



Blood Revolution
Have you joined in ?



BLOOD REVOLUTION
Have YOU Joined In ?

The Blood Revolution

The progress of our civilization is charted by a series of new ideas that changed our life forever. From the discovery of fire in the ancient ages to the green movement in the modern times, every revolution has left us stronger and richer.

Today, yet another revolution is taking shape in Ahmedabad - the cradle of the nonviolence movement which rewrote history by attaining freedom without shedding a single drop of blood.

However, this time blood needs to be shed.

For, this revolution is for the freedom from distress & death due to lack of quality blood as a life saving medicine. **This is the Blood Revolution.** A revolution that calls for a promise that:

- ▶ *No needy person should ever die for want of blood transfusion.*
- ▶ *Highest quality blood and components are available to safeguard the patient, while ensuring the wellbeing of the donor too.*
- ▶ *This scarce resource is used optimally to save more people.*

As the light of life is extended from one human being to another, Prathama feels proud to be the catalyst. Before we learn more about Prathama & its activities, lets look at blood & its need.

Blood

Blood is the lifeline of our body that silently performs scores of functions. It broadly has four components:

Red Blood Cells provide oxygen to our body and give the color red to blood.

White Blood Cells build the body's resistance power.

Platelets prevent excessive loss of blood.

Plasma is the liquid part of blood that also contains clotting factors that are crucial in prevention of blood loss.

The Need for Blood Transfusion

Certain patients in life threatening situations need blood as an emergency measure. This could be

- ▶ In case of accidents
- ▶ During operations
- ▶ In case of Haemophilia, Thalassaemia, Cancer and Anaemia
- ▶ During child birth
- ▶ To remove some deadly infections etc.



The Requirement of Blood

In Ahmedabad itself, approximate 1.5 lakh units is available for such patients whereas its need is estimated to be multifold. Unfortunately, even those patients who do receive transfusion, mostly get whole blood whereas what they actually need is a particular component therapy.

The Prevalent Blood Banking System in India

Unlike progressive nations, majority blood banks in our country still practice Replacement. Where, a patient gets blood only if the same quantum is replaced by family & friends. This precondition makes the therapy even more inaccessible. The inability to separate blood enhances the severe shortage. The lack of resources, automation and necessary technology puts a question mark on the quality of blood available.

Sowing the seeds of a Blood Revolution-Prathama

Prathama blood centre is a not for profit charitable trust. It is a joint initiative of government and Corporate Institutions to extend the benefit of technology to the common man. A blood bank where the contributions of the society are harvested for its own self sufficiency in quality, safe blood transfusion.

- ▶ Prathama is one of the first blood banks in our country to promote 100% voluntary, altruistic donation.
- ▶ We never ask for replacement. Instead we propagate this social cause through awareness programs.
- ▶ Every blood unit donated is separated in to components. Thus, every time you donate blood you save up to 4 lives.
- ▶ The safety & quality of blood components is of paramount importance at Prathama. Nothing is left to chance.



Blood Collection

WHO strongly recommends that the safest source of Blood are voluntary donors. We at Prathama are keen to make blood donation an integral part of every healthy person's life.

- ▶ **Special social education programme** by an exclusive, trained team elucidates the merits of donation and removes myths.
- ▶ **The ambience** with lotuses, fishes, music and friendly, smiling people makes blood donation a cheerful experience.
- ▶ **For the first time in the country**, sculptured mobile vans virtually take blood donation to the doorstep of the blood donors. With inherent screening, blood donation & refreshment areas, these vans combine comfort with convenience.
- ▶ Each donor at Prathama is selected carefully through **rigorous screening** for medical & risk behaviour history.





Component Separation

The rationale for separation is simple. Hardly any one ever needs whole blood. Mostly every patient needs some component of blood or the other. Through separation, each patient's therapy can be tailor made to his needs, while saving more lives from the same donation. Most countries world over have been practising this logic for the last 20 yrs.

- ▶ Prathama separates each donation into Red Cells, Platelets & Plasmas for optimization of a scarce resource.
- ▶ The largest cold room in the country with the capacity of 12,000 units store RBC at 4°C and Plasmas at -35°C.
- ▶ A blast freezer, first in the country, brings down the temperature of plasma to -35°C in less than an hour to maintain the quality.
- ▶ Platelets are kept at 22°C on shaking monitors to maintain efficacy.



Safety : The Hallmark of the Revolution

When it comes to blood, safety and quality go hand in hand. At Prathama stringent procedures ensure the metamorphosis of a noble gift into a lifesaving drug.

- ▶ From collection to distribution, it is ensured that blood remains safe and unexposed.
- ▶ Every unit passes through a rigorous screening process for Malaria, Hepatitis B, Hepatitis C, Syphilis and HIV.
- ▶ DIAS, a Robotic machine is employed to run ELISA tests on every unit of blood.
- ▶ Another robotic machine called QASAR-3 used for blood grouping has come to our country for the first time.
- ▶ Barcode system, for the first time in a blood bank in India, leaves no scope for human errors. Integrated through a unique ERP software this automation adds safety and reliability to each product.





- ▶ Every activity at Prathama follows a strict SOP, a step towards achieving ISO 9000 status.
- ▶ 1% of the entire finished product undergoes quality audit to ensure high grade results.
- ▶ Employees of Prathama have been trained in India and abroad and attend various learning workshop & seminars and CMEs from time to time.

Every care is taken; after all each blood unit of Prathama lights the lamp of life for some one, somewhere.



Bearers of the Revolution: The Team at Prathama

No technology or infrastructure can ever mount up to a revolution, unless there is a spirited, dedicated and capable team spear heading the change.

- ▶ These are people from different streams- medicine, nursing, MLTS, accountancy, HR, management, communication, creative arts etc. The common thread that binds them all is the driving force of a good idea and a big vision.



The Beneficiaries of the Revolution

Needy patients from all over the city and its vicinity benefit from this facility round the clock , 365 days of the year. Patients of many diseases who would have other wise succumbed to death sentences, take the hope of a healthy life from here in the form of safe and highest quality blood components. All this, without the pressure of replacement.

In fact the poor patients and the patients of chronic diseases like thalassaemia and haemophillia are provided blood either free of service charge or at a discount so that every needy patient irrespective of his economic status has access to a quality life saving measure.

Those who can, pay a moderate standardised service charge conforming to guidelines laid down by the govt. This essentially covers the cost of collecting, testing, processing of blood, and variable costs.

The progress

Till Now

It is only a little over a year since Prathama pioneered this revolution. During this period:

- ▶ More than 28,000 donations have been accepted at Prathama. 2500-3000 individuals volunteer monthly to selflessly donate blood with Prathama. All this without replacement, ever.
- ▶ More than 50,000 life saving components have been provided to needy patients.
- ▶ Components worth more than 8 Lakhs have been provided for needy patients either free of service charge or at a discount.
- ▶ The WHO has recognised Prathama as one of the 19 centres in South East Asia to participate in regional external quality assessment scheme (REQAS).
- ▶ Under a project from Deptt. of Science & Technology, we are developing fibrin glue, a futuristic product.

This however, is just the beginning. For, our dreams will be fulfilled when this sacred fire of blood donation is ignited in every heart & as we said, no one dies of want of safe blood, ever.



The Dimension of the Blood Revolution

In spite of the magnificent advances of science, for a long time to come one human being will have to depend on another for blood in times of crisis. Nothing short of a revolution is needed to ensure that no one ever dies of want of safe blood.

This blood revolution has four dimensions. The patient, whose life depends on this revolution is the first. Prathama, who is sowing the seeds of this revolution forms the next. The team who is the bearer of this revolution forms the third paradigm.

However, the fourth and probably the most crucial one is the Blood donor, the torch bearer of this revolution. This blood donor could well be me or you.

For each one of us is blessed with the divine power to save a precious life. Come join the revolution as a donor and keep the flames lit forever.



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PRATHAMA BLOOD CENTRE

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We are a charitable trust and a registered 'Not for Profit' organization.

