

BLOOD LINE

THE *voluntary* BLOOD DONATION JOURNAL

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Blood Transfusion services of India

Blood Transfusion Service is a vital part of Medicare programmes today and availability of quality blood and blood products is the need of the hour. The timely availability of safe and healthy blood for transfusion is often a decisive factor in saving human life.

With respect to safe blood supplies, India requires 12 million blood units, of which the total blood collection amounts to 10 million blood units. The gap is not so much absolute and it is related to distribution inefficiency and inequitable access across all parts of the country.

About NBTC

Access to safe blood is mandated by law, and is the primary responsibility of the government. The specific objective of the blood safety programme of the government of India is to ensure reduction in the transfusion associated with HIV transmission to 0.5 percent, while making available safe and quality blood within one hour of requirement in a health facility. The activities and functioning of a large network of blood banks and blood component separation facilities in the country are supervised at district, state and national level.

In accordance with the directive of the Supreme Court, National Blood Transfusion Council was constituted in 1996 with the objectives to promote voluntary blood donation, ensure safe blood transfusion, provide infrastructure to blood centres, develop human resource. National Blood Transfusion Council (NBTC) is the policy formulating apex body in relation to all matters pertaining to operation of blood centres. The NBTC is the central body that coordinates the State Blood Transfusion Councils (SBTCs) and also ensures involvement of other Ministries and other health programmes for various activities relate to Blood Transfusion Services (BTS).

Government has adopted a comprehensive approach towards strengthening blood transfusion services. Under the various phases of National AIDS Control Programme, the government has taken number of steps towards the moderniza-

tion of blood banks with a view to ensuring provision of safe blood for the country. During this time HIV sero-reactivity (the prevalence of HIV in donated blood) also declined from 1.2% to 0.2% between 2007 and 2014. The availability of safe blood increased from 44 lakhs units to 100 lakhs units during this period. There are 2760 Blood Banks in the country of which 1161 have been supported by NACO.

Evolution of Blood Safety Programme in India: 1987-1992

In 1987, the NACP began to take shape in the Directorate of Health Services. During 1989 to 1990, a programme on "Prevention of infection and Modernization of Blood Banking Systems" commenced with emphasis on

- Modernization of blood banks through financial assistance for purchase of equipment
- Introduction of HIV testing facilities due to screening for HIV being made mandatory in 1988
- Training on Protocols for Blood Testing

1992-1999

In 1992, a writ petition was filed in the Supreme Court of India against the Union of India and others to address the deficiency and shortcoming in the collection, storage and supply of the blood in the country. Vide Supreme Court order passed in 1996, National and State Blood Transfusion Councils were created to develop policies and programme for bringing about improvement in blood centers.

The scheme of modernization of blood banks was continued to set up and upgrade blood banks in the country and promote rational use of blood

1999-2001

Under NACP-I, the highlight included establishment of Model Blood Banks in the under-served states of Assam, Bihar, Chhattisgarh, Jharkhand, MP, Rajasthan, Uttaranchal and UP to function as demonstration projects in these states as well as to cater to the requirement of

transfusion services in the region.

Screening for Hepatitis C was also introduced on 1st June 2001

Provision was also introduced for setting up of Blood Storage Centers affiliated to larger blood banks especially to enhance access to safe blood particularly in rural areas. These would provide blood for transfusion in the event of emergency obstetric care and other emergent requirement. Similar strategy has been continued in NACP III (2007-2012) and NACP IV (2012-2017)

Web presence of NBTC:

There are two websites with information related to blood transfusion services supported by the GOI through NACO which are http://www.naco.gov.in/NACO/Divisions/Blood_Safety/ and <http://indiahivinfo.naco.gov.in/naco/>

These are structured as information dissemination platform on BTS and provide detailed documents & summaries under the following categories

National policies

- Guidelines & Criteria's documents
- Implementation plan documents
- Training manuals & modules
- State wise blood bank details
- Campaign videos and other visual materials
- Minutes of national consultative meetings
- Targets & Achievements under NACP

A dedicated NBTC website is being developed as part of the National Health Portal to provide upto date information pertaining to blood banks, their location and contact details, blood availability and a donor register. On this World Blood donor day, 14th June 2015, a mobile blood locator app was launched, wherein a person can come to know about the nearby blood banks.

The website will avoid conflicts with NACO websites and will focus on streamlining BTS related information from across India in addition to offering services to different stakeholders and provide links to existing resources.

Dr Shobini Rajan
Assistant Director General
National AIDS Control Organization
Ministry of Health and Family Welfare
Janpath INew Delhi



Event of the month

World Blood Donor Day Inaugural Ceremony

Mr. N Sakthan- Honorable
Speaker,
Kerala Legislative Assembly



Mr. A Manoj- Associate Vice
President, TERUMO PENPOL PVT
Limited



Mr. K P Rajagopalan-
General
Secretary, KEBS



The World Blood Donation Day celebrations was organized by Terumo Penpol Limited in association with All Kerala Blood Donors Society as a curtain raiser event on June 13 and was marked by a function to honor repeat regular donors and variety of other events with fun and games.

Every year, on 14 June, countries around the world celebrate World Blood Donor Day. The event raises awareness of the need for safe blood and blood products and thank voluntary unpaid blood donors for their life-saving gifts of blood. The theme of this year's campaign was "Thank you for saving my life".

We focused on thanking blood donors who save lives every day through their blood donations and strongly encourages more people all over the world to donate blood voluntarily and regularly with the slogan "Give freely, give often. Blood donation matters."

The objectives of this year's campaign were to:

- Thank blood donors for their life-saving donations;
 - Promote regular voluntary unpaid blood donation;
 - Create wider public awareness of the need for regular donation because of the short shelf-life of blood components and to encourage existing and potential donors to donate blood at regular intervals
 - Focus attention on donor health and the quality of donor care as critical factors in building donor commitment and a willingness to donate regularly
- It hopes that a new generation of idealistic and motivated voluntary unpaid blood donors will form a pool that provides the safest blood possible for use wherever and whenever it is needed to save life.

Mr. N Sakthan, Speaker of Kerala Legislative Assembly inaugurated the World Blood Donor Day function. Inaugurating the function, the Speaker remarked that youngsters need to come forth and donate blood and show commitment to society. He added that he is aware of blood donation activities organized by TPL and it is really appreciating. He gave away prizes for the best Organizations, Motivators and Regular Donors for promoting Voluntary Blood Donation.

Associate VP of TPL who presided over the function stated that Blood and blood products are needed for routine and emergency surgery, including life-saving treatment for growing number of people injured in road traffic accidents and for treating congenital blood disorders.

Mr K P Rajagopalan the General Secretary of KEBS who delivered the keynote address urged for a stable base of voluntary unpaid donors who give regularly is necessary for a safe and adequate blood supply. He mentioned that evidence shows that voluntary donors are at lower risks of transmitting life-threatening infections such as HIV, Hepatitis B and Hepatitis C through their blood than family and replacement donors and especially paid donors. It's necessary to promote the act of voluntary non-remunerated blood donation.



Mr. Baiju S Mony- District
Secretary, KEBS



Mr. Ratheesh Sahadevan-Organiz-
ing Secretary, KEBS



TERUMO PENPOL Pvt Limited and
All Kerala Blood Donors Society
celebrated World Blood Donor
Day as a curtain raiser event

TERUMO PENPOL REWARDED INSTITUTIONS AND INDIVIDUALS, WHO HAD MADE REMARKABLE CONTRIBUTIONS FOR THE PROMOTION OF VOLUNTARY BLOOD DONATION.



Best Blood Donor Motivator from the NGO- Mr. Baiju S Mony, District Secretary of KEBS had donated blood 96 times and had organized 38 camps in the year 2014



Best Blood Donor Motivator from the Colleges- Dr.Sunil M S, Associate Professor and Head of the dept. of Zoology, Catholice College, the NSS Program Officer, Club 25 Coordinator and repeat regular donor has done a tremendous job to promote voluntary blood donation



Best NGO Promoting Voluntary Blood Donation- THEJUS the NGO based at TECHNOPARK had taken steps to promote voluntary blood donation at TECHNOPARK and had a list of 500 repeat regular voluntary donors, 4000 new donors. THEJUS had launched a Blood donation Help Desk in association with All Kerala Blood Donors Society (KEBS) with the support of Bobby Friends Blood Bank. and had Won the first M.K Joseph Award for conducting maximum VBD camps in the category of NGOs



Best College promoting voluntary blood donation-- KNM Govt Arts and Science College, Kanjiramkulam had organized 6 Blood Donation Camps and had commemorated key days related to voluntary blood donation



Special Award. Pettah Vocational Girls Higher Secondary won a special prize for organizing blood donation camps

Best Blood Donor Motivators from various other fields

REPEAT REGULAR VOLUNTARY BLOOD DONORS RECEIVING THE AWARD FROM VARIOUS DIGNITARIES



BEST BLOOD DONORS OF 2014 -WHO HAD DONATED 4 TIMES IN THE YEAR RECEIVING THE AWARD FROM MR. N SAKTHAN, HONORABLE SPEAKER, KERALA LEGISLATIVE ASSEMBLY



WINNERS OF GREETING CARD DESIGN CONTEST

As part of World Blood Donor Day Celebrations aThank You Blood Donor Greeting Card Design Contest was organized and the winners were rewarded with Cash prize .



Rahul G S, University College of Engineering, G S Gokul Gopan, SMV HSS, Meghana Murali, Holy Angels ISC School.

WBDD celebrations with SUT Hospital

As part of WBDD TPL supported SUT Hospital Pattom to organize a blood donation drive on June 14th 2015 at SUT Hospital Pattom blood bank premises .This is the first initiative at SUT Hospital Pattom.



Letters To The Editor



Nice editorial by Dr Sasikala.

This is a good issue, nicely presented. Keep up this excellent work !

Assoc Prof Graeme Woodfield

Auckland

New Zealand

In the well written lead article of Issue No 35 details of the VBD and the WHO recommendations have been given very clearly. We are not doing anything out of the ordinary ; but our success lies in the personal warmth and compassion our staff give to the donors that makes it so successful. I think it is personal-ity driven as far as our centre is concerned and I do not know how to write this out as an article. I will need help if this activity has to be translated into print matter. I am working in Blood bank as motivation in charge.

Regards

Dr Rema Menon

Chief Blood Transfusion Officer

Apollo Hospital, Chennai

Baby, what is the % of VBD now in Kerala

There are so many BDFs and so many camps are conducted , but still blood is not available at the time of need.

A net working to identify where actually needed Blood is available is the need of the hour. I think of a Software program for this If agreed I can introduce parties

Thanks and regards,

M.K. Unnikrishna Panicker

Member, Permanent Lok Adalat

Member Pharmacy Council of India

Member, AACP, Baltimore, USA

Dear Ms. Baby,

Thank you for sending me the latest issue of the Bloodline Journal. The new design of the journal and the way the news items are re-ported makes it exciting to read.

Kind regards,

Dilip Varma

Independent HR Consultant

Dear Ms. Baby,

Pretty nice Baby! Thanks for sharing!

Kind regards,

Suzy Terumo BCT, Senior Manager of Global Logistics

Thanks for sending.

Your efforts to retain the magazine in the forefront are praiseworthy. As an editor, I envy you.

Rgds.

Malippuram Khalid

Formerly DGM ,BHEL

Fellow of Institution of Engineers

Thank you madam for making us boosted through Blood Line.

Aju, Blood Bank Supervisor,

NIMS Blood Bank, NIMS medicity, Aralumoodu

Neyyattinkara Thiruvananthapuram

Experience Sharing

The World Blood Donor programs wound up with the blood donors who donated more than 75 times sharing their experience on blood donation with the audience. Mr. K P Rajagopalan, General Secretary, KEBS and Shajudeen J S a repeat regular donor from TPL also shared their experience.



Thanks To BIG FM for Promoting Voluntary Blood Donation

BIG FM the radio partner of World Blood Donor Day event organized a blood donation campaign in Trivandrum. The RJ's of BIG FM appealed to the listeners to join hands in the blood donation campaign. The Listeners registered themselves as blood donors at the station by calling and sending messages.

Kidillom Firoz of Big FM Radio performed a stage show. Kidillom Firoz had organized a punching contest between the Students. Kidillom Firoz's stage show was very good. The participants had a great day with a lot of fun.



JIPMER Promotes Apheresis Donation

Dr J Balachander, medical superintendent of JIPMER hospital while speaking at a function to mark the World blood donor day, organized jointly by the department of transfusion medicine, JIPMER, and the Pondicherry AIDS Control Society said "By the year 2020, almost 100 per cent of blood donation will be through the Apheresis method".

Apheresis is a painless method in which the blood of a donor or patient is passed through an apparatus that separates one particular constituent and returns the remainder to the circulation. Pointing out that blood donation is the largest organ donation to save lives, Dr Balachandar said more people will be benefited through the apheresis method as the number of blood transfusions would increase in the coming years with increase in cases of angioplasty, cancer treatment, etc.

Dr S C Parija, JIPMER director, unveiled the Apheresis donor registry on the occasion and opened the enrolments for the purpose. Dr Parija said JIPMER had state-of-the-art facilities to carry out the Apheresis method and expressed hope that the institution would emerge as one of the foremost. Stressing the need for creating awareness about blood donation, he urged the 800-plus students

of JIPMER to enroll for blood donation.

Dr Gopal Krushna Pal, Projects Coordinator, JIPMER, shared his experience as a blood donor. Dr Rajendra Kulkarni also addressed the gathering. Every year June 14 is celebrated as World blood donor day to commemorate the birthday of Karl Landsteiner, who is credited with distinguishing blood groups.



Source: The New Indian Express under Jipmer Article

Fortis Malar Hospital celebrates World Blood Donor Day

Fortis Malar Hospital organized an awareness talk on "Thanks for saving my life" to encourage blood donations and thank all donors who help save lives in their community through the gift of life. This awareness talk was addressed by Dr. K. R. Balakrishnan, Director - Cardiac Sciences, Fortis Malar Hospital, Dr. A. B Govindaraj - Chief Consultant Orthopaedic & Joint replacement surgeon, Fortis Malar Hospital, Dr. Soundappan - Senior Consultant Neurosurgeon Fortis Malar Hospital, and Dr. Jyotsna Codaty - HOD Transfusion Medicine, Fortis Malar Hospital. General public and frequent blood donors have attended the event.

World Blood Donor Day is celebrated on 14th June every year. The theme of this year's campaign is Thank you for saving my life. It encourages donors all over the world to donate blood voluntarily and

regularly with the slogan "Give freely, give often. Blood donation matters."

Everyone has the potential to need blood at some point in their life. One organ transplant can take up to 40 units of blood and a liver transplant can use up to 100 units. One heart bypass surgery can use up to 5 units of blood. One bleeding ulcer can use up to 30 units of blood. One hip replacement can use up to 5 units of blood. One brain surgery can use up to 10 units of blood. One vehicle accident victim can use up to 50 units of blood.

Speaking on the occasion, Dr. Jyotsna Codaty - HOD Transfusion Medicine, Fortis Malar Hospital said, except human being, there is no other source of blood. Unless somebody donates blood, the needed person cannot get blood anywhere. Blood is the best gift to the recipient. If we donate blood one time, it will save three lives at least. So it is important that healthy individuals aged between 18 and 65, should donate blood at a licensed blood bank near to them. On this World Blood Donor Day, we should thank all the existing blood donors, who inspire other people to donate blood.

Transfusion of blood and blood products help patients suffering from life-threatening conditions to live longer and maintain a higher quality of life, and it supports complex medical and surgical procedures. Transfusion has an essential, life-saving role in maternal and child care and during man-made and natural disasters, such as the recent earthquakes in Nepal added Dr. Jyotsna Codaty. Each year, all the Fortis network hospitals organize several awareness events on different health concerns based on the need of a community. Through these events, the facilities use the opportunity to create awareness on different topics which help people take required measures to protect themselves from preventable diseases.



NACO observes World Blood Donors Day

The National AIDS Control Organization (NACO), Ministry of Health and Family Welfare, observed the 'World Blood Donors Day' under the aegis of the National Blood Transfusion Council (NBTC) at Connaught Place.

The 'World Blood Donors Day' celebrates their altruistic gift and thanks the unsung heroes for their priceless contribution.

The theme for this year's campaign was 'Thank you for saving my life' and

focused on thanking blood donors who save lives every day through their blood donations.

It also encouraged more people across the world to donate blood voluntarily through their slogan 'Give freely, give often. Blood donation matters'.

NACO Joint Secretary K. B. Agarwal launched the blood donation drive on the occasion.

He also launched the Database of blood banks on the national health portal.

The National Blood Transfusion Council has made available a directory of all 2760 licensed blood banks on the national health portal.

After launching the Mobile Blood Bank Locator App to promote easy access of information regarding the nearest blood bank, Agarwal felicitated the

contributors of the technology for the promotion of Voluntary Blood Donation.

This included National Health Portal, Centre for Development of Advanced Computing (CDAC), Department of Electronics and Information Technology (DEITY), National Informatics Centre (NIC), Friends2support.org, Blood Connect, Indianblooddonors.com, Think Foundation, Blood On Call, Blood For All and Blood For Life.

To promote Voluntary Blood donation, a national short film contest was also declared.

It is being organised by the National Book Trust in collaboration with friends 2 support.org.

The last date for submission of the entries would be August 31. (ANI)

For these men, donating blood is a way of life

Speaking to dna, Dr Ranade opined that it is the duty of every healthy person to donate blood. "I want to donate till the end of my life, but due to standard protocol, I won't be able to do so, soon. Still, I will encourage people to come forward and donate their blood," he said, adding that he has pledged his organs to be donated after his death.

While the world celebrates Blood Donor Day, the occasion has left Panvel-based Dr Arun Ranade unhappy. Having donated blood over 150 times, the doctor will soon turn 65 years - after which he won't be able to do so. After one turns 65 years of age, doctors don't recommend donating blood.

Speaking to dna, Dr Ranade opined that it is the duty of every healthy person to donate blood. "I want to donate till the end of my life, but due to standard protocol, I won't be able to do so, soon. Still, I will encourage people to come forward and donate their blood," he said, adding that he has pledged his organs to be donated after his death.

Across the world, June 14 is celebrated as World Blood Donor Day, and the theme of the World Health Organisation's (WHO) campaign this year is 'Thank you for saving my life'. It focuses on thanking blood donors who save lives every day, and encourages more people donate blood voluntarily and regularly with the slogan:

'Give freely, give often. Blood donation matters.'

Remembering the first time he donated blood, Dr Ranade, who was a second year MBBS student, said: "On January 26, 1972 we organised a blood camp at Dadar in a residential society through Sion Hospital. If my memory serves me correctly, 35-40 donors came forward that day."

After that, he would try to donating four times a year, minus the few times he was unable to do so owing to his education. He narrated a ritual he would follow annually, saying: "Every New Year day, at the stroke of midnight, I would donate at some blood bank or the other. That was my way of celebrating the new year."

Like Dr Ranade, 53-year-old Usaram Mundada, a resident of Jalna, has also been a regular donor. Having donated 82 times already, Mundada said that it has become somewhat of a 'hobby'. "Since 1995, I've been donating blood. Doing so would make me very happy, and with the help of some friends, I set up a blood bank, which is doing very well," he said, adding that he and 11 of his friends intend on donating on Sunday evening.

Mundada, who has a jaggery business, said: "Through our bank, we have given blood to the more than 60,000 patients. This kind of service gives one immense happiness, and I think that everyone should come forward and donate."

The first World Blood Donor Day was observed in 2004, followed by its designation as an annual event by the 58th World Health Assembly in 2005. In addition to promoting the importance of donating blood, the occasion is observed to recognise the contribution of voluntary unpaid donors in

saving lives.

Another purpose is to create wider awareness about the need for availability and appropriate use of safe blood and blood products, and the need for more people to make a commitment to regular voluntary unpaid blood donation.

Tour of blood bank

Most donors are always curious about the scientific process of their blood reaching the recipients. Thane based Bloodline Charitable Blood Bank (BCBB) has organised a programme on Sunday for the donors where they demonstrate the entire process.

Dr Shilpa Jain, blood transfusion officer, BCBB said: "More than 100 donors are expected to come here. We will explain the process, and facilitate the donors after the programme."



National short film competition on voluntary blood donation

Friends2support.org's

National short film competition on voluntary blood donation

In association with National Blood Transfusion Council (NBTC)

Contest Opened on - 14th June 2015

Last Date of Submissions - 30th August 2015

Announcement of the short listed films - First week of September 2015

About Competition

A Nation-wide Short Film contest has been launched by friends2support.org in association with NBTC to create awareness about the importance of Blood Donation among the people has been launched. VELS University from Tamil Nadu is presenting the event.

There is no Entry Fee. Interested people from all over the World can know more about the Short Film contest by visiting www.friends2support.org/shortfilm.

NBTC which is part of Union Health Ministry will be felicitating the winners of the Short Film contest on National Blood Donation Day (Oct 1st) in Hyderabad. The cash prize for the Top 3 Short Films will be Rs 1 lakh, Rs 50,000 and Rs 25,000. The Short Film which won the first prize will be used for creating awareness among people across the country.

Why Short Film Competition?

Animated visual depiction creates an instant indelible impact on the literate and the less fortunate alike

- Friendly smart phones, and HD cameras are common site these days
- Thanks to the latest gadgets, that these days producing a high quality video is no more an expert's domain
- Every day we come across many videos on web medium in different subjects. Giving these folks a subject might help them to come up with their innovative ideas
- Ahead of its 10th anniversary, www.friendstosupport.org is organising a national competition of short films and use them to reach every needy in any corner of the world.
- With this competition world get to see diverse ideas on various aspects of voluntary blood donation in various languages from all over India and other countries
- This is an opportunity for enthusiasts to showcase their talents and compete with others

The mission of Friends2support.org's National short film competition on voluntary blood donation is to celebrate and encourage aspiring independent and student filmmakers and media enthusiasts.

How it works?

- Technical committee of organizers will validate best entries and provide unique entry code for every applicant.
- In the first level of screening 100 best entries will be shortlisted and passed on to the jury members.
- The jury members will filter 15 of the entries to be screened during the finals.
- Top 15 entries will be declared one week in advance to the winners' event in our website. (All 15 videos will be displayed on the F2S website after the event)
- Top 15 teams will be invited (2 members from each entry) to the winners' event at Hyderabad on October 1, 2015 (National Blood Donation Day).
- Travel grant, accommodation will be provided to the 15 teams (2 members from each)
- We will screen all the 15 short films to the media and public on October 1

and our Jury will announce the 1st, 2nd and 3rd at the winner's event.

- All exhibited films are introduced by a commentator, and winners are given the opportunity to speak to the audiences in the event.

General Rules:

1. This is a short film competition and hence ONLY Short Films should be submitted NO DOCUMENTARIES. The entries can be short digital animation films too on the topic.
2. The short films should be inspirational ones for the youth/general public and not eulogizing efforts of any individual or organisation.
3. DURATION: The films shall not be more than 3 (Three) minutes (180 seconds) in duration, including the beginning and end credits. Films exceeding this time limit are liable to be rejected. The minimum length should be 30 seconds including credits.
4. The short films can be in Digital Animation format also with background music or voice for characters.
6. The short films may be in their original language, but MUST be subtitled in ENGLISH.
8. RIGHT TO SCREEN: The participants grant the Organizers (www.friends2support.org and National Blood Transfusion Council (NBTC) Ministry of Health and Family Welfare - Government of India) the non-exclusive rights to screen (non - commercial) their film / entry on their respective websites, at the festival and other associated screenings, for which they are not entitled to any fee or consideration of any kind whatsoever.

Jury

Entries are pre-screened by the competition Selection Committee. This panel, headed by Padma Bhushan Dr. Varaprasad Reddy, selects 100 films from the submission field. These Official Selection Films are then given to the jury members. An Official Jury, made up of artists, critics, writers, filmmakers, and educators views the public exhibition programs and awards the festival's cash, trophy, and certificate prizes.

Led by Mr. Varaprasada Reddy, the other jury include Director General R.S. Gupta, National Blood Transfusion Council (NBTC), A. L. Vijay a Tamil film director, Prabhu Deva - a film director, choreographer, Vaibhav Kumaresh - Animation Film Designer, Yugi Sethu a Tamil actor, Actor Nani, Photographer Arvind Chenji, Shobini Rajan, Asst. Director General, National Blood Transfusion Council (NBTC). Padmasri Vivekh - a Tamil Actor, Ram - another Tamil film director, and Pandiarajan - actor, and director.

Winners Event

Every voluntary blood donor is a REAL WINNER in society, but this event will bring out the real MOTIVATOR, who can enthuse a large population of youth to donate blood as and when needed.

Coinciding with the National Blood Donation Day, a team of eminent persons from across society will watch the 15 short-listed films along with media persons and general public to identify the top three entries, who will carry away the prize money and trophies.

Amid festive atmosphere young film-makers will send across a cool message to society motivating people to root for timely Voluntary Blood Donation in their effort to save lives.

Prize: INR 1,00,000, A trophy and Certificates - First Position;

INR 50,000, A trophy and Certificates - Second Position

INR 25,000, A trophy and Certificates - Third Position

Mementos and Certificates for the remaining 12 finalists.

Travel grant (Limited to 3rd AC train fare / equivalent) and accommodation will be provided for two persons from each of the 15 finalists. Winner can either be from the animated digital film or ordinary short film category.

Visit www.friends2support.org/shortfilm to apply