

BLOOD LINE

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Blood donors – Optimising a precious resource

Transfusion medicine is a unique branch in modern medicine where medical knowledge can translate into patient care only with the active involvement of the society in the form of regular voluntary blood donation. Despite the active participation and praiseworthy effort of various blood donor organisations, 100% voluntary blood donation with 0% reliance on replacement donors remains an unattained dream for most blood centres in the country.

Efficient utilization of the available blood donor pool calls for a multipronged approach. With facilities for blood component separation becoming widely available, we are able to benefit 3 to 4 patients from a single whole blood donation. But often, a single therapeutic dose requires components from more than one donor especially for platelet transfusions. Multiple such transfusion events may be needed during the course of a single hospitalization. Thus to meet the transfusion requirement of a single patient we may need to mobilise multiple donors. The short shelflife of 5 days for platelet components further makes inventory management complicated. Maintaining an adequate stock level on a day to day basis at the same time minimizing discard due to outdate is a real challenge.

Different blood centres cater to different patient populations depending on the services available at the attached hospital. The need for different blood components varies accordingly. Whereas one centre may have huge platelet requirements, another may be having increased demand for red cell concentrates. In this situation, a cooperation between blood centres in terms of inter blood bank transfer of components helps to minimize wastage and maximize the patient benefits from each blood donation.

Apheresis technology, whereby the required component alone is extracted from a single donor in the therapeutic dose allows optimal use of the precious donor pool as the same donor is eligible for another such donation after a 2 day interval. This minimizes donor exposure to the patient too. But the cost of the apheresis product which is more than thrice that of a whole blood product makes this an unaffordable treatment option to a large number of patients and we are unable to replace whole blood components totally with apheresis products.

Clinical transfusion practice is an area in which there is scope for continuous improvement. From an era in which blood was used empirically to improve general health and cure a variety of ailments, we have moved on to patient guided individualized

transfusion therapy based on evidence based medicine. Indications for transfusion are nowadays quite specific and every attempt should be made to avoid unnecessary transfusions. Blood components are now considered as drugs with definite indications, dosage and transfusion thresholds.

Guidelines evolve over a period of time and transfusion practices should change accordingly. This is well illustrated with the example of the dengue outbreak. In the initial outbreak there was a panic response and platelet transfusions were given liberally with no definite transfusion thresholds. This resulted in a huge demand for blood donors to meet the increased platelet requirement, a steep rise in blood collection which sadly coincided with a wastage of red blood cell components at many centres. As our experience and evidence base increased, now we have clear guidelines which limit transfusions to select patients only and we are better equipped to manage the blood inventory. It is unacceptable to use the precious donated blood for transfusion in unindicated patients as it creates an unnecessary strain on the blood inventory at the same time putting the recipients at risk for transfusion related adverse events.

In surgical practice, by adopting the principles of patient blood management, which is a comprehensive approach focusing on preoperative optimization, strategies to reduce intraoperative blood loss and increasing the reliance on the patient's physiological reserves, we can optimize the transfusion support. A healthy interaction between clinicians and transfusion medicine experts plays an important role in improving the clinical transfusion practices.

Newer treatment modalities like chemotherapy and organ transplant have increased the demand for blood components. Compared to the demand, there is always a shortage of voluntary blood donation. While focusing on activities aimed at increasing awareness regarding voluntary blood donation to expand the available donor pool, we should also ensure that the available resources are optimally used so that the right patient receives the right transfusion support in a timely manner.



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Meet the 'Blood man of Kashmir' who has donated 182 pints in 42 years

Kashmir has always had some amazing inspiring stories and one such story is of Shabir Hussain Khan. Khan is also known as the 'Blood man of Kashmir' as he has donated over 182 pints of blood in the last 42 years saving hundreds of lives of people in need of blood in the Kashmir valley. Shabir Hussain Khan's story started in 1980 when his friend met with an accident in Jammu and Kashmir summer capital in Srinagar. He went to the hospital to donate blood for his friend and since then he has donated 182 pints of blood in the last four decades. Not only has he donated blood hundreds of times but also organised over 1200 blood donation camps across the union territory.

"I started over 40 years ago around 1980 in the SMHS Hospital in Srinagar Medical College. My friend had an accident, and I went to donate blood for him, but then I continued to donate blood. It created some beautiful satisfaction in my heart, as I belong to a BPL family, and I used to see people in trouble finding it difficult to get blood in these hospitals. I thought it is the best thing to do for humanity. Our Islam also teaches us the same. I have donated 182 pints of blood since 1980, I have organised more than 1200 blood donation camps across the valley," said Shabir Hussain Khan, volunteer blood donor.

Khan has been called the biggest life saver of the union territory. He says he will keep donating his blood till the time he is alive. As his blood group is O negative making him a universal donor, he says saving lives is his life's mission and the best satisfaction as well.

"I had only and only thought that Allah will bless me if I help the people in need. My blood group is O negative, and a lot of children require it and I feel proud that I am able to help. Allah had decided this for me, and I think it is the best thing that could have happened to me. When humans donate blood, they leave everything in the hands of God. People pray for me all the time and I have made this promise to myself that I will keep donating my blood till I am alive," said Shabir Hussain Khan, Volunteer Blood Donor.

Shabir has been continuously doing awareness programmes across the Kashmir valley and inspiring thousands of youngsters to donate blood for people in need. He has been motivating people to donate blood. Shabir also held blood donation camps during the peak of corona time for the people in need.

Shabir's only wish is that the government of India recognises his and the efforts of other blood donors in the valley. Shabir has not received a single government award for being the highest blood donor of the union territory.



Shabir Hussain Khan, also known as the 'Blood man of Kashmir' Photograph:(WION Web Team)

"Government does not recognise our efforts, ten times my name was sent for state award but did not get it. I hope there is a scheme for blood donors. They need to be appreciated for their work. They need the government to appreciate their efforts. The refreshments for the donors are nothing," said Shabir Hussain Khan, volunteer blood donor.

Shabir Hussain Khan's journey in blood donation started decades ago and he continues to save lives of people without getting anything in return.

Source - www.wionews.com

People in India not donating enough blood: Doctors

Experts at a conference in India have warned that the country is not donating enough blood to meet demand, with donations falling short of the 11 million units needed annually. Sri Lanka has achieved 100% voluntary blood donation, but India is lagging behind.

People in India aren't donating enough blood to save lives, said experts at the two-day 48th Annual Conference of Indian Society of Blood Transfusion and Immunohaematology (ISBTI) that began at King George's Medical University (KGMU), Lucknow, on Wednesday.

"India needs about 11 million units of blood annually, but the donation hardly crosses the 9-million mark. Compared to other countries, Sri Lanka has achieved 100% voluntary blood donation six years earlier but in India, we are far behind the requirement," said Dr Sangeeta Pathak, general secretary, ISBTI.

"In Uttar Pradesh we need up to 10 lakh units of blood but the availability through voluntary blood donation is up to 7 lakh units annually," said Prof Tulika Chandra, HoD, transfusion medicine, KGMU. "Recently, we conducted a major campaign for blood donation which was a success. But instead of a campaign, we need to make voluntary blood donation a routine act to ensure blood or blood components are available to all who need it. Recently we made available 46 blood component separator units in state," said principal secretary, medical education, Partha Sarthi Sen Sharma in his address.

Prof Rajeev Agrawal, HoD, plastic surgery, SGPGIMS, former head of clinical haematology Prof AK Tripathi, also shared their views during the programme. In his address, chief secretary DS Mishra shared his personal experience regarding blood donation and stressed upon the need to give a push to voluntary blood donation.



"In certain medical conditions, where the doctor intimates in advance the need for blood, the family of the patient can donate blood and obtain donor cards to avoid delay in getting blood or blood components when needed. This can be done at any blood bank," said Dr Amita Shukla, senior gynaecologist, SC Trivedi Memorial Trust Hospital.

"The only way to ensure that no patient has to wait for blood or blood components, is to increase voluntary blood donation," said Dr Pathak.

Source - www.hindustantimes.com



Terumo Blood and Cell Technologies at TRANSCON 2023

The event marked a significant and highly successful occasion, focused on strengthening customer relationships and showcasing the solutions we offer to enhance patient care. Approximately 1000 attendees registered for the conference, with a breakdown of 20% industry partners, 10% blood donor groups, 30% blood center operators/technicians, and 40% comprising transfusion medicine consultants and postgraduate students. The conference was inaugurated by Yogi Adityanath, the Chief Minister of Uttar Pradesh



Every year, as we strive for excellence, we thoroughly assess areas for improvement. This continuous analysis leads to our enhancement, making this year's conference our best one yet. We are determined to surpass our achievements next time by delivering an even superior event.



An Eye-catching exhibition booth showcasing our product features and benefits was showcased. Our team Engaged in the product demonstrations for visitors. The team organized a product-related quiz for our customers, offering a guaranteed prize for participation.

Overcrowded TBCT booth can be seen in the picture. The quiz also aided us in building our database. Nearly 500 customers visited our booth between October 6th and 8th.

The team handed out brochures, flyers, and promotional materials highlighting our product's value proposition. Interactive multimedia presentations on screens captured attendees' interest. Our team was strategically divided: one group was stationed at the stall, another in the corridors and tea/coffee area, engaging with customers and guiding them to our booth. The third group was present in all lecture halls, monitoring competitive intelligence. In the scientific sessions Testimonials and case studies from satisfied customers were presented, demonstrating applications of our product and their experience with us followed by Interactive Q&A sessions.



TBCT truly stole the show at the conference, drawing a crowd to our booth, while Trima, Optia, Archimede, and Mirasol generated buzz during the scientific sessions. TBCT led three out of the six workshops, making a significant impact.

The conference provided us with an excellent platform to engage with customers, exchange knowledge, and showcase our innovative products.



We extend our gratitude to all the participants, including Santi Scott, Ashit Singh, Vipin Kumar, Mohd Zafar, Jerry Chettiar, Manmohan Singh, Anil Kumar, Krishna Mohan, Panduraj, Amol Phirke, Saikat Paul, Siddhartha Tiwari, Om Prakash, Aditya Pandey, Manikantan, Pramod Kumar, Manohar Bansal, Akhil Sajith, Shinu Nair, Jerish Anto, Govind R, Dhana Kumar, and Gholam for their active involvement, contributing to the success of this event.



A special thanks to Mohammad Zafar and Siddhartha Tiwari, who flawlessly managed the entire event on behalf of Team India. We also appreciate the efforts of those who supported us behind the scenes, including Preetha San, Anuraj, Madhu, Syam, Sri Krishna, Dinesh Menon, Sruthi, Anupa and Arpita. Special Thanks to our leader Lei for approving the entire show. Additionally, we are grateful to our business associates, Devesh and Himanshu, for their local support, which played a vital role in the success of the event.

Special appreciation goes out to Syed Zayaul Haque who was the captain of the ship.





National Blood Donation Day 2023

1, In association with SCTIMST

Terumo Penpol organized the National Blood Donation Day (October 1st) observance along with Sree Chithra Thirunal Institute for Medical Science and Technology at Mannam Memorial Hall, Statue, Trivandrum. The short and brief event to felicitate regular donors and organizations for their contributions in the field of VBD was inaugurated by Dr. K Vasuki, IAS, Labor Commissioner of Kerala. She was accompanied by Mr. Manoj A, Vice President - Global Product Development and Engineering who was the Guest of Honor for the event and Dr. Roy Joseph, Dean, SCTIMST who conveyed the Presidential Address. More than 100 donors and organizations were recognized during the event. Dr. K Vasuki IAS, Mr. Manoj A and Dr. Roy Joseph recognized the donors on behalf of the organizers.

SCTIMST also honored the regular donors from Terumo Penpol Mr. Jackson Lazer, Chargeman, Mr. Kumar T, Chargeman and Mr. Niyas S, Senior Technician was also honored during the event.

The event was concluded with felicitation address by Dr. Subin Sukesan, Additional Professor, Dept. of Cardio-Vascular and Thoracic Anesthesiology, SCTIMST, Dr. Shivanesan P, Associate Professor, Division of Vascular Surgery, SCTIMST followed by the experience sharing by Mr. PG Santhosh, Chennai Yuva Blood.



2, In association with VHS Multispecialty Hospital and Research Institute

In a first, Terumo Penpol organized the National Blood Donation Day (October 1st) observance along with Voluntary Health Services Multispecialty Hospital and Research Institute at VHS Blood Bank, Chennai on October 3rd.

The cozy inhouse function was homely. Prof. Dr. Suresh S, Secretary, VHS conveyed the Presidential address and spoke about the importance of blood donation and the grave requirement of blood donations needed in the country every day. He proposed that the voluntary blood donation must be stepped up to 90% which is now standing at 70%. He thanked the donors as well as Terumo Penpol for the concerted efforts in the field of VBD and on the safety and quality of its products.

Mr. Krishna Bhamidapati, GM, Finance, Terumo Penpol was the Guest of Honor for the event where he gave an overview of the blood donation activities that TPPL undertakes and its intention to have campaigns across India. He thanked the regular donors and the hospital staff for the support. An experience sharing by a donor was the highlight of the event, where he specially mentioned the hospital staff and their friendliness and Terumo Penpol for the support towards the cause.

A special thanks to Arunkumar Pavunrasu and Dinesh Kumar, Regional Sales Manager - South 1 from the commercial team for support in organizing the event. The event was attended by the management of the Hospital along with senior doctors and regular donors.



TIPL and TPPL Collaboration for organizing a blood donation camp for cancer patients

On October 13th, TIPL and TPPL collaborated to organize a blood donation drive at Unitech Cyber Park, Sector – 39, Gurgaon, in honor of Patient Day. The event was held in partnership with AIIMS Jhajjar, India's first fully automated Blood Center equipped with 4 Reveos devices. The primary goal of this blood donation campaign was to provide donors with a seamless donation experience and dispel the misconception that 450 ml of blood cannot be collected during such events.

We successfully demonstrated that this volume could indeed be collected, with a total of 138 donors participating. Among them, 37 donors were deferred due to various reasons. Total 101 individuals who donated blood, 20 were women. Members of our own team, including Manmohan, Zafar, and Naresh Jha, joined the cause by donating blood.

During the event, TPPL provided water bottles to the donors, while TIPL distributed coffee mugs. Furthermore, TIPL distributed Patient Day T-shirts to all attendees. It was a heartwarming sight as team members from TIPL, along with many others, came forward to donate blood for cancer patients. The event left everyone inspired, knowing they had made a significant contribution to help the cancer patients.



Organizing Blood Donation Camp

Fareed A, Senior Sales Manager organized a blood donation camp in association with JJM Medical College and Bapuji Hospital at Davangere. 47 donors donated blood.

We would like to thank Fareed for organizing the camp and for his active participation in the blood donation campaign and for creating a sense of humanity and helping the needy patients in the most difficult of situations.



ERYTHRO 6.0

Erythro 6.0 was a 2-month-long awareness event conducted by Terumo blood and cell technologies, in association with NSS, CET. Erythro 6.0, was conducted to promote awareness and the importance of blood donation among the public and students statewide. Various programs were conducted as a part of this event.

Erythro 6.0, inaugurated on 20/09/2023 in the presence of KP Rajagopalan sir, National President of Federation of Indian Blood Donors Organisation (FIBDO), and Ratheesh Sahadevan sir, VSSC scientist and secretary of KEBS. The state-level Blood donation challenge was inaugurated by KTU NSS Coordinator Dr.Joy Varghese V M sir and K P Rajagopalan sir.

Sulaimani Night

As the first event of Erythro 6.0, a cultural night was hosted at the Dhvani Stage of College of Engineering Trivandrum on 20th September 2023 from 6:30 p.m. to 9:30 p.m. Sulaimani Night was filled with 20+ diverse performances and a few spot performances from the audience. The event aimed to bring awareness about the importance of blood donation. More than 500 attendees were delighted with the flavorful Sulaimani, which added a delightful touch to the cultural festivities. With the assistance of over 30 dedicated volunteers, the event ran smoothly. Awareness about blood donation, blood cell working, and Terumo Blood and cell technologies was given at various instants of the program.



Anemia awareness

On September 21, 2023, NSS CET, in collaboration with Terumo Blood and Cell Technologies, organized an enlightening Anemia awareness session as part of Erythro 6.0. The event took place at the Mechanical Seminar Hall 3 of CET and featured Santhosh sir from the Kerala Institute of Medical Sciences (KIMS) as the distinguished speaker. This session aimed to increase awareness about Anemia, a prevalent yet often underestimated health condition.



Beach Cleaning and Blood Donation Awareness Drive

On September 23, 2023, NSS CET, in collaboration with Terumo Blood and Cell Technologies, organized a beach cleaning drive at Kovalam Beach. About 40 volunteers participated in cleaning the beach and constructing sand art. 'Donate Blood Save Life' was constructed in the sand along with Erythro 6.0 and Terumo blood and cell technologies logos to create awareness among the public.



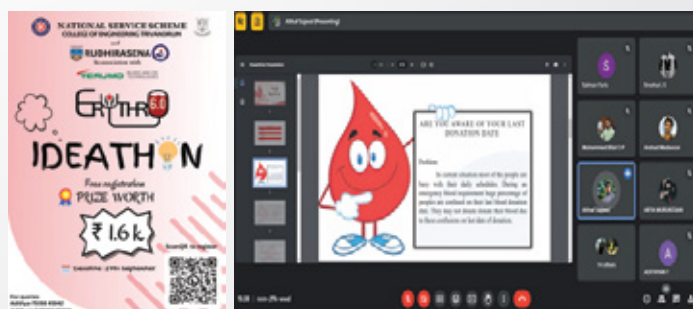
Organ Donation Awareness

On September 25, 2023, NSS CET, in collaboration with Terumo Blood and Cell Technologies, organized an enlightening Organ donation awareness session as part of Erythro 6.0. The event took place at the Mechanical Seminar Hall 3 of CET and featured Dr.Noble Gracious A from Kerala State Organ Donation and Tissue Culture Organization as the distinguished speaker. This session aimed to increase organ donation procedures and awareness.



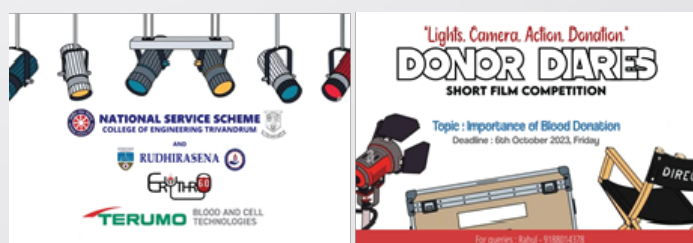
Ideathon

The Ideathon, conducted as a part of Erythro 6.0 by NSS CET, was a two-phase event designed to foster creativity and innovation among participants statewide. The event encompassed the submission of ideas and online presentations, with a focus on promoting novel solutions and concepts. The first phase of the Ideathon involved participants submitting their innovative ideas. A total of 10 submissions were received, demonstrating the enthusiasm and engagement of the participants in generating novel concepts. Following the idea submission phase, the second phase required participants to present their ideas online. Nine teams successfully presented their ideas, highlighting their dedication and commitment to the event. The jury consisted of Arshad A K - An embedded Engineer at Tata Elxsi, Fayiza Shahab - an Advocate, Pursuing an MBA at CET, Muhammed Bilal O P. - Founder and CEO EETI foundation, founder of KnowLumi. Education 2.0 Young Leadership Award winner. After the presentation phase, one team emerged as the winner and was awarded the first prize. The first prize was valued at rupees 1600, recognizing the excellence and ingenuity demonstrated by the winning team.



Short Film Competition

A statewide short-film competition was conducted from 25th September 2023, where the participants were expected to create and submit a short film on the topic 'The importance of Blood Donation'. This competition aimed to harness the power of storytelling through short films to inspire and educate audiences about the critical importance of blood donation.



Jeevathaalam-Mega Blood Donation Camp

NSS CET unit in association with Sree Chitra Tirunal Institute for Medical Sciences and Technology, Regional Cancer Center Trivandrum conducted a Mega Blood Donation camp JEEVATHAALAM as part of Erythro 6.0 on 5 October 2023. The camp was held from 10:00 AM to 1:30 PM. In total, there were 130 registrations and 75 donations.

Treasure Hunt

NSS CET, in association with Terumo Blood and Cell Technologies, conducted a treasure hunt as part of Erythro 6.0. The event took place in the campus premises at 4.30 PM starting from Archie Corner and ending at NSS Blood room. This program aimed to create awareness among students about blood donation and its working in an interactive manner.

Platelet Donation Awareness

On September 27, 2023, NSS CET, in collaboration with Terumo Blood and Cell Technologies, organized a Platelet awareness session as part of Erythro 6.0. The awareness session was conducted by Dr. Lakshmi Sudev, MBBS, MD (Immunohaematology and Blood Transfusion). The session was conducted in online mode. The participants included students from various institutes around the state under KTU. The session aimed to create awareness about platelets and platelet awareness.

Wall Painting

On September 30, 2023, NSS CET, in collaboration with Terumo Blood and Cell Technologies, wall painting was done at CET. The painting included the message of the importance of blood and quotes about blood donation. Logos of NSSCET and Terumo blood and cell technologies were also included. The work ended on October 2, 2023

Rally

On October 2, 2023, NSS CET, in collaboration with Terumo Blood and Cell Technologies, organized a walk rally from Palayam to Thampanoor aiming to create awareness among the public. About 20 volunteers participated in the rally cheering for blood donation quotes. Volunteers were made to stop at different stops and raise awareness about blood donation and the aim of Erythro 6.0 and Terumo Blood and cell technologies in promoting blood donation.

Thalassemia awareness

On October 2, 2023, NSS CET, in collaboration with Terumo Blood and Cell Technologies, organized a Thalassemia awareness session as part of Erythro 6.0. The session was conducted by Dr. Vijayalakshmi K, Head of Transfusion Medicine at RCC. The session was conducted in online mode. The participants included students from various institutes around the state under KTU. The session aimed to create awareness about Thalassemia and precautions

Film Screening

On October 3, 2023, NSS CET, in collaboration with Terumo Blood and Cell Technologies, organized a film screening at CETAA Hall aiming to aware the students about blood donation through media. 'Lifeline: The untold story of pulse survivors' was filmed. The hall was crowded by about 60 students. The aim of Erythro 6.0 and Terumo blood and cell technologies in promoting blood donations was promoted at the end of this session

Blood stem cell Donor awareness and registration

On October 7, 2023, NSS CET in association with Terumo Blood and cell Technologies organized a Blood stem cell Donor awareness and registration drive as part of Erythro 6.0 in association with DKMS BMST Foundation of India and Terumo Blood and Cell Technologies. Students from various institutes of Trivandrum under KTU participated in this drive conducted at Diamond Jubilee Hall of CET. The session was handled by Ms.Chinma Madhusoodanan and Mr.Mohammed Sajid of DKMS BMST. Cheek swabs were collected from the participants. About 215 swabs were collected from various parts of the college and participants from other colleges. The session ended at 2 p.m. and was succeeded by the Rudhirasena Trivandrum regional meet consisting of different regional coordinators and unit coordinators of the Trivandrum region.



Marathon

As a part of Erythro 6.0 in association with Terumo blood and cell technologies, NSS CET conducted a Marathon on 8th October 2023. More than 20 participants were present. The route consisted of CET > Aakkulam > Sreekaryam > CET (approx 15km). Volunteers were present at various pitstops and water and glucose were given to the participants. Participation prizes were given and the top 3 participants were awarded a cash prize. The participants and people in the locality were given awareness about the cause and the aim of NSSCET and Terumo blood and cell technologies in promoting importance of blood through various means



Donor Tree and Donor meter.

The tree was colored red and white. It was decorated with flowers recycled from plastic bags. An NSS logo and a heart-shaped sign board made from a forex sheet were hung on the tree. The sign board said "one ribbon for every patron" in decorative writing. Patrons who donated blood wrote their names on red ribbons and tied them to the tree.

The Donor meter was made on a wooden panel base. The panel was painted white. The meter had to be housed in the panel such that it could be opened and closed by sliding. Two wooden blocks were nailed onto the base panel to house the meter. PVC rails were hammered onto the blocks. The rails 3 were the frames for the forex sheet decoration. Surfaces in contact with the meter were taped to get a smooth sliding action. The meter is two acrylic boards fixed together with forex sheet thickness in between so as to fit the blood tokens which were also made of forex sheet. About 150 circular tokens were cut with the help of volunteers and then painted red. The meter was then slid into place and with a few more decorations using a forex sheet, the meter was ready to be displayed. The meter was kept at the front of the administrative block. On donation day, each token (called blood token) represented the number of donations and was given to the donors to insert into the meter



Regional Blood Camps

On October 3, 2023, NSSCET in association with Terumo Blood and Cell Technologies led regional blood camps across the states. Every region of Kerala conducted a blood camp as a part of Erythro 6.0. Around 900 donations were accomplished as a part of the camp. The region undertaking the most number of donations was felicitated.

Blood Donation Challenge

As part of Erythro 6.0, NSSCET in association with Terumo Blood and Cell technologies conducted a blood donation challenge across the state from 20th September 2023. The college undertaking the most number of donations was felicitated.



MIME

On November 3, 2023, NSSCET in association with Terumo Blood and Cell Technologies, conducted a MIME performance at Mall of Travancore. A group of volunteers costumed as mime showcased the importance of blood by enacting the different life stages of a girl and the appearance of cancer in her life and death due to lack of availability of blood. The people were made aware of the shortage of blood donation and the aim of NSSCET and Terumo Blood and Cell Technologies to promote awareness among public





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