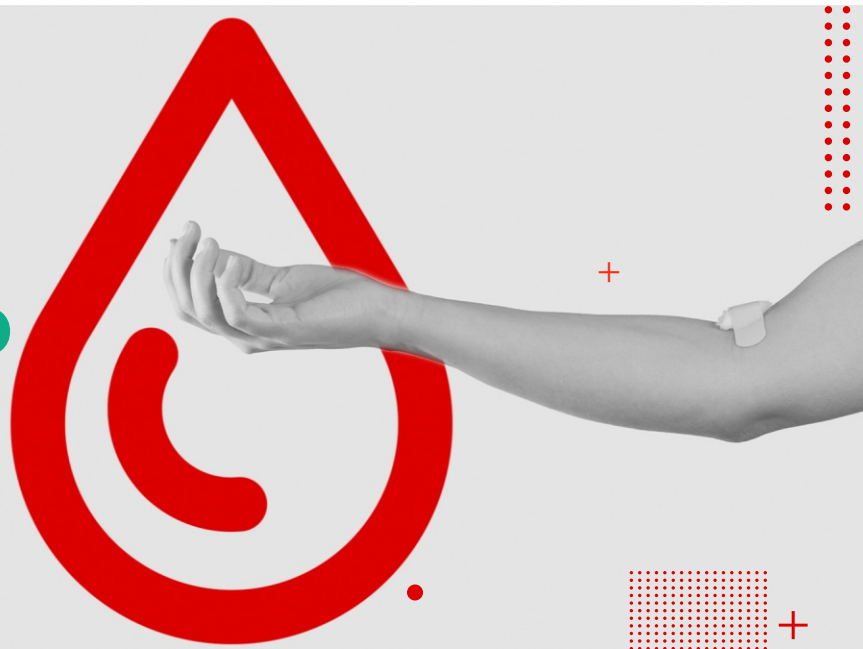


# SAVING LIVES DROP BY DROP



## Spotlight

### INDIA NEEDS A CHANGE OF PERCEPTION TOWARDS BLOOD DONATION

Despite improvements in health infrastructure and accessibility, ensuring safe and adequate blood, remains elusive. Improving accessibility and availability of safe blood is still a huge challenge in India, because the country is marred by poor health-seeking behaviour, higher disease burden, and limited access to healthcare facilities.

[Read More>>](#)



## Datagraphs

### INDIA NEEDS MORE BLOOD DONORS



The WHO recommends that a country have blood reserve units equal to **1% of its population**.



On an average, India collects **11 million units** of blood every year, against the required **13.8 million units**, leaving a deficit of **2.8 million units**.



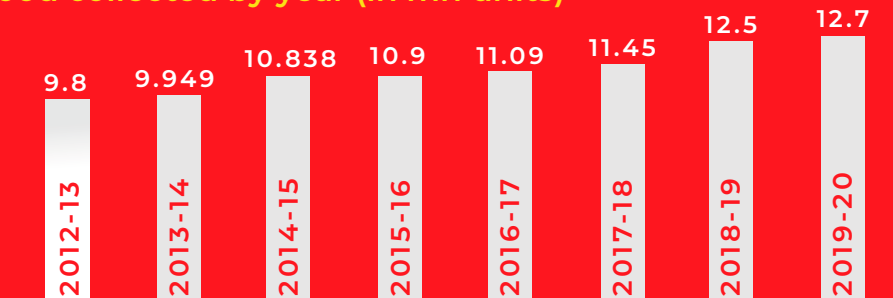
**12,000 people** die everyday in India due to the lack of donated blood.



**63 districts** in India do not have a blood bank. These districts are in Arunachal Pradesh, Assam, Manipur, Bihar, Meghalaya and Nagaland.

(Source: PTI, and media reports)

#### Blood collected by year (in mn units)



#### Myths Shrouding Blood Donation

**Myth:** You can donate blood only once a year

**Fact:** As per guidelines in India, men can donate blood once in every three months, and women once in every four months.

**Myth:** One should avoid physical exercises after donating blood

**Fact:** Blood donation doesn't interfere with one's ability to perform physical activities. The donor can resume physical activities after taking sufficient rest for 15-20 minutes.

**Myth:** Donating blood makes the immune system weak

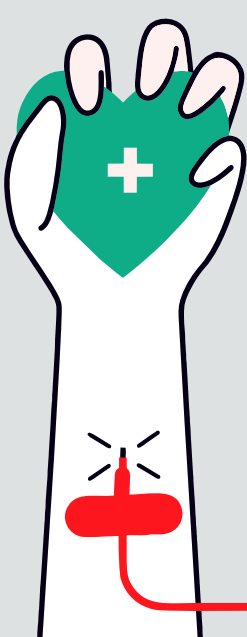
**Fact:** There is no lasting danger to the immune system after blood donation. The red blood cells and white blood cells return to normal levels in a few days.

**Myth:** People with low body weight cannot donate blood.

**Fact:** There is no correlation between body weight and your ability to donate blood. It's just that people with low body weight might experience more weakness.

**Myth:** Donating blood makes one susceptible to coronavirus

**Fact:** No, this isn't true. Not a single case of COVID-19 has been reported anywhere in the world from the act of blood donation or transfusion.



## Blood Donation: Our Legacy

Fiinnovation as part of its bid to cascade positive social change, has been organising blood donation drives annually since 2013. These donation drives receive massive participation from the local communities.



### From CEO's Desk



**Dr Soumitro Chakraborty**  
Chief Executive Officer

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“Blood donation in India is shrouded under misinformation, prejudices and myths. While there are policy related changes that the government must address, corporations have an equally crucial role to play. Corporations and civil society organisations through extensive partnerships leverage their collective resources and conduct awareness drives and donation drives in tier 2 cities, tier 3 cities and remote areas, and support the country's blood delivery systems and bridge the demand and supply gaps.”

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