



वसुधैव कुटुम्बकम् ॥

SYMBIOSIS

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(Awarded Padma Bhushan by President of India)

SYMBIOSIS CENTRE OF HEALTH CARE

Blood Donation Drive 2016- Post event press note

Every year on 14th June, countries all across the world celebrate the world blood donor day. The focus of the day is to thank the blood donors who save lives every day “through their blood donations and strongly encourages more people all over the world to donate blood voluntarily and regularly with the slogan ‘Give freely, give often. Blood donation matters’.

Symbiosis celebrates International Students’ day on 31st July 2015 with fervor and gaiety. Multiple social and cultural events are organized, most significant of which is Blood Donation Drive arranged simultaneously at eight campuses of Symbiosis in Pune and four campuses at Noida, Nashik, Bangalore and Hyderabad. This year, the Blood Donation Drive was arranged by Symbiosis Centre of Health Care (SCHC) in association with twelve blood banks on the 1st August 2016.

The campaigning and motivation drive to maximize the turnout for the blood donation camp was done by MBA (Hospital and Healthcare Management) students of Symbiosis Institute of Health Sciences under the guidance & supervision of healthcare professionals of SCHC. The universal slogan delivered by the campaigning students was, ‘Give mankind the greatest gift. Donate blood.’

To create awareness amongst the staff and student community, motivation campaigns were carried out for a week in which presentation, skits & street plays enacted by the MBA (HHC) students were performed at all campuses. Various promotional activities were undertaken to encourage maximum participation by students & staff in the Blood Donation viz., skit presentation to students & staff, poster competition for students & staff. Additionally, donors who were donating blood for third time in a row were presented with a small token of appreciation in the form of brooch.

Due to the efforts taken, Symbiosis Centre of Health Care in collaboration with blood banks of the city collected 1905 units which included 13 international student donors. Enthusiastic Symbiosis students and staff members voluntarily contributed to the noble cause of blood donation.