

Blood donation camp held at Indian Institute of Management, Visakhapatnam.

The Indian Institute of Management Visakhapatnam, Gambheeram Campus in collaboration with A S Raja Voluntary Blood Bank, held a blood donation camp on October 1, 2022, the eve of National Voluntary Blood Donation Day to support the initiative of Raaktdan Amrit Mahotsav by MoHFW. The institute's medical officer, Dr. V Bhaskar Ram, organized the camp for people with thalassemia. The camp was held in an air-conditioned classroom on a newly constructed campus for the convenience of the donors. The event was held between 10:30 a.m. and 4:00 p.m. The District Medical and Health Officer, Dr. Vijaya Lakshmi, and her team visited the IIMV's permanent campus in Gambheeram where Mr. Subramanyam and the project management office team briefed her about the IIMV campus project. She also emphasized the benefits of blood donation for blood recipients as well as blood donors. Students, staff, security services and NBCC team participated in the camp. The blood was collected by Dr. Aruna, a Consultant Pathologist who has been a part of the A S Raja Voluntary Blood Bank for the past five years. The Institute had arranged for refreshments for those who donated blood in the camp. Blood donation camp participants received certificates, key chains, and donor cards. Doctors and nurses were designated to oversee the entire procedure and collect the blood. The institute also provided a resting room for those who experienced dizziness after blood donation. Along with blood donation, free hemoglobin and blood group checkups were also done. Institute's CSR club, Vatsalya, also had come to help and organize the blood donation camp. After the blood donation was completed, Dr. Vijaya Lakshmi thanked and complimented everyone at the camp for saving lives with special thanks to students of the Institute (Krishna, Ayushi, Vaishnavi, Omkar, Arpita, Aravind, Rashmi, and Tariq) for coming forward and sensitizing the notion of donating blood among the students. The day ended with a heartfelt vote of thanks from the Vatsalya club members.