

Campaign to promote blood stem cell donation

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DATRI, India's largest blood stem cell donors registry, has announced a nationwide blood stem cell donor campaign "Get Set Go Orange" during World Cancer Day in an attempt to increase its existing database of potential blood stem cell donors.

Lack of awareness on stem cell transplant and unjustified apprehensions have led to way less than 1 % of the Indian population being registered as blood stem cell donors.

Fatal blood disorders like Leukaemia, Thalassemia, Aplastic Anaemia, etc which affect hundreds of children and adults every year can be cured through a blood stem cell transplant from a genetically matched donor.

In Chennai, donor drives will be conducted in Anna University and Ethiraj College on Feb. 3 and 4, respectively. Donor drives will also be conducted in Arjun College, Coimbatore on Feb. 2 followed by a cycling event to raise awareness in the same city on Feb. 7.

DATRI has over 1,12,000 registered donors from across India and has facilitated 139 blood stem cell donations, giving patients with fatal blood disorders a new ray of hope.

The campaign will bolster DATRI's awareness initiatives on blood stem cell donation and expand its existing database of donors, increasing patients' probability of finding a match.

Calling out for voluntary blood stem cell donors, Raghu Rajagopal, CEO and Co-founder of DATRI said, "Get Set Go Orange will encourage potential donors across all major cities in India to come forward and register. This simple act of giving is perhaps the best gift for someone suffering from a fatal blood disorder like Leukaemia or