

Stakeholder Appreciation Programme — Voluntary Blood Donation

Department of Transfusion Medicine/ Blood Centre
Malabar Medical College Hospital & Research Centre

Date: Friday, 15 August 2026

Venue: Sapphire Hall, Academic Block

Attendance: 73 participants

Organising faculty: Dr Arun V J and Dr Aathira G Das

The Department of Transfusion Medicine conducted a Stakeholder Appreciation Programme on 15 August 2026 to formally recognise the organisations and individuals who have supported the blood centre through voluntary blood donation camps and donor mobilisation over the past year. The blood centre depends substantially on organised voluntary donation drives conducted in partnership with community organisations and educational institutions, and the programme was designed to acknowledge that contribution publicly, strengthen these associations for the coming year, and create a forum where partner organisations could raise their concerns directly with the department. Against an anticipated sixty participants, the programme recorded an attendance of seventy-three.

Registration commenced in the forenoon and the programme began at 10:30 AM. The inaugural ceremony was presided over and formally inaugurated by the Principal, Prof (Dr) Prathap Somanath, who acknowledged in his address the role of community partners in sustaining the institution's blood supply and reaffirmed the institution's commitment to voluntary, non-remunerated blood donation.

All participating organisations were then felicitated with mementos in recognition of their contribution. The organisations honoured were Blood Donors Kerala, Hope, Be Positive, Calicut Defence, Rubro Council MMC, M DIT Engineering College, M DIT Arts and Science College, M DIT Polytechnic, Gift of Heart, Dental College SAIDS, Paramedical College, Allied Health Sciences, School of Nursing, College of Nursing, MMC Staff Council, Sangamitra Club and Janachethana Club. A special felicitation was accorded to the family of the late Mr Shareef in remembrance of his sustained contribution to the cause of voluntary blood donation. Five student donors were also recognised as Rubro Champion Donors for their record of repeat voluntary donation. The inaugural and felicitation ceremony concluded at 11:30 AM.

The academic sessions that followed covered donor screening, the legal aspects governing blood centre functioning, and practical approaches to improving voluntary blood donation. These were pitched at the working level of camp organisers rather than at a clinical audience, since most participants are involved in donor recruitment and camp coordination rather than in transfusion practice.

The open forum discussion that followed drew sustained interest, and stakeholders used the opportunity to clarify a number of doubts that had accumulated over their years of working with blood centres. The legal and regulatory aspects of blood centre functioning attracted the greatest attention, with representatives seeking clarity on licensing requirements, the rules governing camp conduct, donor eligibility criteria and the statutory obligations that constrain what a blood centre can and cannot do at a camp site. Several representatives noted that they had been fielding such questions from prospective donors in the field without adequate grounding themselves. The volume of questions on this subject suggests a clear gap that the department may wish to address through a dedicated orientation session for camp organisers in the coming year.

Lunch was served at 1:00 PM in the dining area on the first floor of the Academic Block, and the programme concluded with a guided visit to the blood centre. Participants were taken through the donor area, the component preparation facility, the testing laboratory and the storage arrangements. For most representatives this was the first opportunity to see what happens to the units collected at the camps they organise, and the visit generated considerable discussion about the technical work that follows collection.

The programme met its primary objective of formally acknowledging the contribution of partner organisations. The open forum in particular surfaced feedback that routine communication would not have brought to light, and the interest shown in the regulatory aspects of blood centre functioning points to a specific and addressable need among camp organisers. The blood centre visit gave stakeholders visibility into the process their donors contribute to, which should strengthen the quality of donor counselling at future camps.

Written feedback received from participating stakeholders is appended to this report.

A handwritten signature in black ink, appearing to read 'Arun V J', with a large, sweeping flourish underneath.

Dr Arun V J
Assistant Professor
Transfusion Medicine



പുരസ്കാരം പിതാവിനുവേണ്ടി ഏറ്റുവാങ്ങുമ്പോൾ എനിക്ക് ഒരുപാടു അഭിമാനവും അതോടൊപ്പം വലിയൊരു വേദനയും തോന്നുന്നു. ഇന്ന് അദ്ദേഹം ഞങ്ങളോടൊപ്പം ഇല്ലെങ്കിലും രക്തദാന രംഗത്തു ചെയ്ത സേവനങ്ങൾ എന്നും ഞങ്ങളുടെ മനസ്സിൽ ജീവിക്കും. ഒരു ജീവൻ രക്ഷിക്കുക എന്ന മഹത്തായ ലക്ഷ്യത്തോടെ നടത്തിയ പ്രവർത്തനങ്ങൾക്ക് ലഭിച്ച ഈ അംഗീകാരം അഭിമാനകരമാണ്. മകളായി ഈ പുരസ്കാരം ഏറ്റുവാങ്ങുമ്പോൾ, അദ്ദേഹത്തിന്റെ നല്ല പ്രവർത്തനങ്ങളും സേവന മനോഭാവവും ഞങ്ങൾ എന്നും ഓർമ്മിക്കുകയും കഴിയുന്ന രീതിയിൽ മുന്നോട്ട് കൊണ്ടുപോകുകയും ചെയ്യും. ഈ പുരസ്കാരം പിതാവിന്റെ സന്നേഹപൂർവമായ ഓർമ്മക്ക് സമർപ്പിക്കുന്നു.

സേവനങ്ങളെ അംഗീകരിച്ച് ഈ പുരസ്കാരം നൽകിയ MMC ഹോസ്പിറ്റലിലെ ബുഡ് ബാങ്ക് ഡിപ്പാർട്ട്മെന്റിനും, പ്രത്യേകിച്ച് Dr. അരുൺ Dr. ആതിര യ്ക്കും ഹൃദയം നിറഞ്ഞ നന്ദി അറിയിക്കുന്നു. അപ്പു ബക്കർ ആഷിയാന ഹോപ്പ് മിഷൻ കോർഡിനേറ്റർ (D/o Late Shareef Ashiyana)

സ്വാതന്ത്ര്യദിനത്തിൽ ബുഡ് ഡോണേഴ്സ് ഗ്രൂപ്പുകൾക്ക് വേണ്ടി നടത്തിയ ആദരവ് പ്രോഗ്രാം വളരെ നല്ലത് ആയിരുന്നു രക്തദാതാക്കൾക്കും രക്ത ദാന മേഖലയിലേക്ക് ജോയിൻ ചെയ്യാൻ ആഗ്രഹിക്കുന്നവർക്കും രക്തദാന സേവന രംഗത്തുള്ള കുട്ടായുക്കൾക്കും നല്ലൊരു പ്രചോദനം തന്നെയാണ് മലബാർ മെഡിക്കൽ കോളേജിലെ ബുഡ് സെന്റർ നടത്തിയ ഈ പ്രോഗ്രാം.. ഇതിന് നേതൃത്വം നൽകിയ ഡോക്ടർ അരുൺ, ഡോക്ടർ ആതിര എന്നിവർക്ക് അഭിനന്ദനങ്ങൾ നേരുന്നു. ഷാജിമോൻ വെള്ളിമാക്കുന്ന് എക്സിക്യൂട്ടീവ് മെമ്പർ ഹോപ്പ് ബുഡ് ഡോണേഴ്സ് ഗ്രൂപ്പ്..

Voluntary Blood Donation (VBD) activities at MMC regarding - External

Inbox x



Be Positive Blood Donation Group Team Be Positive

to me

Mon, Aug 17, 11:56 AM (3 days ago) ☆ 😊 ↩ ⋮

Hello dear Dr.Arun,

It was a great experience for all of us representing Be Positive Blood Donation Group Kerala at Malabar Medical College Hospital & Research Centre on 15th August 2026. We really appreciate the effort and your time to coordinate the event. We are extremely **thankful for your consideration and recognition** to Be Positive Blood Donation Group's activities and all other blood donors motivators from your reputed institution.

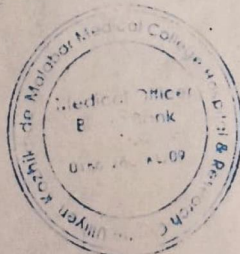
Transfusion Medicine is a crucial department in every hospital, which undertake all blood related activities from counselling, collection, separation, screening, storage to disbursal. Every other department depends on the blood centre, but most often in many places the blood centres don't even get the recognition that they deserve. **We are extremely excited about the Hospital management and Principal who stood with blood centre team for organizing such an event.**

We are eagerly looking forward for your upcoming steps in VBD activities at MMC, and **assure the support from Be Positive Blood Donation Group Kerala towards the VBD activities that we can collaborate** together.

*General Secretary,
Be Positive Blood Donation Group Kerala
Reg No: KKD/CA/600/2016
Helpline: 9846 541 604*

BLOOD CENTRE STAKEHOLDER APPRECIATION AWARD PROGRAMME				
15th August 2026				
Venue: Sapphire Hall, Academic Block, MMCH&RC				
Sl. No.	Name	Organisation	Ph. No.	Signature
1	Nuba Nibala	M-DIT ARTS AND SCIENCE		Nip Nibala
2	Ansidar C.S	M. dit alliyeri		Ansidar C.S
3	Shajing	Hope Blood Donor		Shajing
4	SHIVS KUR A	HOPE		SHIVS KUR A
5	Tanisha Mayeed M.T	Hope		Tanisha Mayeed M.T
6	Ajma Backer K	HOPE		Ajma Backer K
7	Nabeesh	Gift of Heart		Nabeesh
8	SATHEESH-N	GIFT OF HEART		SATHEESH-N
9	DHARMARAJ Amban	Gift of Heart		DHARMARAJ Amban
10	Abhinand Suresh	Be tve Blood donation		Abhinand Suresh
11	Sajin KM	Be tve Blood donation Grp		Sajin KM
12	Vishnu Prasad	" "		Vishnu Prasad
13	Shonima T	" "		Shonima T
14	ABHAI KRISHNA T.P	Sangamithira kannankode		ABHAI KRISHNA T.P
15	Aswathi N.M	" "		Aswathi N.M
16	ROBIN RAJ RA	" "		ROBIN RAJ RA
17	Ankur	" "		Ankur
18	ARJUN	Be tve Blood donation		ARJUN
19	Bignius M	stkt mme		Bignius M
20	ARIF T.K	HOPE Blood Donor		ARIF T.K
21	SATISH K.S	mme		SATISH K.S
22	Vipin Raj K	amc it		Vipin Raj K
23	Aysha Dnyan	SADC		Aysha Dnyan
24	Fathima Jeneena	SADC		Fathima Jeneena
25	Surya Sund	SADC		Surya Sund
26	Shobikul	SASON		Shobikul
27	Vivek	SASON		Vivek
28	M A NBS	SASON		M A NBS
29	Muhammed Nishan	SASON		Muhammed Nishan
30	Disha	HOPE		Disha
31	Anuvindin	M-DIT Polytechnic		Anuvindin
32	Manu Prasad U.C	M-DIT Polytechnic		Manu Prasad U.C
33	Pargavan's	M-DIT Poly		Pargavan's
34	D. Sulekha miki	Asst Professor Pathology		D. Sulekha miki
35	Dr. Divya	Associate Prof Pathology		Dr. Divya
36	Rivina	Uchi e		Rivina
37	Sindhu	BA		Sindhu
38	Pradeepan	HOPE		Pradeepan

[Signature]
D. Anu-VS
15/8/26.



[Signature]
15/8/26
Dr. Anu-VS

