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DATRI CONNECT

CORPORATE NEWSLETTER



MANAGEMENT DESK

Dear Friends,

It gives us immense pleasure to reconnect with you through this newsletter. We are delighted to share with you the significant impact we have been able to make in the lives of those battling blood cancer and blood disorders. We recognize that all of this has been made possible because of your unwavering support as corporates, standing by us in our lifesaving mission.

In this edition, we are excited to bring you the highlights of the Walkathon that we recently conducted in Kochi, in collaboration with Amrita Institute of Medical Sciences to raise awareness about the importance of blood stem cell donation. The participation and enthusiasm of individuals participating in the Walkathon has been instrumental in spreading the message far and wide.

Additionally, we are proud to share how Portronics Digital India Limited is actively empowering lifesaving initiatives through cause-related marketing. Their dedicated efforts have made a significant difference in advancing our mission, and we are grateful for their support.

In a thought-provoking opinion piece, Bindiya Sawhney, Regional Head- North India, sheds light on the pivotal role that corporates play in creating a meaningful impact and driving positive change in society through Corporate Social Responsibility initiatives.

We would like to express our heartfelt gratitude to all the corporates who have consistently been a pillar of strength in all our endeavors. Your generosity has enabled us to scale our efforts and expand our reach, ultimately saving more lives. We sincerely hope that this edition of the newsletter provides you with a deeper understanding of DATRI and its work we do.

Thank you for your continued support.
Happy Reading!

Best regards,

Claudia Rutt
Chief Financial Officer

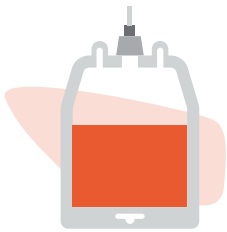
Sumati Misra
Head - Counseling and TCM

Srinivasan Selvarajan
Associate Director



NUMBERS THAT MATTER

Collections



Jan 2023 - Apr 2023
60

Funds Received



Jan 2023 - Apr 2023
30,23,984

TOP 5 Donor Registrations



Donor Registrations count Statewise:

(Dec 2022 to Mar 2023)

- Kerala: 7,796
- Rajasthan: 2,322
- Maharashtra: 1,101
- Tamil Nadu: 942
- Gujarat: 810

TOP 5 Donor Registration Drives:

From Date	Organisation Name	Drive Location	Registered Donor
26-Feb-23	LITTLE FLOWER CHURCH AUDITORIUM	Pottakuzhy, Kochi, Kaloor, Kerala	3,063
29-Mar-23	MA College of Engineering	Kothamangalam, Kerala.	996
4-Dec-22	Co-Operative College of Arts and Science	Trivandrum, Kerala.	632
8-Dec-22	Rajagiri College of Social Sciences	Kalamassery, Kochi, Kerala.	629
2-Feb-23	National Institute of Technology - Calicut	Calicut, Kerala	488



JOIN DATRI IN SAVING LIVES : CORPORATE SUPPORT FOR PATIENT DRIVES

Every patient drive at DATRI is fueled by the belief that people will understand the fragility of life and embrace the opportunity to be a rainbow in the cloud for patients in need. Since DATRI's establishment in 2009, we have tirelessly organized numerous patient campaigns urging people to register as potential donors and save lives. In May, this year we launched a campaign for Vinay Parikh who is battling a form of blood cancer and facing a race against time. We are making every effort to reach out to people and encourage them to register for Vinay and other patients facing similar challenges.

The patient's family joined forces with us in mobilizing their network of family members and friends, passionately urging everyone to step forward and register for Vinay. The response we received within just two days of launching the campaign was overwhelming. To date over 6200 compassionate individuals have registered for Vinay and many of them have also generously contributed funds. This unprecedented level of response to our patient campaign has made us realize that the more people we have registered, the greater the need for funds to conduct the Human Leukocyte Antigen typing for each potential donor.

This is where that we recognize the invaluable role that corporates can play in supporting DATRI 's mission. By helping us recruit donors or standing by their employees or individuals whose HLA typing costs they have covered, corporates have the power to become life-savers. The search for the right match for Vinay Parikh and other patients like him is currently underway, and as corporates you have the unique opportunity to join hands with DATRI in our life-saving mission. This cause will not only bring smiles to the lives of patients but also impact the lives of over 6200 individuals who have selflessly registered for Vinay. Together, let us create a life-changing difference.

We invite you to connect with us at marcom@datri.org to learn more about the patient drive and how your corporate can become a lifesaver. Your support will contribute towards making a profound impact in the lives of those in need.





A WALK FOR LIFE

DATRI, in collaboration with the Amrita Institute of Medical Sciences (AIMS) in Kochi, organized a Walkathon on May 21st, 2023, to raise awareness about the critical need for blood stem cell donation. The event aimed to encourage people to register as blood stem cell donors, offering hope to patients suffering from life-threatening blood disorders such as blood cancer and Thalassemia. Over 100 individuals participated in the Walkathon, including doctors, nurses, support staff from AIMS, and volunteers from various clubs, all united in their support for stem cell donation.

The Walkathon commenced at 7 AM at Kunnumpuram signal, Edapally, and concluded at AIMS, Kochi. Dr. Parimal Sarada, Consultant Haematopathologist from UNIPATH Specialty Laboratory, Ahmedabad, who is also a blood stem cell donor, flagged off the event. Throughout the Walkathon, participants chanted slogans to raise awareness about blood stem cell donation, aiming to inform the public about how this noble act can provide hope for countless patients.



"The Walkathon was an incredible experience. It served as a wake-up call for everyone, reminding us that we can play a pivotal role in giving the gift of life to those battling blood cancer and other blood disorders. It was a unique opportunity to be part of this noble cause," expressed Dr. Neeraj Sidharthan, Head of the Department of Hematology and Stem Cell Transplantation at AIMS, Kochi.

Akhila M, one of the participants in the Walkathon, shared her perspective, stating, "Stem cell donation is considered a divine act of humanity that can save precious lives. Through this Walkathon, we were able to spread awareness about blood stem cell donation to the public and bring it closer to reality."

As part of the Walkathon, Punarbhava, a meeting of donor and recipient, was organized at AIMS. One of the recipients, Jayachandran from Kerala, now residing in Mumbai, had a rare blood disorder. He was completely cured through a blood stem cell transplant, made possible by an unrelated donor named Ajin from Trivandrum, registered with DATRI's Blood Stem Cell Registry.



The Walkathon received financial support from Muthoot Honda and Dhanalaxmi Bank, that helped to contribute to the success of the event and its mission to save lives through blood stem cell donation.





PORTRONICS DIGITAL INDIA (PVT) LTD. IMPLEMENTS LIFESAVING INITIATIVES



Senior Associate - Donor Recruiter & Donation Management

Cause-related marketing is an effective strategy employed by corporations to establish a meaningful connection between their brand and a social cause. Portronics Digital India (Pvt.) Ltd., a leading consumer electronics company, has implemented a noteworthy cause-related marketing campaign to support DATRI through significant monetary contributions on a monthly basis. Recognizing the pressing need for more registered blood stem cell donors in the country, Portronics Digital India (Pvt.) Ltd. has pledged to donate a substantial amount (**Rs. 2/-** per product sale from their website) to facilitate the registration process. This philanthropic initiative aims to raise awareness about the critical importance of blood stem cell donation and encourages individuals to join the registry. By providing ongoing financial support, Portronics Digital India hopes to establish a sustainable platform that connects potential donors with patients in need, ultimately saving lives and making a lasting impact on the healthcare landscape in India.

Portronics' monthly monetary contribution to DATRI demonstrates their commitment to corporate social responsibility and dedication to improving healthcare outcomes. The funds contributed by the corporation are utilized to organize donor registration drives, further amplifying the impact of their cause-related marketing efforts. By actively engaging in this initiative, Portronics not only contributes to a noble cause but also enhances their brand reputation as a socially responsible organization. Their consistent financial support on a monthly basis enables DATRI to reach a wider audience and encourages individuals from diverse backgrounds to participate in this life-saving endeavor. Together, Portronics and DATRI are forging a partnership that brings hope to countless patients in need of a blood stem cell transplant.

As a result of Portronics' initiative, DATRI has received an impressive amount of over **2 lakhs** in a span of 9 months to support donor registrations. This significant contribution has played a vital role in empowering DATRI to continue its mission and positively impact the lives of those requiring a blood stem cell transplant.

We believe that Portronics' partnership with DATRI holds out an inspiration for other corporates to come forward and explore such a partnership to help in furthering the cause of saving lives.



FUNDS MATTER FOR SAVING LIVES THROUGH BLOOD STEM CELL DONATION



Bindiya Sawhney, Regional Head- North India

2013, shall be remembered by the development sector as a significant year that marked the beginning of businesses operating for the larger societal good, extending beyond their sole profit agenda. The implementation of the Companies Act in 2013 made it mandatory for companies above a certain size and profitability to contribute a percentage of their profits to social development. Ten years into this initiative, numerous notable changes have been witnessed, ranging from companies and NGOs working together towards a common cause to the identification of genuine issues for support and the recording of measurable impact, thereby facilitating sustainable change at the grassroots level.

Representing my organization and having been a part of the development sector for nearly 15 years, I acknowledge that there are still critical issues that remain unidentified and unexplored. There are several reasons for this, such as lack of information, apprehension about associating with lesser-known causes, initial low return on investment, and the absence of an immediate and "impressive" impact to showcase to others. However, these reasons do not diminish the need, nor the urgency, to support these issues.

I seize this opportunity to address a question commonly posed by the corporate entities we approach for financial support. Why do we need funds? To explain this, I would like to share a case of a patient, Vihaan for whom DATRI has been working over the past one year to find a matching donor. Nine-year-old Vihaan suffers from Thalassemia Major a rare blood disorder. Vihaan was diagnosed as Thalassemia Major when he was five months old and from that time he has been on blood transfusion once in two months. Little Vihaan is a bubbly child with a zest for life. This little boy is from Fatehbad, Haryana and is studying in 4th standard. He wants to grow up to be a dentist. But his aspiration to be a dentist could be nipped in the bud if he does not find the matching Blood Stem Cell Donor.

We need funds to provide hope and a chance for life to patients like Vihaan diagnosed with fatal blood diseases. We require funds to raise awareness about this critical cause, without which a diagnosis would result in death. We need funds to expand the donor base so that, as a country, we can support every Indian diagnosed with a blood disease, offering them a ray of hope

through a blood Stem Cell Donor. We need funds to register our fellow countrymen, ensuring that the only possible cure is made available to children and youth who lose their lives to diseases like Thalassemia, Aplastic Anemia, and Sickle Cell Disease. Thalassemia and cancer are curable, and we urge organizations to allocate a portion of their CSR funds to expand the registry base and save lives. We need a committed effort from corporates towards this life-saving cause—every life matters, and every life that can be saved matters even more.



KOCH ENGINEERED SOLUTIONS INDIA PVT. LTD. SHARES THEIR EXPERIENCE OF PARTNERING WITH DATRI

KOCH Engineered Solutions India Pvt. Ltd. had partnered with DATRI and the initiative has helped to bring an impact in the lives of those battling with blood disorders and blood cancer. Viren Bhatia, Executive Director and Sinu Sunil, GM, HR share their experience and thoughts on how DATRI has inspired their employees and the need for more corporates to come forward and collaborate with NGOs to make a positive difference in society.

Q1. How do you feel about being part of the lifesaving cause of DATRI?

At KES, our organizational culture is rooted in creating value not only for our customers but also for society. We adhere to Principle Based Management (PBM), which guides our daily activities. A fundamental aspect of this approach is value creation. As experts in technology within the Oil and Gas sector, we believe that technological advancements should serve the betterment of the industry, society, and ultimately the country as a whole.



Viren Bhatia,
Executive Director,
Koch Engineered Solutions India Pvt. Ltd.

When we learned about DATRI's noble cause and their sincere efforts and mission to gift lives, it resonated deeply with our principles and we took the call to support the organisation. We are delighted to have had the opportunity to contribute, and the results have been remarkable. The significant impact and positive outcomes achieved through our collaboration with DATRI reinforce our commitment to making a difference. - **Viren Bhatia.**

Q 2. As a leader how do you think employees can be inspired to be part of any social cause that can help to make a difference in society?

Leading by example has always been our proven approach. In our organization, we deeply value fostering a sense of contribution and stewardship, which we hold dear. Initially, we were surprised by the lack of awareness about genetic blood disorders and the existence of potential cure. through stem cell donation. We decided to partner with DATRI to conduct awareness

cure. through stem cell donation. We decided to partner with DATRI to conduct awareness sessions for our entire workforce in India. Witnessing the impact of DATRI's efforts in spreading the word has been truly remarkable.

The awareness sessions organized by DATRI have not only educated our employees but have also inspired many of them to register as donors and join this cause. Each individual who joins becomes a source of motivation for others, creating a positive chain reaction. We take great pride in how our employees have stepped up and contributed to this important cause.

I would also like to express my gratitude to the CSR team here at KES India. Both sides have invested to make this initiative so effective. - **Viren Bhatia.**

Q 3. What are the ways you think corporates can play an important role in making a difference in a people's lives and society?

Corporates have the potential to play a significant role in making a difference in society and improving people's lives. As major contributors to their respective industries, they act as catalysts for change. The collaboration power that arises when multiple organizations, each with thousands of employees, are inspired and united by a common noble cause is truly remarkable.



Sinu Sunil
General Manager, HR & Admin,
Koch Engineered Solutions India Pvt. Ltd.

When employees within these organizations embrace a cause, they become ambassadors who spread awareness and drive impact within their own networks, including their families, friends, and relatives. This amplifies the circle of influence and widens the reach of the cause at a rapid pace. In the context of blood cancer and genetic blood disorders, more the number of donors greater is the probability of finding a suitable match and ultimately saving lives.

Throughout history, we have witnessed positive social changes driven by the industry surrounding them. By investing in corporate social responsibility (CSR) efforts, including partnerships like the one with DATRI, we aim to create an exemplary case where corporates actively contribute to societal well-being. Through such initiatives, corporates can leverage their resources, influence, and networks to address pressing issues, drive positive change, and make a tangible impact in the lives of people. - **Sinu Sunil**

Q 4. Helen Keller had said, "Alone we can do so little, together we can do so much" Do you feel if many corporates come forward the world would be a better place to live?

Yes, we agree that if many corporates come forward, the world would be a better place to live. Their collective efforts can have a significant impact on society, addressing social and environmental challenges. By pooling their resources and expertise, corporates can make a greater positive change. Collaboration allows for sharing best practices and driving innovation.

