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**DATRI
CONNECT**

**CORPORATE
NEWSLETTER**



MANAGEMENT DESK

Dear Friends,

We are happy to reconnect with you through this newsletter, and it brings us great joy to share the significant impact we've made in the lives of those bravely fighting blood cancer and blood disorders. These accomplishments have only been made possible by your steadfast support as corporate partners.

In this edition, we are proud to highlight the contributions of two companies, Portronics and KOCH, who have played a pivotal role in expanding our donor database. Portronics has been instrumental in fostering cause-related marketing initiatives, while KOCH continues their invaluable support by directing their CSR funds towards DATRI's mission of recruiting more donors.

We are delighted to introduce you to Dr. Ruchi Sinha, a passionate academician from Tata Institute of Social Sciences, who shares her insights into our partnership with DATRI and her personal commitment to raising awareness about blood stem cell donation.

One of the highlights of this period was the Donor Recipient Meet that DATRI organized in Surat. This unique event provided a platform for donors and recipients to come together, sharing their thoughts and emotions.

As we usher in the festive spirit of Diwali, we have launched a special campaign, urging people like you to step forward and make generous donations. Your contributions will enable us to register new donors, ultimately saving more lives.

It's your generosity that has allowed us to scale our efforts and broaden our impact. We sincerely hope this edition of the newsletter offers you a deeper insight into DATRI and the incredible work we continue to do.

We extend our heartfelt gratitude for your unwavering support.

Wishing you a joyous and prosperous Diwali!
Best regards,

Claudia Rutt
Chief Financial Officer

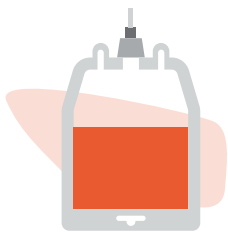
Srinivasan Selvarajan
Associate Director





NUMBERS THAT MATTER

Collections



Number of donor who donated
their blood stem cells

APR 2023 - OCT 2023

114

Funds Received



APR 2023 - OCT 2023

27,33,972

TOP 5 Donor Registrations & Drives



Donor Registrations count Statewise:

APR 2023 - OCT 2023

Kerala: 5,422

Rajasthan: 3,823

Gujarat: 2,253

Maharashtra: 1,508

Tamil Nadu: 962

Organisation Name	State	City	Total
Anupgragh Village Ganganagar Gharshana	Rajasthan	Sriganganagar	808
Govt.LP School, Madavoor	Kerala	Kilimanoor	707
Gurudwara Sahib in Padampur Vishwakarma, Anupgarh Village	Rajasthan	Ganganagar	610
Central Gurdwara Sahib	Rajasthan	Sriganganagar	567
NSS Karayogam Hall, Malayamadom	Kerala	Kilimanoor	556

*Data as on 27/10/2023



CELEBRATING LIFE - DONOR RECIPIENT MEET

In a heartwarming celebration of the invaluable gift of life through blood stem cell donation, DATRI and Kiran Super Specialty Hospital in Surat organized a Donor and Recipient Meet(DRM) on 27th September, 2023. This event provided a unique platform for donors and recipients to share their thoughts and feelings, while also encouraging more individuals to step forward and donate stem cells, thereby making a life-changing difference for people battling blood cancers and disorders.



Donor:
Kalpeshbhai

Recipient:
Aadvik Goel

Aman Goel and his wife Ruby Goel were overcome with emotions when they witnessed their son Aadvik Goel's lifesaver, Kalpeshbhai, take the stage at the DRM. Two-year-old Aadvik Goel was suffering from congenital neutropenia. They humbly said, "Our son can now cherish life because of your remarkable generosity. Thank you for being our son's savior."

The second donor Nimesh from Ahmedabad donated his blood stem cells to 3-year-old Anav Agarwal who was diagnosed with Thalassemia Major. Nimesh, was overwhelmed to see his recipient and shared that he was happy to have got the chance to make a donation and he will cherish it as a lifetime opportunity.



Dr. Hasmukh R. Balar, Haematologist & BMT Physician from Kiran Hospital, underscored the need for greater awareness about stem cell donation, stating, "Compared to the Western world, Indian stem cell registries have relatively significantly fewer registered donors. This makes it challenging to find an HLA-matched donor for patients in need. Currently, only 10-15% of patients find a match in India, compared to 70% for patients in the United States. We must work collectively to create awareness about stem cell donation and the vital role donors play."

Speaking at the event, Dr. Dharmesh Vaghasiya, from Kiran Hospital said, "It is incredible to witness the commitment of the donors who have saved lives through bone marrow donation. They have made profound impact in someone's life and that deserves recognition".

Kiran Hospital has emerged as a vital partner in Datri's life-saving mission. Over the past two and a half years, Kiran Hospital has become a blood stem cell collection center, extending our reach to Gujarat. Recognizing the urgency to expand our donor registry, a year ago, we organized a Donor Registration Drive in the hospital and this initiative yielded 150 registered donors. DATRI looks forward to build on this partnership and add value in our lifesaving mission.



"PORTRONICS DIGITAL: CHANGING LIVES WITH DATRI CRM"

PORTRONICS DIGITAL PRIVATE LIMITED is internet-first brand offering multi-catagory consumer electronic products. Portronics has been actively contributing to DATRI Blood Stem Cell Donors Registry in India through Cause-Related Marketing (CRM). A part of the sale value of each product is credited to DATRI. Their consistent and monthly contributions have had a significant impact on increasing the size of the registry and, consequently, the chances of finding matching donors for patients in need. This kind of corporate social responsibility is commendable and makes a real difference in the lives of those battling life-threatening diseases.

The partnership between PORTRONICS DIGITAL PRIVATE LIMITED and DATRI showcases the positive impact that businesses can have on society when they support such noble causes. They stand out as an inspiration for other corporates to consider following this example and supporting the CRM initiative for DATRI in India. The total contribution of Rs. 2,92,323 in the last one year has facilitated DATRI to actively engage in awareness campaigns, donor recruitment drives throughout the country, thereby helping to add more potential donors to the Registry.

By partnering with DATRI, corporates can align their brands with a meaningful cause and contribute to saving lives. The financial support can help DATRI expand its outreach, organize more donor registration events, and make a lasting impact on India's healthcare landscape. It's not just about financial support; it's also about enhancing your corporate image and showing your dedication to making a positive impact on society. This, in turn, can resonate positively with your customers, employees, and stakeholders.

This initiative is an excellent opportunity for corporates to be a driving force behind the registry's growth and success, all while contributing to a noble cause and creating a better future for healthcare in India. It's a win-win situation that can make a significant difference in the lives of those in need.



PORTRONICS



INTERVIEW TIME

In this newsletter we speak to a passionate advocate for Blood Stem Cell donation. **Dr. Ruchi Sinha, Associate Professor, Centre for Criminology and Justice, Tata Institute of Social Sciences.** shares insights about the significance of this life-saving cause and her personal motivation and the impact of community involvement.



Q1: What drew you to support the cause of Blood Stem Cell donation?

My dedication to Blood Stem Cell donation comes from my public health background. Saving lives through stem cell donation has always resonated with me. It's a powerful way to make a life-changing impact. Teaching at Tata Memorial Hospital in the KEVAT- Patient Navigation Program has shown the importance of advocacy and networking. This motivates me to make stem cell donation a vital component in the fight against cancer, alongside prevention and patient outreach.

A friend's call for assistance with stem cell donation added a personal dimension to my commitment, underlining the importance of supporting patients in need and rallying as a community to offer hope and support.

Q2. How can TISS's involvement in DATRI significantly contribute to society in this noble cause?

TISS's involvement in DATRI is significant as it amplifies the impact of this noble cause. Such partnerships save lives and set an example for other educational institutions to follow suit, creating a ripple effect in society. The recent success of the donor drive organized by the Centre of Criminology and Justice, School of Social Work students underscores the need to involve students in such causes. TISS's involvement in DATRI can further enhance the organization's reach and effectiveness.

Q3. Tell us about the awareness session conducted by DATRI for the CPN Program-Kevat?

DATRI conducted an awareness session for the Cancer Patient Navigation Program-KEVAT by being invited to participate in the program. KEVAT is a joint initiative by Tata Memorial Hospital and TISS aimed at training professionals to offer comprehensive support to

cancer patients and their families. The sessions provided participants, including doctors, nurses, counsellors, social workers, and the medico fraternity, with a clear understanding of the donation process, its impact, and how individuals can get involved.

Q4. How was the experience of partnering with DATRI ?

I commend DATRI for its dedication to this cause and its efforts to bridge the gap between patients in need and potential donors. It's crucial to continue organizing informative sessions and awareness campaigns to dispel myths and encourage more people to become donors. Additionally, we should explore collaborations with educational institutions and engage the youth in building a larger pool of potential donors, ultimately saving more lives.



DATRI'S PARTNERSHIP WITH KOCH: A LIFESAVING MISSION

DATRI has joined hands with KOCH Engineered Solutions (KES) in a partnership that embodies the essence of corporate social responsibility and life-saving compassion.

KOCH's Compassionate Contribution

KES recognized the profound impact they could have in the fight against blood cancer and blood disorders and stepped forward to become a crucial partner in DATRI's mission. As part of their Corporate Social Responsibility (CSR) initiatives, KES generously sponsored 700 donor registrations in Maharashtra. This support translated into tangible action, as donor drives were carried out in various locations, including Mumbai, Pune, and Ambegaon.

The first phase of KES's contribution, amounting to Rs 3,60,000, enabled DATRI to register 200 potential donors. In the second phase, their sponsorship of 500 donors, with an amount of 9 lakhs, covered the cost of HLA typing for these individuals.

A Lifesaving Impact

The partnership with KOCH Engineered Solutions has been a game-changer for DATRI, as it has empowered the organization to further its mission in several significant ways:

HLA Typing of Potential Committed Donors: Thanks to KES's support, DATRI has been able to carry out HLA typing for a substantial number of potential donors, increasing the chances of finding suitable matches for patients in need.

Awareness about Blood Stem Donation: KOCH's collaboration has contributed to spreading awareness about the importance of blood stem cell donation, encouraging more individuals to step forward and save lives.

KOCH's Continued Commitment

In the following year, KOCH has agreed to sponsor 400 blood stem cell donor registrations in Baroda and other parts of Gujarat, thereby extending the reach of this life-saving mission.

Mr. Viren Bhatia, Executive Director of KES, has personally championed this initiative, participating in donor drives and setting an inspiring example. As we continue to work together, DATRI and KOCH are united by a common vision: a world where every individual has the chance to live a healthy and fulfilling life, thanks to the selfless generosity of those who believe in the power of





ASHA KA DIYA - DIWALI CAMPAIGN



This festive season DATRI has launched a Diwali campaign “Asha Ka Diya” which aims to recruit 5000 donors who can be potential lifesavers for those battling blood cancer and blood disorders. Each donor’s buccal swap test is required to determine the Human Leukocyte Typing of the potential dono. The test costs RS 1800, and it is mandatory to find a perfect HLA match of a donor with a patient and your generous contribution can help us to add more donors to DATRI’s registry.

This festive season you can be the “Asha Ka Diya” or Hope for those suffering from blood cancer and disorders.

Donate and be part of DATRI’s lifesaving mission.

www.datri.org/diwali