

Association of Voluntary Blood Donors, West Bengal

20A Fordyce Lane, Kolkata - 700 014, INDIA

Phone: +(91) (33) 2227 1022, 2227 7882 (6 pm to 9 pm IST), Fax: +(91) (33) 2217 6677

E-mail: avbdwb@gmail.com, Web : <http://www.angelfire.com/sc/avbdwb/rakta.html>

SALIENCE AVBDWB 1153 0210



THE GIFT OF LOVE

A PROFILE OF ASSOCIATION OF VOLUNTARY BLOOD DONORS, WEST BENGAL



THE GIFT OF LOVE

A PROFILE OF ASSOCIATION OF VOLUNTARY BLOOD DONORS, WEST BENGAL

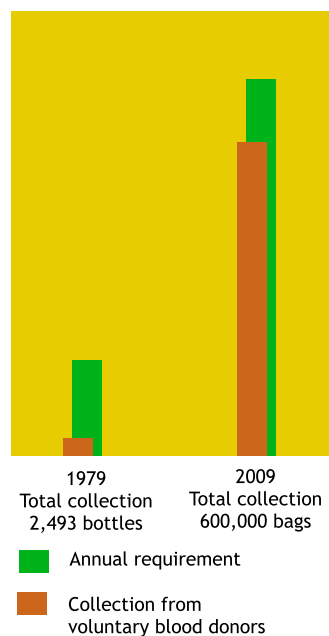
A Brotherhood of Blood

Many people believe in the cause of blood donation. Unfortunately, not many people put their belief into practice by actually going down to a blood bank or camp to donate. Fewer still are motivated enough to spend their time and resources in urging others to donate, or by organising activities that turn well-meant plans to reality. The Association of Voluntary Blood Donors, (AVBD) West Bengal is a collaborative effort of those who are not only willing to give their blood but also to sweat for the cause. Established in 1980 by 89 dedicated donors, the Association today has expanded to a fraternity of over 1,000,000 blood donors, organisers, motivators, associates, and members of all walks of life. Their shared mission: to bridge the gap between the supply and the demand of this life-saving fluid in West Bengal and achieve hundred percent voluntary blood programme for this state.

The Call for Blood

At present, over 700,000 bags of blood are required annually in West Bengal for treatment of accident victims, surgical patients, thalassemic children, newborn babies, cancer victims and others. Of these, 6,00,000 bags are donated voluntarily. The consequences of the shortfall are perhaps best left to the imagination.

The only solution is to build up a strong base through the motivation, recruitment and retention of healthy, voluntary donors. It is no doubt, a formidable task, but one which must be done.



Campaigning for Blood

At AVBDWB, we believe, that the most effective way to fill the blood banks is to bring the bank to the donors, rather than wait for them to come to blood bank. Blood donation camps are therefore the focal point of our activities. Apart from organising our own camps, we extend our services to organisers from every strata of society. The assistance includes:

- Sending speakers to motivation session/ seminars prior to the camp
- Advising on publicity and motivation programmes and providing printed IEC materials
- Arranging blood collection-teams from government blood banks
- Managing the blood camps
- Delivering credit cards to donors
- Honoring donors and donor-organisers
- Providing for any support required

Our commitment is to improve transfusion services in various districts of West Bengal by building up a healthy blood donor base and collection infrastructure. In a larger context, we co-ordinate and associate with social workers in other states to further the cause of blood collection. The formulation and implementation of a well thought-out National Transfusion Policy for India in 2002 is also the result of our sustained effort since 1985.



Success Stories

While we organise a variety of blood donation camps each year, some of our most enduring and successful annual camps have been linked to:

Special Occasions

Frank Worrell Day to honour his contribution in saving life of injured Nari Contractor, India's Cricket Captain in 1962 held on February 3 every year at the B. C. Roy Club House, Eden Gardens.

Football Lovers Day on August 16 at Netaji Indoor Stadium. This is dedicated to the memory of those who died in a stampede at the Eden Gardens in 1980 and draws record donors every year.

World Blood Donors Day June 14 the birthday of Dr. Karl Landsteiner discoverer of ABO blood group system to pave the path of modern Transfusion Medicine.

Raksha Bandhan Day in August is a unique occasion in which the traditional rakhi and a gift of blood create 'blood brothers and sisters' in numerous towns of West Bengal.

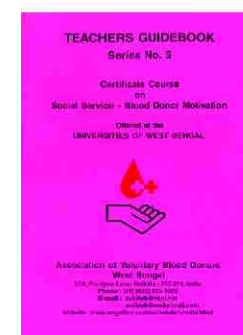
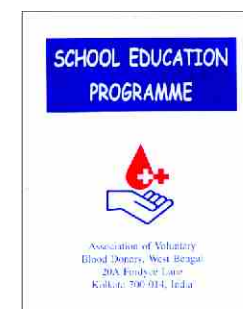
Special Locations

Public Institutions, Legislative Assembly, High Court, Municipality, Radio Station, TV Station

Commercial Establishments, Factory, Offices, Commercial Complex, Banks, Telephone Exchanges

Community Centers, Residential Complex, Puja Pandals, Local Clubs

Educational Institutions, Schools, Colleges, Polytechnics, Universities



Student Programmes

Children are more idealistic than adults, they are the blood donors of tomorrow. In our school programmes, children even too young to donate encourage their parents and relatives to donate blood. Students at large, motivated by our programme, have started donating on attaining the age of 18 years and some of them have become organisers of camps.

Social Workers' Training

Social workers are our allies. We have been organising Social Workers' Courses on Blood Donation in the districts and subdivisions. A full-length Diploma Course on Blood Donor Motivation and good many other Training Programmes have been established in several universities, and colleges.



The Association

Status



The AVBDWB is registered under the Societies Registration Act, 1961. We are Indian representative in the International Federation of Blood Donor Organisations (FIODS). We are recognised by the State and Central Government bodies as well as the World Health Organisation for our expertise in voluntary blood donor motivation, recruitment and training of donor motivators and social workers. We represent voluntary organisations in the State Blood Transfusion Council, West Bengal. Awards from home and abroad also adorn us.

Management

The general members of the Association elect the Executive Committee and the office bearers for a two-year term. The Executive Committee formulates policies, also monitors, and co-ordinates and evaluates all activities. Sub-committees and workers' meetings execute programmes and implement policies approved by the Executive Committee.

Office

The AVBDWB operates from an evening-office located in a two storied rental house at 20A, Fordyce Lane, Kolkata-700014 that remains open on all days other than Sundays. It co-ordinates all activities and monitors every on-going project.

Activities

1. Education

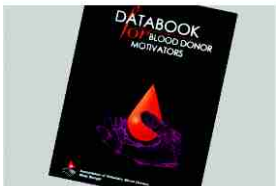
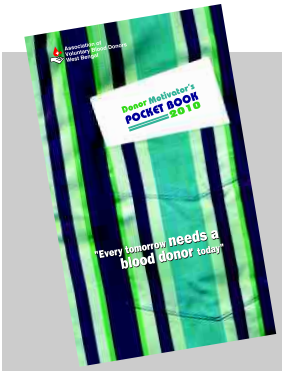
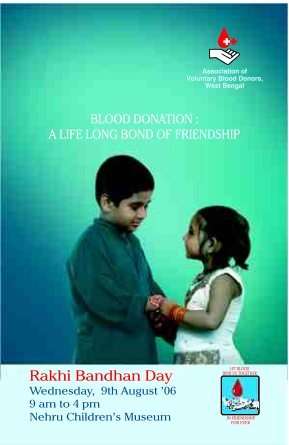
- General Awareness Campaigns □ School Education Programmes for 'Donors of Tomorrow' □ Training programmes and workshops for motivators and social workers, blood users, trainers, blood bank personnel and AVBD volunteers

2. Motivation

- Seminars, Talks and Discussions □ Exhibitions and Competitions □ Distribution of Literature □ Display of Posters and Hoardings □ Campaigns through Mass Media

3. Donation

- Organising blood donation camps throughout the state
- Identifying and popularising significant days of blood



donation for different groups to spread out blood donation drives throughout the year

4. Recognition

- Honouring the donors and donor organisers by awarding certificates, badges, medals and various challenge trophies
- Maintaining a honored list of donors and panel donors

5. Publication

- English quarterly bulletin Gift of Blood, and Bengali quarterly bulletin Rakta Rakhi are widely circulated
- Annual Numbers, Annual Reports, Teachers' manuals, Guidebooks and other regular publications

6. Database of Blood Donors and Blood Donor Organisations

- By courtesy of some leading computer centers of the city, the Association maintains a comprehensive database of voluntary blood donation and donor base in West Bengal in order to extend donor services and to undertake research

7. Survey and Research Work

- Survey and research work for the Govt. of India under Ministry of Health & Family Welfare, Department of Science & Technology and Planning Commission, as and when requested
- Preparing papers and write-ups for national and international meets

8. Sharing of Experience

- Through consultation, workshops, seminars, conferences, colloquia, and meetings, the expertise acquired is shared with other organisations of home and abroad

9. Improvement of Blood Banking Service

- Regular meetings, representations, and correspondence with appropriate authorities for improvement of blood banking services

Tax Benefits

Financial contributors to AVBDWB enjoy privileges under Section 80G of the Income Tax Act. The Association is also permitted to receive contributions from abroad under section 6(1) (a) of the Foreign Contribution Regulation Act, 1976.