

## 2<sup>nd</sup> International Conference on **Hematology & Blood Disorders**

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### **Power of communication during voluntary blood donation camps and relating to the newer technologies and its impact on costing of the products**

**Shanta Ghatak**

Bhoruka Research Centre for Hematology and Blood Transfusion, India

The blood bank and research centre has been functional since 34 years and has been one of the pioneers in the field of blood transfusion and voluntary blood banking in the eastern part of the country. The methodologies and the numerous blood donation camps that have evolved over the years and sometimes have helped even the national authorities to recognize the effort from the philanthropic and technical standpoint of view imparts a new learning horizon. The data base is hand written over the years and any newcomer in the blood banking stream has been to this centre of performance. The registers and some computerizations has been the backbone of the entire setup. The products formulation, the SOPs, the detailed analytical resources generates history in blood banking as we have essentially evolved the infrastructure for storing the hard copies. Located conveniently in the heart of the city and proving to be successful in various public health projects as well regarding thalassemic patients, blood cancer & dengue patients during the outbreaks of dengue fever is something that we could have never achieved without the networking of voluntary blood donations all over the city and some outreach areas. Technology has evolved into lofty heights but the staggering good motivations, tacts and compassion can generate is assured. This has been an effective tool in spreading awareness in voluntary blood donation, blood dyscrasias and newer eminently affordable technologies. The presentation is about how the author does motivations in the community and creates a committed pool of social workers ranging from school children to high level officials so that each one can contribute in some way to help the need of overcoming loss of lives due to shortage of blood.

#### **Biography**

Shanta Ghatak is a practicing physician from Calcutta University and has completed her Masters from BITS Pilani, continues working while attaining certifications from CDC and the Harvard School of public health. She is the Director of Bhoruka Research Centre for haematology and blood transfusion, a not for profit organization. She has an overwhelming experience of nearly three decades of work in clinical medicine and public health and has an outstanding experience in humanitarian public health work involving migrants, labourers, coal miners, intravenous drug users and TB- HIV co infected patients in need of infection control in every possible way.

[drshantaghatak@gmail.com](mailto:drshantaghatak@gmail.com)