



# BLOOD LINE

THE *voluntary* BLOOD DONATION JOURNAL

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## NEED FOR SAFE AND SUSTAINABLE BLOOD SUPPLY CHAIN

According to scientists Handfield and Nichols the supply chain management (SCM) is the integration of the activities associated with the flow and transformation of goods from the raw materials stage (extraction), through to the end-user through improved supply chain relationships, to achieve competitive advantage. Material and information flow up and down the supply chain.

We all know it very well that there is no substitute for human blood and assuring a constant supply is paramount. Significant growth in blood banking solution is seen as facilities and a need to store process and administer donor blood to patients. It is very clear that each step along the blood supply chain is critical from the point of blood collection, blood testing and blood typing to the transfusion to the recipients.

There is a strong need to build a safe and sustainable blood supply chains so that patients can have timely access to safe blood. It is estimated that the demand of blood that is free from infections, viruses such as hepatitis and HIV will continue to increase with usage projected to rise between 3 and 5 per cent annually over the next few decades. Therefore, to meet the increased demand we not only have to grow donor pool more rapidly, but donation capacity with full supply chain will also have to be expanded by almost by two fold by 2030 to enable us

to attain a safe and sustainable blood supply chain which otherwise become a challenge. Strategies and techniques for having a continuous blood supply chain in a perfect scientific order have to be planned and the ways for formulating these have to be researched and implemented.

Blood supply chain from sourcing, production, testing, regulating has become an important aspect of health ecosystem, but because this is neglected, it is high time now, to place our significant wealth of knowledge and technology together and face the problems we need to solve, and diligently implement the programs in the service of our society. We need to improve the efficiency of blood processing, donation rate, number of voluntary non remunerative blood donors and to reduce blood wastage.

The blood supply chain starts with the blood donor and end with the patient, but ultimately it is the requirement for blood by the patient that drives the chain and hence the number of blood donations required. Various factors affect the blood supply chain; the number of donors who are willing to donate regularly, seasonal factors affecting donation e.g. public holidays, the blood services ability to adequately predict the number of units of blood required throughout the year and to ensure that they do not overstock and therefore

increase wastage, the clinicians awareness of appropriate blood ordering and transfusion and the hospital laboratories ability to ensure sufficient stock yet have minimal wastage. It is essential that all staff working in each area of the blood supply chain is aware of their responsibilities to ensure minimal wastage of this freely given resource. Therefore education and training and data collection are important elements of the blood supply chain. What is needed a focus on patient -centered blood supply chain management including storage, transportation and inventory management. The optimization of the use of donated blood and blood component wastage should basically the aim.

An increase in the blood supply will raise many challenges; new approaches in recruiting and retaining of future generations of blood donors will be needed, and care will be necessary to avoid taking too much blood from these donors. Integrated approaches in blood stock management between transfusion services and hospitals will be important to minimize wastage viz. use of supply chain solutions from industry. Cross-disciplinary systems for patient blood management need to be developed to lessen the need for transfusion like early identification and reversal of anemia or by reversal of the underlying cause.

**L.K.DADHICH**  
SOCIAL WORKER AND  
YOUTH MOTIVATOR  
2 KA 2 VIGYAN NAGAR,  
KOTA 324005



# WORLD BLOOD DONOR DAY CELEBRATIONS



**Inauguration & Inaugural Address-**  
Mr C Padmakumar ,Chairman and Managing Director,TERUMO PENPOL Pvt Limited



**Presidential Address-**  
Mr K P Rajagopalan,  
General Secretary,KEBS



**Felicitations-Hiroshi Nagumo,**  
Senior Vice President and  
General Manager, Japan, Terumo BCT



**Felicitations-Fredrik Dalborg,**  
Vice President Commercial Operations,  
Asia Pacific TERUMO BCT



**Felicitations-Dr.C S B Nair,**  
Consultant (R & D), Terumo Penpol



**Felicitations-Bobby Chemmanur,**  
Chairman & MD,  
Bobby Chemmanur International Group



**Welcome Speech-Baiju S Moni,**  
Centurion Blood Donor and  
Dist:Secretary (KEBS)-



**Vote of Thanks-T S Prakash,**  
Asst Manager (PRDN),TERUMO PENPOL

## World Blood Donor Day celebrated as a gala event by TERUMO PENPOL in association with All Kerala Blood Donors Society(KEBS)

### FORMAL FUNCTION

Mr. C Padmakumar, Chairman and Managing Director of TERUMO PENPOL PVT Limited inaugurated the function and Mr. K P Rajagopalan, General Secretary, KEBS presided over the function. The felicitations were done by Mr.Hiroshi Nagumo , Senior Vice President and General Manager, Japan, Terumo BCT, Fredrik Dalborg , Vice President Commercial Operations(Asia Pacific), TERUMO BCT and Dr.C S B Nair, Consultant, R &D,TERUMO PENPOL and Mr Bobby Chemmanur,Chairman & MD, Bobby

Chemmanur International Group.Baiju S Moni, the Centurion Blood Donor and District Secretary of KEBS welcomed the gathering.

T S Prakash, Asst Manager (Production) delivered the vote of thanks.

### RECOGNITION OF REPEAT REGULAR DONORS,NGOS AND INSTITUTIONS PROMOTING VOLUNTARY BLOOD DONATION

As part of World Blood Donor Day Celebrations TERUMO PENPOL in association with All Kerala Blood

Donors Society recognized the Centurion Blood Donor, the Blood Donor Motivators, NGOs and Educational Institutions promoting voluntary blood donation and Repeat Regular Donors .

### MAGIC SHOW

The prize distribution was followed by a Magic show by Manu Poojapura. The Magic show was very good. The participants had a great day with a lot of fun.

### BLOOD DONATION CAMP

As part of WBDD Blood Donation camps were arranged at VJT Hall and at Mobile Blood Collection Van. 50 donors donated blood at VJT and 37 donors donated blood at Mobile Van.

### BIKE RALLY

A bike rally, was also held as part of World Blood donor's day. The bikers took out the rally from Nellimood, about 20 km from the city, which is the home village of the century donor. The rally concluded at the VJT hall. One Hundred and Fifty torchbearers joined the bike rally to promote blood donation among youths on 14 June 2016. The event aimed to encourage youngsters to donate blood.

# Message from C Padmakumar, CMD, TERUMO PENPOL

Inaugurating the function, Terumo Penpol chairman and Managing Director Mr. C Padmakumar said that only 20 per cent of the people in the society are willing to donate blood. People go behind alcohol and drugs without any advertisement but these people need to be motivated through promotion programs and camps for blood donation.



## Mr. K P Rajagopalan, General Secretary, All Kerala Blood Donors Society-Life Time Achievement Award Winner, receiving the award from Mr. C Padmakumar Chairman and Managing Director, TERUMO PENPOL Private Limited

It was in 1973 that Rajagopalan the General Secretary of KEBS first started donating blood. An acquaintance asked whether he would donate blood for a child and he did. When he realized that blood is indeed an elixir, he never looked back. He joined Dr. Jayaprakash of Sree Chitra Tirunal Institute for Medical Sciences and Technology who was part of a voluntary blood donation movement.

Rajagopalan has donated 99 times, In fact, he would gladly make it a century but he has been recently diagnosed with diabetes so he has to stop.

As one man does not make an army, in order to spread the word, he started voluntary blood donors units at University College and Law College. Those were the days when the Kerala government gave remunerations to blood donors. Blood donation was a business and it operated almost mafia-like, with agent's et al. The government did stop such remunerations, however.

Mr. K P Rajagopal in his address to youth said "Giving blood should be voluntary; after all it is for a good cause. The youth, is the key to increasing blood donors; they should be educated on the importance of blood donation. It should be driven into them. We have college students donating blood once or twice and then stopping once they enter a work place. True, our lives are extremely fast paced but I'm sure you can stop to give



your blood once every three months. Women, are more willing donors than men, but, unfortunately, most of them are clinically anemic due to lack of a proper diet. You need a group of people who you can count on. Voluntary donors are also routinely checked for diseases, like Hepatitis B, HIV, and Malaria, for instance, so the donated blood is safer. However, the need for such people is high, so hopefully more people will come forward soon".

## Mr. C Padmakumar, Chairman and Managing Director of TERUMO PENPOL recognizing the Centurion Donor - Baiju Nellimoodu, District Secretary, All Kerala Blood Donors Society

On June 14 2016 World Blood Donor Day, Baiju Nellimoodu who is now the District secretary of the All Kerala Blood Donors Society (KEBS) has been donating blood for the past 30 years, scored a century in blood donation. That was his 100th blood donation, ever since he began his first blood donation drive at the age of 18.

He started blood donation at the age of 18 when he was studying at the University College. It was only a coincidence. A group of friends who were going to donate blood for some accident victims admitted at the Medical College also took him along with them. At the hospital, he was also forced to give Blood though his blood group was common.

He had hid about his first blood donation from his mother. He was fearful of his health for the first two days after donating blood. Baiju has never looked behind and had been donating blood every three months.

Baiju, the century donor, was awarded the 'best blood donor' title by TERUMO PENPOL at a function held to celebrate the World Blood Donor Day.



## Best Blood Donor Motivator Posthumous Award - D Lalitha



A Special Merit Award was presented by Mr. C Padmakumar, Chairman & Managing Director of TERUMO PENPOL Private Limited in recognition of D Lalitha's outstanding support to promote voluntary blood donation 28 years ago, who motivated her son Baiju Nellimood to donate blood 100 times.

## Applause VSSC for bagging the Award for Best Govt Institution who organized maximum camps

TERUMO PENPOL Private Limited and All Kerala Blood Donors Society recognized VSSC who has organized 5 camps during 2015. VSSC have been seeking active participation from the employees and is also making efforts to dispel myths on blood donation and seeking Employee participation in voluntary blood donation camps.

The award was presented to VSSC by Mr. C Padmakumar, Chairman & Managing Director of TERUMO PENPOL at a function held at VJT Hall, Trivandrum as part of World Blood Donor Day celebrations.



## Hearty Congrats to All Kerala Blood Donors Society (KEBS) the Best NGO who organized maximum camps at rural area

TERUMO PENPOL Private Limited presented KEBS with a special merit award for promoting blood donation and for organizing 12 camps at rural areas during 2015. KEBS organize blood donation camps in and around Trivandrum with various government blood banks.

KEBS believes that organizing camps provides a better solution for problem of blood shortage thereby helping for the treatment of patients suffering with various diseases.

They also collect blood donor information of enthusiastic donors from different colleges and corporate companies and promote blood donation through various campaigns and awareness programs.

KEBS also instituted a Blood Donor Help Desk funded by Bobby Chemmannur and arranges blood donors in case of emergency. They search for donors through mobile texting (via their helpline) and through social networking sites (via FB) and arrange donors for the needy.

They also conduct blood donation awareness campaigns in rural areas and perform tests to identify blood group.



## Hearty Congrats to TEJUS TECHNOPARK who bagged the best NGO Award who has organized maximum camps at Technopark

TERUMO PENPOL & All Kerala Blood Donors' Society recognized THEJUS who has organized 12 camps at Techno Park during 2015.

Tejus, a blood donation forum formed by nine like-minded individuals, finds Techno Park an ideal location to find blood donors.

In a slow, but steady pace, Tejus is becoming successful in bringing out regular blood donors from Techno Park. Through its website tejusindia.com, the organization has come to the aid of several people during crisis situations.

The activities of Tejus include arranging free transportation of interested blood donors from Techno Park to RCC and Sri Chitra. During Saturdays and Sundays, the donors are fetched from their houses.

Their aim is to conduct blood donations camps every day. Considering the potential of Techno Park, THEJUS's viewpoint is that RCC must set up a blood bank at TECHNO PARK.

TEJUS have been in touch with companies in Techno Park to create awareness among employees on blood donation. More and more companies are showing interest in Blood Donation.

There have been innumerable donations since the inception of Tejus ten years ago.



## 92.7 Big FM Bags The Best Media Award For Promoting Voluntary Blood Donation

TERUMO PENPOL Private Limited & All Kerala Blood Donors' Society presented the best Media Award to 92.7 BIG FM Radio, who has made tremendous contributions for the promotion of Voluntary Blood Donation messages through their Radio.



## A Big Salute To Firoz Azeez The Super Star Radio Jockey of 92.7 Big FM Radio Who Bagged the Best Blood Donor Award

TERUMO PENPOL Private Limited and All Kerala Blood Donors Society recognized Firoz Azeez the Super Star Radio Jockey of 92.7 Big FM Radio who voluntarily gave his blood without any reward except for the understanding that he had helped to save lives.

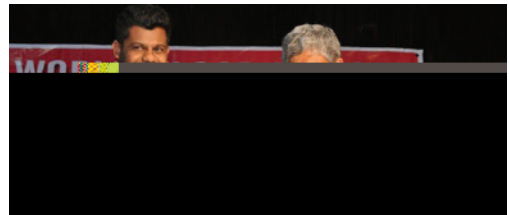
Kidilam Firoz, the radio jockey (RJ) who talked his way into the Limca Book of Records for the 'most lengthy show in a regional language done live by a single radio jockey' is also a theater artist and a movie star.



## Best Celebrity Blood Donor - RJ Shifin, Red FM Radio

TERUMO PENPOL Private Limited and All Kerala Blood Donors-Society recognized RJ Shifin who regularly donates blood and helps to find donors for the needy patient.

Shifin's repeat regular voluntary blood donation is an altruistic gift and this places him in a unique position, demanding special respect and care.



## NSS Govt Higher Secondary School, Kamalsweram Bagged The Special Merit Award For Promoting Voluntary Blood Donation And For Organizing Blood Donation Camps

NSS Govt Higher Secondary School, Kamalsweram bagged the Special Merit Award presented by TERUMO PENPOL Private Limited & All Kerala Blood Donors for organizing camps at their School and for promoting Voluntary Blood Donation. The school, in association with the Govt Blood Banks, organized 5 blood donation camps in the school premises.

The NSS Coordinator Ms Bindu addressed the students, held active meetings with teachers, alumni and student body encouraging them to inspire their friends and relatives to join the drive. An invitation was sent to the parents enumerating the benefits of donating blood and requesting them to be a part of the 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. The parents and all the staff members displayed true humanitarian spirit, by participating in the camp enthusiastically. Even the residents of localities in the vicinity

joined the camp. The donors found fit were happy to contribute in saving someone's life. The pride of the students for their teachers and parents was reflected on their faces while distributing certificates, gifts and refreshments to the donors.

They thanked each donor profusely with the NSS coordinator joining in with a letter of gratitude saluting their spirit and for being an exemplary figure for their children.

TERUMO PENPOL and KEBS appreciate the efforts of the school congratulating them for successfully motivating people and creating awareness about the benefits of donating blood.



**Magic Show by Manu Poojapura  
organized by TERUMO  
PENPOL & KEBS**

## Deshasnehi Recognized

A Special Merit Award was presented by All Kerala Blood Donors Society & TERUMO PENPOL Private Limited to Deshasnehi who has organized 5 blood donation camps at Nellimoodu and has made tremendous contributions of outstanding altruistic significance to the field of Voluntary Blood Donation.



**TERUMO PENPOL AND ALL KERALA BLOOD DONORS SOCIETY RECOGNIZED THE REAL HEROES DURING WORLD BLOOD DONOR DAY CELEBRATIONS - The Real Heroes and Life Savers receiving the award from Fredrik Dalborg, Vice President Commercial Operations, Asia Pacific, TERUMO BCT**



**Thank You Blood Donor Greeting Card Design contest Winners**

## Bike Rally To Encourage Youngsters To Donate Blood



A bike rally, was also held as part of World Blood donor's day. The bikers took out the rally from Nellimood, about 20 km from the city, which is the home village of the century donor. The rally concluded at the VJT hall. One Hundred and Fifty torchbearers joined the bike rally to promote blood donation among youths on 14 June 2016. The event aimed to encourage youngsters to donate blood.

**Dr. C S B Nair, Consultant (R & D ),TERUMO PENPOL recognizing the repeat regular donor**



**Best Repeat Regular Blood donors of TERUMO PENPOL who has donated blood 4 times in 2015 receiving the award from Mr. Hiroshi Nagumo, Senior Vice President and General Manager, Japan, Terumo BCT**



**Best Political Party who had organized maximum camps in 2015**

## Letters To The Editor



Excellent thought provoking newsletter making women more aware about the value of blood. Others could also know about the importance and significance of being Apheresis donor. It is really the need of the hour that those who are eligible donor must go for voluntary blood donation and the senior citizens must play their role in making the youth aware about safe voluntary blood donation to save the lives of ailing patients. Blood line journal is a real torch towards blood donation program in the country. Congratulations.

**Dr.Laxmi KANT DADHICH, SOCIAL WORKER AND YOUTH MOTIVATOR  
2 KA 2 VIGYAN NAGAR, KOTA 324005, KOTA RAJASTHAN**

Dear Baby,

Thanks for a really great Blood Line Journal about promoting volunteer blood donation on World Health Day and National Women's Day. I was glad to see a photo of you in the publication!

I took particular note of the fact that so many women are anemic, and have hemoglobin below the minimum level. Although I am a man, I have had low hemoglobin regularly in the past, perhaps because I do 5 blood donations every year. I have found a way to maintain my hemoglobin to about 14.0. I'd be glad to share my information to anyone. This is increasing in importance in the United States, because our government has recently raised the minimum hemoglobin level for male donors from 12.5 to 13.0.

**Ronald McMahon, Vineland New Jersey Rotary Club, USA**

Issue has come out very well. Kudos!

**Dr.Shobini Rajan**

**Assistant Director General at Ministry of Health and Family Welfare, Govt of India - Ministry of Health and Family Welfare, Govt. of India**

Thank you very much Ms. Baby for sharing the journal with me and also for enrollment of my name in your distribution list. Congratulations for sharing the updates. Conveying our best wishes in anticipation of publication of some more interested topics during the coming days. Regards.

**With Regards,**

**Dr. N K Beria, Dy. Director (M & E, S), Assam SACS**

Thank you very much.

We at FBBB need to become little more active now with more public programs to motivate youngsters to donate blood though Mumbai has at the moment quite adequate blood collections. Let summer come we shall see.

Yes platelet collections need to be enhanced.

Thanks for all the help

**Regards**

**Dr.Neelam Nijhara**

**HOD, Dept of Transfusion Medicine**

**S. L. Raheja Hospital (A Fortis Associate)**

Great Journal!

**Thanks & Regards,**

**Dr.Sangeeta Pathak, Senior Consultant & Head - Blood Bank, Fortis Hospital  
Dear Madam**

Thanks for sending the blood line journal .went through the content. You are putting nice work. Heard your talk in Radio it was nice. Please continue sending the journal and other publications.

**With regards**

**Dr. Mini. C V**

**Blood Transfusion Officer**

**MCH.TVM**

Hello Baby-san,

Thank you for sharing the information as usual.

I am happy to see my mailing message in the article, as well as joyful events you did.

**Best regards,**

**Y. Kimura, IAD/TC**

Dear Baby-san,

Thank you very much for sharing the journal with me everytime. It is useful for me to understand the various activates of blood donation in India.

**With best regards,**

**Kaoru Hosoe,TERUMO BCT I&D Fujinomiya Design Team**

Dear Baby-san,

Thank you very much for sharing "Bloodline Journal" with me.

This Journal helps me to understand recent activities conducted by TPPL.

**With Best Regards,**

**M.Sato/ TC Fujinomiya**

Dear TPL,

Thank you very much for your information,

**Best regards,**

**Nguyen Tuan Dung, TERUMO CORP**

Thank you very much for sharing!

**Best regards,**

**Heather Pidcoke, Director Global Clinical Safety and PRT Scientific Affairs,TERUMO BCT**

Thanks Baby. Quite insightful.

**Regards,**

**Rahul Kaul, Global Product Manager, Terumo BCT**

Baby:

What a wonderful newsletter. Thanks so much for sharing it!

**Kind Regards,**

**Sara Harms, Sr. Manager, Strategic Marketing ,**

**Terumo BCT, Inc.**

Dear Baby,

Thank you for the information.

**Best regards,**

**JHOANA AREVALO V.Regulatory Affairs**

**TERUMO COLOMBIA ANDINA S.A.S.**

Excellent! Thank you very much for the newsletter.

**Warm Regards**

**P T George, Vice President (HR), V Guard,Kochi**

Dear Ms. Baby,

Thank you for sending me this very informative and inspiring issue of Blood Line Journal.

**Kind regards,**

**Dilip Varma, HR Consultant**

Hearty Congratulations Baby. Thanks for sharing the journal. You are doing a great job perusing a noble cause.

All the very best.

**Sasi Kumar, Journalist**

Thanks very much for Blood Line Journal 39th Issue. Thank you for sharing the information with Blood Donors Association Nepal

**Regards, (BLODAN).Nepal**

Ms. Baby P.S.

Thank you for your Blood Line journal.

Please send a hard copy of the same for our library.

**Regards,**

**Debabrata Ray**

Indeed I am very much happy that your Blood Line Journal is very informative & also supportive to the Transfusion Medicine.

**Regards**

**Deepak Suman M.B., Camp Coordinator, Lions Blood Bank, Bangalore**

**M: 9845315670**

Thanks for sending the latest bloodline Journal. We seek your further assistance.

**With warm wishes,**

**Kabi Ghosh, General Secretary**

**Durgapur Sub Divisional Voluntary Blood Donors' Forum**

**+91 9434003291**

Dear Baby Ma'am,

We are so happy to receive this information and thanks much for considering us for the position.

By God's grace we will try our best to bring in more donations and for sure such support from all your side will motivate us to dream higher and to bring in plans that will benefit for the society.

On behalf of Tejus I am thanking you all once again to bring in this much great support and close watch on our activities.

**Regards**

**Brijesh, TEJUS**