

# Sankalp India Foundation

## Let's Give Life A Better Chance

Volume 1 January 2008

One camp after the other, Sankalp India Foundation is working its way to usher in a new era of donor empowerment and motivation. We believe people donate blood more confidently and more regularly if they are well informed and educated about the entire process.

This newsletter is an attempt to provide a platform for information sharing between all the representatives of the voluntary donors. We are starting this newsletter to ensure that we all are abreast with the latest and the best techniques in donor motivation, safety and organizing blood donation drives.

We look forward to your continued support and participation in our activities. 100% Voluntary blood donation in Bangalore is only possible when you and we work together to ensure no one dies due to shortage of blood.

Jai Hind!

### The Challenge: Safe Blood for All



The challenge facing everyone today in blood service delivery is to ensure a safe and sustainable blood supply. This can be achieved only through recruitment and retention of voluntary, non-remunerated blood donors who donate through altruistic, humanitarian motives. It

is well documented that there is generally no particular resistance to blood donation or reluctance to donate blood. In many instances people do not donate simply because no one has ever asked them to do so.

Even in this era of high technology, instant and mass communication, the invitation to give blood has not reached many potential donors. The situation today is that the nation is facing acute blood shortages.

Rakta Kranti is an attempt to bring in 100% Voluntary blood donation in Bangalore by taking the message of blood donation straight to the community.

Rakta Kranti aims at organizing efficient and well organized blood donation drives with standards that are comparable to the best in the world. We bring to the donor all the information relating to blood donation that makes him/her absolutely comfortable and confident about the process. The same information ensures that the donor himself/herself is in a position to demand quality from the blood banks if not given.

On the other front, under this project we ensure that organizing blood donation drives in a planned manner regularizes the blood supply to the city. We ensure that there is no blood donation camp when the stocks of blood are good. By this, every using of blood donated during our blood donation drives are more useful and helpful to the patient.

Rakta Kranti also carefully monitors the working of the blood banks. Any blood banks that do not hold donor safety and well being in the highest regard are not helped by us. We only help the progressive blood banks that are open to sharing the blood that they collect with the needy in all parts of the city without any bias or preferences. The choice of the blood banks is carefully made looking at their stocks of blood, the camps that they are receiving in their own and the willingness of the blood bank to change the procedures it is following for the better over a period of time.

### Spot Light: ITPL Blood Donation Drive

On Wednesday, 9th January 2007 when the bloodstocks in city's blood banks were dry, the employees in ITPB Campus came forward to be part of Sankalp India Foundation's "I CARE" Blood Drive.

The planning for the camp started a month in advance. Keeping in mind the increase in requirement of blood units in the month of January ITPB campus that has more than 15000 employees was the right place to initiate the blood drive. It was ideal place to enhance the donor motivation through publicity. Posters were put up in the cafeteria of few companies. Brochures were distributed to the employees, which had all the information about blood donation process.

Sankalp Volunteers reached the place at 9 AM in the morning and with the help of few dedicated people, posters and banners were put in the campus. Five blood banks in the city were invited for the camp and they arrived at the venue by 10.30 AM.



591 donations took place on the day as compared to 394 donations that were made in the previous blood donation drive on 5th July 2007. A whopping increase of 50%. This indicates that the commitment of employees in ITPB has been increasing exponentially and thus has made a significant impact on

the blood donation scenario of the city.

Read full report [here](#).

To bring in more donors and to add high quality to the blood donation drives we have carried out extensive research in the field of donor motivation and education. We have come up with the best ideas from around the world that make a blood donation drive an un-forgettable experience.

In the past 7 months of it's working, Rakta Kranti has already started making a difference to the blood supply in the city. This summer season when the blood shortage threatens the city, the members of the Team Red, will stand by the suffering and ensure that the blood banks do not have to send back people without blood.

It is time to work together by keeping the interests of the patient and the donor on the top and making Bangalore a city where no one ever suffers due to blood shortage.

The following companies have currently joined us in our endeavors towards ensuring 100% voluntary blood donation:

Capgemini, Ascendas(We organize camps for all companies within ITPB Campus which includes Infineon Technologies, Delphi, KENNAMETAL, CAE Simulation Technologies, General Motors, Applied materials, Affiliated Computer Services), Alcatel-Lucent, GCI Communications, Stumpp Schuele and Somappa, ZTE, Ilantus Technologies, Com-Creations, Trianz Consulting and many more..

# Helpline



Since 13th September 2006, we have our **toll free helpline with CTC Sanjeevini at 1062**. One call to this number now locates which blood bank has the blood you need

**Looking for Blood? Call 080-1062**

## Camps from Previous Months

1)GCI: The Camp at GCI was held on 14<sup>th</sup> December,2007.The company has a total of 773 employees .two Blood Banks namely Rashthrothana and Nimhans were invited More than 250 employees registered for donation but only 186 were eligible to donate.

The planning for the camp started a month in advance. There were 10 keen and enthusiastic volunteers from the company who were part of the Team Red<sup>1</sup>.

Key points that led to the success of the camp:

- A presentation to the volunteers was given by one of the Sankalp Volunteers. This presentation ensured that volunteers were educated to know the scenario of blood in city. The volunteers were also communicated the steps involved in the blood donation process.
- The volunteer were given specific roles with key points communicated to them.
- The awareness program which included putting of Posters, sending invitation mails and so on was started and implemented 15 days in advance. The invitation mail contained the donor guide, which answered to questions related to blood donation.

- The volunteers planned and met each and every employee asking them to come forward to donate blood and clearing the myths, which they had about blood donation.
- The HR management was very keen on making this a successful drive and helped in all requirements that were necessary.
- The employees who wanted to donate were registered well in advance. This ensured that donor-waiting time was reduced as donors were called in batches.
- The coordination between the volunteers was excellent.

2) ZTE: The camp at ZTE was scheduled on December 20<sup>th</sup> between 2 to 5 PM in afternoon. The company has a total of 80 employees. Lion's blood bank was invited to the camp. Although the planning for the camp started just a week in advance, we had 39 donors coming forward to donate and 1 donor was ineligible.

Key points that led to the success of the camp:

- 1) The management was keen on organizing the drive and making it successful.
- 2) Posters were put up 4 days before the camp and invitation mails were sent to all employee's couple of days in advance. The invitation mail contained the donor guide, which answered to questions related to blood donation.
- 3) The management registered employees who wanted to donate well in advance which ensured donor-waiting time was reduced.

## Quality @ Sankalp

**Within the organization we follow a very strong quality policy. Each camp is carefully **monitored and evaluated**. Feedback from all stakeholders is taken and the action plan is refined accordingly.**

## Eureka Eureka

One point that could make your blood donation drive fabulous

- 1) Involvement of Higher management and employees as volunteers in organizing the camp.

Past experiences have proven that involvement of higher management in a blood donation drive is critical to the success of the camp. The participation of employees can be enhanced by forming a strong team (Team Red) within the company and then asking the CEO or President and top management to personally communicate the importance of blood donation drive by e-mailing company wide memos announcing the event. A letter from the top management sets the scene right for the upcoming blood donation drive.

The volunteer's team can rig up an excellent publicity campaign across the organization before the blood donation drive. Some of the things that the volunteer's can do include

1. Post the dates of the blood drive on the organization's internal calendar and/or intranet site.
2. The volunteers can reach out to each and every employee of the company and convey them the importance of donating blood.
3. Posters can be put up at prominent places in organization.
4. A reminder mail can be sent to all employees a day in advance before the camp.
5. The CEO or President and top management can send a "THANK YOU" mail after the completion of blood donation drive.

The Blood Donation camp at Mindtree had a fabulous response because of the active involvement of top management and excellent work done by the Team Red. Personalised communication in the form of a skit by volunteers helped take the idea in a big way.

The recent GCI Camp had fabulous response owing to the active participation of management and the wonderful publicity campaign rigged up by volunteers. One to One communication between the volunteers and employees helped in a big way.

## Knowledge Center

Why does the blood bank charge for blood?

Many donors have asked us the question that “Although we are donating blood voluntarily, then why do blood banks collect money from patients?”

There are significant costs associated with collecting, testing, preparing components, labeling, storing and shipping blood; recruiting and educating donors; and quality assurance. As a result, processing fees are charged to recover costs.



After blood is drawn, it is tested for ABO group (blood type) and RH type (positive or negative), as well as for any unexpected red blood cell antibodies that may cause problems for the recipient. Screening tests performed are for viruses, Hepatitis B, Hepatitis C, HIV, Syphilis and Malaria. Although some blood banks are testing blood using Nucleic Acid Amplification Testing (NAT).

The fact is that the blood bag itself costs.

Also, some blood banks are subsidized by NACO and therefore they receive some money for each unit collected. These blood banks may offer lower costs. At the same time, some blood banks are conducting more tests and using more elaborate technologies for blood processing, thereby adding to the cost of the unit.

Blood is not available for free internationally. Although under circumstances where the patient is not able to pay for the blood, there is provision by the government to give it for free or at subsidized costs.

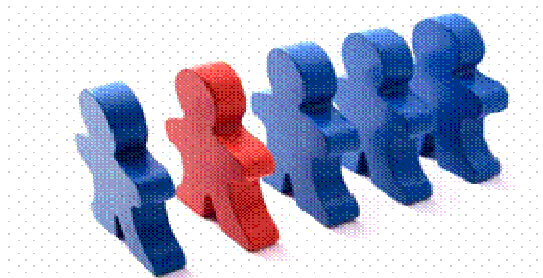
***WHAT YOU PAY IS NOT FOR BLOOD BUT FOR TESTING OF BLOOD.***

<sup>1</sup>Team Red is a team of Volunteers from the company who will take up this activity. We will train them on issues relating to blood donation.



Then they can proceed to rig up an excellent publicity and motivational campaign. Essentially, they will be guided by us to do what it takes to make the camp as good as possible.

## Equal Distribution



This city needs **200 thousand units** of blood. It is India's fifth largest Metro. No one blood bank can cater towards needs. The choice of blood banks is made on the **basis of blood requirement and shortage**. We ensure a more equal and

And finally

We are a group committed to solving the problem of blood shortage. We understand it can never happen unless the right message goes to each one in the society. This group of young students and engineers invite you to be a part of this revolution..

**The Rakta Kranti**  
Looking Forward to having a relationship for a lifetime with you ☺

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Sankalp India Foundation®  
Call +91-9880132850 – National Helpline for Blood  
Mail [sankalp.admin@gmail.com](mailto:sankalp.admin@gmail.com)  
Visit [www.sankalpindia.net](http://www.sankalpindia.net)  
Looking for Blood? Dial (080)1062 in Bangalore