR

Dr.N.Vijayakumar, Medical Officer i/c, Regional Blood Transfusion Centre and Regional Dialysis Centre was honoured for his dedicated services in the public health sector at Aluva from 1994, at the valedictory function of a week long Maha Sivarathri Festival Drisyotsav organised by the Municipal Council Aluva and Federal Bank.

The Aluva blood bank, which is being run by Dr Vijayakumar, has been successful in making even rare blood group available to the common man. Though retired now, Dr Vijayakumar is known to have started the drive to collect blood. He has held 384 blood donation camps in the last 10 years to encourage people to donate blood to the

bank.

The highest literate State and also the one that had created new health model decades ago are at the bottom rungs of the ladder when it comes to voluntary blood donation.

"This is in spite of the fact that we have a very aware public," said N. Vijayakumar, medical officer in-charge of the Regional Blood Transfusion Centre, Aluva. "Our voluntary donation at about 32 per cent is comparable to states like Jharkhand," he said.

West Bengal heads in voluntary blood donation at 78-80 per cent closely followed by Maharashtra and Gujarat. While many believe that there could be an attitude problem in the State on this issue, Dr. Vijayakumar believes that people are really not averse to blood donation.

He believes that lack in the number of blood donation camps are the real reason. "We at the Aluva Blood Bank manage to collect 25-30 units of blood in a camp and conduct about 7-8 camps a month in the region. There are more donors, but we take limited numbers so that the blood collected is not wasted," said Dr. Vijayakumar, who was last month given the Best Doctor Award by the State government.

Blood Donation Camp Conducted by NSS unit of Aksheyaa College of Engineering., Kancheepuram, Tamilnadu

Blood Donation Camp was conducted by NSS in the College Campus. This was organized in association with **CMC (Chengalpattu Medical College)** and **Zamin Primary Health Center** at their College Campus. The donation camp team was happy with the overall positive response of the college as it is just not aiming towards academic excellence but also towards social charity. The donors were proud enough to have done a great deed for the society. The donation camp was organized under the initiation of the Principal.

The enthusiasm of the students, staff and faculty were remarkable and was appreciated by Donation Camp Team. More than 60 number of Students ,donors voluntarily participated in the Camp. The Donation Camp concluded with great success thereby motivating the society about their responsibility. The college seeks to have such motivating activities in the near future.

BLOOD DONATION CAMP CONDUCTED BY THE YOUTH RED CROSS OF UNIVERISTY COLLEGE OF ENGINEERING, ARNI



A blood donation camp was conducted at the University College of Engineering, Arni. This was done under the a guidance of YRC Co-coordinator of Anna University, Chennai, Dr.B.Kumar and Principal Dr.G.Senthil Kumar. Overall, the camp was a great success and helpful to the society.

The registrations desks were decided to be put up from the morning 08.00a.m. at various spots of the venue.

POSTERS WORK

The main objective to spread the news of the upcoming blood camp was the posters that were put up all over, every nook and corner where students walked around. The work of the hand written posters were given to volunteers of ECE and EEE Departments. Many volunteers were absolutely great at their work; their posters caught attention of every person coming across them.



Certain volunteers were given the work of organizing the programme .



The programme started with a formal welcome by the Principal of the institution, Dr.G.Senthil Kumar to all the delegates from the Rotary club of Arni Fort and Health Department Officials of the Primary Health Centre, Sathya vijaya Nagram, a small village where the college is successfully functioning for the second year.

All participants were initially given awareness about the significance of blood donation and day to day requirements of Human blood of various groups. The function geared up when the chief guest Rtn.Haji. S.A.Anvar Baig, the

District Associate Chairman of Rotary Club posed a question on the minimum time interval required to be maintained for the successive blood donation and announced a instantaneous cash prize of Rs.500/- . One participant from the student side named Mr.Sivakumar of II year Mechanical Engg, has given a correct answer and bagged the prize.



Then, the chief guest took charge of the first session of the programme and

gave his personal contact number to all the volunteers assembled there so as to help them for any urgent requirement of blood to their kith and kin in near future. On the same day, it was planned to make blood grouping for all the students and also for the quantitative measurement of Hemoglobin content of weaker students especially for girls.



The volunteers, all of them were asked to come by 8.15a.m. The volunteers came in and finished their jobs of having the rooms ready for the blood banks by helping them carry their equipment. All the Nursing Assistants and trained professionals have guided the YRC volunteers and all took their positions.

The volunteers had been told to check the weight of the donor confirming whether they were fit enough to donate blood. They also made sure that they had consumed enough food prior to donation of blood. By 10.30a.m. donors rushed in, all volunteers got busy and guided all donors in all perspectives that are right from the registration, till they are coming out after donating the blood. The aftercare volunteers helped and made sure that the donors never felt tired or fainted. They served them with sufficient requirements.

The most disappointing part was that some students have been sent back as they were not fit to donate. To our surprise, it was fortunate to state that early 70% of the girl's students were found to be anemic and their Hemoglobin content were in the range (6-8%) [Normal 10%].





While the camp had begun and was in full swing, the principal and other dignitaries made the environment even more enthusiastic and colorful by their presence, while they visited every blood donor and interacted with some of the donors.

Towards the end of the day, the YRC volunteers who had finished their work turned up to the collection centre and donated their precious blood leaving an outstanding impression of service as well as devotion towards the work. After the successful blood donation, all the donors received the appreciation certificates for their humanity.

FINAL OUTCOME: A HUGE HUGE SUCCESS!
!!! A total of 101 units of blood were collected in a single day.



FOR A NOBLE CAUSE

The Blood Donation Camp conducted by NTR Memorial Trust at Dilsukhnagar Arena got off to a brisk start at 10.00 a.m. on December 29, 2011. In a show of solidarity, hundreds of students and staff turned up to contribute to this noble cause.

While the boys, as expected, turned up in large numbers and took part in the Blood, Eye and Organ Donation Programs, it was very heartening to see the girls participate with equal enthusiasm.

All the ten beds arranged for blood donation were occupied all through the day with students and staff waiting eagerly in queue at each bed for their turn. The Blood Donation Camp would have been stretched in to the late evening hours had it not been for light failure. At about 6.00 p.m., as the medicos were finding it difficult to spot the vein of donors due to poor light, the camp had to be wrapped up leaving many enthusiastic students disappointed.

Some volunteers were not allowed to donate blood as a precautionary measure because they were underweight. Others were restricted from participating on health grounds as they were either under medication for some ailment or because of their medical history.

The Blood, Eye and Organ donation camps organized by NTR Memorial Trust, L.V. Prasad Eye Institute and Mohan Foundation of Hyderabad at Dilsukhnagar Arena Campus were a resounding success.



Hearty Congratulations

We are pleased to inform that Dr. Yudhbir Singh, President - ISBTI has been invited as an eminent speaker in the National level Mega Conference on CSR organized by INDIA CSR & Kohana CSR in Mumbai at Ramada Plaza Palm Grove, Juhu Beach on 9 May 2012.

Dr. Yudhbir Singh (IAS)

National President, ISBTI
Deputy Commissioner, District Jind, Haryana



Dr. Yudhbir Singh (IAS) is currently posted as Deputy Commissioner at District Jind in Haryana. He has largely been associated with the work in the field of Community Mobilization & Social Services especially in the Rural Areas. He has lead many campaigns to success which got recognition at National Level.

He is also heading "Indian Society of Blood Transfusion & Immunohaematology" (ISBTI) as National President. ISBTI is an NGO engaged in the field of Voluntary Blood Donation and Safe Blood Transfusion Services throughout the country since 1973.

Dr. Yudhbir Singh is a pioneer name in Blood Donation Motivation for having initiated Blood Donation Awareness program in the rural areas where more than 2000 Camps have been organized and more than one lakh thirty six thousand volunteers inspired by him have donated blood so far. His name was listed in Limca Book of Records, 1998 edition, page 157 for having organized "Rakt Daan Jaagran Mela" which is a record for "Highest Blood Collection in a single camp".

He was also awarded with "Mother Teresa Memorial Award" for Voluntary Blood Donation Awareness & Motivation Program by Indian Society of Blood Transfusion & Immunohaematology (ISBTI) in the year 1998. He has made his mark not only at National but at the International level also. Having presented a paper on "Blood Donation Awareness" in Beijing, China in 2004, he has also participated in 9 international conferences on Blood Transfusion Services.

He was conferred degree of Doctor of Philosophy in "Social Work" on the topic "Management of Safe Blood Transfusion" by Kurukshetra University, Kurukshetra. His name was again listed in "Limca Book of Records" on page no. 206 of 2009 Edition for he was the man behind making District Sirsa the First "Open Defecation Free District" in the country.

He was awarded with "People of the Year" Award for Development & Extra Ordinary Skills in the field of Social Services in the year 2009. This award was given by Mr. Atul Singh, the President & CEO of Coca Cola India to 20 persons from all over India. Smt. Lata Mangeshkar for Music, Mr. Amitabh Bachchan for Films and Mr. Sachin Tendulkar for Sports were amongst those who received this award.

Dr. Yudhbir Singh has the capacity & ability to change the scenario of entire community through any campaign or program at grass root level. He is capable of changing the mind set of people & the community by his motivational, inspirational yet scientific & optimistic approach. He is one human being who is dedicated for welfare of humanity, emotionally attached to the society as a devoted leader and a great source of inspiration for all who are associated with him in one way or the other.

Govt Engineering College Kozhikode Bags Technical Cell NSS Award



The State level awards for the best NSS units and persons under the Directorate of Technical Education, Kerala has been distributed in a colourful ceremony held at P.A. Aziz College of Engineering and Technology

Thiruvananthapuram. The youth parliamentarian Adv.A.Sampath M.P distributed the awards. The Kozhikode Govt. Engineering College principal Dr.Z.A.Zoya and the NSS programme officer Mr.Abid Tharavattath jointly received the award for the best NSS unit of the state under the department. Mr.Abid Tharavattath also received the best programme officer award. The former NSS lady volunteer captain Ms.Aparna received the best volunteer award. Mrs.Aisha Rizana got the cash prize and memento for the top scoring NSS volunteer of the state. It was for first time that all the NSS awards under the directorate were bagged by the same college.

The Kozhikode Govt. Engineering College NSS unit has a number of unique programs. The most important among them is regular mass blood donation camp named "Njangal Vyathyasthan" . On NSS day Of 2011 the first mass blood donation took place in the campus. On Martyr's day 2012 the second mass blood donation carried out. The programme officer Mr.Abid Tharavattath donated for fifth time in this camp. Like the programme officer most of the volunteers were also bleeding for third or fourth time. Both of the student awardees are blood donors and Red Ribbon Club members of the college. The college has its own blood donors directory website. Its mobile version also is available. Most of the blood needs of the Kozhikode district is fulfilled by the donors of Govt. Engineering College.

The P.A. Aziz College, Chairman, Mr.Muhammed Thaha presided over the award distribution function. NSS Training Centre Co-ordinator Sri.I.V.Soman, Technical Education Senior Joint Director, Prof.Santhakumari, NSS State Liaison Officer, Prof. Anitha Sankar, Ex state programme Co-Ordinator, Mr.K.A.Khalith etc addressed the gathering. State Programme Co-Ordinator, Mr. Abdul Jabbar Ahammed delivered welcome address and NSS Programme Officer, Mr.Prabhakaran the vote of thanks.