



# BLOOD LINE

THE *voluntary* BLOOD DONATION JOURNAL

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Promoting Voluntary Blood Donation

## PROMOTION OF VOLUNTARY BLOOD DONATION IN DIFFERENT CIRCUMSTANCES



**Dr. Archana K A**

Assistant Professor  
Dept. of Transfusion Medicine  
Medical College Hospital,  
Trivandrum

Government Medical College, Thiruvananthapuram is one of the pioneer in Kerala's healthcare sector in terms of patient care and blood banking. The MCH blood bank is one of the oldest and biggest blood bank in Kerala. We are catering to different medical and surgical specialties in Medical College, Sree Avittom Thirunal Hospital and various other hospitals in and around the city. Government medical college, Thiruvananthapuram blood bank tops the chart of blood donation in our state.

The requirement of blood components is approximately more than One lack per year in the MCH, Thiruvananthapuram. The whole blood donations sums up to more than 30,000 per year. To meet the higher requirement we organize voluntary blood donation camps 4 to 5 times in a week in addition to in house blood collection.

### CHALLENGES IN BLOOD BANKING AND THE SOLUTIONS TO OVERCOME IT.

We can manage all emergency requirements of blood components by maintaining a good inventory of all blood units. However, natural and man made calamities and epidemics like dengue fever

, create a towering demand of blood components and platelet concentrates very abruptly.

During monsoon season of 2017 Dengue fever affected all over Kerala Nearly 42-50% of total confirmed cases in the state was reported in the capital city. As most of the cases presented with bleeding manifestations, the requirement of blood increased to 3 fold times during the months of June and July. Proper planning and implementation helped us to overcome such situations. A 24 hour blood collection system and processing was implemented during the crisis period. Provision of ample donor care, pre and post donation counselling were ensured. We conducted more out door and in-house camps with the help of NGOs and colleges. The institutional media cell promoted voluntary donations by giving proper news coverage. The staff scarcity was solved by recruiting extra personnel on temporary basis. By revising the staff pattern to 1.5 times, we could tide over the crisis. We requested the clinicians to follow institutional protocol for transfusion of components, which helped to reduce unnecessary transfusions.

To meet the platelet requirement we have implemented single donor

platelet transfusion employing apheresis technology. The apheresis donor registry created by the department, facilitates to get donors without any delay. The apheresis program has achieved hundred percent success.

### MOBILIZATION OF YOUNGSTERS INTO THE VOLUNTARY DONOR POOL

Transfusion therapy is a double edged sword, on one hand, it is a major life saving modality, while on the other hand it can lead to transfusion transmitted infections. To reduce the infections we strictly advocate voluntary donations and meticulous donor screening.

Finding a blood donor within a short period of time is very difficult for the patient relatives. To help them we have implemented voluntary donor registry. Most people have never been asked to donate blood. Educating about the need of blood donation will give a positive encouragement to donate blood. Creation of awareness among youngsters is the key to improve voluntary donation. Since the Social media is very popular amongst the young age group those modalities can be utilized for donor motivation. Executing advanced serological and immunohematological screening before each transfusions are beneficial to reduce transfusion related complications.

# NATIONAL BLOOD DONATION DAY CELEBRATIONS

## TERUMO PENPOL & SCTIMST AT ACHUTHA MENON CENTER

TERUMO PENPOL Celebrated National Blood Donation Day on October 1 in association with SCTIMST at Achutha Menon Hall..

The chief guest for the event was Major General B G Gilganchi, Additional Director General, NCC Directorate Kerala and Lakshadweep with Manoj A, Vice President,

Innovation and Development, Terumo Penpol gracing the event as the Guest of Honor.

Organizations and individuals who has given incredible contributions to the field of the voluntary blood donation was recognized by SCTIMST at the event.

Prize distribution of the blood groupwise

cricket tournament was done at the event. The Chief guest for the event was Major General B G Gilganchi, Additional Director General, NCC Directorate Kerala and Lakshadweep with Manoj A, Vice President, Innovation and Development, Terumo Penpol gracing the event as the Guest of Honor.



## STREET DRAMA AT SREE CHITHRA THIRUNAL INSTITUTE FOR MEDICAL SCIENCES AND TECHNOLOGY

The students of University College Karyavattom organized a street drama at the hospital compound showcasing the importance of voluntary blood donation. The hospital authorities appreciated the street drama for its profound message and clinical execution.



# NATIONAL BLOOD DONATION DAY CELEBRATIONS TERUMO PENPOL AND KEBS AT VYLOPILLY

An awareness session was organized at Vyloppilly Samskruthi Bhavan for NSS Volunteers. The session was inaugurated by Mr. Baiju Chandran, Head of Programmes, Doordarshan Kendra, Trivandrum.

Dr. Gayathri A M, SCTIMST, conducted the session followed by setting up an action plan for college by Mr. Brahmanayagam.



## BLOOD GROUPWISE CRICKET TOURNAMENT

A Blood Groupwise Cricket Tournament was organized at Medical College Ground on the 22nd September. The tournament was jointly organized by Terumo Penpol and Sree Chithra Thirunal Institute for Medical Sciences and Technology as part of the National Blood Donation Day that falls on the 1st of October.

The tournament was played among groups pertaining to each blood group. The knock-out tournament saw the B group defeat the AB group by 4 wickets and with 3 balls

to spare, in a closely fought final.

Following the tournament, Travancore Cricket Club offered to donate 51 units of blood on the month of October expressing solidarity for our push for voluntary blood donation. The also pledged that these 51 will donate blood every 3 months.

N Santhosh, Vishnu Payyanat, Ranjin Dominic, Ajay Krishnan, Jobin, Umesh Babu, Sajith Babu, Praveen took part in the competition representing Terumo Penpol.



# “ERYTHRO 2.0”

## TERUMO PENPOL- COLLEGE OF ENGINEERING, TRIVANDRUM

As part of National Blood Donation Day, Terumo Penpol in collaboration with the NSS unit of College of Engineering Trivandrum organized the second edition of Erythro at College of engineering.

The two weeks event that began on the 1st of October until October 13th, saw various attractive activities to promote voluntary blood donation, such as awareness sessions at schools clubbed with painting and short story writing competitions, A flash Mob, live painting and logo revelation at Mall of Travancore, a cycle rally followed by sand art and street drama, Sky lantern

at the college campus, A Blood Donation camp and an awareness class at cotton hill, attracting students from various schools. In association with Erythro various online competitions were organized including Short Film competition, online poster making competition, troll making and Tik Tok.

The prize distribution was conducted on the final event. The final event was at College of Engineering, Trivandrum on the 13th of October; which was attended by students across Trivandrum.

On that day, various events were organized

ranging from Treasure Hunt to Persona.

The persona attracted a huge crowd because of its engaging and spontaneous reactions.

Through these events, the organizers could impact and give awareness on blood donation to students of more than five Government schools and ten colleges.

The Chief Guest for the closing event was Mr. Rajeesh G R, National Marketing Head, Terumo Penpol and NSS coordinator of CET, Mr. Bringle .



ERYTHRO Logo was revealed by live painting. Architecture students of college of Engineering did the vibrant and colourful live painting on canvas to spread the message and importance of voluntary blood donation among the crowd.



NSS volunteers of College of Engineering came forward with an energetic and high-powered flash mob which grabbed the attention of the people in the Mall of Travancore. Announcement of the schedule of ERYTHRO2.0 took place and the crowd supported them.



Terumo Penpol and the NSS unit in coordination with CET Cycling Club engaged a cycle rally from the CET to Thampanoor K.S.R.T.C bus stand to spread awareness among the common people. 20 riders took part in the rally and the flag off was done by Sreekaryam police station S.I. Aneesh Joy. All the riders rode the bicycle with bang on energy as even the rain couldn't stop them.



At 6 pm when riders reached the Thampanoor K.S.R.T.C bus stand the volunteers performed a power packed flash- mob which snatched the attention of the crowd.

### OCT 11

The scheduled programs at Shangumukham beach got cancelled due to heavy rain. The college bus started at 4 pm from college but as soon the volunteers reached the beach heavy rain started and hence they were unable to perform. So the program got reschedule to 12 OCT 2019.

### OCT 12

Around 20 volunteers reached at GHSS Cotton Hill School around 7:30 in the morning to conduct awareness class for higher secondary school students regarding voluntary blood donation. The program started with the welcome speech by CPO Vinukumaran Nair followed by inauguration by Gopakumar K, ADNO SPC Project Thiruvananthapuram. Felicitation speech was given by Carolin Joseph, HSS ACPO. Around 170 students from various schools participated in the awareness program. Many activities were conducted for them to make them more responsible and aware for the future. Students actively participated in activities like poster making, story writing etc. They were divided in groups each consisting of around 10 students. They also formed tableau showing the theme 'a blood donation camp'.



A blood donation drive was conducted at GHSS Cotton Hill in coordination with General hospital Trivandrum. Many youngsters showed up from across Trivandrum city to donate and the blood bank received around 40 donors. The blood donation camp was a great success since it helped to give a wider message to the youth.



Around 40 volunteers reached at Shangumukham beach by 3pm and mesmerised the tourists on the beach by sand art. They successfully conveyed the theme of 'Be a Donor, Be a Saviour'.



After sand art the volunteers showcased a street play in which a migrant labourer donates blood to a person in need giving the message that when we donate the blood we eliminate the line of caste, creed, gender.

Continued



A talk on blood donation was given by K.P Rajagopalan, president of Federation of Indian Blood Donors Organisation and general secretary of the All Kerala Blood Donors Society (KEBS), who had donated blood 99 times from college front. Around 150 students from college came to listen and got inspired by his informative talk.

Sulaimani night was organised after the talk. The sulaimani night created very positive and enthusiastic vibes among the students in the college. It attracted many students in and around the campus.



After the sulaimani night candle walk was organised from college front to college playground in which around 400 students took part and joined hands to spread the message of voluntary blood donation. K.P Rajagopalan, president of Federation of Indian Blood Donors Organisation and general secretary of the All Kerala Blood Donors Society (KEBS) led the candle walk. The whole college was gleaming with the soft light of candle.



When the candle walk reached the college ground around 50 sky lanterns were given to groups of students. After giving proper instructions and guidelines everybody lit the lantern and flew the sky lantern. It was a visual treat seeing the entire sky filled with lantern flying at the same time in the night. It added the beauty of the whole programme and event.

OCT 13



Final day of ERYTHRO2.0 started with event called the battle of bands. Many band teams from various colleges participated in this unplugged version of band competition. The event was judged by Krishna Jagadish, lead guitarist and Bharath H.S, bass guitarist who are currently working in band named 'Thekkan Chronicles'. The Band named A'Gain The Band bagged 1st prize worth 3K.



Treasure hunt was another highlight event on the final day. Many non cetians participated in the event with a team consisting of 5 members each for prize worth 5K.

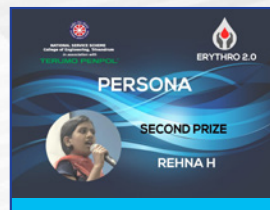


Persona was the attention and crowd grabbing event in the list of events. Around 30 participants from various colleges participated in the event for a prize money worth 5K. The event was so entertaining and engaging that the hall in which the event was happening got filled completely.

The day ended by screening of entries of online short film competition followed by closing ceremony. The Chief guest Rejeesh G R, National Marketing Manager, Terumo Penpol Private Limited addressed the gathering and the programme ended with the prize distribution and life saver award.



## Winners



Hearty Congrats to the winners of various competitions organized by TERUMO PENPOL and College of Engineering Trivandrum to promote voluntary blood donation

# NATIONAL BLOOD DONATION DAY CELEBRATIONS AT DEPT OF TRANSFUSION MEDICINE, GOVT MEDICAL COLLEGE HOSPITAL, TRIVANDRUM

October 1st is celebrated as National voluntary blood donation day in India to recognize and remember immense contribution in the field of blood donation made by Dr.J.G Jolly on his birthday. This year's state level program conducted at Government medical college, Thiruvananthapuram in association with Kerala State AIDS control society. The event was inaugurated by eminent personality Sri. T. K. A Nair I.A.S (Retierd Principal secretary and chief advisor to Prime Minister) and presided over by Dr. Sreekumar, Joint DME. T.K.A Nair IAS shared his experience in the field of blood donation. Dr. R Ramesh ,(Project Director KSACS) addressed the

audience about the theme of the day that is 'At least donate once in a lifetime '.Youth icon Yuvakrishna delivered a speech about role of youth in voluntary blood donation drive. Dr. Sharmad( Superintendent ,GMC Tvm) conveyed his experiences about the importance of blood transfusion in various clinical scenarios.

To raise the awareness of blood donation among young population Dept. of Transfusion medicine conducted a Poster designing competition for school students in the city. Baby Lakshmi Sarath (Sri Narayana Central School,Tvm) bagged the first prize in junior category and Gouri Lakshmi (MGM school,Tvm) secured the first prize

in senior category; winners are awarded certificates and Momentos at the function. Ten voluntary blood donors and two apheresis donors were honored at the ceremony for their selfless service. All the donors who donated on this day at blood bank (GMC ,Thiruvananthapuram ) were recognised by certificates and gifts, to acknowledge and encourage for further blood donation. To promote the public awareness about the need of Voluntary blood donation an awareness class was taken by Dr. Archana.K. A(Asst.Professer,GMC Tvm). Session concluded with a Vote of Thanks by Dr. Meena .D ( Head of the Department, GMC. Thiruvananthapuram).



## DEPARTMENT OF TRANSFUSION MEDICINE, GOVERNMENT MEDICAL COLLEGE, KOTTAYAM CELEBRATED NATIONAL BLOOD DONATION DAY

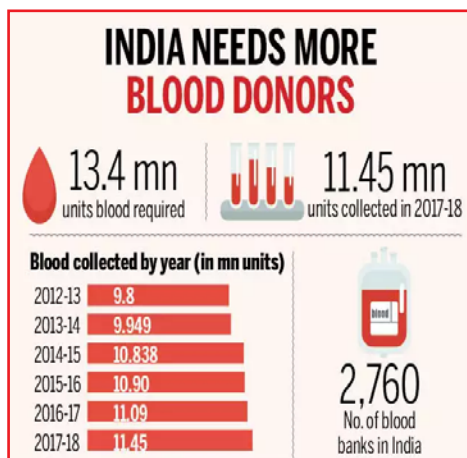
Department of Transfusion Medicine, Government Medical College, Kottayam is one of the blood centres in the state with an annual collection of 23000. The centre caters to the needs of population of central Kerala spanning Kottayam, Idukki ,Ernakulam and Pathanamthitta districts. The voluntary donor pool of Kottayam Medical College is huge including the NSS units of Colleges in the district and motivated vol-

untary donors who regularly donate blood in the centre. Around 20 regular voluntary donors, who have donated blood on a regular basis were honoured on National Voluntary Blood donation Day on Oct 1st 2019. The event was inaugurated by Dr Jose Joseph Principal, GMC Kottayam, presided over by RMO Dr Renjin R P, Dr Shankar Professor and Head Pathology and Dr Rajan Professor Dept of Pathology offered

felicitations. St Thomas College Pala, BCM College Kottayam, K E College, Mannanam, Govt ITI Ettumanoor and SB College, Changanassery were honoured for their valuable contributions in the field of Voluntary Blood Donation. The event was organized under the leadership of Dr Suma M S, HOD Transfusion Medicine, Dr Kala V L and Dr Chitra James.



# WORLD BLOOD DONOR DAY 2019: INDIA FACES SHORTAGE OF 1.95MN UNITS OF BLOOD



**How long can blood components be stored(in days)**

Whole blood	35
Red blood cells	35
Red blood cells with additives	35
Platelets	5
Plasma	365

1 pint (473 ml) of blood can save 3 lives

**MYTHS THAT KEEP ONE FROM DONATING BLOOD**

**Myth#1 IT CAUSES FATIGUE**  
**Reality:** Donors are given refreshments soon after. One can resume work after an hour

**Myth#2 IT REDUCES BLOOD IN THE BODY**  
**Reality:** Around one pint is taken. An adult has 8-12 pints of blood

**Myth#3 BLOOD DONATION IS A PAINFUL PROCESS**  
**Reality:** Only pain is of the needle pricking the skin



In the past few years, India has seen an improvement in the blood collection (from 9.8 million units in 2012-12 to 11.45 million in 2017-18). Despite this, India stares at blood shortage of a whopping 1.95 million units. Several myths keep people from not coming forward to donate.

## INDIA CAN REDUCE ITS LIFE - SAVING PLASMA DEFICIENCY

KOCHI: Blood transfusion services (blood banks) have the dual responsibility of providing both a sufficient blood supply and ensuring the quality and safety of blood for patients. Blood, being a perishable entity, has to be constantly replenished. This requires recruitment of new individuals as blood donors and their retention to constantly renew the blood stock. In most cases, blood is donated freely, but when the same blood is issued to the patient, an exorbitant amount is charged. Blood centres are selling freely donated blood and making money.

The charges levied are for processing of the collected blood into components like red cells fresh frozen plasma, platelets and cryoprecipitate, mandatory screening for the five most important transfusion transmissible diseases, storage of blood components at optimum conditions to maintain viability, and compatibility testing between the donated unit and recipient before issuing the same. The maximum amount that can be charged for issuing blood is stipulated in the guidelines issued by the National Blood Transfusion Council from time to time.

Blood banks in India are given license to function by the Drugs Controller General of India. The entire functioning of the

blood bank, including the personnel working, standard operating procedures to be followed, reagents and equipment to be used, its calibration, documents or records to be maintained are defined in the Drugs and Cosmetics Act 1940 and the license is issued only after a thorough audit of the bank. Guidelines for selection of blood donors, processing charges of blood and blood components, bulk transfer or issue of blood between banks is guided by the National AIDS Control Organisation. In short, no blood bank can take a decision on its whims and fancies.

Till recently, 100 per cent of plasma-derived medicinal products (PDMPs) were imported to India at exorbitant rates and hence inaccessible to the majority of patients. The National Plasma Policy was formulated in 2014, after a series of public interest litigations. The policy aims for making available adequate supply of high quality of PDMPs for clinical and therapeutic use at affordable rates in India. Plasma fractionation centres came up in Mumbai and Chennai under public sector, but the projects failed to take off due to flaws in operational and management systems.

The major hindrance was the availability of safe plasma as raw material consistently. The increasing volumes of surplus plasma

(fresh frozen plasma has a shelf life of one year) in the blood banks which has been tested and found safe can be best utilised for this. The National Plasma Policy enables mobilising of this excess plasma stocks from blood banks to plasma fractionation centres for productions of PDMPs, thus enabling easy accessibility and affordability. Stringent regulatory and legislative measures to ensure compliance and robust quality management systems are in place for plasma collection, transportation, processing, production and distribution of PDMPs along with rigorous penalties for unauthorized or irregular practices in plasma processing and delivery of PDMPs under the National Plasma Policy.

The goal is to achieve 80 per cent component preparation in the blood banks (current is only 40 per cent) within the next three years. The surplus plasma in the blood banks can be optimally utilised by plasma fractionation for the manufacture of life-saving PDMPs.

**(This is jointly written by Dr Amita R, assistant professor and Dr Sathyabhama S, scientist G, Department of Transfusion Medicine Sree Chitra Tirunal Institute for Medical Sciences and Technology Trivandrum)**

Source: The New Indian Express

# RAJASTHAN MAN WHO DONATED BLOOD 130 TIMES IS HALE & HEARTY



JAIPUR: Madan Lal Bairwa, a 74-year-old person from Baran, thinks that he can donate blood several more times. But, the rules do not permit him for doing so as he is well above 65. But, he is ready to help blood bank officials in Baran in encourag-

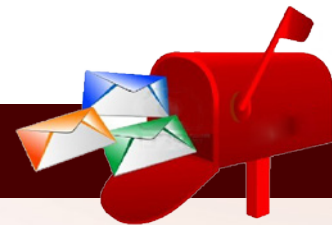
ing others to donate blood in camps organised on World Blood Donor Day (June 14). He spent his whole life in donating blood or loading and unloading grains from trucks in grain mandi in Baran. He is the person who has donated blood 130 times, probably no other person in the state has achieved the feat.

"I never felt weakness after donating blood. My job was to carry heavy sacks on my back and to load them into trucks and I have to unload them too. But, donating blood several times, did not affect my work," he said. He has been awarded at state level for donating blood. "In 1980, I donated blood for the first time. It was a person who required blood transfusion after he met with an accident. At that time, there were no blood banks available, so I decided to help the person," said Bairwa. After that he became a popular person in the area. "Whenever, someone requires

blood transfusion, they called me for donating it. I never refused to donate blood to anyone. There were times when I donated blood within a gap of 20-30 days," said Bairwa. He is happy that he does not have any lifestyle disease. "I do not have diabetes or hypertension or any other disease, which makes me ineligible for donating blood. But, it is my old age, which makes me ineligible for donating blood," he said. From the same city of Baran, 48-year-old Kushal Pal Prajapati, is always in demand. He has AB negative blood group, which is quite rare. "I have donated blood 67 times. I do not donate blood in camps. As I have a rare blood group, blood banks call me to donate blood whenever requirement comes," said Prajapati. He said that he had gone to AIIMS, Delhi, Kanpur, Kota, Jaipur and several other cities to donate blood as his blood group is quite rare.

Source: Times of India

## Letters to the editor



Hello, Baby san

I always enjoy reading BLOOD LINE. I am glad to see that a lot of nostalgic faces are published this time too. And everyone seems to be in good spirits and looking well.

Best regards,

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

Thanks for sharing!  
Very informative!

**Jenny Nikaido**  
Senior Paralegal / Government Affairs  
Analyst, Terumo BCT, Inc.

Thank you for sharing information. Very interesting!

Best Regards,

**Tadahiro Motomura, Ph. D.**  
Senior Manager, I&D  
Terumo BCT Vietnam

Thanks for sharing the BLOODLINE latest issue. The articles and pictures published are helping to motivate the Donors and organizations. Among them the article titled 'Strategies of Awareness and motivation of voluntary blood donation' is very nice and good article for the blood donor motivators. Thank you.,

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

Good work, as always.  
Very informative newsletter.  
Thanks and Regards

**Siji Nair**  
Managing Editor  
EXECUTIVE KNOWLEDGE LINES

Dear Baby-san,  
Thank you for sharing a wonderful news with us as always.  
TC has been seeking for a way to create a worldwide campaign of blood donation within the Terumo Group, and it's very nice that we can see TPPL initiatives through the article.  
Maria (as Cc'd) and I will arrange to post this to our Global Intranet soon.  
Thank you and best regards,

**Okumura Akie**  
Corporate Communications Dept.  
TERUMO CORP

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TRIVANDRUM Ph: +91 9562230001