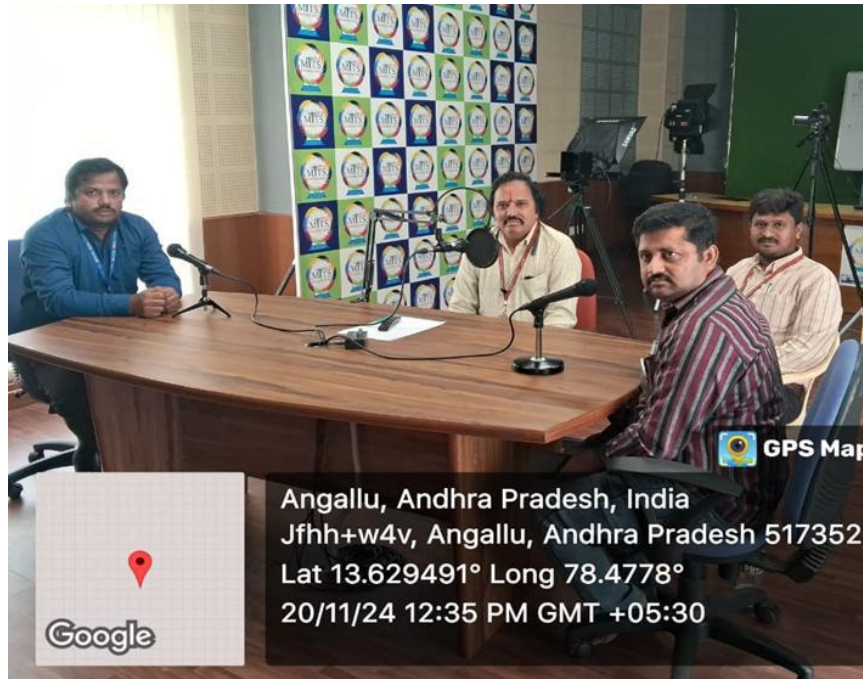


Report on

“Empowering Lives: Blood Donation Drive at MITS in Association with MITS Radio 90.8 and NCC”

20.11.2024 (Wednesday)



Submitted by: Dr. B. Rajesh Kumar, Program Coordinator, MITS Radio 90.8

On 20th November 2024, MITS Radio 90.8 conducted an interactive session under the guidance of Sri M. Narasimhacharlu, featuring Sri Ravi Kumar (NTR Blood Trust-Tirupati In-charge) and Sri Mallikarjun (HDFC - Madanapalle In-charge) in association with NCC. The primary objective of this session was to raise awareness and educate participants about the importance of blood donation while addressing myths, concerns, and misconceptions, inspiring individuals to donate blood willingly and regularly.

Interactive Session with Sri Ravi Kumar

What is Blood?

Blood is a vital fluid in the human body that performs essential functions to maintain life and health. It circulates through blood vessels and plays a key role in supplying oxygen, nutrients, and removing waste products.

Blood Bank Processes

- **Collection:** Blood is collected from voluntary donors during blood donation drives or at designated centres.
- **Testing:** Blood is rigorously tested for blood type (A, B, AB, O, and Rh factor) and infectious diseases (e.g., HIV, hepatitis, syphilis, etc.).
- **Processing:** Whole blood is separated into components such as red blood cells (RBCs), platelets, and plasma to maximize its usage.
- **Storage:** Blood components are stored under specific conditions:
 - RBCs: Refrigerated at 1–6°C for up to 42 days.
 - Platelets: Stored at room temperature with constant agitation for up to 5 days.
- **Distribution:** Blood components are supplied to hospitals based on patient needs, such as trauma cases or surgeries.



NTR Blood Trust Objectives

- Promote voluntary blood donation without monetary incentives to ensure a safe and steady supply.
- Provide blood and its components to economically disadvantaged patients at minimal or no cost.
- Conduct thorough screening and testing to eliminate risks of transfusion-transmissible infections.

Is Blood Donation Good for Health?

Sri Ravi Kumar explained that blood donation is generally beneficial for healthy donors.

Regular blood donation can:

- Reduce the risk of heart attacks and strokes.
- Lower iron levels in the body, reducing oxidative stress and minimizing the risk of cardiovascular diseases.

Interactive Session with Sri Mallikarjun

Purpose of Visit

Sri Mallikarjun emphasized the dual objectives of raising awareness about blood donation and promoting environmental sustainability. He highlighted the importance of collective responsibility in preserving the planet and fostering a culture of community service through blood donation.

Outcomes

- Ensured quick responses during emergencies such as accidents or natural disasters.
- Increased the supply of blood and its components, reducing shortages in hospitals and clinics.
- Promoted a culture of regular blood donation, encouraging community participation.
- Fostered a sense of community by uniting individuals for a noble cause.





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Conclusion

The "**Empowering Lives: Blood Donation Drive**", organized by Madanapalle Institute of Technology and Science (MITS) in association with MITS Community Radio 90.8 and NCC, was a resounding success. The initiative exemplified the spirit of service and compassion while emphasizing the critical role of blood donation in saving lives. It highlighted the collective effort required to address societal needs and inspired participants to contribute to this noble cause regularly.