

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

UNSTARRED QUESTION NO:3515
ANSWERED ON:16.04.2008
AWARENESS AMONG MASSES FOR BLOOD DONATION
Ahir Shri Hansraj Gangaram

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether the Government has launched any campaign to create awareness among masses about blood donation in the country;
- (b) if so, the details thereof;
- (c) the total amount spent by the Government on the blood donation campaign during the last three financial years; and
- (d) the achievements made as result thereof?

Answer

THE MINISTER OF STATE FOR HEALTH & FAMILY WELFARE(SMT. PANABAKA LAKSHMI)

(a) & (b) Yes, Sir.The Government is promoting voluntary blood donation by observing World Blood Donors day on 14 June and National Voluntary Blood Donation on 1 October every year. Awareness programmes and workshops on voluntary blood donations are conducted in schools, colleges and universities.Regular voluntary blood donors are felicitated by Ministers and Celebrities. IEC materials on voluntary blood donation like posters, brochures and pamphlets are printed and disseminated.Hoardings and kiosks are displayed at strategic locations. Messages on voluntary blood donations from Honorable Ministers and celebrities are broadcast and published in National dailies; and audio-visual materials are developed for telecasting in TV and broadcasting on radio.

(c) During the last three years,Government has spent Rs 42.2 lakhs in 2005-06,Rs 55.0 lakhs in 2006-07 and Rs 186.6 lakhs in 2007-08 on promotion of voluntary blood donation.

(d) As a result of these campaigns, voluntary blood collection has increased from 4.7 million/units in 2005 to 5.51 million/units in 2006 and 5.6 million/units in 2007. The proportion of voluntary blood donation has increased from 54.1% in 2005 to 56.4% in 2006 and 59.9% in 2007.