

BLOOD LINE

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Voluntary non-remunerated blood donation- “An Approach for sustaining and saving life”

Blood and blood products are a unique and precious resource because they are obtainable only from individuals who donate blood or its components. Most countries urgently need a substantial increase in the number of people who are willing and eligible to donate blood in order to ensure a stable supply of safe blood and blood products that is sufficient to meet national requirements.

■ Strategies to increase voluntary, non-remunerated blood donations:

Strengthening systems is important to meet the blood requirement through which the recruitment and retention of voluntary, non-remunerated blood donors can be easily accessible in order to ensure safe and adequate blood supplies. Regular donors tend to be particularly responsive for donations during blood shortage and in emergency situations as they have already expressed a commitment to voluntary blood donation. Maintaining a good rapport with all blood donor associations and various NGO's plays a major role to promote voluntary, non-remunerated blood donations.

Blood Centers must develop strategies and incentives to retain donors such as a shorter waiting time, more personal attention, entertainment, enhancing blood donor satisfaction, minimizing adverse reactions of donation and offering a convenient and accessible place to donate.

Initially in our Blood centre Family/replacement donors were more, thus they provided blood only for individual patients when requested, due to which blood requirement was not met. The blood given to patients will not necessarily be replaced in the same quantity of issue is yet another reason for inadequate blood supply. Hospitals that are dependent on replacement donors are rarely able to maintain a sufficient stock of blood to meet the transfusion needs particularly in emergency situations or for regular transfusions.

To achieve 100 % voluntary blood donation in each Blood centre is a big deal. At the same time we need to overcome the difficulties we are facing during each campaign which helps us to recruit and retain voluntary blood donors. To tackle our requirements, we started in house and outreach blood donation campaigns. Initially we had only 50% of voluntary blood donation, later on which marked up a rise to 80% of voluntary blood donations within 1 year.

The issue of effective donor communication strategies and educational materials is closely linked with donor retention. Inadequate information leads most people to simply remain unaware of the blood transfusion service and the need for blood donation. So, we should provide awareness classes to public through offline/online mode. Also, after each blood donations attractive “Thank you messages could be sent to all the blood donors with reminders of the next due date for donation”. This will help to motivate them to become volunteers themselves for next donation.

■ The role of voluntary blood donors in Single donor platelet donation

Donor recruitment for plateletapheresis to meet the huge demand from the clinicians was not an easy task. However constant counseling of patient's relatives and friends and motivation of the staff helped us to achieve the goal.

The main hindrances faced during donor recruitment were:

- The people who would come to donate were totally ignorant about the procedure
- When explained about the procedure, the donors were usually unwilling to volunteer for platelet donation because it is time consuming (ranges from 60 min to 120 min)
- Donors were apprehensive regarding the remaining blood components being transfused back. They were afraid that it might carry infections
- Donors were also apprehensive regarding lowering of their own platelet count after donation and feared that it might lead to bleeding.

The above observations led us to think that most blood donors were unaware of SDP donation and plateletapheresis procedure. Hence, motivational activities should be directed towards platelet donation also. Plateletapheresis is a need-based procedure and hence platelet donations cannot be accepted randomly at any time.

However, voluntary blood donors can be targeted and motivated to donate SDP whenever required. The advantages of platelet donation over whole blood donation should be stressed upon. The regular voluntary blood donors should be made aware that there is no or minimal blood loss in this procedure and they are fit to re-donate whole blood after 1 month.

It should also be highlighted that “this procedure yields a higher quality product, reduces multiple donor exposure and causes fewer donor reactions due to return of fluid”. This is usually done in most of the centers practicing plateletapheresis.

However, without any long-term planning to recruit donors of tomorrow, a culture of voluntary blood donation in the community cannot be developed. Thus, short term and long-term programs should go hand in hand. Such kind of long-term strategies, if incorporated in routine donor motivational programs, will help to enlighten the people regarding the procedure of plateletapheresis and also help the transfusion service to acquire SDPs when required.



Dr. Anu Thomas
Incharge-Blood Centre
Meitra Hospital

We are pleased to share that The Week has published the opinion piece titled, “Public-private partnerships in health care can catalyse positive development outcomes” jointly written by Chetan Makam (Managing Director, Terumo Penpol Pvt. Ltd) and Sampath Kumar (IAS, Principal Secretary, Health & Family Welfare Department, Government of Meghalaya).

Public-private partnerships in health care can catalyse positive development outcomes India faces a perennial mismatch between the demand and supply of blood.

The pandemic has underscored the importance of robust health care systems for social and economic wellbeing. Learnings from this pandemic should be actualised to address the existing barriers to prepare our health systems for future contingencies.

Access to a safe and sustainable blood supply is one of the key elements that enable the functioning of a robust health care system. Blood and blood components are indispensable for elective and emergency surgeries, cancer patients, thalassemia and for post-partum haemorrhage (PPH) to name a few chronic needs.

India has faced a perennial mismatch between the demand and supply of blood. Calibrating as per the World Health Organisation's (WHO) guidelines for self-sufficiency in blood, India was short of 1.1 million units in 2018-19. With India's high burden of blood disorders like thalassemia and sickle cell disease, and the seasonal demand surge as seen with dengue this year, a sustainable blood ecosystem is a basic need for a healthy population.

Apart from its requirement for a robust health care system, the lack of access to safe and sustainable blood supply also hinders sustainable development goals. Blood supply barriers affect health and adversely impact education, employment and other determinants of citizens' wellbeing. Consequently, on an aggregate scale, constrictions in the supply of blood affect the realisation of health-related developmental agendas and other policies that deal with poverty alleviation, gender equality and social inequalities.

Inadequate infrastructure, low voluntary blood donation rate, a small donor base and a lack of alignment towards voluntary blood donation create a vicious circle that plagues various states' blood ecosystems; Meghalaya is no different. The acknowledgment and resolution of these barriers can potentially catalyse positive development outcomes for the states.

In India, the governmental response to Covid-19 has been efficiently supported by robust public-private partnerships. Building on past experiences, there is a need to continue strengthening public-private partnerships in health care beyond the pandemic. Effective collaborations between the government and the private sector can improve accessibility, affordability and efficiency of health systems. Particularly increased penetration of the private sector into the blood ecosystem of states can help alleviate some of the barriers.

A major challenge for public-private partnerships to address in this domain would be catalysing a behavioural change towards voluntary blood donation. Sustained awareness campaigns regarding the various facets of blood donation should be a priority. At times, driven by bias or just due to lack of information, people fall prey to popular myths like blood donation causes weakness, donating blood is painful, or an individual can donate blood just once in their lifetime. Additionally, more people need to be aware that regular blood donation may be beneficial to themselves. However, the most prominent reason for voluntarily donating blood should be that one unit of donated blood can save up to three lives. There is no greater feeling than knowing that one has given the possible gift of life.

The synergy of the technical expertise of the private sector with administrative support from the government would allow the deployment of multiple strategic pillars for steering people towards increased voluntary blood donation. Dissemination of multilingual sensitisation resources through community health workers could be an efficient way to mobilise grassroots awareness. Further, the private sector's



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expertise could be leveraged to optimise existing databases of blood banks. While converting replacement donors into repeat voluntary donors is pivotal, the thrust should also be to cultivate community champions to drive behavioural change. In that vein, targeted youth outreach to schools and colleges would also ensure that the upcoming generations are aligned to the philanthropic cause of blood donation.

India's increasing trauma and surgical needs coupled with high prevalence of blood disorders and communicable diseases and high incidence of maternal mortality mean that an effective and well-functioning blood system is the need of the hour. Improving blood adequacy, safety and availability would aid the efforts of states like Meghalaya to curtail MMR, HIV and syphilis along with easing the lives of people who require regular or emergency blood transfusion services.

An underdeveloped blood ecosystem is a limitation for health and development aspirations. Encouraged by the pandemic, public-private partnerships can work complementarily to strengthen the various facets of our health care systems. However, the effective mitigation of many of the perennial issues of our blood ecosystem needs to be simultaneous from the collective action of government, private entities and the citizenry. While such collaborations are a perfect avenue for the government and private entities to leverage each other's strengths, we encourage citizens to also be the agents of change by dispelling myths and embracing the altruistic motive behind blood donation.

International Women's Day celebrations organized by TERUMO PENPOL

Bangalore

TERUMO PENPOL commercial team at Bangalore organized two female donors blood donation camps at Kasturba Manipal Medical College and Rashtrorathana Blood Center, Bangalore.

75 female donors donated blood at Kasturba Manipal Medical College and 50 donors donated blood at Rashtrorathana Blood Center.

Even though the registrations were double than actual contributions, but due to low hemoglobin and because they were underweight, only 50% of the people who registered could donate blood.



Guwahati and Shillong

TERUMO PENPOL organized 4 blood donation camps at Guwahati and Shillong and 115 donors including Female and Male Donors donated blood



West Bengal

TERUMO PENPOL in association with Health Ray organized one Voluntary Blood Donation Camp with Kothari Medical Center in the remote village of North 24 Paraganas, West Bengal, Place called Jatragachi Paschim Para. Almost 100 donors were registered for the camp. But only 40 Donors could donate blood.



Trivandrum

As part of International Women's Day TERUMO PENPOL in association with LBS college of Engineering organized a blood donation camp on March 8, 2022 at LBS College of Engineering. 72 lady students registered for the blood donation camp. But we could collect blood only from 30 donors.

A women's-only blood donation drive was organized to educate the students in its importance and value. In the run up to the camp, student volunteers from the LBS college for over a week, were educating and encouraging the lady students to come and donate blood.

As a result, over 72 women registered their names. After going through medical screening, a total of 30 women and girls donated their blood.

The NSS Program officer hope to organize such blood donation camps as often as possible and continue to play their role in society to help educate and raise awareness around public health issues.



TERUMO PENPOL's 100 Days Blood Donation Campaign -Recognizing the Donors

As part of hundred-year celebrations, Terumo Penpol organized a string of events that included a gala event followed by blood donation camp and patient's day (distribution of 100 healthcare kits to bed-ridden patients). An announcement was made on that day pertaining to blood donation, which was the beginning of a 100-day blood campaign, where at least one associate from the Terumo Penpol will donate blood at Regional Cancer Center for the next hundred days. Though this looks an easily achievable task, we should remember that this occurred when the pandemic was at its peak. For the cause, our associates pooled in family members and consistently donated blood at the blood bank in RCC. Between September 17 to January 14, 278 Associates from Terumo Penpol donated blood at Regional Cancer Center Blood Baank.





On April 12th, a felicitation function was organized at the Blood Bag Factory of TERUMO PENPOL to commemorate the organizers and donors. The event was inaugurated by Dr. Vijayalakshmi, Assistant Professor, HOD, Blood Bank, Regional Cancer Center, Abraham Mathew, Vice President, Manufacturing, SLT members, the steering committee members, and union representatives participated in the event.

Inaugurating the event, Dr. Vijayalakshmi congratulated the organization for the dedicated efforts in the field of voluntary blood donation. She also touched upon the longstanding relationship between Penpol and the Blood Banks in Kerala which is rooted on the quality and service of its products.

Felicitating the event, Abraham Mathew, VP (Manufacturing) shared his message - "Owing to your contribution to the blood donation campaign, I present to YOU with all pride a token of our gratitude for your compassion and your commitment towards our organization and the community. It is because of associates like you we are able to support the community and also maintain the quality of our products. Due to your contribution, we are in the forefront of Voluntary Blood Donation and plenty of people are benefitted because of your contribution. We encourage you to continue your support and at the same time keep following public health guidelines and stay healthy."

MEGA BLOOD DONATION CAMP AT AIIMS

All India Institute Of Medical Science (AIIMS), Delhi, organized 'Mega Blood Donation Camp on Friday, as a part of 'Azadi Ka Amrit Mahotsav' on 25th February 2022 from 8 am to 4 pm at Community Center.

This event was organized in collaboration with Border Security Force (BSF) . 2500 collections were done in a single day . This was one of the biggest donation drives in India. BSF Inspector General ADM Ravi Gandhi, Director-General of Indo-Tibetan Border Police Force (ITBP) Sanjay Arora, and DG of Narcotics Control Bureau (NCB) SN Pradhan were also present along with AIIMS director Randeep Guleria. Thanks to Mohammad Zafar and Ashit Singh for supporting the event



World Health Day Celebrations organized by TERUMO PENPOL

Blood Donation camp at Venkateshwar Hospital Dwarka.

TERUMO PENPOL organized a blood donation camp in association with Venkateshwar Hospital Dwarka, altogether 15 units of blood were collected.



Venkateshwar Hospital Dwarka.

Blood Donation camp at ESIC Medical College Faridabad.

TERUMO PENPOL organized a blood donation camp in association with ESIC Medical College Faridabad. Blood was collected from 82 Donors- 12 female donors and 70 male donors.



ESIC Medical College Faridabad.

Blood Donation camp at Kothari medical Centre ,Kolkata

TERUMO PENPOL along with Business Associate Health Ray Enterprises organized a blood donation camp at Kothari medical Centre ,Kolkata. Total 67units of blood were collected.



Blood Donation camp at Trivandrum

TERUMO PENPOL in association with Janamaithri Police and Women and children Hospital Blood Bank organized a blood donation camp on April 7th

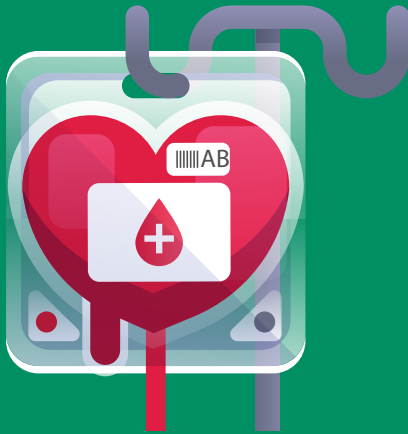
Rural district police chief SP Divya V Gopinath, IPS inaugurated the blood donation camp set up by Janamaithri at Pangode. Speaking at the event, Superintendent of Police said it was gratifying that Janamaithri Police has set up ambitious blood donation camps. The Superintendent also asked all officers to set up more such medical camps and blood donation camps as it would be useful to people in emergencies.



Blood Donation camp at Tata Medical Center, Kolkata

TERUMO PENPOL organized a Blood donation camp in association with Tata Medical Center, Kolkata, which was held on 12 and 13 April 2022. The total collection on the 12th of April was 60 units and on the 13th of April 90 units.





GIVE BLOOD SAVE LIFE

We shouldn't wait until a family member or friend needs blood, but in the other hand we must regularly and voluntarily donate blood. We urge everyone to donate blood voluntarily to strengthen our community. Blood drives and blood donation awareness campaigns are important and fill with satisfaction because of a sense of contributing to the common good and saving lives.

Blood Donation Camp At Sreekrishna college of Pharmacy and Research center

TERUMO PENPOL in association with Sreekrishna college of pharmacy and research center and Government Women and Children hospital organized a blood donation camp at Sreekrishna college on 19th of March. We have collected blood from 38 donors. Even though we had 82 registrations, only 38 contributed finally.



Blood Donation Camp At Marthoma Church ,Neyattinkara

TERUMO PENPOL in association with Marthoma Church ,Neyattinkara and Women and children hospital organized a blood donation camp on April 2. 23 donors donated blood.

We have adopted the slogan "Share life, give blood", to draw attention to the roles that voluntary donation systems play in encouraging people to care for one another and promote community cohesion. The importance of community participation for a sufficient, safe and sustainable blood supply is very much essential.



Letters To The Editor

Baby,

It is good to see that BLOOD LINE continues to be published and that the content is relevant and useful for the blood transfusion sector. I suggest you devote a section to school and college students as they will become the main pillars of the voluntary blood donor cohort. They will also be able to influence others better. You could perhaps work through the NSS coordinators in colleges.

Regards

C Balagopal
Chairman , Federal Bank

"Thank you Baby for the excellent journal"

Thank you,

Yosuke Sato
Blood Bags Global Platform Manager
Terumo Blood and Cell Technologies
Unlocking Potential

"Thanks for sending the important Journal"

Regards,

Rajesh Palit
Hony.General Secretary
Durgapur Voluntary Blood Donors Forum



LETTER TO THE EDITOR

"Thank you for sending me the Bloodline Journal"

Regards.

Vinay Shetty
Vice President
All India Institute of Medical Science (AIIMS), Delhi, Think
Foundation

Stem cell donation: Essential things you must know

According to experts, several fatal blood diseases including blood cancer and disorders like thalassemia, leukemia, aplastic anaemia can be cured by transfusing blood stem cells derived from a healthy volunteer donor (HLA matched related/unrelated). Any healthy individual between the age of 18 years to 50 years can register as a blood stem cell donor (Source: Getty Images/Thinkstock) If detected on time, experts say that blood cancer or leukemia is curable - and that you can help, too.

If you are a healthy individual in the age range of 18-50 years, you can become a stem cell donor by registering yourself. This means that if there is a match for a blood stem cell transplant, you can help not only a cancer patient, but also those with any blood-related disorders like Thalassemia.

All you need to know about blood stem cell therapy

Well-known treatments for cancer include chemotherapy and radiation therapy. However, with advances in science and technology, novel target-specific therapies have been introduced that are based on molecular/cellular aspects of the disease. Leading the pack in advanced therapies are stem cell therapy, gene therapy, and immunotherapy, explained Dr Pradeep Mahajan, regenerative medicine researcher, StemRx Bioscience Solutions Pvt. Ltd., Mumbai.

World Cancer Day: Oncologists share essential health tips to prevent cancer

According to experts, several fatal blood diseases including blood cancer and blood disorders like thalassemia, leukemia, aplastic anaemia to name a few can be cured by transfusing blood stem cells derived from a healthy volunteer donor (HLA matched related/unrelated). These healthy cells replace the diseased or depleted blood stem cells in a patient and thereby give the patient a second chance at life. "Blood stem cell donation or bone marrow donation is the only cure for many blood disorders and blood cancers. Blood stem cell donation involves the extraction of stem cells from a matched healthy individual and transplanted to a patient. Patients can opt for it after discussing their diagnosis with the treating doctor," said Sumati Misra, Head – Counseling and Transplant Centre Management, Datri Blood Stem Cell Donors Registry.

How to manage thalassemia during pregnancy

When a blood cancer patient is not able to find a close family match, they start looking at unrelated donor matches. This is where registering in a stem cell donor registry can help, said Atulaa Krishnamurthy, a commercial lawyer, in a Twitter thread as she talked about her experience of donating stem cells after four years of registering. "Bone marrow transplants are used to treat a number of blood cancers, and require near-perfect HLA-type compatibility for donation to be viable. This is very rare, and relatives aren't always a match, which is why building a large donor registry is key," she said.

How does a blood stem cell donor registry work?

Every patient has a 25 per cent chance of finding a match within the family. But many patients do not find a suitable donor within the family. In such cases, there is a need to find an unrelated blood stem cell donor or a cord blood unit, said Datri, a not for profit organisation, which also registers blood stem cell donors.

It states that donor registries work towards creating a diverse database where the search of a life-saving donor meets a match. 'There are over 80 blood stem cell donors registries and more than 30 million registered blood stem cell donors across the globe, with a very few Indians being a part of it. This reduces the chances of finding a possible match for a patient of Indian origin. India is in real need of a functional registry with donors belonging to diverse ethnic backgrounds. A patient is more likely to find a possible match within his/her race/ethnicity, (i.e.) with people sharing the same cultural linguistic, biological traits etc.'

The website notes that the probability of finding an unrelated matched donor is 1 in 10,000 to 1 in over a million. Datri has a base of more than 4.6 lakh donors but it is less than 1 per cent of India's population, stated Misra.

How to register?

*Once you have signed up for being a donor, a series of tests are done. They also give a buccal or cheek swab.

*A small sample of blood is collected to verify the HLA typing. HLA is a protein that is part of the DNA and needs to be matched between the donor and patient. Once the report is received from the lab, the donor becomes part of the registry, explained Misra.

*A series of tests are done to ensure the donor is fit and does not have any infectious diseases like Hepatitis B, HIV etc.

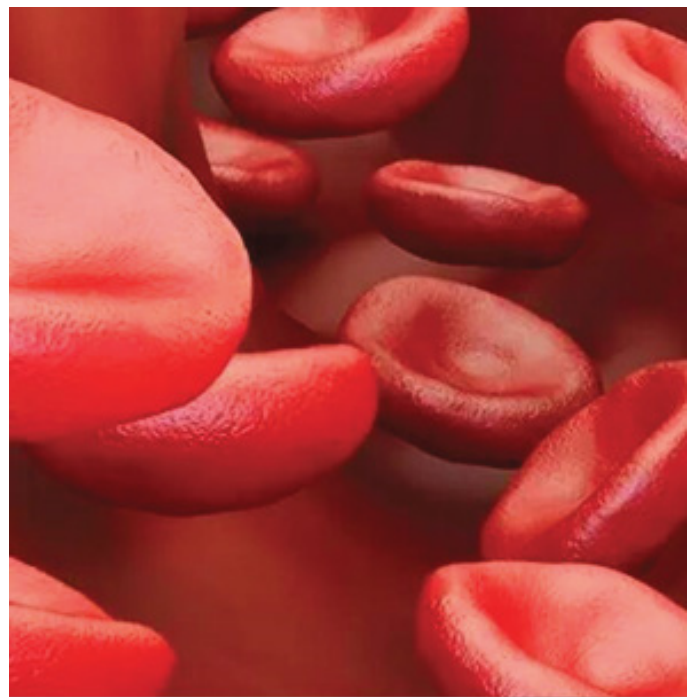
*The donor will donate blood stem cells either by PBSC or Bone Marrow Donation methods, as discussed and consented for. The donor will have the right to choose his/her preferred method of donation in consultation with a transplant physician.

How is the match found?

"This registry database is matched when a patient HLA is received from the treating doctor and we share a report of the matched donors with the treating doctor. No identifiable information of the donor is shared. Only the ID of the donor with sex (M/F) and approx. age is shared. The treating doctor requests for the next step and donor counselling is initiated," Misra told indianexpress.com. A small sample of blood is collected to verify the HLA typing (Representational)

Here's the process.

"Last month, I got a call saying that I was a match for a two-year-old with a blood disorder (four years after registering!) My Datri coordinator walked me



Blood cells

through the two ways of donation: marrow donation, which is surgical, and peripheral blood stem cell donation, which is like regular blood donation++ (your blood is drawn, a machine filters out your stem cells and the rest is sent back into your body). The latter is what I did," Atulaa shared on Twitter.

Peripheral Blood Stem Cell Donation – The process used for 80 per cent of donations across the world. It is similar to a blood platelets donation. Blood from one arm is let to flow into an Apheresis machine, the blood stem cells are separated and remaining blood components like RBC, WBC, etc are sent back into the donor.

Bone Marrow Donation – This is a traditional method that has been in practice for more than 40 years. Bone marrow is extracted from the iliac crest (hip bone) under general anesthesia and requires one day hospital stay.

"Stem cell therapy in the form of bone marrow transplant has been approved for the treatment of several blood cancers for over three decades. Current advances have brought in mesenchymal stem cells (MSCs) into the picture, which can be used as "vehicles/carriers" to deliver anti-cancer molecules due to their tumour-tropic property," said Dr Mahajan.

Does a donor need to take medications pre and post donation?

Once Atulaa was confirmed as a match, as next steps, she "underwent a full-body checkup and confirmatory HLA typing to make sure I was eligible for the process". She was then started on a five-day course of GCSF injections. "Nurse comes home to get my body to produce more stem cells. This can lead to some discomfort – my lower back and ribs hurt, but nothing Dolo couldn't fix!" On the fifth day, she was flown out to the donation centre. "Madurai in my case, and was hooked up to the apheresis machine through 2 IVs. This can take between 2-6 hours, so prepare to keep your arms still," she recollected in the same thread. Datri's website states that after donation, there is no need for medication. "If the doctor finds any deficiency in the full body checkup reports done before donation (which is shared with the donor), then the doctor may advise." Also, the donated stem cells are renewed in the body after four to six weeks, said Dr Mahajan. Sharing her experience, Atulaa stressed, "It was straightforward, non-surgical and an overwhelmingly positive experience. Stem cell donation is simple, has outsized impact, doesn't have to involve anesthesia and all donor costs are taken care of".

The above article is for information purposes only and is not intended to be a substitute for professional medical advice. Always seek the guidance of your doctor or other qualified health professional for any questions you may have regarding your health or a medical condition.

Source: The New Indian Express

Thalassemic International Day

A drawing competition was organized by Foundation Against Thalassemia and Rotary Club of Faridabad Heritage at Rose Garden Dussehra Ground, Faridabad with the theme Blood Donation. The main objective of organizing the competition was to inform people about blood donation and to motivate them to donate blood. The head of the organization, Harish Ratra told that due to the efforts of the institution, there is no shortage of blood in any way in Faridabad today.

Mr. Ravindra Dudeja, the general secretary of the organization, said that the organization has always made efforts to motivate women to donate blood, he believes that if a woman in the family donates blood, then her whole family gets involved in the blood donation campaign. The parents of the children who participated in the drawing competition were told in detail about the importance of blood donation. They were also given information about Thalassemia. Attendees were told how Thalassemia can be avoided and the children who have been born can be kept healthy. Isha Ahuja, Kamini Banga, Neeru Ghai, Shakuntala Dudeja from Swavalamban Pathshala were present in this competition. The children of the city, Swavalamban School and School run by Bannuwal Welfare Association participated with great enthusiasm in the program. The competition had two categories. 5 years to 10 years and 11 years to 20 years. In the first category, first Krishna Chopra, second Harneed Kaur, and Divanshu Dua stood third.

In the second category, Rachit Madan, Saksham, and Tanya were winners. Winners were honored with gifts by the Rotary Club of Faridabad Heritage. On this occasion Suman Bala outgoing Mayor, Manoj Naswa outgoing councilor, Rotary Club of Faridabad Heritage President Rtn. Shiv Gupta, social worker Bittu Ratra, social worker Lochan Bhatia, social worker Radheshyam Bhatia, social worker Kailash Guglani, social worker Pradeep Khatri, social worker Pratap Bhatia, social worker Girish Ratra, social worker Anil Annu Bhatia, social worker Kamal Bhatia, social worker Biju Khalsa were present. Gifts to all the winning children were given by Rotary Club of Faridabad Heritage and a cash amount was given to the children by social worker Pratap Bhatia as a reward. In making the competition successful, Rakesh Bhatia, head of Bannuwal Welfare and Isha Ahuja, Kamini Banga, Dimple Sardana [Director of Talent Zone], and Nikhil Ji of Swavalamban School had special support. member of the organization Mr. J. K. Bhatia thanked all the participants, their parents, and the guests present. At the end, certificates were given to all the participating children.



Ministry of Health and Family Welfare, Government of India

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Paytm integrated eRaktKosh

Paytm app has integrated eRaktKosh, a centralised blood bank management platform set up by the Indian government, for easy access on its app.

With the addition of the eRaktKosh feature, Paytm users will be able to track and share real-time information from a wide range of blood banks. It will also allow Paytm users to look for contact information and find out which is the closest blood bank to them.

“The feature will play a crucial role in the lives of people during emergency situations by allowing them to quickly track and share real-time information about plasma availability at thousands of blood banks located across the country, completely eliminating the need to run from hospital to hospital,” said a Paytm spokesperson.

In addition to the eRaktKosh feature, the Health section of Paytm’s app offers access to many public health facilities, Covid-related services including online vaccine & booster shot registrations, vaccine certificates, online medicine ordering at discounts, doctor consultation, speciality checkups, lab test bookings and health insurance.

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