



1

MANAGEMENT DESK

Dear Colleagues,

Warm greetings to each of you as we reconvene through the pages of our newsletter. With the midpoint of the year upon us, we find ourselves at a juncture to reflect, realign, and revitalize our efforts towards our shared goals. This season prompts us to take stock of our accomplishments thus far and to recommit ourselves to realizing the targets we have set, knowing full well that success lies within our grasp.

As we eagerly anticipate the forthcoming World Marrow Donor Day, I'm heartened to witness the collective spirit with which we are converging to craft something truly innovative and captivating for our cherished donors. The unity and dedication demonstrated by all involved is truly praiseworthy and augurs well for our endeavours.

Within the pages of this newsletter, you will get to read informative insights with happenings. We share with you a brief of Vinay Parikh, one of the celebrity patient's campaign that helped us to create a huge impact drawing people from all over the country to register as potential donors. Additionally, our Human Resources department, in the spirit of the mid-year mark, delves into strategies to amplify our output and impact. Fresh faces in our midst also find their voice, sharing their initial impressions of life at DATRI.

It's within these pages that the intricate threads of our DATRI family are woven, binding us closer together and fostering deeper connections. With every story shared and every perspective unveiled, our bonds are fortified, and our collective purpose is affirmed. Let us proceed with resolute determination, continuing to create positive changes in the lives we touch.

Wishing you all continued zeal and unwavering commitment.

Warm regards,

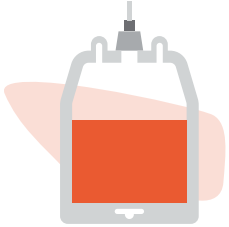
Claudia Rutt
Chief Financial Officer



2

NUMBERS THAT MATTER (FY 2023-24)

Collections



May 2023	June 2023
16	19
July 2023	August 2023
22	12

Funds Received



FY 2023 - 2024
23,21,368

Verification Typings



May 2023	June 2023
32	31
July 2023	August 2023
27	27

Search Requests



May 2023	June 2023
235	242
July 2023	August 2023
241	240

Infectious Disease Markers



May 2023	June 2023
21	27
July 2023	August 2023
13	19

Top 3 Registrations



Anupgragh Village, Ganganagar,
Gharshana, Rajasthan -

808 Donor registrations.



Govt.LP School, Madavoor,
Kilimanoor, Kerala -

707 Donor registrations.



NSS Karayogam Hall, Malayamadom,
Kilimanoor, Kerala -

556 Donor registrations.

3

GEARING UP FOR WORLD MARROW DONOR DAY! DATRI EMPLOYEES CRAFT BEAUTIFUL GIFTS FOR OUR DEAR DONORS



4

VINAY PARIKH CAMPAIGN - UNITING TO SAVE LIVES

At DATRI, every patient campaign is driven by a profound belief in the value of life and the potential for people to make a positive impact on those in need. Since its inception in 2009, DATRI has been on a relentless mission to organize patient campaigns that encourage individuals to register as potential stem cell donors, offering hope and second chances at life to those battling life-threatening diseases.

Among the many patient campaigns in DATRI's history, one stands out as a beacon of hope and unity—the case of Vinay Parikh. Vinay has been fighting a battle against blood cancer, and time was of the essence. What made Vinay's campaign truly exceptional was his celebrity connect and when the campaign went live on DATRI's website, his family, friends, and well-wishers took to social media, passionately urging everyone to step forward and register as potential donors. DATRI has never had so many requests for registering potential donor and for fundraising.

The response to Vinay's campaign was nothing short of overwhelming. Within few days of its launch, over 6200 compassionate individuals had requested to register for Vinay and all other patients, and many had also generously contributed funds to support his cause.

In the face of this unprecedented challenge, DATRI employees decided to go the extra mile to ensure that all request were taken care. Recognizing that they were all in this together, the entire organization committed to reaching out personally to those who wanted to register. This concerted effort expanded the campaign's reach, raised awareness about the importance of blood stem cell donation, and highlighted the need for funds to fulfil DATRI's mission of saving lives.

For DATRI, Vinay Parikh's campaign became an enriching learning experience, reinforcing the idea that each member of the organization played a crucial role in connecting donors with the gift of life and that DATRI was a community dedicated to making a difference in a patient's life.



Total requests
for registration

6258

Total swab kits sent

2163

5

CULTIVATING A POSITIVE AND PRODUCTIVE WORKPLACE ATTITUDE: KEY TO GREATER EFFICIENCY

Jagannathan Ravichandran & Nirmal .S - HR.

In today's fast-paced and competitive work environment, maintaining a positive outlook can significantly impact not only your personal satisfaction but also your overall productivity and success. A positive attitude can influence how you interact with your colleagues, tackle challenges, and contribute to a harmonious workplace atmosphere. By embracing a series of actionable steps, you can create a more positive work experience for yourself and those around you. In this article, we will explore fifteen strategies that can help you foster a positive and productive attitude at your workplace.

Build Meaningful Connections

Getting to know your coworkers on a personal level goes beyond the confines of tasks and deadlines. Take the time to connect with them, ask about their interests, and engage in genuine conversations. This not only fosters a sense of camaraderie but also demonstrates that you value them as individuals.

Participate in Company Activities

Engage actively in company events and activities. These gatherings provide opportunities to bond with your colleagues in a more relaxed setting and contribute to building a cohesive team.

Practice Respectful Interactions

Treating everyone with respect is fundamental to maintaining a positive work environment. Listen attentively, even when opinions differ, and respond with courtesy. Respectful communication encourages others to reciprocate and facilitates collaboration.

Foster Effective Communication

Promote transparent and open communication. Make yourself available to listen to other's thoughts and concerns, creating a conducive environment for problem-solving and collaboration.

Embrace a Solution-Oriented Mindset

Instead of dwelling on problems, focus on finding solutions. Approach challenges with a solutions-based perspective, demonstrating your proactive attitude and problem-solving skills.

Cultivate Empathy

Understanding your colleagues' perspectives can enhance your relationships and promote a more supportive work atmosphere. Demonstrating empathy by reaching out to a coworker who seems distressed can foster a sense of trust and care.



Extend a Helping Hand

Offer assistance to colleagues who are overwhelmed with tasks. Your willingness to help not only lightens their load but also showcases your dedication to the team's success.

Speak up

If you come across workplace injustice, take the initiative to address it. Should you perceive the situation as delicate, contemplate discussing it with your immediate supervisor; and if the issue remains unresolved, reach out to the human resources department. Taking proactive steps and reporting such situations can contribute to fostering a workplace where everyone feels safe and content.

Radiate Positivity

Your positive attitude can be contagious. Approach challenges with enthusiasm and see them as opportunities for growth. Spread optimism by engaging in uplifting conversations with your coworkers.

Seek and Embrace Feedback

Solicit feedback from your colleagues and superiors. Constructive feedback offers insights into areas for improvement and validates your strengths, allowing you to refine your approach and performance.

Recognize Strengths and Weaknesses

Identify your strengths to contribute effectively to projects and support your team. Acknowledge your weaknesses and actively work on enhancing those areas.

Exhibit Leadership Qualities

When the chance arises, step into leadership roles. Demonstrating your leadership abilities showcases your commitment, attention to detail, and openness to collaboration.

Set and Pursue Goals

Develop both professional and personal goals to guide your progress. Regularly revisiting your goals can help you stay motivated and focused, even during challenging times.

Focus on Solutions, Not complaints

Instead of dwelling on problems, strive to propose solutions. If you encounter difficulties with a coworker, aim to find constructive ways to address the issue, fostering a more positive working relationship.

Embrace Continuous Learning

Dedicate time to learn something new each day. Expanding your knowledge base enhances your adaptability and equips you with fresh perspectives to approach your tasks.

Conclusion:

Nurturing a positive workplace attitude isn't just about personal satisfaction; it's about creating an environment that fosters collaboration, innovation, and collective success. By implementing these strategies, you can contribute to a workplace culture that is not only productive but also enriching for you and your colleagues. Remember, a positive outlook is a powerful asset that can drive your career growth and inspire those around you.

6

A JOURNEY OF PURPOSE

Sameera Banu - Associate Manager - Donor Recruitment & Follow-up

The quote, "**We can't help everyone, but everyone can help someone,**" has profoundly shaped my perspective and ignited my passion for the development sector. This belief has been my guiding light, leading me to join DATRI in June this year. Prior to this, I dedicated over a decade to Child Rights and You (CRY), until a hiatus in the corporate world made me realize my heart's true calling lay in social impact.

It was chance meeting with my ex-colleague, S.Teresa, who now is with DATRI, sparking my journey into this life-saving mission. Learning about DATRI's life-saving mission resonated with me deeply, especially during that time my nephew was ailing advised by the doctor for undergoing bone marrow transplant. Somehow I felt connected to DATRI and decided to join the organization.



My initiation into DATRI's multifaceted work opened my eyes to the intricacies of collection and donation processes. Navigating challenges in donor communication, recruitment, fundraising, and logistical complexities, I recognized the collective effort required to provide a second chance at life to patients.

In this context, my role as the custodian of donor follow-up became clear—a pivotal link in the life-giving cycle. Cultivating relationships with donors and ensuring their value as stakeholders became my prime responsibility. Witnessing immediate impacts contrasted with my previous NGO experience, fueling my excitement. Tangibly observing individuals and families finding happiness and hope in the wake of our efforts filled me with purpose.

Participating in a collection firsthand was transformative. Experiencing the sheer joy of giving and interacting with a selfless donor illuminated the essence of our mission. I was touched with the donor's sacrifices, like prioritizing the collection over her son's college admission formalities and this showcased the depth of human compassion. This moment reaffirmed my faith in humanity and solidified my commitment to the cause.

While I'm still an evolving member of the DATRI family, I embrace the journey ahead—a path paved with learning, growth, and the fulfillment of gifting lives. I am convinced that I've found my rightful place, and I eagerly anticipate a meaningful and prosperous professional voyage at DATRI!

7

NEWSMAKERS

**Abhisha Mercy is blessed with a baby girl.
Ratheesh also welcomes a baby girl.**

Congratulations Abhisha & Ratheesh.

This calls for celebration! Team DATRI



8

RELIABLE AND COMMITTED, THAT'S - S. RAJAN



Dedicated, industrious, and unwaveringly committed, Rajan approaches his tasks with an air of nonchalance that belies his deep determination. Infused with remarkable patience, he stands ever ready to lend a helping hand. It's as if the concept of saying "No" to a task simply doesn't exist in his vocabulary.

Rajan plays a pivotal role in bridging the connection between DATRI and individuals expressing interest in registering as blood stem cell donors. He initiates contact with them, establishes strong rapport, and assesses their eligibility prior to dispatching the swab kits. Rajan's role extends to tracking the return of buccal swabs to DATRI as well. What truly sets Rajan apart is his extraordinary commitment, especially during high-demand periods. He has consistently made over 100 calls on consecutive days, recognizing that each call contributes significantly to our life-saving mission.

Additionally, Rajan possesses an inherent talent for meticulous work planning. At the end of each day, he experiences the satisfaction of completing his assigned tasks and forward them to other departments. This demonstrates his exceptional organizational skills and commitment to the cause.

Despite Rajan's remote work setup, his presence resonates strongly within the team. He keeps everyone in the loop about his progress, leaving no room for isolation. Ashwin Rajan, his colleague, aptly labels him a "silent worker and his steadfast dedication makes him the epitome of faithfulness and dependability, an individual truly worthy of the title Faithfully Yours."



S. Rajan, Associate - Donor Engagement