



# BLOOD LINE

THE *voluntary* BLOOD DONATION JOURNAL

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Promoting Voluntary Blood Donation

## STRATEGIES FOR AWARENESS AND MOTIVATION OF VOLUNTARY BLOOD DONORS

Donor awareness and motivation is an important feature in the concept of voluntary blood donation. They perform a crucial role in people donating blood for the first time and to have first time donors becoming regular voluntary blood donors. Donor motivation is not only a technique but a science to make the people understand the concept of blood donation and an art to communicate effectively with the donors. Awareness, motivation, recruitment and retention of blood donors will help in achieving the target of 100 % voluntary blood donation in our county.

Individual ways of donor motivation are by a one to one approach. This is the most effective way of recruiting eligible people for blood donation and retention of blood donors. One of the ways of motivating a donor is emphasizing the positive aspects of blood donation. Facts such as blood donation is a safe and voluntary act can be informed to a first-time donor to remove any misconception about blood donation. Information about blood donor selection criteria and the method of collecting of blood and the safety measures present during the blood donation procedure will assure potential donors. Screening of transfusion transmitted infections and the confidentiality of test results should be clarified to the donor. Blood transfusion services can honour the donors by calling and messaging donors who had donated blood on important occasions (birthday, donor day celebrations and festivals). The blood donor organisers and donor motivators have an important role to

perform as they know the person individually and can have a more personal approach to the blood donors.

The group approach identifies target groups and the motivation theme is specific to that population. These are done by conducting awareness campaigns in colleges, schools and work places. Donor motivation for a larger audience can be done by sharing real life incidents in hospital of how someone life was saved through blood transfusion. To have an even better impact, we can enrol patients who needs regular blood transfusions such as thalassemia to share their experiences. The donor motivator should have the right attitude with good communication skills and an ability to interact with the audience. Community leaders can be involved to have a better impact and outreach to the people. People tend to be more motivated if a person respected or valued by them request them to donate blood.

The mass approach is an indirect approach where recruitment of donors is done at a large level. This may be done by having a media campaign through print media such as newspapers or by Electronic media such as television and F.M radio. The latest have been using social network sites through internet as a propaganda which can have an immediate impact on our young population. The other methods which are employed are using banners, poster, slogans printed on bills, railway tickets and using stall in local fair or exhibition. This will benefit only if the information conveyed is able to reach the target population and he or she is able



**Dr. R. RAJ BHARATH**  
Associate Professor  
Department Of Transfusion  
Medicine, Sree Chitra Tirunal  
Institute of Medical Sciences  
and Technology Trivandrum

to understand the significance of the content. Celebrities can be involved to inform the public the importance of blood donation. The message which needs to be communicated to the society are the importance of voluntary blood donation, the community responsibility towards it and the risk associated with paid donation

First time donors can be motivated into regular blood donors if their first experience of blood donation is pleasant. This can be done by establishing a clean and well-maintained environment at the place of their donation. Donors who are temporarily deferred can be encouraged to donate after the deferral period is over. It should be remembered that donor awareness and motivation is a team work involving the blood donor, blood centre, donor organisers, Government, NGOs and the society.

## WORLD BLOOD DONOR DAY INAUGURAL FUNCTION



**Inauguration**  
Loknath Behra IPS, State Police  
Chief, Kerala



**Keynote Address**  
Dr. Debasish Gupta, HOD, Blood  
Transfusion, Sree Chithra Tirunal  
Institute for Medical Sciences



**Presidential Address**  
T S Mani, Senior Manager  
Terumo Penpol



**Special Address**  
Lida Jacob(Retd. IAS), Chairperson,  
KEBS



**Welcome Speech**  
Dr. Koshy M George



**Vote of Thanks**  
Govind R, Executive, Terumo Penpol



# TERUMO PENPOL CELEBRATED WORLD BLOOD DONOR DAY IN ASSOCIATION WITH KEBS AND TEJUS AT VYLOPILLY SAMSKRITHI BHAVAN

Every Year, Trivandrum witnesses a string of activities at World Blood Donor Day mainly organized by Terumo Penpol, and this year was not different. It began with a news coverage about a greeting card contest pertaining to blood donation, followed by an awareness session at a prominent school(Saraswathi Vidhyalaya) in Trivandrum. A blood donation camp was organized on June 10th at the head office. On June 14th, a Malayalam news channel Media One telecasted the story on Terumo Penpol and the blood donation activities it undertakes. Terumo Penpol sees World Blood Donor Day as an opportunity to recognize organizations and individuals across Trivandrum for their commitment towards Voluntary Blood Donation. This avenue that it creates annually, is considered as a meeting ground for altruistic minds. At the same time, It is important to mention the progress made with respect to World Blood Donor Day 2018, it was during this event a decision was made by major stakeholders pertaining to Technopark to organize a camp every week, which was otherwise a paltry 5 or 6 a year. A constructive effort was made after that to make sure that camps are being organized every week without fail. This is monitored by the CSR team of Terumo

Penpol. The celebrations were organized at two venues on two different dates to accommodate various stake holders. One at Vyloppilly Samskruthi Bhavan on 14th of June to honor individuals and donors based out of Trivandrum and second at Technopark to commemorate techies and the organizations based out of there. Vyloppilly Samskruthi Bhavan The celebrations at Vyloppilly Samskruthi Bhavan mainly catered to the individuals and organizations based out of the urban and rural areas of Trivandrum. As many as 100 organizations that included schools and colleges of Trivandrum and 50 individuals were recognized during the event. The event honored school children for organizing camps at schools and for motivating elders to donate. The function was inaugurated by the State Police Chief of Kerala, Mr. Loknath Behra IPS. Inaugurating the event, he offered the support of police cadets in the field of blood donation. He expressed his surprise at seeing youngsters and school children being honored for inspiring elders. He decided to give away the awards by himself, thereby staying at the venue for more than an hour. TPPL was represented by Mani TS, Senior Manager, Administration, who delivered the presidential address. Be-



ing the voice of Terumo Penpol, Mani explained to the crowd, the extend at which TPPL supports Voluntary Blood Donation. Ms. Lida Jacob, (retd. IAS), chairperson KEBS also spoke in lines of blood donation. Being the representative from KEBS, she highlighted the activities of Kerala Blood Donors Society. The keynote address was delivered by Dr. Debasish Gupta, HOD, Blood Transfusion, Sree Chithra Thirunal Institute for Medical Sciences and Technology. Post the formal function, an awareness session was organized on awareness donation by Mr. K P Rajagopal and Mr. Bajju Nellimood. The event drew a positive response from the attendees, mainly because of the presence of the State Police Chief throughout the formal function. Receiving award from a highly recognized person like him was a once in a life time for many and they cherished it. This was reflected on the faces of the attendees. The second leg of the World Blood Donor Day event was at Technopark on the 3rd of July.

## HONORING INSTITUTIONS PROMOTING VOLUNTARY BLOOD DONATION



VSSC regularly organizes Blood Donation Camps



Big FM Radio is always in the forefront to promote blood donation



**Heroes from BDK Malappuram**



## Honoring Schools supporting Voluntary Blood Donation



**DONATE  
BLOOD** +

## Recognition for Colleges promoting voluntary blood donation

The Knowledge regarding voluntary blood donation was adequate among the CET students and the students used to donate blood regularly. The most common reason for donating blood was a sense of social responsibility and most common reason of non-donation was fear of the procedure. An 85% of the students were of the view that they would donate blood if asked. Students suggested that small incentives like certificates and arranging transport for blood donation would make it easier to donate.



College of Engineering, TVM



LBS Institute of Technology for Women



Sree Chitra Thirunal College of Engineering



Muslim Association College of Engineering

## RECOGNITION FOR MOTIVATORS AND BLOOD DONORS



**K P Rajagopalan**

A motivator and an influential person in the field of VBD, who has donated blood 99 times. His commitment is unparalleled as he is a regular face in the schools for speaking and creating awareness about blood donation.



**Baiju Nellimood**

He is an apheresis donor, who has donated blood 123 times and works with the schools across Trivandrum in organizing camps and creating awareness.



**Ratheesh Sahadevan**

An altruistic person at the helm of Kerala Blood Donor Society. Ratheesh coordinates with the vast volunteer base of KEBS mostly youngsters to arrange blood for the needy.



**Vasudevan Nair**

A Blood Donor and a motivator

WORLD BLOOD DONOR DAY

**Heroes from TERUMO PENPOL who donates blood 4 times in a year**



A Gopakumar



Hareesh Babu S



Antony Eapen



Shameer



Anoop Muraleedharan



Shajudeen J S

Dr.Vinu Rajendran is a regular donor and regularly donates blood.He also motivates others to donate blood.While there are several physical benefits to donating blood, the most powerful health benefit is arguably in the psychological realm. Donating blood means that someone (or multiple people) somewhere will be getting the help they desperately need.



Dr. Vinu Rajendran is a regular blood donor and motivator



Timothy Leoraj

Helping Hand Organization for promoting Blood Donation through Students Police Cadet

**WORLD BLOOD DONOR DAY CELEBRATIONS AT PUNE & MUMBAI**

The World Blood Donors Day is celebrated on 14th June in the name of Karl Landsteiner, the Nobel prize winner for ABO Blood Group System. To mark the World Blood Donor day on June 14, 2019, a cycle rally with over 50 participants to promote Blood Donation & Platelet Donations was organized. More than 50 blood donors took part in the cycle rally organized by Sahyadri hospital Pune in association with Federation of Bombay Blood Banks to mark World Blood Donor's day. The rally was flagged off at 7AM from Sahyadri Super Specialty Hospital Decan, in presence of S B Patil, Joint Commissioner FDA, Narendra Salunkhe, Head of Cycle Plan Pune Municipal, Mr

Vishwajeet Kashid the Shorya awardee (donated SDP & Granulocyte more than 150 times) with Mr. Nilesh Sangle & Dr. Smita Joshi, HOD Blood bank Dr. Purnima Rao , Senior Consultant & all management dignitaries from Sahyadri Specialty Hospitals. The rally culminated at TATA ACTREC Hospital (Branch of Tata Memorial), Kharghar, Navi Mumbai, where they were received and felicitated by Dr Zar-rin Bharucha Chairperson, FBBB. Dr Neelam Nijhara Secretary, Dr Sunil Rajadhyaksha, Vice chairman, Dr Priti Desai from Tata memorial Hospital, Dr Rajesh Sawant from kokilaben Ambani hospital and other members of FBBB were present at the event. Director ACTREC, Dr S Gupta and Joint

Director, Dr Bhatt addressed the participants and other guests. The main aim of the program was to create awareness about blood donation. Federation of Bombay Blood Banks at Mumbai organized skits, Flash mobs & rallies at 5 different locations. Church gate station, orbit mall, Goregaon, Sion outside Swaminarayan Temple & at Parel and Mahim near Hinduja Hospital again to bring to the citizens of Mumbai the message of regular voluntary Blood Donation. These efforts by the team would go a long way in increasing awareness of voluntary blood donation in Mumbai & Pune area ensuring availability of blood components for the needy patients.



# TERUMO PENPOL CELEBRATED WORLD BLOOD DONOR DAY IN ASSOCIATION WITH KEBS AND TEJUS AT TECHNOPARK



**Inauguration** – Kadakampally Surendran, Minister of Tourism, Devaswom and Cooperation



**Special Address**  
Dr. Mahadevan Pillai,  
Vice Chancellor, Kerala University



**WBDD Message**  
Anu Kumari IAS, Asst. Collector



**Vision 2020 Pledge**  
Hrishikesh Nair, CEO, Technopark



**Presidential Address**  
K P Rajagopal, Vice President, KEBS



**Keynote Address**  
Sarada Jayakrishnan, DGM,  
Terumo Penpol



**Welcome Speech**  
Nidhin Aravind, Secretary, Tejus

World Blood Donor Day was celebrated at Technopark on July 3rd commemorating organizations and individuals who has shown great commitment in the field of Voluntary Blood Donation. Minister of Tourism, Cooperation and Devaswom Mr. Kadakampally Surendran inaugurated the event. The event was also attended by the Kerala University Vice Chancellor Dr. V P Mahadevan Pillai and the newly appointed Assistant Collector of Trivandrum Ms. Anu Kumari IAS. The event acted as an impetus to the concept of Vision 2020, that envisages at making the blood banks at Trivandrum city self-dependent in blood supply by the year 2020. The vision 2020 pledge was recited by Mr. Hrishikesh Nair, CEO of Technopark. The presidential address was delivered by Mr. K P Rajagopal, Vice president Kebs and Ms. Sarada Jayakrishnan, DGM, Quality, Terumo Penpol Private Limited delivered the key note address. As many as 200 institutions and organizations were honored during the event.

The event was jointly organized by Terumo Penpol Private Limited, Kerala Blood Donors Society(KEBS) and TEJUS. Inaugurating the event, the minister spoke about the relevance of blood donation and lauded the organizations for taking that extra step in looking into the social development of the society. He spoke highly about Terumo Penpol and mentioned about the 227 camps it organized in 2018. He also reminisced about how he and his group of volunteers went into government hospitals to

mobilize people to donate blood during the Puttingal tragedy.

The Vice Chancellor Kerala University, Mr. Mahadevan Pillai, a humble human being, spoke on how fortunate most of us are and it is this advantage that bestows upon us the responsibility of taking care of the underprivileged. He said it is through blood that our human body works, even the cells in the body needs oxygen to function, which is delivered by blood, so blood can be easily considered as the most integral factor of the human body. Though however progressive and advanced our science industry is, we have yet not identified an alternative to human blood. He congratulated the organizations that is going that extra mile for social welfare.

Ms. Anu Kumari IAS, Assistant Collector of Trivandrum said that this gathering reminded her of her corporate life where she toiled for nine years before joining the civil service. She lauded the MNC's that has shown interest in supporting the initiative of Blood donation; according to her, this gives a positive impetus to the initiative.

Mr. Hrishikesh Nair, CEO, Technopark, in his speech pointed out that Technopark could be considered as major hub in the field of blood donation. Housing more than 400 companies and 60,000 employees, if one company takes up the responsibility to organize a camp a day, 365 camps an year is easily achievable. This can cater to at least 80% of the blood requirement of Trivandrum city. He commended about the progress

made at Technopark by Tejus and other organizations by making a positive shift in organizing 5 camps a month from a paltry 5 camps an year. He wanted all those who assembled for the event to take a simple pledge that not a single person loses his/her life because of non-availability of blood.

Ms. Sarada Jayakrishnan, DGM, Quality, Terumo Penpol, mentioned about the theme for 2019 which was safe blood for all. She emphasized on the importance of giving blood to people at the right time and when they require it the most. On her speech, she mentioned about Rwanda, a small country with a population roughly 2 times higher that Trivandrum, is demonstrating in the field of blood donation, such as by providing 100% adequacy at blood banks, using drones to transport blood to the remotest of areas and how the government is committed to this cause as it has its own tracking mechanism, which comes down to monitoring even a single unit of blood. Being the voice of Terumo Penpol, Sarada spoke about the strides taken by Terumo Penpol in the field of blood donation, especially when it formulated the club 25 theme at colleges drawing inspiration from an idea that sprout in Zimbabwe. She congratulated the donors at Technopark for finding time to donate despite the busy time schedule.

Later, awards were distributed to individuals and organizations that showed commitment in the field of Voluntary Blood Donation.

## RECOGNITION FOR MOTIVATORS



Brijesh P I

The master general of Tejus who goes to any extend to make things happen, is a true motivator in the voluntary blood donation field. A master at multi-tasking, he can do wonders when it comes to moving things at Technopark.

# RECOGNITION FOR INSTITUTIONS AND DONORS AT TECHNOPARK



- Technopark
- Carnival Group
- Amstor Group
- IBS Software Services Pvt Ltd
- SunTec Business Solutions Pvt Ltd
- QuEST Global Engineering Services Pvt Ltd
- IIITM - K
- Flytxt Mobile Solutions Pvt Ltd
- RM Education Solutions India Pvt Ltd
- Cycloides Technologies
- TATA ELXSI
- RR Donnelley
- Innoval Digital Solutions Pvt. Ltd
- Gemini Software Solutions Pvt. Ltd
- Testhouse India Pvt. Ltd.
- Qburst Technologies Pvt Ltd
- M Squared Software & Services (P) Ltd
- Prayan Animation
- Alamy Images India Pvt Ltd
- EYME Technologies Pvt Ltd
- Allianz Cornhill Information Services Pvt
- Experion Technologies (I) Pvt. Ltd.
- Infospica Consultancy Services
- PIT Solutions Pvt. Ltd
- Oracle India
- Applexus Technologies
- RSGP Consulting Private Limited
- Speridian Technologies Pvt Ltd
- Prathidwani Women's Forum
- EWIT
- Technopark Today
- Technopolis
- Natana

## RIDE FOR BLOOD



Sajna Ali



Tuna Bastin

Two young women Sajna Ali and Tuna Bastin embarked on a road trip around India on a span of 20 days covering the 20 major cities and 10,000 KMS. The team would be halted at different locations to speak about the importance of blood donation, covering the gravity of the problem and the benefits of blood donation.

# SAHYADRI SPECIALTY HOSPITAL PROMOTING SINGLE PLATELET DONATION (SDP) & GRANULOCYTE DONATION CAMPAIGNING

Along with motivation of voluntary blood donors Sahyadri Specialty Hospital has gone a step further for Single Platelet Donation (SDP) & Granulocyte donation campaigning which is designed to motivate many people as possible to come forward & be the part of this activity.

SDP campaigning strives to create awareness and motivate youth to take active participation in donating platelets. As a responsible citizen of this country their contribution towards humanity & pious deed which would set an example for others to be part of such activity.

## What are platelets?

- Platelets are a key clotting component of blood often needed by patients such as cancer patients, patients on chemo therapy, and bone marrow recipients
- Platelets are collected by two techniques:-
  - a) Whole blood donation.. Random Donor Platelets ( RDP)
  - b) Aphaeresis donation ...Single donor platelets ( SDP)
- In most of the above mentioned patients dosage of platelet by RDP is Insufficient so it becomes necessary to collect blood from many donors.
- Hence the platelets are collected with the help of machine i.e SDP.

## What is SDP donation & Donor Selection criteria?

- The donors age 18-60yrs

- Hemoglobin  $\geq$  12.5.
- Serology results ( HIV , HBsAg ,HCV) Negative
- Protein levels normal.
- The donor should be healthy with minimum weight of 60kg & Platelet count more than 1, 50,000.
- It is possible to obtain only Platelets from a Donor by a process called 'Aphaeresis'.
- The machine spins, separates the Platelets and sends the remaining blood components back to the donor's body.
- This cycle is repeated 6 - 8 times and the whole process will take approx 60 to 90 minutes.
- Approximately 200- 300 ml. of Platelets are obtained in this manner from just one donor. The Platelets so collected are called Single Donor Platelets (SDP).
- Platelets have a life of only 5 days
- SDP can be donated once in 3 days or 24 times in a year.

## Granulocyte Concentrate.

- Granulocytes are white blood cells (WBC) that help the immune system to fight off infection an adjuvant therapy.

## Granulocytes should be considered as a therapeutic option?

- Infection not responding to antibiotics, the patient's absolute neutrophil count is less.
- In Post bone marrow transplant cases the patient is prone to have infection during which broad spectrum antibiotic are rec

ommended & they are expensive hence the treatment cost increases.

- But here granulocyte transfusion plays an important role.
  - Along with granulocyte the patient also gets platelets which are essential for the treatment.
  - This is more cost effective.
- ### Criteria for Granulocyte donor?
- Age 18-60 yrs
  - Hb  $\geq$ 12.5gms/dl
  - Platelet count 1.5L & more
  - WBC count...Normal ( 5.5-10x10<sup>9</sup>)
  - All the criteria's are same as that for blood or SDP donor
  - ABO and Rhesus blood group should be same as that of patient
  - This procedure is of 120 mins.
  - This procedure is just like Single platelet donation (SDP)
  - After all tests are performed & donor is fit for donation the donor receives Grafeel (colony stimulating factor to make new white cells) injection 12 hrs prior to procedure.
  - The donor also receives steroid injection 1 hr prior to procedure.
  - This is a dual access procedure performed on few cell separators only.
  - Granulocyte pheresis procedure can be done after 3 days of SDP.
  - The gap between two Granulocyte procedures should not be less than minimum 10 days.

## WALKATHON

A rally was organized on 14th June 2019 at India gate to raise awareness among the common people of Delhi about voluntary Blood Donation. Subsequently, a street play and drama were organized that focused on removing the myth surrounding Blood Donation and to make the citizen aware about the need of blood donation.

Supported by Terumo Penpol and organized by Dr. R N Makroo, president ISTM, the event was inaugurated by Dr. Harsh Vardhan, Minister of Health and Family Welfare; Science and Technology; Earth Sciences, Govt. of India

The event was participated by more than 300 people and can be considered as a

substantial platform to demonstrate our commitment towards voluntary blood donation

One of the differentiators of Terumo Penpol is our decades old commitment to the promotion of voluntary blood donation as a key element in the provision of safe blood.

## WORLD BLOOD DONOR DAY OBSERVANCE AT MALABAR CHRISTIAN COLLEGE CAMPUS



Thirteen selected voluntary organisations that made outstanding contributions to promote blood donation drives were honoured at the district-level World Blood Donor Day observance on Friday. District panchayat president Babu Parassery opened the event which was organised by the District Medical Office at Malabar Christian College campus.

In his inaugural address, Mr. Parassery said the participation of students and the youth in health awareness programmes was crucial for the promotion of blood and organ donation in society.

To mark the day, 52 volunteers representing various clubs, schools and youth organisations donated blood. The blood donation camp was organised with the technical support of Government Women and Children Hospital, Kottapparamba.

Event coordinators said a poster exhibition highlighting the importance of blood donation and the release of a documentary on the theme too marked the occasion. District Medical Officer V. Jayasree chaired the events.

# WORLD BLOOD DONOR DAY 2019 CELEBRATIONS AT NBTC

Donor Day (WBDD) is celebrated around the world every year on 14th June to thank voluntary, unpaid blood donors for their life-saving gifts of blood and to raise awareness of the need for regular blood donations to ensure the quality, safety and availability of blood and blood products for patients in need.

WHO, in collaboration with the International Federation of Red Cross and Red Crescent Societies (IFRC), the International Federation of Blood Donor Organizations (FIODS) and the International Society of Blood Transfusion (ISBT) sponsors World Blood Donor Day.

Millions of lives are saved every year by transfusion of blood and blood products in patients suffering from life-threatening conditions, and during complex medical and surgical procedures. It also has an important, life-saving role in maternal and child care and during the emergency response to man-made and natural disasters. An adequate supply of blood and blood products can only be ensured through regular donations by voluntary, unpaid blood donors.

The slogan of this year's campaign is "Safe blood for all". The host country for World Blood Donor Day 2019 is Rwanda.

This theme focuses on universal access to safe blood transfusions in health care so as to achieve universal health coverage. The theme also encourages more people to donate blood regularly to meet the needs of patients.

his goal can only be achieved when all governments, national health authorities and national blood services provide adequate

resources in addition to needed system and infrastructure to increase blood collection from donors. These resources must also have systems of oversight and surveillance.

## Objectives of campaign:

- to celebrate and thank individuals who donate blood and to encourage those who have not yet started donating;
- to highlight the need for committed, year-round blood donation, to maintain adequate supplies and achieve universal and timely access to safe blood transfusion;
- to focus attention on donor health and the quality of donor care as critical factors in building donor commitment and a willingness to donate regularly;
- to demonstrate the need for universal access to safe blood transfusion and provide advocacy on its role in the provision of effective health care and in achieving the goal of universal health coverage;
- to mobilize support at national, regional and global levels among governments and development partners to invest in, strengthen and sustain national blood programmes.

## Facts on blood donation/ transfusion:

- Around 112.5 million units of donated blood are collected globally every year, however, many patients requiring transfusion do not have timely access to safe blood and blood products.
- Voluntary unpaid blood donors are the foundation of a safe, sustainable blood supply and account for 100% of blood supplies in 62 countries.
- Voluntary unpaid blood donors are the safest group of donors because the prevalence of blood borne infections is lowest among them.

ence of blood borne infections is lowest among them.

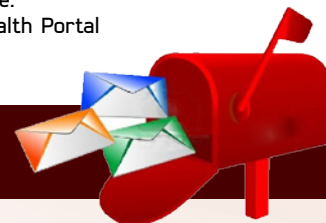
- Often transfusions are prescribed when simple and safe alternative treatments might be equally effective. An unnecessary transfusion exposes patients to the risk of infections such as HIV and hepatitis and adverse transfusion reactions.
- The shelf-life of donated blood is 35 to 42 days; hence there is constant need to replenish stocks in the blood banks.
- Healthy donors are between the age of 18 to 65 years.
- A single unit of blood separating into its various components can benefit several patients.
- All donated blood should always be screened for HIV, hepatitis B, hepatitis C and syphilis prior to transfusion.

**National Blood Transfusion Council (NBTC)** is the central body to promote voluntary blood donation, ensure safe blood transfusion, provide infrastructure to blood centres, develop human resource and formulate and implement the blood policy in India. ([naco.gov.in/](http://naco.gov.in/))

**eRaktKosh** is an initiative to connect, digitize and streamline the work flow of blood banks across the nation. Details about blood availability, nearby blood banks, camp schedule, and registration for blood donation can be seen at [eraktkosh.in](http://eraktkosh.in).

**Every few seconds, someone, somewhere needs blood.** Be there for someone else. Give blood. Share life.

Source: National Health Portal



## Letters to the editor

Hello Baby san,

The Blood Line is always packed with lots of topics, so I'm looking forward to it.

Best regards,

**Yoshihiro Kimura**  
Director, Audit/Supervisory Committee

Dear Baby-san,  
Thank you for sending the latest issue of Blood Line.

Best regards,

**Hideki ITO**  
Corporate Affairs  
(formerly International Business Dept.)  
**TERUMO CORPORATION**

Thank you for sharing Blood Line 51 Issue. We have found that this newsletter is very useful in the field of Blood Donor Motivation. Some articles included in this issue really helpful for motivating the people. Wishing you for coming days. Thank you once again.

With best regards,

**Machakaji Maharjan**  
Central Treasurer, Blood Donors Association Nepal (BLODAN)

Dear Baby

Greetings!

We would like to re-publish the cover article (written by Dr Amita) in Executive Knowledge Lines. Kindly approve

**Siji Nair**  
EXECUTIVE KNOWLEDGE LINES

Thanks

Lot of effort collating matter and so many active programs organised by Teurmo Penpol  
Give my regards to Mr. Padmakumar.

**Neelam Nijhara**  
Federation of Mumbai Blood Banks

Dear Baby,

Thanks a lot for the mail

Regards

**Vijayakumar**  
Hemophilia Center  
Govt Taluk Hospital  
Always

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Thiruvananthapuram - 695 003 Kerala, India. CIN U33112KL1985PTC004531 Web: [www.terumopenpol.com](http://www.terumopenpol.com) Tel Office: +91-471-3015-602  
Mob : 9388022400 Fax : +91-471-2721-519 Email: [Baby.P.S@terumobct.com](mailto:Baby.P.S@terumobct.com)

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