



Headquarters Office
Employees' State Insurance Corporation

(ISO 9001-2008 certified)
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PRESS RELEASE

Blood Donation cost you nothing but it will save a precious life of someone/ or Blood Donation is the best service to humankind – ESI Corporation observes World Blood Donor Day

In order to achieve the goal of World Health Organization's (WHO) for all countries to obtain all blood supplies from voluntary unpaid donors, ESIC conducts voluntary Blood Donation Camps from time to time. On the eve of World Blood Donor Day (14th June), ESIC in association with Indian Red Cross Society organized a Voluntary Blood Donation Camp on 13.06.2016 in its Headquarters Office, Panchdeep Bhawan, CIG Marg, New Delhi ; got a overwhelming response from the officers/officials of ESIC, resulting a remarkable collection of blood units. Blood Donation Camps, like the one organized by ESIC, can be a decisive step in making the critical shift from replacement donors to a voluntary blood donation system.

While inaugurating the Blood Donation Camp, **Shri Deepak Kumar, IAS, Director General, ESIC**, said "Blood remains the most precious thing in this world and blood donation is considered a noble service to humankind. To increase awareness of this voluntary act, World Health Organization (WHO) celebrates World Blood Donation Day on June 14 every year. We must all join hands not only to spread awareness of this act, but also volunteer to donate blood to help the needy".

Dr. R.K. Kataria, Medical Commissioner, ESIC, said that, "Blood is categorized as a medicine but it cannot be artificially produced; it has to be donated. Earlier, it was difficult to convince the insured persons and beneficiaries of ESIC about the importance of donating blood as they considered it the sole responsibility of the organization to arrange for blood. But now, many of them voluntarily come forward to donate."

Shri A.K. Sinha, Insurance Commissioner, ESIC, said that, "Requirement for blood is increasing every year because of daily road accidents, natural disasters etc. Today, making available the right type and quantity of blood at the right place is a formidable challenges before mankind. Donation of even a unit of blood, though small, is a step further towards ensuring availability of blood".

Dr. S.L. Vig, Medical Commissioner (ISM), ESIC added: "Blood cannot be produced by any outside manufacturer, only we have the ability to produce and donate blood. That is the reason; Blood Donation is called 'Rakt Dann Mahadann'.

Dr. Abhimanyu Panda, Dy. Medical Commissioner said "All healthy people must volunteer to donate blood on this day and also appeal to their friends to do the same."

Main Benefits of collecting blood at camps:-

- Community Participation
- As health status and habits of potential blood donors are known to organizers, quality blood is assured due to self exclusion
- Intending donors get opportunity to donate according to their convenience
- Familiar faces and known atmosphere help in the shedding of fear by the first time donor
- Recruits new donors

(R.K. Gautam)
Jt. Director (P.R.)