

A Report on

“Creating Awareness on Voluntary Blood Donation: An Interactive Radio Talk on World Blood Donor Day 2026”

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Introduction

As part of the observance of World Blood Donor Day 2026, MITS Community Radio 90.8 organized a special awareness program on 12 June 2026. The program was conducted by Sri M. Narasimhacharlu, Program Manager, MITS Community Radio 90.8, who interviewed and interacted with Mr. Balachandar Naidu, a member of the Madanapalle Voluntary Blood Bank. The primary objective of the program was to create awareness among the public regarding the importance of voluntary blood donation, donor eligibility, blood bank operations, and the social responsibility associated with saving lives through blood donation.



The session provided valuable information about blood donation practices, health benefits, blood screening procedures, and the services offered by voluntary blood banks.

Significance of World Blood Donor Day

Why is World Blood Donor Day Important?

During the interaction, Mr. Balachandar Naidu explained that World Blood Donor Day is observed every year on 14 June to recognize and appreciate voluntary blood donors across the world.

He highlighted that:

- ✓ Blood donation is a lifesaving act that supports emergency medical treatments.
- ✓ The day promotes awareness about the need for safe blood and blood products.
- ✓ It encourages healthy individuals to donate blood voluntarily and regularly.
- ✓ The celebration honors the contribution of blood donors who help save millions of lives every year.

He emphasized that hospitals continuously require blood for surgeries, accidents, maternal care, and treatment of serious illnesses. Therefore, regular blood donation is essential for maintaining adequate blood supplies.

Blood Donation Process and Donor Eligibility

Who Can Donate Blood?

Mr. Balachandar Naidu explained that:

- Individuals between 19 and 50 years of age are generally eligible to donate blood.
- A healthy person can donate blood once every three months.
- Donors should maintain good health and follow medical guidelines before donation.

Benefits of Blood Donation

According to the speaker, regular blood donation may:

- 1.Promote overall health monitoring.
- 2.Support healthy blood circulation.
- 3.Help maintain balanced iron levels in the body.
- 4.Encourage a healthier lifestyle.
- 5.Contribute to disease prevention through regular health screening.



Most importantly, blood donation saves lives and strengthens community welfare.

Support and Motivation for Donors

The blood bank actively encourages donors by:

- Providing awareness programs.
- Offering guidance and counseling.
- Appreciating voluntary donors for their social contribution.
- Organizing donation camps and outreach activities.

Blood Collection and Screening Procedures

What Happens After Blood Collection?

Mr. Balachandar Naidu explained the post-donation process:

1. Blood is collected from eligible donors.
2. Every blood sample undergoes proper medical screening.
3. Tests are conducted to identify infectious diseases, including HIV and other health conditions.
4. Only safe and healthy blood units are preserved.
5. Approved blood is stored under controlled conditions for future medical use.



This process ensures the safety of both donors and recipients.

Professional Team Behind the Blood Bank

The Madanapalle Voluntary Blood Bank functions with the support of trained healthcare professionals, including:

- Dr. Ramana Reddy – Medical Doctor
- Krishna – Technician
- Raghunadh – Technical Supervisor

The organization provides services 24 hours a day, ensuring timely support during emergencies.

Services Offered by the Blood Bank

Blood Collection and Community Service Activities

Mr. Balachandar Naidu shared that the blood bank collects blood from approximately 3,000–3,600 donors annually.

Major collection activities are carried out in areas such as:

- Chittoor
- Guntakal
- Surrounding regions

The organization functions under the Sri Venkata Sai Charitable Trust.

Additional Services

Apart from blood collection, the organization also provides:

- Blood grouping services
- Diagnostic blood testing
- Medical awareness activities
- Health-related community support programs
- Social welfare initiatives
- Support for orphaned children through charitable activities

These initiatives demonstrate the organization's commitment to public health and social development.

At the end of the program, Sri M. Narasimhacharlu, Program Manager, MITS Community Radio 90.8, expressed his sincere gratitude to Mr. Balachandar Naidu for sharing his valuable knowledge and insights on the occasion of World Blood Donor Day 2026.



Conclusion

The radio interaction successfully educated listeners about the importance of voluntary blood donation and the critical role played by blood banks in saving lives. The discussion highlighted donor eligibility, blood safety procedures, healthcare services, and community welfare initiatives. The session served as an effective platform for promoting social responsibility and encouraging citizens to participate in voluntary blood donation programs.

Program Outcomes

Outcome 1

Listeners gained awareness about the importance of voluntary blood donation and its role in saving human lives.

Outcome 2

The audience understood donor eligibility criteria, donation intervals, and blood screening procedures that ensure safe transfusion practices.

Outcome 3

Community members were motivated to participate in regular blood donation drives and contribute to public health initiatives.



MIT RADIO 90.8 MHz

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Alignment with United Nations Sustainable Development Goals (SDGs)

SDG 3: Good Health and Well-Being

The program promoted awareness about blood donation, healthcare access, disease prevention, and emergency medical support.

SDG 10: Reduced Inequalities

Blood donation helps ensure equitable access to life-saving medical treatment for all sections of society.

SDG 17: Partnerships for the Goals

The collaboration between MITS Community Radio 90.8 and the Madanapalle Voluntary Blood Bank strengthened community partnerships for public welfare.