



Headquarters Office
Employees' State Insurance Corporation

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

No.: E-14/15/29/13-PR

Dated: 12.06.2015

PRESS RELEASE

Voluntary Donation Ensures Good Quality of Blood – ESIC Corporation observes World Blood Donor Day

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 (14th June), ESIC in association with Indian Red Cross Society organized a Voluntary Blood Donation Camp on 12.06.2015 in its Headquarters Office, Panchdeep Bhawan, CIG Marg, New Delhi. It got an overwhelming response from the officers/officials of ESIC, resulting a remarkable collection of blood units. India has huge potential of voluntary donor pool, which is yet to be tapped. 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.

In his inaugural address, Shri U. Venkateswarlu, IAS, Financial Commissioner and Director General Incharge, ESIC, said, "ESIC is organizing Blood Donation Camp since last three years. He appealed to all to come forward and donate blood. He also hoped that this blood donation campaign will encourage our employees and other volunteers to lend their support to more such campaigns in future.

Shri B.N. Tripathi, IPoS, Chief Vigilance Officer, ESIC exhorted all those present to register for the campaign and help make it a grand success. He also informed that no other Central Govt. organization organizes such camps at regular intervals except ESIC.

Dr. S. R. Chauhan, Medical Commissioner, ESIC also added that Blood is categorized as a medicine but it cannot be artificially produced: it has to be donated. He congratulated Indian Red Cross Society, Hindustan Times and PR Branch of ESIC Hqrs. for organizing such a camp for noble cause.

Shri Arun Kumar, Additional Commissioner (PR), ESIC also echoed the same view. He said that all healthy people must volunteer to donate blood on this day and also appealed to their friends to do the same.

Shri Pranava Kumar, Dy. Director (PR) and PR Branch of ESIC Hqrs. co-ordinated the overall arrangements under the leadership of Shri Arun Kumar, Additional Commissioner (PR).

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

(Pranava Kumar)
Dy. Director (P.R.)