



Headquarters Office  
**Employees' State Insurance Corporation**

(ISO 9001-2008 certified)  
Panchdeep Bhawan, CIG Road, New Delhi-110002  
Website – [www.esic.nic.in](http://www.esic.nic.in)

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**PRESS RELEASE**

**VOLUNTARY DONATION ENSURES GOOD QUALITY OF BLOOD – ESI Corporation  
observes World Donor Day**

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In order to achieve the goal of World Health Organization's (WHO) for all countries to obtain all blood supplies from voluntary unpaid donors by 2020, ESIC conducts voluntary Blood Donation Camps from time to time. On the eve of World Blood Donor Day (14<sup>th</sup> June), ESIC in association with Indian Red Cross Society conducted a Voluntary Blood Donation Camp in its Headquarters Office, Panchdeep Bhawan, CIG Marg, New Delhi - 110002; got a overwhelming response from the officers/officials of ESIC, resulting a remarkable collection of 83 units of blood. India has huge potential of voluntary donor pool, which is yet untapped. Blood Donation Camps, like the one organized by ESIC, can be a decisive step in making the critical shift from replacement donors to a voluntary blood donation system.

While inaugurating the camp, Shri S.K.G. Rahate, Financial Commissioner, ESIC said that besides providing the various benefits to the vast workforce under ESI Scheme, medical care is of utmost importance. Out of an annual expenditure of ₹ 5600 crore, ₹ 4100 crore is spent on medical care, which is a whopping 73% of the annual expenditure. Promoting such voluntary, unpaid blood donation initiatives will go a long way in meeting our objective of providing foolproof, comprehensive medical care to our workforce.

Dr. S.R. Chauhan, Medical Commissioner, ESIC said that different myths about blood donation needs to be changed by organizing such camps. He also said that quality of blood collected at these camps is much superior to that collected from replacement donors. Shri Jose Cherian, Insurance Commissioner, Smt. K. Padamja Nambiar, IC (P&A), Shri S.C. Chakraborty, IC (PR & ITCD), Shri P.K. Srivastava, IC (Rectt.) also addressed the gathering and called upon to donate blood.

**Main Benefits of collecting blood at camps:-**

- Community Participation
- As health status and habits of potential blood donors are known to organizers, quality blood is assured due to self exclusion
- Intending donors get opportunity to donate according to their convenience
- Familiar faces and known atmosphere help in the shedding of fear by the first time donor
- Recruits new donors

**(R.K. Gautam)**  
**Jt. Director (P.R.)**



