



Ministry of Health and Family Welfare,
Government of India



Blood Transfusion Services, Directorate General of Health Services
Ministry of Health and Family Welfare, Government of India

BLOOD FOR LIFE

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THEME OF THE ISSUE :
BEST PRACTICES IN
BLOOD TRANSFUSION SERVICES

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Message

I am pleased to present the fourth edition (Volume-2, Issue-2) of our quarterly e-Newsletter, focused on promoting voluntary blood donation across the country. This edition highlights the theme "Best Practices in Blood Transfusion Services," showcasing successful models and innovations that ensure safe, reliable, and efficient blood services in India.

The Ministry of Health and Family Welfare remains dedicated to strengthening the quality and accessibility of healthcare. Voluntary blood donation is a vital act that saves lives every day, yet the demand for safe blood continues to outpace supply. To address this, the Government of India is enhancing the infrastructure of Blood Transfusion Services, improving donor safety, and enforcing strict quality protocols. We applaud our voluntary donors, whose compassion and commitment give countless patients a second chance at life.

This edition also features awareness campaigns, donor recognition efforts, and community driven initiatives that inspire wider public participation. Every drop donated is a gift of life and a reflection of civic responsibility.

Let us work together to build a culture of voluntary blood donation and a healthier, stronger India.

With enduring appreciation


(Sunita Sharma)

NATIONAL LEVEL ACTIVITIES

Technical Resource Group Meeting of National Blood Transfusion Council, 5th and 6th March 2025, Amritsar, Punjab

The Technical Resource Group (TRG) Meeting of National Blood Transfusion Council (NBTC) represents a key national-level initiative to enhance and standardize blood transfusion services across India. The most recent meeting was held on the 5th and 6th of March 2025 in Amritsar, Punjab, hosted by the Punjab State Blood Transfusion Council (PBTC). A total of 40 participants attended including 20 TRG members from various states and senior officials of the Ministry of Health and Family Welfare (MoHFW).

The meeting focused on several important agenda items aimed at improving national guidelines and policies. Key topics included donor motivation and retention, revision of national standards for blood centers, development of training modules for the appropriate use of the blood components and the formulation of guidelines for granulocytes donation and transfusion. Additional discussions covered the role of blood transfusion services in disaster management, updates to the bulk transfer policy, guidelines for emergency medical services, irradiation of blood components and the processing and licensing of surplus plasma and standalone blood centers.

Esteemed dignitaries in attendance included Dr Krishan Kumar (Director NBTC, DGHS, MoHFW), Dr Megha Pravin Khobragade (Deputy Director General, MoHFW), Dr Rajendra Choudhary (Chairperson, TRG), Dr. Ratti Ram Sharma, (Co-Chairperson, TRG and Professor & HOD, Transfusion Medicine PGIMER Chandigarh), Dr Rajiv Devgan (Principal, Government Medical College, Amritsar) and Dr Kiran (Civil Surgeon, Amritsar). In this meeting each agenda item was thoroughly discussed, with members contributing scientific and operational insights.

The national-level activity emphasized the importance of collaborative policy planning and technical standardization. It serves as a critical step towards building a robust, efficient and unified blood transfusion system across the country.





BEST PRACTICES IN BLOOD TRANSFUSION SERVICES

ANDHRA PRADESH

Andhra Pradesh State AIDS Control Society Strengthens Blood Transfusion Services through Digital Training and Women-Centric Initiatives

Training on ONDLS Portal for Blood Center Medical Officers

On March 7, 2025, the Blood Transfusion Services (BTS) division of APSACS conducted a focused training program for Blood Center Medical Officers on the Online National Drugs Licensing System (ONDLS) portal. The objective of the session was to enhance understanding of the portal's features and to ensure seamless compliance with regulatory requirements for drug licensing in blood centers.

The training covered critical functionalities such as user registration, online application submission, document uploads, and approval workflows. Emphasis was placed on streamlining operations and improving efficiency, transparency, and accountability in the licensing process.

The session was enriched by the presence of senior officials, including the Project Director (PD) APSACS, Additional Project Director (APD) APSACS, and Joint Director (BTS), who shared valuable insights on the practical implementation and importance of ONDLS in the routine functioning of blood centers.

This initiative reflects APSACS' ongoing commitment to capacity building, digital governance, and regulatory compliance within the Blood Transfusion Services framework.



Voluntary Blood Donation Camps on International Women's Day

To commemorate International Women's Day on March 8, 2025, APSACS BTS issued a state-wide directive encouraging the organization of Voluntary Blood Donation Camps. These camps aimed not only to bolster blood availability but also to celebrate and promote women's participation in public health and community welfare.

The campaign was designed to raise awareness about the importance of voluntary blood donation among women, highlighting their vital role in shaping a healthy and resilient society. Camps were conducted in collaboration with local healthcare teams, NGOs, and volunteers, and were supervised by trained medical officers and healthcare professionals to ensure donor safety and high-quality standards.

This women-focused initiative underscored APSACS' dedication to inclusive healthcare outreach, while reinforcing public trust in the blood donation process. The success of these camps not only contributed to meeting immediate blood demands but also built momentum for long-term community engagement and female empowerment in healthcare initiatives.



Assam's Key Initiative to Enhance Blood Safety and Support Thalassemia Patients

The Assam State Blood Transfusion Council (ASBTC), under the Health and Family Welfare Department of the Government of Assam, has taken significant strides toward ensuring safer and more accessible blood transfusion services across the state. With a firm focus on promoting voluntary, non-remunerated blood donation and gradually phasing out replacement donations, the ASBTC is actively working to build a patient-centric and sustainable blood donation ecosystem.

One of the most notable and compassionate initiatives under this mission is the Thalassemia Support Scheme, officially launched on October 1, 2022. This scheme is designed specifically to address the needs of thalassemia patients, who require frequent blood transfusions for survival and improved quality of life.

Thalassemia Support Scheme: A Lifeline for Patients

The Thalassemia Support Scheme demonstrates the government's strong commitment to improving the lives of children and families battling this genetic blood disorder. The scheme includes several critical features aimed at enhancing both clinical care and logistical support:

1. Monthly Blood Availability

To meet the regular transfusion needs of thalassemia patients, blood units are systematically made available in all government civil hospitals and medical colleges throughout Assam. This ensures that patients receive blood in a timely and efficient manner, reducing delays and complications caused by unavailability. The initiative is also aligned with ASBTC's broader objective of ensuring 100% voluntary blood donation and reducing dependence on replacement donors.

2. Financial Assistance for Families

Understanding the financial burden that repeated hospital visits and associated expenses can place on families, the ASBTC provides annual financial assistance of ₹10,000 to the guardians of thalassemia patients aged 14 years and below. This grant is intended to help cover transportation costs and other incidental

expenses. Currently, 633 beneficiaries are receiving this support, which is financed through revenue generated by the utilization of surplus Fresh Frozen Plasma (FFP) collected from blood donations.

3. Dedicated Beds for Transfusion

To provide a safe and hassle-free transfusion experience, the government has allocated dedicated transfusion beds for thalassemia patients. Each district hospital reserves two beds, while each medical college and hospital reserves four beds exclusively for thalassemia care. This provision helps streamline the transfusion process, reduce wait times, and provide a more patient-friendly experience.

A Model of Patient-Centric Care

Through these initiatives, ASBTC continues to prioritize the well-being of patients by integrating safety, accessibility, and support into the blood transfusion system. By creating an environment where blood donation is purely voluntary and transfusions are readily accessible, the council is laying the groundwork for a more reliable and ethical healthcare model.

Moreover, this approach not only improves clinical outcomes for thalassemia patients but also fosters public trust in the blood donation system. The reserved beds, regular availability of blood units, and financial aid signify a holistic and compassionate healthcare policy that directly benefits those in need.



CHANDIGARH

Chandigarh Leads with Model Practices in Blood Banking

Rotary & Blood Bank Society Resource Centre (RBBSRC), Chandigarh

Chandigarh's RBBSRC continues to set high standards in blood banking, focusing on safety, quality, and 24/7 availability of blood and blood products. At the core of their success are robust practices in donor recruitment, retention, and recognition.

- **Voluntary, Non-Remunerated Blood Donations:** Blood is collected exclusively from healthy, voluntary donors with no financial incentives.
- **Repeat Donor Engagement:** Donors are encouraged to return regularly, ensuring a steady supply.
- **Educational Outreach:** Awareness sessions are conducted to inform donors about transfusion-transmissible infections and safe donation practices.

To honor dedicated supporters, RBBSRC hosted an annual award ceremony. On 2nd March 2025, the centre recognized:

- 44 star blood donors and 12 star apheresis donors who donated 4+ times last year.
- Around 200 camp organizers/institutions, felicitated by Gen. V. P. Malik (Retd.), the Chief Guest.
- The Punjab & Haryana High Court Bar Association, awarded the Kanta Krishen Award of Excellence for decades of exemplary service in voluntary blood donation.

Blood Centre, GMSH-16, Chandigarh

Another shining example in the city is the Blood Centre at GMSH-16, which has implemented effective measures to boost blood safety and voluntary participation:

- **Active Voluntary Donation Campaigns:** 95 camps were organized in partnership with NGOs, institutions, and local associations.
- **High Voluntary Collection Rate:** Out of 6,518 units collected, 94.5% came from voluntary donors.

- **Donor Recognition Events:** Special days like World Blood Donor Day and National Voluntary Blood Donation Day are celebrated to honor donors and organizers.
- **Rare Blood Group Support:** An emergency donor pool has been established for rare blood types.
- **Strict Process Monitoring:** 100% compliance with BEQAS standards and meticulous log book maintenance for all equipment underline their commitment to quality.

Conclusion

The combined efforts of Blood Centers showcase Chandigarh's exemplary approach to blood banking. Their focus on voluntary donation, donor welfare, and process excellence positions them as national leaders in safe and ethical blood transfusion services.



Kerala continues to lead in health system development, with its Blood Transfusion Services (BTS) standing out for evidence-based planning, policy-driven execution, and technology-enabled innovation. From grassroots voluntary blood donation campaigns to advanced immunohematology labs, Kerala's BTS is rooted in equity and patient safety.

Nodal System: Centralized Coordination and Monitoring

A nodal officer system—comprising one State and 14 District Nodal Officers under the State Blood Transfusion Council—ensures seamless coordination, data sharing, policy enforcement, and capacity building across 190+ licensed blood centers. It supports functions from inventory redistribution to clinical transfusion protocols.

WHO Study-Led Reform

A 2018 WHO assessment highlighted gaps in service quality, data systems, and quality monitoring. This triggered wide-ranging reforms: nodal officer appointments, capacity assessments, training modules, and a technical hub to standardize care delivery.

State Nodal Centre: BTS Hub

Established in 2020 at Government Medical College, Thiruvananthapuram with NACO support, the State Nodal Centre functions as Kerala's BTS powerhouse. It includes advanced immunohematology lab, coagulation testing for plasma QC, point of care tests like ROTEM, molecular diagnostics for typing and kit validation, therapeutic unit for leucoreduction and apheresis, PRP unit etc. The SNC also hosts the Rare Blood Donor Registry and supports programs for hemophilia, thalassemia, and sickle cell disease.

Kerala State Transfusion Policy: Structured and Inclusive

Kerala's State Blood Transfusion Policy promotes safety, rational use, and equitable access to blood. It is backed by a "Clinical Guide to Transfusion," audits, CMEs, and system-wide data reviews. The policy outlines eight objectives guiding best practices across the BTS.

Rare Blood Donor Registry (RBDR)

The RBDR maintains a confidential database of extended phenotyped donors. It ensures timely, compatible transfusions for patients with rare blood groups or multiple alloantibodies.

Technology-Driven Safety and Access

Kerala has implemented many strategies which has improved safety and reduced wastage of blood. It includes CLIA testing in all medical colleges, immunohematology automation in high throughput centres, diversion pouch blood bags, full component separation in government blood banks, peripheral storage centres to ensure remote access, temperature-tracking logistics etc

KMSCL: Ensuring Quality Procurement

Kerala Medical Services Corporation Ltd. ensures central evaluation and procurement of all BTS equipment and reagents, promoting standardization, cost-effectiveness, and timely supply.

Jeevadyuthi Pol-Blood Project

The Jeevadyuthi campaign which collaborates NSS HSS units, KSBTC and Pol-Blood (an initiative by the police department) continues to be Kerala's flagship initiative for promoting voluntary blood donation. Through partnerships with NSS units, and academic institutions, the campaign regularly conducts blood donation drives, awareness programs, donor recognition events etc.

Education, Training, and Research

Kerala offers MD in Transfusion Medicine and conducts ongoing training for MOs, MLTs, and nurses. The state supports research in immunohematology, safety, and molecular diagnostics, and contributes to national policy through SOPs and audit tools.

Conclusion

Kerala's BTS is a robust, interconnected network that balances policy, technology, and people. With its state nodal model, cutting-edge labs, and community engagement, it stands as a replicable model for other states aiming to build safe, equitable, and high-performing transfusion services.

MADHYA PRADESH

Madhya Pradesh Leads with Automation and NAT for Safer Blood Transfusion Services, Harnessing Technology and Centralization to Ensure Safe, Efficient, and Ethical Blood Practices

Automation for End-to-End Blood Safety

To enhance safety and streamline operations, the state has implemented automation across district hospital blood centers. Key advancements include:

- Automated TTI Testing using Chemiluminescence Immunoassay (CLIA) systems, offering high sensitivity for detecting HIV, HBV, and HCV.
- Automated Component Separation, ensuring 100% separation of whole blood into components using advanced expressors.
- Barcode and RFID Tagging of blood bags and pilot tubes at the time of collection, ensuring accurate tracking and traceability.
- Blood Bank Information Management System (BBMIS), a centralized dashboard for real-time monitoring of inventory, donor data, and component usage.

These systems are deployed through a cost-effective reagent rental payment model, making them scalable and sustainable.

Centralized NAT Screening: A Game-Changer for Blood Safety

To reduce the window period for detecting infections and prevent transfusion-transmissible infections (TTIs), Madhya Pradesh adopted a Hub and Spoke model for Nucleic Acid Testing (NAT).

- Two NAT hubs, located at GMC Bhopal and MGM Indore, process samples from across the state.
- Samples are collected in barcoded vacutainers and transported via cold chain logistics to maintain integrity.
- Results are generated within 48 hours using Multiplex PCR on Cobas s201 platforms, followed by single-sample resolution if needed.

- Digital uploading of results ensures transparency and timely availability.

Between 2021 and 2024, over 3 lakh NAT tests were conducted, helping detect otherwise undiagnosed infections and saving an estimated 5,000 lives.

Strengthening Services for Vulnerable Populations

With over 1.8 crore tribal residents, Madhya Pradesh has prioritized care for those with blood disorders like Sickle Cell Disease and Thalassemia. Key measures include:

- Free and replacement-free transfusions for hemoglobinopathy patients.
- The State Hemoglobinopathy Mission, launched in Jhabua and Alirajpur, now extended to 89 tribal blocks.
- Deployment of HPLC machines and newborn screening programs.
- Genetic counseling and follow-up care to ensure long-term management.

Continuous Capacity Building and Policy Support

To ensure system sustainability, the state has invested in training for doctors, nurses, and lab technicians. It also addressed logistical challenges by using standardized barcoded tubes, distributing insulated cold chain boxes, implementing twice-daily testing schedules, managing all data via a centralized digital system with traceability and confidentiality etc.

Looking Ahead

Madhya Pradesh continues to expand its vision with plans to roll out NAT testing across all divisions, adopt AI-assisted diagnostics, and strengthen quality assurance. By integrating technology, training, and policy, the state offers a replicable model for safe, ethical, and accessible blood transfusion services in India.

Strengthening Voluntary Blood Donation in Mizoram-A Model of Community Engagement and Altruism

Mizoram continues to set a remarkable example in voluntary blood donation through the collaborative efforts of the Association for Voluntary Blood Donation (AVBD) and various Blood Centres across the state. The state has shown consistent progress in promoting voluntary blood donation as a cornerstone of safe transfusion practices.

Outstanding Performance in 2024–25

During the financial year 2024–25, Mizoram organized a total of 611 blood donation camps, collecting 22,602 units of blood. These camps recorded an impressive success rate of 65.08%, highlighting the effectiveness of both planning and execution. Notably, 93.71% of the total blood collected was through voluntary donations, underscoring Mizoram's strong commitment to achieving 100% voluntary blood donation.

Community-Led Awareness and Participation

The success of this movement is deeply rooted in ongoing awareness initiatives and strong community participation. Key organizations such as churches, the Young Mizo Association, NGOs, educational institutions, and NSS units have played an instrumental role. Their active involvement has significantly enhanced awareness, improved the organization of blood donation drives and encouraged broader participation—even as the number of districts in the state continues to grow.

Innovative Strategies and Donor-Friendly Initiatives

To maintain momentum, blood donation awareness campaigns have adopted creative and inclusive strategies. Efforts include hosting donation camps in accessible and donor-friendly venues, leveraging social media for outreach, and promoting the cause through community-driven events. These methods have proven effective in reaching first-time donors and retaining regular contributors.

Celebrating Life Through Blood Donation Events

A major annual event, World Blood Donor Day, continues to be a highlight in Mizoram's blood donation calendar. AVBD-led camps during this observance consistently see high turnout and efficient coordination. Another noteworthy initiative is the Valentine's Day

Blood Donation Camp, a tradition started in 2010 in collaboration with AVBD (Aizawl Voluntary Blood Donors). The event symbolizes love and altruism, inspiring donors to give the gift of life. In 2025, this campaign alone collected 663 units of blood, with participation extending from Aizawl to district blood banks across the state.

Conclusion

Mizoram's success in voluntary blood donation stands as a testament to the power of community, awareness, and sustained commitment. Through collaborative efforts and innovative approaches, the state continues to move closer to achieving 100% voluntary blood donation—ensuring a safer and more self-reliant transfusion service for all.



Punjab's Progressive Initiatives in Blood Transfusion Services: Building a Safer, Stronger, and More Accessible System

Punjab has emerged as a leader in reforming blood transfusion services by focusing on safety, accessibility, and patient-centric care. Through strategic investments in infrastructure, technology, public engagement, and policy, the state is establishing a resilient and inclusive healthcare model.

1. Strengthening Blood Centre Infrastructure

The Blood Centre at Mohali has been upgraded to a Blood Component Separation Unit (BCSU), enhancing the availability of essential blood components such as platelets, plasma, and cryoprecipitate. Similar developments are in progress at Nawanshahr, Anandpur Sahib, Khanna, and Mukerian, improving component access in underserved regions.

2. Expanding Outreach with Mobile Blood Vans

Dedicated Blood Collection and Transportation Vans in Mohali and Ludhiana ensure temperature-controlled, timely transport of blood. The planned procurement of two additional vans will further enhance collection efficiency and last-mile delivery.

3. Advanced Testing for Transfusion Safety

To ensure safer transfusions, Chemiluminescence Immunoassay (CLIA) testing has been launched at GMC Faridkot. Plans are underway to introduce CLIA testing at GMC Amritsar and Patiala, minimizing the risk of transfusion-transmitted infections (TTIs).

4. Leukodepleted Blood for Thalassemia Care

Recognizing the specific needs of thalassemic patients, the state is ensuring the availability of leukodepleted blood. This improves patient outcomes by reducing febrile reactions and alloimmunization in those requiring regular transfusions.

5. Free Blood Services at Government Hospitals

Punjab offers free blood and components to all inpatients at government health facilities, promoting universal healthcare access and eliminating cost barriers to life-saving treatment.

6. Centralized Procurement and Quality Control

The state has introduced centralized procurement of blood bags, reagents, and test kits to ensure quality, cost-efficiency, and timely supply across all government blood centres.

7. ELISA-Based Screening Across All Centres

ELISA remains the backbone of TTI screening at all centres, ensuring regulatory compliance and accurate detection through robust quality assurance protocols.

8. Multi-Tiered IEC and Public Awareness Campaigns

District-level Information, Education, and Communication (IEC) campaigns mark key health observances, promoting voluntary donation through quizzes, awareness drives, and community outreach.

9. Walkathons to Promote Voluntary Blood Donation

Institutions like GMC Patiala organize walkathons to inspire public participation, particularly among youth and healthcare workers, reinforcing the importance of regular donation.

10. Annual State-Level NVBDD Celebrations

On National Voluntary Blood Donation Day, Punjab honors outstanding donors, NGOs, and centres, cultivating a spirit of recognition and community involvement.

11. Publications for Advocacy and Inspiration

Annual souvenirs featuring donor stories and expert perspectives are published to promote awareness and encourage participation in donation initiatives.

12. Promoting Research and Academic Excellence

Punjab supports research through grants to GMCS and PGIMER Chandigarh, fostering innovation through CMEs and academic projects in transfusion medicine.

13. Capacity Building Through CME and Training

Regular CMEs and refresher courses ensure that healthcare professionals remain updated with best practices and evolving national guidelines.

Conclusion

Punjab's integrated, proactive approach is creating a safe, equitable, and future-ready blood transfusion system. Through its sustained efforts, the state is setting a benchmark for holistic, community-driven healthcare.

TAMIL NADU

Strengthening Blood Transfusion Services through RFID Technology and Advanced Immunohematology Testing

Tamil Nadu has made significant progress in improving the safety, efficiency, and traceability of blood transfusion services by adopting cutting-edge technologies and establishing specialized infrastructure. Two major initiatives—RFID-enabled inventory management and the creation of a Reference Testing Centre (RTC) at Madras Medical College and Rajiv Gandhi Government General Hospital (RGGGH), Chennai—are transforming transfusion services across the state.

RFID-Based Real-Time Inventory Management- Ensuring Vein-to-Vein Traceability

Tamil Nadu has implemented Radio Frequency Identification (RFID) in its blood centres, revolutionizing how blood components are tracked and managed. This system allows wireless, real-time tracking from donor to recipient, reducing human error and ensuring complete traceability.

The RFID system operates across five key modules: collection & encoding, transport, processing, inventory, and patient safety. Each blood unit is tagged and integrated with smart shelving kits, encoders, readers, and handheld PDA devices used at the bedside during transfusion.

This system automates inventory counts, instantly flags short-expiry units, and helps maintain optimal storage conditions. Most importantly, it strengthens patient safety by verifying correct blood component administration, recording transfusion time, recipient ID, and vital signs, ensuring seamless and safe blood delivery.

Reference Testing Centre (RTC): Advancing Immunohematological Safety

To meet the rising demand for advanced immunohematological diagnostics, the state established a Reference Testing Centre at RGGGH, Chennai in 2021. Set up in collaboration with QuidelOrtho, the RTC supports both government and private blood centres, offering critical testing services free of cost.

Vision & Mission

- Vision: Deliver high-quality transfusion services through accurate immunohematology testing.
- Mission: Operate under a hub-and-spoke model to support even tier-2 and tier-3 cities, and build capacity through regular training and seminars.

Why RTC Matters

Daily issues such as ABO discrepancies, Rh typing errors, and incompatible crossmatches require specialized resolution. Tamil Nadu, once dependent on Mumbai's NIIH, now offers localized, high-quality support through RTC Chennai.

Core Services and Achievements

The RTC performs a wide range of tests, including:

1. Antibody screening and identification
2. ABO discrepancy resolution
3. Weak D typing
4. DAT-positive autoimmune hemolytic anemia workups
5. Crossmatch incompatibility resolution
6. Transfusion reaction analysis
7. Prenatal and cord blood evaluation
8. Antibody titration and RBC phenotyping

The centre resolves 15–30 complex cases monthly, with total annual resolutions rising from 75–100 to over 500 cases. It also runs regular training programs for lab technicians and postgraduates and maintains a growing case study repository to aid research and education.

Keys to RTC Success

- Dedicated, clinically skilled team
- Ongoing knowledge updates and hands-on training
- Strong collaboration with blood centres and academia
- A patient-focused, ethically sound approach

Conclusion

Tamil Nadu's integration of RFID technology and establishment of a state-of-the-art RTC reflect a bold, forward-thinking approach to transfusion medicine. These initiatives not only elevate safety and traceability but also create a replicable model for other states, advancing India's vision for high-quality, equitable blood services.

Building Resilience Through Emergency Response Planning in Jammu And Kashmir

In the aftermath of the Pahalgam attack, the Union Territory of Jammu & Kashmir faced a crisis marked not only by heightened security concerns but also by the pressing need to sustain its healthcare services- chief among them, the uninterrupted availability of blood. Recognizing the gravity of the situation, the Jammu & Kashmir State Blood Transfusion Council (JKSBTC) , in close coordination with the Blood Transfusion Services division, Directorate General of Health Services, Government of India, launched an immediate and well-coordinated emergency response.

The first step was the activation of emergency protocols across all blood centers in Jammu & Kashmir. A centralized reporting mechanism was established, enabling real-time tracking of blood stocks. This system allowed for quick redistribution of blood units from centers with surplus to those in critical need, ensuring that no patient suffered due to shortages. Equally vital was the rapid mobilization of civil society. Voluntary organizations and community groups across the region organized urgent blood donation drives. Their efforts, supported by widespread awareness campaigns ensured a continuous flow of voluntary donors even during periods of heightened tension. The commitment and resilience of local communities became the cornerstone of the response effort.

Support extended beyond regional boundaries as well. Through the leadership of the Director General of Health Services, Ministry of Health and Family Welfare, neighboring states were engaged for potential blood support adding an extra layer of security to the UT's emergency preparedness framework. The outcomes of coordinated efforts were remarkable. Despite the crisis, there were no reported cases of blood unavailability leading to loss of life. The entire initiative stood as a testament to the power of preparation, cooperation and community spirit.

The experience reinforce a crucial lesson: in emergencies, lives are saved not just by infrastructure but by the collective will to act swiftly, share resources and stand together.

The model adopted by Jammu and Kashmir serves as an exemplary blue print for future healthcare crisis management.



UPCOMING EVENTS

ISBT Milan 2025

35th Regional ISBT Congress
Date: May 31 – June 4, 2025
Location: Milan, Italy

TRANSCON 2025

50th Annual National Conference of the Indian Society of Blood Transfusion & Immunohaematology (ISBTI)
Date: September 19–21, 2025
Location: Delhi, India

AABB Annual Meeting 2025

The AABB Annual Meeting for the fields of blood and biotherapies.

Date: October 25–28, 2025
Location: San Diego, California, USA

TRANSMEDCON 2025

13th Annual National Conference of the Indian Society of Transfusion Medicine

Date: November 26–29, 2025
Location: Jaipur, India

HAEMATOCON 2025

66th Annual Conference of Indian Society of Hematology & Blood Transfusion
Date: November 6–9, 2025
Location: Lucknow, India

AATM-AABB Joint Congress 2025

XX Annual Congress of the Asian Association of Transfusion Medicine and Fifth Joint Meeting of AATM-AABB
Date: December 5–6, 2025
Location: Mumbai, India

World Blood Donor Day 2025

Date: June 14, 2025
Theme: "Give blood, give hope: together we save lives!"

The Blood Transfusion Services, Directorate General of Health Services, Ministry of Health and Family Welfare will be celebrating World Blood Donor Day on 14th June in collaboration with the Rural Health Training Centre (RHTC), Najafgarh, New Delhi.

Initiatives in India

Objectives

The objectives of this year's campaign in India

- A. Raise public awareness about the critical need for blood and plasma donations and the impact they have on patients' lives.
- B. Encourage both new and existing donors to give blood regularly, helping to ensure a stable and sufficient blood supply.
- C. Highlight the positive impact of blood donors on the health and well-being of others, and promote the values of solidarity, compassion, and community through blood donation.
- D. Mobilize support from governments and development partners to invest in and sustain national blood programs to achieve universal access to safe blood transfusion worldwide.

Action Plan

The action plan of this year's campaign in India:

1. The event will aim to maximize the registration of willing blood donors and optimize blood collection.
2. To spread awareness among rural communities, activities to honour blood donors and pledge-taking ceremonies will be organized at the Gram Panchayat level. The pledge will be administered by the respective Sarpanch/Village Head.
3. Similar activities will be organized at the block and district levels involving public representatives and youth with the spirit of Jan Bhagidari.
4. A pledge in English, Hindi, or the regional language for blood donation will be administered through both physical events at these levels and digital platforms.
5. To promote the registration of blood donors and create awareness, facilities for blood group testing will be made available on 14th June 2025 at all PHCs/CHCs, sub-district and district hospitals, and other blood banks as per feasibility. This will help common citizens know their blood group, which will be useful in emergencies for blood donation.



Technical Resource Group Meeting of National Blood Transfusion Council, 5th and 6th March 2025, Amritsar, Punjab

**Blood Transfusion Services, Directorate General of Health Services
Ministry of Health and Family Welfare, Government of India**

BLOOD FOR LIFE

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