

# BLOOD LINE

The Voluntary Blood Donation Journal | Issue 68 | 2023

## Blood donation camp organizers an important link to the goal of 100% voluntary blood donation

Blood can save millions of lives, and young people are the hope and future of a safe blood supply in the world. Blood transfusion is crucial for health care systems, which contributes to the rise in life expectancy and quality of life of people experiencing acute critical illness or chronic diseases. According to National AIDS Control Organisation (NACO) data of 2017 there was an estimated annual demand of 26.4 million units of Blood to address the need of Blood and Blood components for healthcare in the country. Understanding the scenario, the role of blood camp organizers can't be neglected as key members in the supply of safer blood.

Blood donation camps are being organized regularly, especially in rural areas & educational institutions, was made possible because of blood camp organizers who act as a bridge between Blood Transfusion services and voluntary blood donors. Blood donation camp organizers are the people who are working untiringly at the ground level for the upliftment of voluntary blood donation. Apart from the regular daily camps, mega camps are also organized on special occasions. These include special days like World Blood Donor Day, National Voluntary Blood Donation Day, Red Cross Day, and Independence Day.

Ensuring awareness about voluntary blood donation among youth and students makes our future safer and better for mankind. Camp organizers play an essential role in creating awareness among children, adolescents who are the future to promote voluntary blood donation. Organisations promoting voluntary blood donation are the guest of appreciation in the celebrations of World Blood Donor Day on 14th June and National Voluntary Blood Donation Day on 1st October. Blood donation organizers need to be constantly encouraged and motivated as they are putting stones in paving road for the target of hundred percent voluntary blood donation. Camp organizers help in connecting easily to blood donors with rare blood phenotype through their maintained regional donor registry. They also play a pivotal role in raising awareness among blood donors especially during the pre-donation camp phase.

Situations of disaster whether natural or unnatural very often lead to exhausted resources, lack of health care services, and supply of blood and blood components to the survivors and injured. The recent Covid-19 pandemic was a huge blow up on our healthcare system and had put humans in terror. Camp organizers give their unambiguous support, and help by providing a constant supply of blood components, and manpower as a helping hand in the zone of disaster, giving their resources and infrastructure to mitigate the situation.

When a blood donation camp is planned the role of camp organizers starts very first from communicating with nearest blood centre, meeting the medical officer and planning the venue of blood donation camp. Registration of the blood donors can be done and pre donation awareness classes can be organized for donors, providing information regarding the process of blood donation.

Donors, Motivators and Camp organizers should be given periodic orientation programs, motivational programs & training programs to provide better clarity over the eligibility criteria for Blood donations and the desired requirements for conducting Blood donation camps. Trained and motivated Blood Centre team assembled with the Blood camp organizers will be able to clear any hurdle in achieving 100% Voluntary Blood donation.

**Dr. Punkesh Patel**  
Junior Resident  
Sree Chitra Tirunal Institute for Medical  
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**03** WBDD 2023

**06** Public-Private partnership-Way forward

**08** Letters

## Government of Meghalaya partners with Terumo Blood and Cell Technologies to increase voluntary blood donation



The Health Minister of Meghalaya, Dr Mazel Ampareen Lyngdoh launched the campaign at Parish Hall, Nongpoh. The Government of Meghalaya, in collaboration with Terumo Blood and Cell Technologies, announced the launch of a comprehensive behavioural change campaign aimed at increasing voluntary blood donation in Ri-Bhoi District, an Aspirational District in the State. The campaign was inaugurated by the Health Minister, who unveiled a dedicated number through which citizens of the district can give a “missed call” to register themselves as a voluntary blood donor.

The campaign’s primary objective is to foster a cultural shift in Ri-Bhoi District, encouraging individuals to embrace voluntary blood donation as a noble act that can save lives. By leveraging technology and employing targeted awareness strategies on the need for and importance of regular blood donation, the Government of Meghalaya and Terumo Blood and Cell Technologies aim to dispel misconceptions, mobilise participation, and empower the local community to save lives through blood donation.

The highlight of the campaign launch was the release of a multi-lingual comic book. Through a relatable story format, this innovative publication aspires to debunk myths surrounding voluntary blood donation and urge the people of Ri-Bhoi to donate blood for the greater good. The comic book aims to engage and educate individuals of all ages, making the message accessible to diverse audiences.

During the release of the comic book and awareness videos, the Health Minister of Meghalaya said, “Behavioral change campaigns have proven to be incredibly effective in driving positive societal transformations. I firmly believe that implementing such a campaign may significantly alter the mindset and behavior of the residents of Ri-Bhoi, encouraging them to engage in regular, voluntary blood donation. This, in turn, may lead to establishing a self-sustaining blood bank ecosystem for the Aspirational District of Ri-Bhoi. I extend my heartfelt congratulations to the Department of Health and

Family Welfare, the Government of Meghalaya, and Terumo Blood and Cell Technologies for their commendable initiative in spearheading this campaign.”

Sampath Kumar, IAS, Principal Secretary of the Department of Health and Family Welfare, Government of Meghalaya shared, “Access to safe blood plays a crucial role in maintaining the optimal functioning of the healthcare system. Regrettably, a significant number of individuals are influenced by misconceptions and false information, leading them to hesitate when it comes to voluntary blood donation. We believe that this behavioural change campaign will profoundly impact Ri-Bhoi district. Through collaboration, awareness, and education, we are confident that the residents will come forward to donate blood, ultimately transforming their communities and ensuring a brighter future for all.”

Chetan Makam, General Manager and Senior Vice President, Terumo Blood and Cell Technologies stated, “We are proud to collaborate with the Department of Health and Family Welfare, Government of Meghalaya, to launch this transformative campaign in Ri-Bhoi District. By harnessing the power of communications, we aim to create a groundswell of support for voluntary blood donation at the grassroots level. Our joint efforts aim to establish a sustainable blood ecosystem in the Aspirational District of Ri-Bhoi. We are confident that with the ongoing support of the Government of Meghalaya, we will successfully achieve our collective vision and build a donation campaign model for other states to leverage.”

In addition to the comic book and social media campaign, the Department of Health and Family Welfare, Government of Meghalaya, will distribute informative pamphlets throughout schools, colleges, and communities in Ri-Bhoi District. These educational materials will play a vital role in informing individuals about the urgent need and paramount importance of blood donation and encouraging them to participate actively in this life-saving endeavor.

## World Blood Donor Day Observance – 2023



*World blood donor day means a number of things - first to thank all the donors for their donation and I am proud of the care shown by our own associates to donate. It also reminds us that we need to encourage more of our friends and family to donate as the need for blood and blood components is constant.*

*Thank you to all our customers, partners and associates for working together to serve patients in need.*

Chetan Makam,  
Managing Director  
General Manager, Global GBS

Observing the World Blood Donors Day 2023 (June 14), Terumo Blood Cell and Technologies in India, in coordination with the company's worldwide campaign "From the Heart" – to promote Voluntary Blood Donation organized **53 camps on the day, accumulating approximately 3782 units of blood**. In the run up to the event, many events were organized such as Thank you Blood Donor Greeting Card Contest (for school students, to inculcate the sense of Voluntary Blood Donation), Essay Writing Contest, Slogan writing contest, Greeting Card, Reel Making and an online debate competition in association with the National Service Scheme, APJ Abdul Kalam Kerala Technical University.

On June 14, the world blood donor observance was celebrated as a prestigious event which was inaugurated by Antony Raju, Minister for Transport, Government of Kerala along with G Venugopal, a well-known play back singer who has sung more than 3000 songs across all languages.

Like every year, the objective of this year's event was to celebrate the organizations and individuals who have contributed immensely to

the cause of Voluntary Blood Donation. Twenty organizations and more than three hundred individuals were recognized during the event.

53 associates of Terumo Penpol – 20 (4-time donors in the year 2022) and 33 (3-time donors in the year 2022), were honored at the event. This amounts to 180 units of blood for the year 2022.

In another event on June 13th at Regional Cancer Center, Trivandrum, Terumo Blood and Cell Technologies was honored by the cancer center for its consistent support in the cause of VBD.

Besides the felicitation events, blood donation camps were organized across India with the support of the commercial organization. Not only with the blood donation campaigns, the commercial organization also organized cake cutting at the blood banks and provided jute bags to those people who donated blood that day. As mentioned earlier, owing to consistent effort of our associates, we could organize 53 camps and accumulate 3782 units of blood.

### World Blood Donor Day Event at LBS Institute of Technology for Women

TPPL celebrated WBDD at LBSITW in association with NSS Kerala Technological University and Kerala Blood Donors Society. Dinesh Menon, GM, Human Resources conveyed the Keynote address at the event.





### Felicitation Event at Regional Cancer Center

The Regional Cancer Center recognized TPPL for its outstanding contributions to promote blood donation. Abraham Mathew, Vice President, Manufacturing made the felicitation address as part of the programme on June 13 at the Regional Cancer Centre. Sudheer Karamana, cine artist, inaugurated the programme which was attended by the RCC management.



### Terumo Blood and Cell Technologies' Post In Social Media - Thank you Blood Donor Greeting Card Design Contest

Terumo Penpol recently organized the 16th annual Thank You Blood Donor Greeting Card Design Contest for students ages 3 to 17, which thanks those who voluntarily donate blood without any expectation of a reward. It's organized on the same date (June 14) as #WorldBloodDonorDay to thank current donors and encourage new donors. This year's theme is "Give blood, give plasma, share life, share often," and some of the childrens' wonderful entries are shown below. Congrats to all the artists who participated, and thanks to all who donate blood! #WBDD #WBDD23 #donate-blood #terumoproud



## Recognition

Terumo Penpol Private Limited has instituted two awards, "Best Motivator" and "Best Blood Donor" Award in memory of U Suresh and Baiju Nellimood, owing to the vast contributions they have made in the field of Voluntary Blood Donation. U Suresh, former PSC Member, was one of the founding members of Kerala Blood Donor Society (KEBS) and has been a constant force for the cause. Baiju Nellimood has donated blood 150 times and was also part of many charitable activities such "Annam Amrutham", an initiative to provide lunch to bystanders at RCC.

### Special Award Baiju S Mony Nellimoodu Award



**Poll Blood App**



**Vysakh V S**  
KEBS



**Anil kumar P**  
TERUMO PENPOL



**Ajay sreedhar S V**  
KEBS

### U Suresh Memorial Award



**B Unnikrishnan**  
SBT



**Aswin Raj V**  
KTU



**Aneesh M S**  
Kerala Police



**P S Krishna Mohan**  
Terumo Penpol

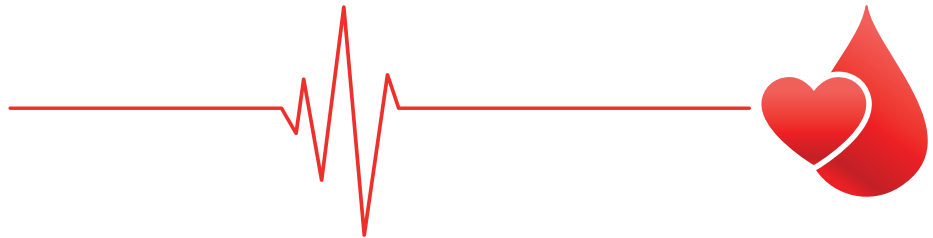


**Fareed A**  
Terumo Penpol

### Best Apheresis Donor



**Ratheesh Sahadevan**  
VSSC



### Snap shots of the blood donation camps organized by the commercial team, Terumo Penpol



## A successful model of Public-Private partnership-Way forward

Quality and safety are the cornerstones of any blood transfusion services. Right from starting of the first blood bank in 1945, India is continuously improving its transfusion services. Landmarks of blood transfusion services include voluntary blood donation program, mandatory testing for TTIs, NACO support to BTS, mandatory licensing of blood banks, formulation of National Blood and Plasma Policy, starting of blood storage centers and bulk transfer, designated MD program etc. It followed a path of implementation of higher level quality practices like NAT for TTIs, component separation and modifications, apheresis collection, development of quality management systems, automation for testing, pathogen reduction technologies etc.

However uniform availability of blood products, resources and services across the country was always a hurdle for administrators. It was mainly due to differences in landscape, governance, logistics and many other factors. Unless the services are rendered uniformly across the country, to cover each and every citizen, the transfusion service related programs cannot be considered successful. Here, this fact was realized by NITI ayog, NHM and Terumo Blood and Cell Technologies and in a conjoined manner they have implemented a program to provide service where quality care was lacking.

An assessment of the existing blood transfusion services in Robertsganj, Sonbhadra district UP was performed. The assessment observed the facility and examined the blood bank's operational aspects. Inadequacy that could compromise quality and safety of blood were found. It included lack of availability of SOPs or Quality Manuals in practice which led to critical deviations in procedures, damaged benches, tables, and walls which led to lack of sterility, lack of segregated storage for tested and untested blood, non-maintenance of equipments, non-standardised blood collection procedure and testing facilities, poor blood transport conditions, etc.

To address these gaps, an action plan for interventions was prepared. The plan was implemented by the UP NHM officials and the officials from the Robertsganj blood bank. The plan was focused on making changes in the capacities of human resources, improving the infrastructure of the blood bank, and adherence to processes. To enhance the capacities of human resources, staffing and training of blood bank officials was undertaken. The infrastructural improvement included installation of the air-conditioning system and inverter. Lastly, there was an emphasis on adherence to processes for quality management systems, SOPs for technical processes, internal quality control processes, and regular equipment maintenance.

The effect of implementation of this action plan was assessed by a-structured questionnaire and positive results in the overall functioning of the blood bank were seen. In terms of human resources, infrastructural facilities, processes, all parameters witnessed significant improvements. In all three categories, the overall improvement score at the blood bank pre- and post- intervention stood at 37%.

Thus a small-scale intervention at the blood bank in Robertsganj, Sonbhadra district, delivered substantial improvements in a relatively short amount of time through proper hand holding and guidance. This is a new model of public-private interventions. The project proved that public-Private Partnerships (PPP) can deliver substantial improvements in low-resource settings.

Generally in India, there is wide disparity in availability of resources and services rendered. This successful social experiment in the healthcare system performed here, can be followed elsewhere in India.

### The steps can be as follows

1. Development of a standardized questionnaire at national level.

2. Appointment of a team of assessors which can be coordinated through involvement of state NHM and SBTC teams.

3. Data can be analyzed both at blood bank, state and national levels.

4. The needs can be categorized as general and blood center specific ones.

5. The budget for development of transfusion services has to be calculated.

6. An action plan can be established with appropriate timelines.

7. The blood centers and state officials can try for the involvement of private bodies for funding and support. CSR funds or other aids from private firms can be utilized for any of the necessities like infrastructure development, purchase or maintenance of equipment, upgradation of existing systems, procurement of reagents, training etc.

8. After proper liaison, the activities can be implemented in a stipulated time period.

9. After completion of the project, an analysis can be done with a pre-developed uniform questionnaire.

10. If this is handled in a national basis, the data can be compiled and presented in international platforms where other countries too can do similar programs.

Safe, sustainable, and equitable access to blood transfusion services forms the bedrock of modern healthcare systems. The timely availability of safe blood and blood components is vital to ensure the smooth functioning of modern healthcare facilities. Apart from routine patterns, newer projects can always help in achieving these goals in an accelerated manner.

**Reference :** A Handbook for the Improvisation of a blood bank in low cost & resource setting

**Article By:-** Dr Sajith Vilambil , Professor and Head, Transfusion Medicine , GMC Wayanad, Kerala , drsajithmenon@gmail.com

## Increasing voluntary blood donation: Key for several health and development goals

Blood is a life force for every single person on the planet, regardless of borders or income level and the need for blood is universal. The World Health Organization (WHO) estimates that for a nation to meet its blood requirements, a minimum of 1% of the population should donate blood. India has a shortage of blood vis a vis the World Health Organization norm of 1 % population donating blood. And with increasing populations, the demand for blood is much higher than decades prior. Ensuring universal access to safe, adequate and quality blood product is critical for fulfilling India's Universal Health Coverage.

Blood transfusion services (BTS) are used for wide-ranging medical procedures like organ transplants, trauma surgeries, and illnesses like cancer, hemophilia, and thalassemia among others. Easy access to safe blood is also vital in reducing the mortal maternity rates (MMR). Reports suggest that post-partum hemorrhage (PPH) is a leading cause of maternal deaths worldwide. Further, around 38% of total maternal deaths in India can be attributed to PPH. In Meghalaya, a quantitative maternal death analysis was done for April – November, 2022 which shows 28 % of deaths are due to hemorrhage and associ-

ated complications where the interventions required were blood services; this shows a lack of blood management.

Meghalaya has 10 licensed blood centres with 5 centres in East Khasi Hills, 1 in West Garo Hills, 1 centre in West Jaintia Hills, 1 in Ri Bhoi, 1 in West Khasi Hills and 1 in East Garo Hills.

Blood collection from voluntary non-remunerated Blood Donor is the cornerstone of a safe and sufficient Blood supply and Blood Transfusion Service should look towards achieving 100% Voluntary Blood Donation, reducing dependence on Family/ Replacement Donation and eliminating paid donation.

Meghalaya struggles with a low rate of Voluntary Blood Donation and there is a need to encourage the participation of the public to take up Voluntary Blood Donation as an important contribution towards public health. Blood donation should be seen as a community commodity which would benefit the entire community; the onus and responsibility of fulfilling the demand should be taken as a community initiative.

Blood is an essential requirement for proper functioning of the health system. As per state data, the total Blood Collected in 2022 was 15,805 units. The required number of units of blood to be collected according to WHO recommendation is 1% of population i.e., 30000, therefore, there is a shortage of approximately 14195 units. This shortage has devastating effects on the quality of the healthcare system. Consequently, a low rate of VBD means that healthcare facilities, at times, rely on replacement donations. There is a higher prevalence of transfusion-transmissible infections (TTIs) like HIV, HCV, Malaria, Syphilis, amongst replacement donors. Notably, Meghalaya has one of the highest rates of prevalence of Syphilis in the population of the country. Increasing the Voluntary Blood Donation across Meghalaya will ensure the safety of Blood and Blood products.

In order to encourage people to come forward for voluntary blood donation, certain steps and measures have been taken by the Meghalaya government. IEC materials have been used to promote voluntary blood donation in the state. The activities are carried out by State Blood Transfusion Council, State Aids Control Society and NHM. These activities include observation of annual campaigns such as World Blood Donor Day and National Voluntary Blood Donation Day. Awareness programs are conducted in rural and urban areas with Community based organizations, Faith based organizations, Indian Red Cross Society & Others (Meghalaya State Branch), Educational institutions, Government institutions, Private institutions and Health Care Workers, i.e., ASHA's, Aganwadi's and ANM's. Meghalaya will also engage the newly formed Village Health Councils (which are elected village bodies) to encourage their respective communities to voluntarily donate blood.

Voluntary Blood Donor's Card (with SBTC approved criteria) are issued to all voluntary blood donors to encourage them to voluntarily donate blood regularly and maintain the donation in the card. Other activities to promote blood donation is intensive media coverage and having special

talk shows on local news agencies such as t7 and Doordarshan Kendra Shillong. Social media has been widely used to create awareness of public events and blood donation camps.

There is also targeted outreach for the youth which is done in collaboration with National Service Scheme, National Cadet Corps, Nehru Yuva Kendra Sangathan and Red Ribbon Club for mobilizing youth in various universities and colleges.

an donate blood amongst many others. There is an urgent need to bust such myths through multi-pronged behavioural change campaigns. The campaigns can use innovative communication strategies like multilingual comics and pamphlets to spread awareness about the benefits and need of regular VBD. Further, in the day and age of social media, local health authorities can rope in influencers who can sensitize their followers to the altruistic motive behind blood donation.

While on one hand behavioural change campaigns can nudge a greater number of people towards VBD, the use of innovative ways of collecting and distributing blood can help improve the accessibility of blood. The hub and spoke model of blood collection, where large blood banks act as hubs to smaller blood banks – spokes, can find great relevance in the hilly regions and the north eastern states. Other steps can include coordinating with paramilitary forces who are adept and trained in donation blood.

As there is no substitute for human blood, every blood donation counts. VBD is a deeply altruistic act, and one unit of donated blood can at times be the difference between life and death for an affected person. As India strives towards being a global superpower, the government, civil society organizations (CSOs), private entities, and the citizens must also collectively work towards limiting incidents where someone losses their life due to the unavailability of blood.

**Article By : -Sampath Kumar and Y Phira in Voices, India, TOI**

## Debunk misconceptions on blood donation asks President Murmu

President Droupadi Murmu on Monday asked the Red Cross Society members to work towards eliminating misconceptions around blood donation and to connect people, especially the youth, with this noble social cause. She said the Indian Red Cross Society (IRCS) meet around 10 per cent of India's blood requirement through more than 100 blood donation centres and mobile campaigns across the country.

Presiding over the ceremonial session of the annual general meeting (AGM) of the Indian Red Cross Society, which was held after six years due to Covid-19, she said that philanthropy has been considered the most important human value in Indian tradition. Murmu, who is also the president of the IRCS, said the society is playing an excellent role by collecting blood for those in need and promoting the culture of voluntary blood donation.

She urged members of the Red Cross Society to work for removing misconceptions related to blood donation and to connect people, especially the youth, with this noble social cause, a statement by the president house said. The IRCS is a voluntary humanitarian organisation having a network of over 1,100 branches throughout the country. It provides relief in times of disasters while promoting health and care for vulnerable people and communities.

The president said the Red Cross has shown its commitment during natural disasters and health emergencies. She appreciated the members and volunteers of the society for their dedication and service to humanity, saying their compassion and selfless spirit towards human service inspire others. Governors and Lt Governors from nine states and UT's participated in the AGM physically while others joined virtually.

Union Health Minister Mansukh Mandaviya, who is the chairman of IRCS, said that the Red Cross is born to serve the needy and vulnerable. "The Indian Red Cross has to reach the next level by engaging in relief programs beyond Indian boundaries," the minister said. He also said that Red Cross should work transparently so that it becomes the first choice to get funding under CSR from the corporate world.

At the event, which was held at Rashtrapati Bhavan Cultural Centre, the president conferred the Red Cross Gold Medals upon Dr LN Ambati Natraj from Telangana and Dr Goparaju Samaram from Andhra Pradesh. The IRCS, Odisha State branch was recognised for raising maximum funds and IRCS Jammu and Kashmir was awarded for raising maximum funds in relation to its population for the year 2021-22 amongst the UTs.

Gujarat State branch and Dadra and Nagar Haveli and Daman and Diu received Blood Donation Shields for highest voluntary blood collection. Gujarat won the gold medal for collecting over 2.77 lakh units of blood during the year.



**She said the Indian Red Cross Society (IRCS) meet around 10 per cent of India's blood requirement through more than 100 blood donation centres and mobile campaigns across the country**

**Article by:- Kavita Bajeli-Datt**  
Source – The New Indian Express

## Editorial: A Handbook for the Improvisation of a Blood Bank in a Low-Cost and Resource-Intensive Setting

The availability of safe and sufficient blood is a critical need for healthcare systems worldwide, especially in low-income countries that have limited resources and face significant challenges in managing blood transfusion services. The book "A Handbook for the Improvisation of a Blood Bank in a Low-Cost and Resource-Intensive Setting" offers an essential guide for the improvisation of established blood centres in resource-limited settings.

This well-structured handout provides evidence based economical and practical solutions for a established blood centre. The honest observations by the external experts during the assessment and gap analysis provides insight into the real time scenario. The implementation and action focussed on improving the capacities of human resources, infrastructure of the blood bank, and adherence to processes. There was a 37% increment in improvisation based on the scoring is a reflection of the efficacy of this planned intervention. The step-by-step guide for other limited resource blood centres to replicate was the highlight of this handbook. The exemplary effort by NITI Ayog, National Rural Health Mission and Terumo Blood and Cell Technologies needs to be deeply appreciated. In conclusion, this handout is a practical guide for policymakers, public health professionals, and community leaders who are working towards improving blood safety and availability in minimal-resource settings.

Dr. Vinu Rajendran, Asst. Professor  
Dept. of Transfusion Medicine, SCTIMST

Dear Madam,

I, on behalf of Sree Chitra Thirunal College of Engineering, Pappanamcode, Thiruvananthapuram, would like to take this opportunity to say thank you for all the work you have done behind the scene to make International Womens Day celebration at SCTCE a grand success. It was great knowing you. I sincerely hope, this will improve the relationship between the two communities in future. We can wish for good things ahead. Thanks again to this event.

Regards

Dr. Rohini S  
Assistant Professor  
Department of BT & BCE  
SCTCE

## LETTERS TO THE EDITOR



The work is commendable and done in the most scientific way, identifying the gaps, making an action plan, evaluating it and planning the way forward. Gap analysis has looked into all aspects of good manufacturing practices and good laboratory practices and identified deviations, which require interventions. These were appropriately addressed in the second step and results evaluated.

Such interventions via Public-Private Partnerships can help in substantial improvements in resource limited settings. Lastly, documenting this, in the form of the handbook, makes it easier for others to follow it step wise.

Best wishes to TBCT for all such endeavors.  
Thanks,

Dr Amita R  
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A great initiative from terumo bct and UP NHM with the pilot project of upgrading the basic infrastructural, human resources and processes in Robertsganj blood centre. This could be emulated in all states accomodating their specific needs. Though surplus public plan funds are available for establishing blood centres in every districts, lack of gap analysis and expert vision to customise the project for the institution is lacking. More projects customised as per the requirement would definitely upgrade the transfusion services to the next level.

Regards

Dr Chitra James  
Assistant Professor  
Transfusion Medicine  
GMC Kottayam

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