

IDMA All India Mega Blood Donation Drive on 14th June 2011: A Report

As an IDMA initiative during its Golden Jubilee Year Celebrations, an All India Mega Blood Donation Drive was organized on Tuesday, 14th June 2011, to mark 'World Blood Donation Day'. The drive was specifically scheduled as the blood banks usually fall short in supply of blood and are in dire need around June.

The drive was inaugurated formally at IDMA Head Office with the Chief Guests, Shri Suresh Shetty, Hon'ble Minister of Public Health & Family Welfare and Protocol, Maharashtra and Shri Sachin Ahir, Hon'ble Minister of State for Housing, Maharashtra, Eminent Social Worker and Fashion Designer, Ms. Shaina N.C. lighting the Lamp to launch the All India blood Donation Drive.

Mr Daara Patel, Secretary-General briefed the honoured Guests and the Members present about the Association's various initiatives and ambitious drive all over India to simultaneously conduct Blood Donation Camps aimed at a target of collecting 10,000 bottles of blood. He specially thanked the anchors Dr Yogini Patel, Director, Education and Research, Mr Anil Gare, Secretary, VBDC, State Blood Transfusion Council, Government of Maharashtra, Mr Ashok Shilu, Gujarat State AIDS Control Society, Government of Gujarat, and Dr Narinder Naidu, Director Blood Banks, Mumbai, Indian Red Cross Society.

Speaking at the inauguration, Shri Suresh Shetty said that IDMA represents the Indian Pharma industry and he would like to take this opportunity to announce Maharashtra Government's revised plans on pharma procurement of Generic medicines to the august assembly of leading IDMA Members. He said that the Government has proposed to abolish the present system of supply of branded drugs and rate contracts in order to make the medicines affordable and the system transparent.

"Bulk orders for generic drugs would be procured by tender process annually from large manufacturers, earmarking the quantity to be supplied to government warehouses in Maharashtra every month. These supplies at warehouses would be tested by FDA and no drug would be rolled out in supply chain if the quality was not approved by FDA. Full transparency would be maintained in the new system, ensuring supply of high quality drugs duly approved by FDA at competitive rates" he said.

Speaking on IDMA's All India Blood Donation Drive, he expressed happiness that IDMA has targeted 10,000 units of safe blood. He further requested IDMA members to support children suffering from Thalassemia living in rural interiors who are unable to visit hospitals in towns and cities by providing the necessary transport facilities.

Shri Sachin Ahir congratulated IDMA on celebrating its Golden Jubilee Year with such socially responsible noble causes as Medical Camps and Blood Donation camps all over India on the same Day.

Ms Shaina NC, congratulating IDMA on undertaking such a massive CSR drive, said that IDMA should also focus on bringing relief to a section of the community by taking up a cause that will have a lasting positive impact on the society.

Mr N I Gandhi, Chairman, Organising Committee of IDMA Golden Jubilee Year Celebrations, welcoming the Chief Guests and Special Guest, said that "many IDMA members are participating spontaneously in this noble cause by organising Blood Donation Camps at their facilities and requesting their employees and workers to donate life-saving blood, and also roping in the local associations to publicise and invite as many Donors as possible." He also made a special mention of gratitude to Mr. D.B. Mody of J.B. Chemicals and Pharmaceuticals Ltd. and Mr. M.J. Shah of Biochem Pharmaceutical

Industries Ltd. for sponsoring the Blood Donation Drive.

On 14th June 2011 itself, 60 centres conducted the Camps and we managed to collect 5023 units of blood. Approx. 116 units were collected by the IDMA Secretariat at a huge space provided by Mr. Anil Goyal in Poonam Chambers. Subsequently, Blood Donation Camps continue to be organized almost every day by our Members, as per the convenience of various blood banks and to date the total collection has gone up to 6000

bottles. Simultaneously Delhi office also organised the Blood Donation Camp on 14th June 2011 in the Blood Bank Organization, 11/6B, Pusa Road, New Delhi. 38 persons donated blood.

A detailed report of over 80 collection centres manned by our members would be published in the subsequent issue of IDMA bulletin. We take this opportunity to thank all our Past Presidents, Golden Jubilee Celebrations Committee members and E.C. members for their support.

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