



Rakta Kranti

The Blood Revolution



The Summer Time and Blood Shortage!

Summer months are over and so is the terrible shortage that the city faces in these months. However, this year, things were slightly better than previous years — thanks to the well spread out and timely blood donation drives. Though the supply of blood was far lesser compared to the demand, but still the critical stocks

of blood continued to be in place.

Sankalp will like to extend a very warm thanks to all the organizations who stood up to the need of the hour and organized blood drives when the need was the greatest.

Equal distribution of blood to all parts of the city has been our priority and with the support from the blood banks and the companies, we have been able to make steady progress in this direction. With each of our blood drives, blood reaches sever different blood banks which are located far apart. By this, each drive contributes to

helping the patients throughout the city rather than building up stockpile at one end.

Donor's safety has been on top of the agenda. In order to ensure that the donor receives the best care we have been in a continuous dialogue with the blood banks to see how things can be improved.

Slow and steady steps are being taken by the Rakta Kranti team. With your support, continuous improvement and capacity building soon we take Bangalore close to 100% Voluntary Blood Donation.



Sankalp India Foundation

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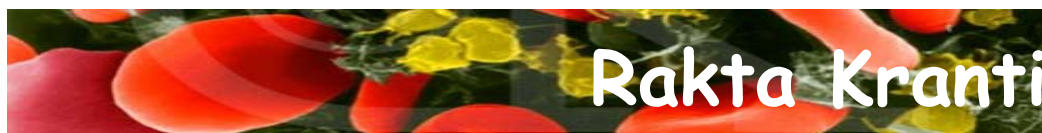
July 21, 2008

Special points of interest:

- ☺ [Donating Blood for relatives could be fatal](#)
- ☺ [You can donate a blood component every 3 days](#)
- ☺ [No one needs blood as a whole. Modern science recommends use of blood components.](#)
- ☺ [One stop point for all Bangalore Blood Bank info](#)

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Volunteer hotspot

Being Blood donation drive volunteer,

it enhanced my awareness as to what are the major blood related prevalent problems and how these could be solved with little effort of people. Also, it has added a great deal to my knowledge of blood deficiency diseases and their treatment.

I've gained loads of confidence to bring smiles to needy and a sense of responsibility as a human,

Besides, organisation was fun and I thoroughly enjoyed every aspect of my involvement in the drive.

Looking forward for more such... :) - Rupali Sharma - ARM

Blood Bank Corner

The wonderful group called Sankalp Foundation has created awareness in the public and among the blood banks. This organization is doing miraculous job to save somebody's life.

Excellent Pre-donation advice and post donation information are given to the donors. Also rectifying the oversights done by the Blood Banks in the Camp Premises.

These camps bring Unity among Blood Banks and distributions of blood units is done according to the requirements.

Long Live Life Savers. Yours in Service,

Deepak Suman , Camp Coordinator Lions Blood Bank

World Blood Donor Day

Sankalp India Foundation would like to thank all the blood donors who came ahead to help the suffering at a time when the need for help was the most.

The city has been facing acute shortage of Blood during the summer and it can be interpreted from the fact that number of Blood Request Sankalp has been receiving is on the up trend from March 2008 and also the stock of blood units in Blood Banks has been on a downtrend. Sankalp Emergency Team has received (100 will confirm) number of Blood Requests over the last four months.

By your kind gesture, not only

have you brought hope and life to the patients, you have also saved many tense days and nights for the relatives of patients who run from pillar to post searching for blood. Cheers to you!!

We would also like to thank the companies namely Ascendas, Applied Materials, Alcatel-Lucent, Capgemini, Deutsche Bank and

World Blood Donor Day

"Celebrating the gift of blood" 14 JUNE 2008



Thank You ! Blood Donors

SSS India that have come forward to organize camps at such a critical time.

Thanks a Million for Your Support.

Spot Light: Deutsche Bank Blood Donation Drive

Sankalp organized its 1st blood donation drive with Deutsche Bank on 30th May 2008. Three Blood banks namely Lions blood bank, Rashthrothana blood bank and Victoria blood bank were invited to the camp. 494 donations made with over 150 donors deferred.

Key points about the camp:

- > **Enthusiastic Management:** The very enthusiastic management of the company seemed to have done the magic trick that brought the donors from their chairs to the blood donation drives.
- > **Good number of rare units collected:** Their were many donors having rare blood groups. In summers when all stocks are low, the rare group donors are like manna to the starving.
- > **The constant flow of donors throughout the day:** Donors kept coming in to donate blood through-

out the day. This ensured that the blood banks were neither too pressed nor too un-occupied throughout the duration of the drive.

- > **Fabulous Donor response:** As said before, the donor response did not leave much more to be desired. The turnout itself speaks volumes about the enthusiasm and energy that flows in the people of DB.
- > **High Degree of Donor Safety:** With about 150 donors being deferred from donation, it is clear that the blood banks did not compromise the donor's safety for the number of units of blood collected.

"A blood drive is not just about a blood bank coming and collecting blood. Donor education, motivation and care need to be carefully balanced to get things right"

Roll of Honour

Capgemini

6-Mar-08

260 units collected

Alcatel Lucent

26-Mar-08

120 units collected

SSS India

26-Apr-08

40 units collected

ITPL

9-May-08

370 units collected

Alcatel Lucent

3-Apr-08

56 units collected

Deutsche Bank

30-May-08

494 units collected

180 times and still going strong : Gabruddin

Gabruddin's blood has saved the lives of over 150 people, most of whom he has never met. The 55-year-old Gabruddin who owns a bullock-cart and rents it for a living, holds a kind of record. He has donated blood voluntarily, 180 times till date.

Gabruddin is popularly known as Gabru and a top blood donor of the district.

Ask anyone in Kabirpur, a small village, on the outskirts of this city, where Gabru lives, and you find yourself winding your way through narrow potholed lanes, avoiding puddles, cattle and stray dogs that follow you all the way to a ramshackle two-room house.

For the poor, illiterate Gabru it all started during the 1965 India-Pakistan war when Lal Bahadur Shastri, who was then Prime Minister, appealed to the people to contribute towards the war effort.

"After that stirring speech, I decided to give blood as soldiers were giving theirs at the front," Gabru reminisces. "It seems like yesterday to me, so clear does Shastriji's voice ring in my mind still."

Source: <http://www.ptinews.com/pti%5Cptisite.nsf/0/94FOA080026B49E465257470002C1EAF?OpenDocument>



Health Benefits of Donating Blood

Reduce the chance of heart diseases It has been observed that increase in blood iron level increases the chance of heart disease. Iron is involved in the oxidation of cholesterol and this process is believed to be detrimental for the arteries. Increases blood iron level favors this process of cholesterol oxidation and thus leads to heart disease.¹ Regular blood donation helps especially males in losing iron on regular basis. It helps in reducing the chance of heart attack to one third.²

Enhance the production of new Red Blood Cells As the blood is withdrawn from the donors body there is decrease in blood cells. To replenish it, immediately new cells are produced by marrow and this way blood gets refreshed. Therefore donating blood helps in stimulating generation of new blood cells.³

Helps in fighting hemochromatosis Hemochromatosis is a genetic disorder; also known as iron overload disorder wherein iron accumulates in the body tissue because of improper iron metabolism. This condition may lead to organ damage.³ Though this problem is uncommon in Indians⁴, people with little iron overload also can easily donate blood and reduce their iron content. Taking example from other countries, one in every 300-400 people in England suffers from this disorder and American Red Cross blood services accept such donors as safe donor as it's a genetic disorder, it won't be harmful to the person receiving blood from such donors.³

Burns calories One can diet or remain fit by donating blood regularly. One pint of blood (450 ml) when donated burns 650 calories in donor's body. ^{3, 5}

Basic blood test is done Apart from all these benefits a donor gets a mini blood test done before donating blood. This

includes Hematocrit i.e. HB level test, Blood pressure is measured, body weight is checked. After the blood is collected it is tested for 5 major diseases. Those are Hepatitis B, Hepatitis C, HIV, Syphilis and malaria. Donor is immediately informed if any of these tests are found to be positive.

"Blood donation is a double blessing - not only is it life for the recipient, it is a major health benefit for you"

Sankalp India Foundation

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Looking for blood? Dial 080-1062

Let's Give Life A Better Chance



In The NEWS

>> BMTC Supports the cause of Blood

You might have seen the very attractive and informative Sankalp Blood Donor Information leaflets and one time or the other. BMTC has come forward to help take the message of voluntary blood donation by sponsoring these blood donor leaflets. Next time you are organizing a blood donation drive, make it a point to use this powerful donor education and motivation tool. Thank you BMTC :)

>> Distributed Blood Supply helps the city

The approach taken by Sankalp to give blood to more than one blood bank in a single drive is paying off. Blood banks have begun to appreciate the merits of more equally distributed blood supply and are now encouraging our efforts to organize many drives with 50-100 units of blood for each blood bank.

Some tips to add value to your blood drive

Involvement of the Management

It will be good if Senior management can mail all the employees about the blood donation drive and also encourage and motivate employees to join in. Along with this if he can request all the managers to promote the event within their teams by sending out a mail to people in their group, it will add to the affect. This may help bring in creating an excellent atmosphere throughout the organization.

Testimonials

Let us provide testimonials from co-workers whose lives have been touched by blood donation. Research

shows that people are more likely to donate blood when they see a direct benefit.

This can be done by making A4 size posters with such testimonials and adding them to our current posters. If we put up a testimonial with the person's image on it, people are very

likely to stop by and read.

Special Snacks

Food is a big motivator. We can look towards having some great snacks arranged for the donors and putting in this information in the mail too.

Countdown Timer

We may put up a poster in the reception area right over the finger print reader. This poster can have days left for the blood donation drive along with a one liner. It is sure to catch everyone's attention. By putting up just one important line daily, we will ensure that no-one misses out a crucial message. For your reference I have included a

