

# BLOOD LINE

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Women are the strength of a family, a nation and in fact the whole world. Still they are restrained from many activities and opportunities in several parts of the world including our country. In this 21st century women are loosening themselves from these restrictions and are coming forward as frontline warriors. In the context of blood donation also this awakening is essential as they act as the potential reservoirs of unmet blood needs in the country. Women seems to be willing to step forward for voluntary blood donation in spite of the limitations they are facing to fulfil the eligibility for blood donation. Especially in Kerala where the literacy is unbeatable without any gender barrier and women are almost abeam with men in gender equality, still the women blood donations are not as per expectations.

## Reason for women getting deferred during blood donation.

The most common cause of donor deferral is low hemoglobin values. Due to the menstrual cycles, pregnancy, lactation and last but not the least inappropriate nutrition, women always face the stunted levels in hemoglobin. From my experience, apart from low hemoglobin, many young female donors were mostly deferred because of low body weight hypotension and anxiety. The deferral rates were found to be higher in 18 to 25-year age group due to above reasons. Among elder females the common causes of deferral were found to be low hemoglobin, hypotension, endocrine disorders (esp. thyroid) and menstrual irregularities.

## Comparison of Kerala statistics to Indian Statistics in female blood donation.

According to data from a tertiary care center in Trivandrum, the annual female blood donation rate ranges between 17 to 23 percent when compared with the national average of 5-6%. This is undoubtedly a benchmark for our State and is undeniably achieved because of our State educational curriculum and NGOs working for voluntary blood donation.

## Rome not built in a day! How this achievement!?

The first thing I would like to put in limelight is our hardworking NGOs working for uplifting the voluntary blood donation program. They are our fuel and energy constituting a family of regular blood donors and motivators, to run the voluntary blood donation task in day-to-day life. Secondly, the doctors, technicians and medico-social workers who educate the society on the importance of voluntary blood donation and

making each blood donation a pleasurable experience. Thirdly the schools and colleges who make the future of the nations, the youngsters, should be made aware about this national program and making blood donation a habit in their lives as well as motivating their family and friends to be the part of this altruistic venture.

## Strategies for Women empowerment in blood donation

1. Motivation to donate blood among the women population and among blood donors

2. Donor retention and improving rate of return after the first donation

### 1. Donor Motivation:

Kerala State is always in frontline for women empowerment by various means like Kudumbashree, Nirbhaya, etc are being praised worldwide. So why not empower them in the voluntary blood donation too? They are the forgotten army that can be trained to defeat the war of blood shortage faced in our country. Here plays the role of NGOs and NSS student volunteers who can bring forth them to the blood donation line. As mentioned above, the correctable step for low hemoglobin and low body weight is through appropriate nutrition. Steps are to be taken adequately to eradicate the anemia related to inappropriate nutrition and strengthen our women army. Not only the females, but males of the family also need education on voluntary blood donation and its benefit to aid these women to come forward.

### 2. Donor Retention:

A mere one-time donation is sufficient to meet our blood demands. For this repeated stimulation and motivation, the forum of Social media groups or formal meetings are essential to run the blood donation drive. Felicitating the women blood camp organisers and female blood donor in public functions implants confidence in themselves and inspiration for other potential female donors. "As mother as daughter" phrase should also encourage future blood donations as well. A Women's Day celebration should not be the only platform for female blood donation empowerment and this should be a regular event throughout the year.



**Dr Gayathri A M**  
Senior Resident  
Bangalore Medical College  
& Research Institute

# World Health Day Celebrations Organized by TERUMO PENPOL

Terumo Penpol West Sales Team led by Panduraj Tungenwar, Regional Sales Manager & his team Amol Phirke-Sr.ASM Pune, Ajinkya Adarkar-ASM-Mumbai, Vivek Kapse-Asst. Sales Manager-Nagpur celebrated World Health Day on 7th April 2021 by arranging blood donation drives in selected blood centers for Single Donor Platelet Donation. 13 Blood Donation camps were organized, and 91 Single Donor Platelet donors donated. Because of Covid, Donors are not coming for donation & Blood Centers face shortage of blood in most of the cities. West Sales team worked with few important blood centers in few cities to create awareness on blood donors for whole blood donation, Single Donor Platelet & Convalescent Plasma to bridge gap of the blood shortage in that cities by arranging the camps.

**Proud of you Panduraj and team !** Keep up the good work! Thank you so much for taking the time to to organize the blood donation drives.





## As part of World Health Day, TERUMO PENPOL Delhi had organized a Mega Blood Donation camp with AIIMS Delhi , AIIMS Jhajjar and Samarpan Blood bank Agra .

At Samarpan Agra 200 units were collected , AIIMS Jhajjar -19 units were collected, AIIMS Delhi is running donation drive on daily basis .



## World Health Day Celebrations -Webinar on Voluntary Blood Donation organized by College of Engineering ,Trivandrum

A webinar was organized on the 7th of April by the College of Engineering, Trivandrum on the Topic “Voluntary Donation and how to prevent anemia”. More than 100 students participated in the event. Mr.K P Rajagopalan, President ,FIBDO and Vice President ,KEBS was the was the faculty for the webinar.

# International Women's Day Celebrations organized by TERUMO PENPOL

## Blood Donation Camp at BBF

As part of International Women's Day celebrations, a Blood Donation Camp was organized at the Blood Bag Factory.

**This is the first blood donation camp happening at the factory premises after the Covid19 pandemic broke out on March 2020. 48 associates attended the camp of which 32, including 6 lady associates donated blood.**

The organizers greeted the women associates at the gate and gifted masks to them in association with the "From the Heart" campaign; an initiative by Terumo Blood Cell and Technologies to encourage Voluntary Blood Donation among its associates. Apart from the masks, all associates were given sweets from the canteen as part of the International Women's Day.

The RCC blood bank team expressed their delight to have conducted the camp and was glad to see the enthusiasm of our associates in organizing and participating in the camp. They were expecting a total count of 25 donations but was surprised with the great turn out.

Our special appreciation goes out to Ms. Anjana (daughter of Vilappil Radhakrishnan, our Senior Associate) for joining us for the camp to donate blood.







## International Women’s Day Celebrations organized by TERUMO PENPOL in association with KTU

A blood donation camp was organized at Sree Chitra Thirunal College of Engineering in association with Sree Chithra Thirunal Institute for Science and Technology Blood Bank. 28 students donated at the camp.

A webinar was organized on the 8th of March by the Kerala Technical University on the Topic “How to promote Apheresis Donation and how to prevent anemia”. More than 250 students participated in the event. Dr.Amita R ,Asst Professor, Dept of Transfusion Medicine, SCTIMST was the Faculty.



## International Women's Day Blood Donation Drive

Penpol WEST Sales Team led by Mr. Panduraj Tungenwar Regional Sales Manager-West Part of India & his team Mr. Amol Phirke Sr. ASM-Pune, Mr. Ajinkya Adarkar ASM-Mumbai Mr. Vivek Kapse Asst. Manager-Nagpur & Mr. Prit Shah Sr.ASM-Gujarat celebrated 8th March 2021 International Women’s Day by arranging blood donation drives & creating awareness in women for voluntary blood donation.

On this day 112 Blood donation camps were organized in states like Maharashtra, Goa, Madhya Pradesh, Chhattisgarh & Gujarat. Every blood center celebrated International Women’s Day and conducted awareness program & Blood Donation Camp within the blood bank premises.

Awareness created in over 2200 women for voluntary blood donation along with that collected more than 1500 blood units.



# Blood Donation in the West Region – Organized by the Commercial Dept. led by Panduraj



KEM Hospital-Pune

Pravara Institute of Medical Sciences, Loni

Sahyadri Hospital- Pune

Mangeshkar Hospital- Pune

Mangeshkar Hospital- Pune





Govt Medical College-  
Bambolim ,Goa

North District Hospital- Goa



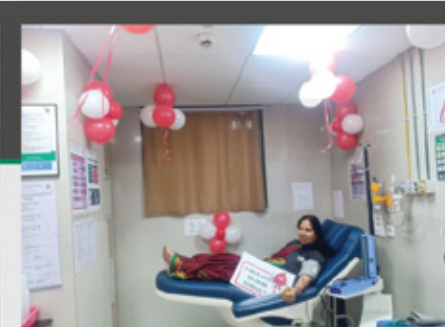
District Hospital Blood Bank-  
Mapusa, Goa



Dattaji Bhale Blood Bank-  
Aurangabad

Rajarshi Shahu Blood Bank-  
Kolhapur

Late Balasaheb Dade Lion Blood Bank-  
Kolhapur



MGM College &Hospital- Aurangabad

Jankalyan Blood Bank- Pune

Bharati Hospital- Pune





Lions Blood Bank Aurangabad



Aurangabad Blood Bank Aurangabad



Vaibhav Lakshmi Blood Bank - Kolhapur



Ruby Hall Clinic- Pune



Chidanand Blood Bank- Dombivli



TERUMO TECHNOLOGIES



NH SRCC Hospital- Mumbai



Jupiter Hospital- Thane



Sankalp Blood Bank- Kalyan



Damani Blood Bank- Solapur



Akshay Blood Bank- Solapur



Athar Blood Bank- Solapur



## Obituary

Baiju Nellimoode, a devoted blood donor, who donated blood 150 times passed away on the early hours of May 18th at a private hospital in Trivandrum.

Baiju ,an electric shop owner was a patron for voluntary blood donation over the last thirty years along with other charitable activities. He was associated with Terumo Penpol since it began its interventions in the field of voluntary blood donation. His 150th donation was on March 31st. He is one of the Executive members of Kerala Blood Donors Society(KEBS) that organizes more than 200 blood donation camps every year. The major contributor for KEBS is our organization.

Baiju is also the convenor of the “Annam Amrutham” program that feeds the bystanders at Regional Cancer Center, Trivandrum. He also motivates his son Nanda kishore an Engineering post graduate and Student studying in Italy to donate blood who has donated blood 12 times in a span of 4 years.

He said his self-confidence and belief in helping others increases every time he donates blood, which he has done 150 times in the last 34 years. Incidentally his son also donated blood at Italy during his 150th Blood Donation. After his 107 th whole blood donation he become an Apheresis Donor.and started promoting Apheresis donation.

Losing someone so dear is devastating, and no words can ever really relieve that pain. We may know that death is a part of life, yet it's never easy to lose someone. We are so very sorry for the loss of Baiju whom we know was a bright spot in our life.



Dear Sir,

Its always a pleasure to receive the news journal from you so regularly. You all are doing great work. I have been a regular blood donor since 1976 and have donated blood more than 85 times.And have been covered by all the leading mags and newspapers of India. Have been awarded by AIIMS, Delhi State and several other bodies. In case you ever want me to motivate any group, please feel free to call me for the day/event

Regards,

**Keshav Chandra**

Former Railway Board Member & Ex- Officio Secretary to the Government of India , Former Chairman RITES,Former Indian Railway Adviser, Berlin (For Europe) , Advisory Board, Indian Infrastructure Logistics Federation of India,Founder Member of Defence Infrastructure and Planning Council, Fellow of the Institution of Engineers, Member of the Indian National Academy of Engineers, Fellow of the Indian Railway Steam Society  
Mobile: +91 9717111362  
e-mail: keshichandra@yahoo.com

Dear Baby,

Grateful thanks to you for publishing the article by Patrick on the cover page. Your continued support in all the different ways we engage (donor recruitment, media work for awareness), means a lot to us!

Warm regards,

**Shalini Gambhir**

Lead - Partnerships, Patient Programs & Special Projects  
DKMS BMST Foundation India  
723, 2nd floor, Chinmaya Mission Hospital road,  
Indiranagar 1st stage, Bengaluru.  
Hello Baby san

Thank you for sharing the Bloodline Journal, as usual.  
Please be extra careful about COVID19 !!!

Best regards,  
Y. Kimura  
Director, ASC/TC

HOLY MOLY, Baby!!! Look at those donations to finish the year off!!!

Well done!! Makes me proud to work for a company like Terumo.

**Carly Newton**  
Global Commercial Training Manager  
TERUMO Blood and Cell Technologies

Dear Ms. Baby,

Received the latest copy of Bloodline Journey. Happy to know that TPL's blood donation campaigns are going from strength to strength.

Kind regards,

Dilip Varma  
HR Consultant

Letter To  
The Editor





# HEROINES



**HEARTY CONGRATULATIONS** to Dr. Shaiji P S, Asst Professor ,Dept of Transfusion Medicine, Govt Medical College ,Trivandrum for winning the prestigious J. R. JOLLY AWARD.

This award was meant for the medical personnel who have established innovative ideas in their research work of high standards and for the most outstanding motivational work in the field of voluntary blood donation.



**HEARTY CONGRATULATIONS** to Dr.Amita R ,Asst Professor, Dept of Transfusion Medicine, SCTIMST for bagging following two awards :

1. Prem Nazir Suhruth Foundation "Vanitha Sreyas Puraaskaram": for contributions in the field of Voluntary Blood Donation
2. All Kerala Blood Donors Society: Recognition for her contributions during the time of the COVID-19 pandemic



**HEARTY CONGRATULATIONS** to Dr Chitra James Asst Professor ,Dept of Transfusion Medicine, Govt Medical College ,Kottayam for bagging H.D. Shoure Award.This award is in the memory of Late Sh. H.D. Shoure who made invaluable contribution for blood safety.

This award will be presented to Young Scientist below the age of forty who has made innovative ideas/ research in the field of Transfusion Medicine, newer technique for effective donor motivation .

## Baby P S, In Charge (PR&CSR ),TERUMO PENPOL has been recognized for her contributions in the field of Voluntary Blood Donation from 5 Institutions on this International Women's Day:

1. Project C.U.R.E: International Women's Day award for the great results in creating awareness of blood in the communities across India
2. Junior Chamber International – Lifetime Excellence Award
3. Prem Nazir Suhruth Foundation "Vanitha Sreyes Puraaskaram": For contributions in the field of Voluntary Blood Donation
4. All Kerala Blood Donors Society: Recognition for arranging blood for needy patients during the time of the COVID-19 pandemic
5. Ms. Elizabeth, the Chief Manager of State Bank of India: recognized Ms.Baby P.S. with a memento and certificate for arranging blood for needy patients.

Baby P S stated "All this is possible only because of the humane side of Terumo Penpol. If it did not have any obligation towards the society, I wouldn't be able to do what I had been doing. In fact, these awards are a testimony to Terumo Penpol and its social activities".





# Maintaining Safe Blood Supply during COVID-19 Pandemic

How Our Blood Centre Faced the Challenge- Dr. Amita R, Assistant Professor, Dept of Transfusion Medicine, SCTIMST sharing her experience

Our blood centre adopted the policy of 100% voluntary blood donation from October 1, 2016. All the blood requirements of our patients were met through outdoor blood donation camps and walk-in of regular voluntary blood donors. The first case of COVID-19 in India was reported from Kerala in January 2020. Our hospital admissions and surgeries continued undisturbed during this time. On March 10, 2020, Kerala government announced closure of all schools and colleges due to rising COVID-19 cases, which was the first set back to our outdoor blood donation camps. In house walk in for blood donations substantially reduced, but we still managed to maintain sufficient blood inventory by organising outdoor camps with the help of various government and non-governmental organisations. On 23 March 2020 a 21 day nationwide lock down was announced, exempting hospital services. Even though there was a reduction in the number of in patients and elective surgeries, emergency admissions and surgeries continued demanding blood. Outdoor blood donation camps came to a standstill. We had to go back on our policy of 100% voluntary blood donation to accepting replacement blood donors to maintain our blood inventory.

Blood is a perishable substance with a short shelf life and stocks have to be constantly replenished. COVID-19 infection among health care workers and subsequent quarantine of many others during this time resulted in cancellation of many procedures and surgeries, creating a Catch-22 situation where the precious blood collected was at risk of getting expired. We worked together with nearby blood centres and released all near expiry blood units. The declaration of many hospitals as COVID hospitals aggravated the fear among blood donors to come to blood centre for donation. The oft repeated query when our regular donors were contacted for blood donation was about the possibility of getting COVID -19 infections by coming to our hospital. Further there was closure of all establishments and suspension of transport facilities to curb rising COVID-19 cases. The donors who were willing to come forward for donation were also unable to come due to traffic restrictions and associated rigorous checking.

To allay the fear of our donors and ensure safety of the blood donor, blood centre staff, and environment, we discussed and formulated standard operating procedures for in house blood donations. Blood centre staff was divided into three groups and worked as mutually exclusive groups in the donor area and blood processing and issue area. One group was asked to stay safe at home and report for duty in case any staff turned COVID-19 positive or had to go for isolation. This was rotated on a weekly basis. This ensured blood centre work could run uninterrupted. While on duty, all blood centre staff was instructed to wear gloves and face mask and use alcohol based sanitisers frequently. Appointment slips detaining time and date for donation was messaged to individuals who expressed willingness to come forward for blood donation. This helped in to avoid crowding and also to produce before officials managing traffic regulations during triple lockdown. Mandatory wearing of facial masks covering nose and mouth, temperature checking, use of hand sanitizers and restricting entry of individuals self-declaring for any COVID-19 infections or contacts with COVID-19 infected individuals in last 28 days was ensured. In addition, residents from COVID-19 containment zones were also restricted. A maximum of 10 donors were allowed inside the blood centre at any given time. Seating arrangements with social distancing was made in the reception of our blood centre. Disposable cups were kept for drinking water. After the donor questionnaire was filled up, counselling and medical examination proceeded in the usual way. All individuals with symptoms suggestive of covid-19 infection were deferred from donation for two weeks. Donation couches were disinfected using 1% hypochlorite after each donation. Refreshment room only two donors were allowed at a time and seated with social



**Dr. Amita R**  
Assistant Professor

distancing. Donors were encouraged to report back, if they experienced any symptoms of COVID-19 infection within 14 days of donating blood, in addition to the routine post donation instructions. Mopping of the floors in the donor area and donor seats with 1% hypochlorite was done at regular intervals. Most of the communications regarding blood availability, date and time suitable for donation was carried out telephonically.

The NACO issued COVID-19 interim guidelines for Blood Transfusion Services on 25 March 2020 permitting conduct of blood donation camps following all precautions of social distancing. We discussed and again formulated SOP for conduct of outdoor blood donation camp. Since many of our patients are from outside Trivandrum district, we could not depend solely on replacement donations to meet the blood demand. Kerala Blood Donors Society (KEBS), our supporting partner for VBD camps came forward to organise a camp. The first camp was conducted in the mobile blood van. Since the camp was organised in the wake of rising COVID-19 cases, all the staff wore personal protective equipment for safeguarding themselves. At a time only two donors were permitted inside the van for blood donation. Even though the waiting time was high, public understood the concerns and supported us. Even though donor turnout was low in the initial camps, slowly we could organise more blood donation camps and motivate our donors to come forward for blood donations at regular intervals.

On 14th June 2020, we celebrated World Blood Donors day offering our token of appreciation to our real superheroes who supported us during our period of crisis either with regular blood donation or organising blood donation camps. From April to December 31, 2020 we were able to organise 17 voluntary blood donation camps. A few awards came our way further motivating us to continue with our efforts in the area of voluntary blood donation.

The period of crisis also pushed us to explore alternatives to allogenic blood transfusion in the form of autologous blood deposits for elective surgeries, intra-operative autologous collection and transfusions and implementation of individualized patient blood management plans to minimise requirement of allogenic transfusions.

Fast forward to 2021, when we were thinking the crisis is finally over and we can switch back to 100% voluntary blood donation, comes another crisis in the form of COVID-19 vaccination for otherwise healthy general public, because COVID-19 vaccination renders the individuals ineligible for blood donation for 28 days. But as Ada Adams said, 'There is a light at the end of every tunnel. Some tunnels just happen to be longer than others.' This crisis just got a little longer.





Our special appreciation goes out to **B Radhakrishnan, General Secretary of PPEU** for motivating his daughter **Ms. Anjana** to donate blood on International Women's Day.



**Balaram K, Technician Electrical Grade(2),TERUMO PENPOL** along with his daughter **Sarada Balaram** donated blood at **Sree Ramakrishna Charitable Hospital Blood Bank**.

Balaram K, Technician Electrical Grade (2) along with his daughter Sarada Balaram donated blood at Sree Ramakrishna Charitable Hospital Blood Bank. **We are proud of you Balaram!** not only for your donation but for inducing this culture in your family. Terumo Penpol has been pious in the field of voluntary blood donation since its inception and the dedicated efforts of its associates is a testimony of that culture.

**Coincidentally the blood was collected in our own Blood bag.**



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