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MANAGEMENT DESK

Dear Colleagues,

It brings us great joy to reconnect with each of you through the pages of this newsletter.

The year 2023 has proven to be quite eventful for DATRI. Our registered donors has now reached 5,39,471 and our collections continue to grow. We eagerly anticipate achieving even greater milestones in the coming year.

In December 2023, the Chennai team faced the challenges posed by cyclone Michaung that brought life in the city to a standstill. However, our unwavering commitment ensured that we remained resolute in our mission to save lives. In this edition, we share the arduous journey of Munuswamy, who braved the cyclone to administer the GCSF injection to a donor, while, our colleague Naga Vasudha, confronted by the fury of the flood that left her house in knee-deep water, displayed incredible dedication by ensuring the fulfillment of all search service requests. It is truly heartening to witness our collective commitment to the cause we stand for.

We also present an article by Gayathri Shenoy, who takes us through on how teamwork triumphed in overcoming significant challenges during a recruitment drive in Karnataka.

Additionally, one of our articles delves into the limitations of artificial intelligence in development communication. It emphasizes the crucial need to strike a balance between technological efficiency and human empathy for achieving outcomes that are both effective and secure.

We trust that you will find this edition informative and inspiring. Here's wishing all of you a happy and prosperous New Year!

Warm regards,

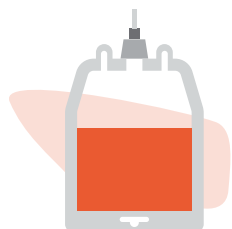
Claudia Rutt
Chief Financial Officer



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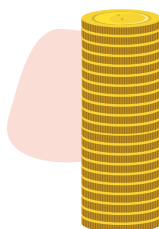
NUMBERS THAT MATTER (FY 2023-24)

Collections



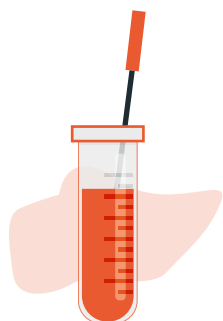
Aug 2023	Sep 2023
12	14
Oct 2023	Nov 2023
26	17
Dec 2023	
13	

Funds Received



Aug 2023	Sep 2023
₹ 1,45,632	₹ 2,60,972
Oct 2023	Nov 2023
₹ 1,24,888	₹ 5,08,369
Dec 2023	
₹ 32,522	

Verification Typings



Aug 2023	Sep 2023
27	33
Oct 2023	Nov 2023
33	39
Dec 2023	
30	

Search Requests



Aug 2023	Sep 2023
240	229
Oct 2023	Nov 2023
275	227
Dec 2023	
238	

Infectious Disease Markers



Aug 2023	Sep 2023
19	27
Oct 2023	Nov 2023
26	20
Dec 2023	
15	

Top 3 Registrations



Anupgragh Village, Ganganagar,
Gharshana, Rajasthan -
808 Donor registrations.



Govt.LP School, Madavoor,
Kilimanoor, Kerala -
707 Donor registrations.



Anupgarh Village - Gurudwara Sahib
in Padampur Vishwakarma,
Ganganagar, Rajasthan -
610 Donor registrations.

All the data as on 04.01.2024

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WE HAVE A HERO AMONG US!

Munusamy Natrajan's Heroic Journey: Battling Cyclone Michaung to Save a Life

On Monday, 4 December, Cyclone Michaung wreaked havoc on Chennai with incessant rains and an inclement weather. Despite the adversity, Munusamy Natrajan, remained steadfast in his commitment to duty. The challenge before him was monumental - administering the GCSF injection to a donor who had traveled from Andamans to Chennai amid the cyclone's fury to donate his blood stem cells for a child who was suffering from immunodeficiency.

Sumati Misra, recounted the struggle to find medical professionals near the donor's residence. No one was available until Munusamy stepped forward. Living outside Chennai in Tiruvallur district, Munusamy knew reaching the donor's location wouldn't be easy, especially with flooded roads and inundated surroundings.

When questioned about his decision to confront the cyclone, Munusamy replied, "The only thing that came to my mind was that the child desperately needed the donation. I knew what would happen if the treatment was delayed. That drove me to take on this task." Undeterred by the risks and with pouring rain and cyclonic winds as his backdrop, Munusamy embarked on his journey at 9 am from Kadambathur, covering 200 km round trip. Flooded national highways and zero visibility challenged him, but his determination prevailed.

Navigating through alternate routes, battling gusting winds and relentless rain, Munusamy traveled at a slow 20 km per hour. At points where water obstructed the road, he continued on foot, walking and wading through water for 3 km at times.

When police stopped him at Anakaputhur Road, Munusamy's commitment persuaded them to allow him to proceed at his own risk. Despite multiple challenges, he reached the donor's house at 2:30 pm and administered the injection.

The return journey, even more treacherous with rising water levels, saw Munusamy walking and swimming again. By 9:30 pm, he safely reached home in Tiruvallur.



Munusamy's selfless act embodies the spirit of DATRI's mission and the dedication to saving lives. His words echo his purpose: "It is to save the life of a two-year-old kid and keep the parents' hopes alive." In the face of adversity, Munusamy Natrajan's heroic journey stands as a testament to the unwavering commitment to the greater cause of humanity.

We are proud of you Munuswamy !



Picture taken by Munuswamy

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DATRI KARNATAKA OVERCOMES LOGISTICS CHALLENGES FOR A MEGA DRIVE

Gayathri S, Head - Corporate Relations

The DATRI team in Karnataka had organized a significant drive in Mandya scheduled for November 12, 2023, aimed at finding a matching stem cell donor for patient Shobha. The patient's family played a crucial role, actively participating in fundraising efforts and successfully collecting 3.5 lakhs for the drive. With invites sent out to the local community and effective publicity, the recruitment drive held the potential to identify a donor for Shobha battling blood cancer.

The team anticipated a turnout of over 2000 individuals willing to register as potential stem cell donors during the drive. To meet this demand, the team requested 2000 swab kits from Chennai. And the swabs were dispatched from Chennai in a timely manner.

However, as the Bangalore team eagerly awaited the swab kits, they received disconcerting news that the parcel faced delays and might not arrive in time for the scheduled drive. Faced with the prospect of failure, the team urgently sought a solution.





Gokul Ramanaa from the operations team liaised with the courier company to find the cause of the delay. After discussions with the courier company, it was revealed that the trucks carrying the swab kits were held up outside Bangalore due to Diwali. During this festive period, only essential items were permitted into the city in a phased manner.

Gokul explored various options, including requesting the DTDC courier company to allow DATRI to retrieve the swab kits directly from where the truck was stationed. Unfortunately, this was not feasible, prompting Gokul to come up with an alternative plan. Despite the peak festival season causing a shortage of available transportation, the admin team formulated Plan C, involving the dispatch of another set of 2000 swab kits through a human courier.

Simultaneously, the team received news that the truck had reached the courier company's hub. Azeem, the drive coordinator identified a volunteer from the patient's family who promptly picked up the swab kits from Bangalore and personally delivered them to Mandya for the recruitment drive.

Throughout this logistical challenge, the patient's family experienced anxiety, requiring me and Azeem to play a crucial role in reassuring and convincing them that DATRI would successfully execute the drive.

In a nail-biting conclusion, the team's cohesion and determined efforts ensured a positive outcome. At the end of the day, it was the collective teamwork that facilitated the mega recruitment drive.

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INVITING INCLUSIVE FESTIVITY AT DATRI!

Dear Colleagues,

Through the newsletter I would like to share my thoughts about observing festivals at DATRI and seek your inputs too.

India, with its rich culture and religions, embodies diversity in its truest sense. Witnessing the vibrant celebrations during festivals is truly a testament to the unity in diversity in India.

In our journey at DATRI, I have heard about the harmonious spirit during the celebration of various festivals within our office. Regardless of the diverse backgrounds and states of origin, there has been a collective participation that reflects the ethos of unity.

As an organization, we have always taken pride in fostering an environment of respect and inclusivity for colleagues from various religious backgrounds. This commitment is evident in the thoughtful choice of festival holidays that DATRI draws up, every year, ensuring that individuals from all faiths can observe and celebrate their respective festivals. This approach is a testament to our deep respect for the individual beliefs and practices of our colleagues.

Up until now, we have celebrated festivals such as Ganesh Puja and Ayudha Puja, thanks to the enthusiastic lead taken by some of our colleagues. Moving forward, we aspire to enhance our approach to festival celebrations at DATRI. We will work on a list of days that all of us can celebrate or observe together.

As a first step towards this, we will set up a group with representatives drawn from each department. I invite each one of you to share your valuable ideas and suggestions on how we can further enrich our festive observances to ensure parity and inclusivity with your group representative. When I am in India in January, 2024, I shall take this forward. Your insights will be instrumental in shaping our future celebrations.

Let us collectively contribute to making DATRI a place where every festival is celebrated with equal enthusiasm and respect.

Warm regards,

Claudia Rutt,
Chief Financial Officer -DATRI



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"BALANCING AI AND HUMANITY IN DEVELOPMENT COMMUNICATION"

In the world of development, good communication is crucial for success. However, the use of Artificial Intelligence (AI) in communication, both inside and outside organizations, brings about some important challenges.

AI communication lacks the human touch that is essential in the development sector. Building relationships and understanding different cultures are key in our work, but AI lacks the ability to connect on a personal level. This can lead to less engagement and at times misunderstanding, especially in situations involving different languages and customs.

One major problem is the potential for AI to misinterpret information. In development work, understanding the local context is vital. AI often struggles to grasp these nuances, resulting in misinformation and outcomes that work against our goals. AI also falls short in emotional intelligence, which is crucial in managing conflicts and supporting teams, especially in the stressful environments common in development work.

The use of AI also brings up concerns about privacy and security. Development projects often deal with sensitive data, and despite efforts to secure AI systems, there is still a risk of breaches. This poses a threat to the integrity of projects and the trust of stakeholders. Additionally, relying too much on AI may hinder the development of important interpersonal skills in our workforce, which are necessary for handling complex and unexpected challenges.

While AI has impressive capabilities, its use in internal and external communication within the development sector has limitations. It's important to strike a balance between AI and human interactions to ensure effective communication, empathy, and the security needed for our work.



ChatGPT



QuillBot

copy.ai



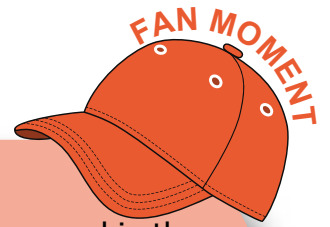
Bard



Jasper

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AZEEM. S: NAVIGATING CHALLENGES, INSPIRING SUCCESS AT DATRI



Azeem. S, is a recent joiner to DATRI in April 2023, he has a background in the not-for-profit and social service sector but for him the subject matter of blood stem cell was new and he braced himself to understand the subject and it was a learning process for the first few months. Azeem has quickly established himself as a valuable team member, demonstrating a commendable commitment to the organization's mission.

In his role, Azeem has undertaken the responsibility of managing various aspects, including VT/IDMs/Donations and Drives, all singlehandedly in Karnataka. His proactive approach is evident through the successful completion of nine collections, showcasing a good understanding of the business and its processes.

His ability to communicate fluently in Kannada has been particularly beneficial in managing drives in Mandya, where connecting with families in their native language has fostered trust and comfort. Noteworthy is Azeem's handling of crises with finesse and grace. Whether dealing with incomplete forms, missing data, or navigating through delays in swab processing, he has exhibited a calm demeanor and a focus on finding solutions.

One of Azeem's notable achievements is the recruitment of over 1600 individuals for a single patient - a testament to his dedication and ability to mobilize resources effectively. His presence has undoubtedly been a driving force in advancing DATRI's mission, especially in the area of drives in Karnataka.

Azeem Azeez,
Senior Associate - Donor Recruitment & Counselling



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CYCLONE RESILIENCE: DATRI SEARCH TEAM'S REMOTE TRIUMPH

Jayashree Shankar, Head - Search, Match & Transplant Services
Naga Vasudha, Associate - Search

They say that when the going gets tough, the tough gets going, and that's exactly what the Search team at DATRI did when cyclone Michaung hit Chennai. Naga Vasudha and Jayashree Shankar, who lead Search at DATRI, share their firsthand experience of how they managed search work in the midst of battling a cyclonic flood.

By Sunday night, December 3rd, the road in front of Vasudha's house was submerged in about 3 feet of rainwater due to continuous rainfall. By 5 AM on Monday, the water level increased rapidly as the government opened the gates of Puzhal dam. Vasudha's house is located about 5 kilometers from the dam. By 6 AM, water started gushing into her house, and Vasudha's family began shifting all essential items to the first floor. For the next few days, that one room became their living, working, and resting space. The water level inside the house reached nearly 4 feet, causing significant damage to the electric board, water pump, various home appliances, as well as their two-wheelers and car, as everything was submerged underwater.

When Jayashree, Vasudha's reporting manager, heard about the situation, her first thought was the safety and security of Vasudha and her family members. Jayashree instructed her to first handle the fallout of the flooding.

The rains eventually stopped, and the government began restoration work, but in Vasudha's area, electricity could not be resumed due to the submerged electrical boards. Staying in the area without electricity, drinking water, or essential supplies was a challenge, with water almost reaching shoulder level. On Wednesday, with great difficulty, Vasudha shifted to her grandmother's house, safely carrying her personal laptop. Lacking access to the DATRI software and with limited network access, Vasudha and Jayashree had a detailed call to plan on the backlog and service requests.



Usually, search requests are reverted within 24 hours. Queries received after 6 pm on Fridays and those received over the weekend are replied to on Monday. As Vasudha's house was flooded and without a laptop with DATRI software, she was handicapped, but she still managed to assist in setting up the auto-mailer in the search inbox. This auto response informed the sender about the cyclone and notified about a possible delay in response to mails until the situation stabilized.



By Wednesday evening, when we regained some control and access to the network and servers, we found close to 100 emails in the inbox. We discussed the situation with other team members and drafted a plan. We categorized the emails and distributed the tasks among three team members who had wifi access and initiated the search process. Despite the urgency to address the backlog, the integrity of each search was maintained, ensuring both speed and quality.

Vasudha returned home on Thursday, after the water had drained and resumed work, but challenges continued with erratic electric supply and internet connectivity. Vasudha at times had to work from the terrace for better access to the internet.

Additionally, each team member was dealing with personal challenges, such as relocating to relatives' houses, young children, and other family pressures. They kept realigning the work allocation based on network and electricity availability within team members.

By Thursday night, we successfully cleared the backlog, completing approximately 90 mails related to searches, report generation, and query responses. Despite poor network, power, and server constraints, the experience taught us the value of teamwork, critical thinking, and the ability to overcome challenges.

"They say team work pays off" and we experienced this in the most testing times. Sometimes it takes a Michaung to give us the opportunity to work together and show that nothing deters us when it comes to saving lives.



2024

As we enter another year filled with hope, we are optimistic that we will not be challenged by any unforeseen calamities that could impede our progress. We believe that this year will give us opportunities to further elevate our achievements and our collaborative efforts so as to make a positive impact on the lives of even more individuals and families.

Wishing you all a joyous and prosperous 2024!