



Headquarters Office
Employees' State Insurance Corporation

(ISO 9001-2008 certified)
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PRESS RELEASE

VOLUNTARY DONATION ENSURES GOOD QUALITY OF BLOOD – ESI 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 in its Headquarters Office, Panchdeep Bhawan, CIG Marg, New Delhi ; got a 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 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.

In his inaugural address, S.K.G. Rahate (IAS), Financial Commissioner, ESIC, said "We are all aware of the immense importance of blood donation in our country. Every year our nation requires 4 crore units of blood and only 40 lakh units are available. There is a need to educate and empower our people to contribute towards this noble activity. I hope this blood donation campaign will encourage our employees and other volunteers to lend their support to more such campaigns in future."

Dr. S. R. Chauhan, Medical Commissioner, ESIC added: "Blood is categorized as a medicine but it cannot be artificially produced: it has to be donated. Earlier it was difficult to convince the insured persons and beneficiaries of ESIC about the importance of donating blood as they considered it the sole responsibility of the organization to arrange for blood. But now, many of them voluntarily come forward to donate. ESIC started out with just one blood bank in one of its hospitals, but today, our blood banks are in all ESIC Hospitals, which are not deficient in any manner whatsoever."

Jose Cherian, Insurance Commissioner, (Personnel & Admt), exhorted all those present to register for the campaign and help make it a grand success.

P. K. srivastava, Insurance Commissioner, (Recruitment & Benefit), said "Not everyone realized the importance of donating blood. When a person himself is in need of blood and has to run from pillar to post to arrange for it, the realization that blood is scare dawns on him. All healthy people must volunteer to donate blood on this day and also appeal to their friends to do the same."

R.K. Gautam, Jt. Director (PR), and Pranava Kumar, Dy. Director (PR) co-ordinated the overall arrangements under the leadership of Smt. K. Padamja Nambiar, Insurance 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

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