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# DATRI CONNECT

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# CORPORATE NEWSLETTER



## MANAGEMENT DESK

Dear Friends,

As we embark on another edition of our corporate newsletter, it brings us immense joy and pride to share the pivotal role that corporates, like yours, play in DATRI's lifesaving mission.

In this edition, we spotlight an extraordinary partnership that exemplifies the transformative power of corporate philanthropy. DATRI's collaboration with KOCH Engineered Solutions (KES) has been instrumental in enhancing our efforts to find suitable matches for patients in need.

Our newsletter also features an insightful piece by Melissa Nazareth, a HR Professional, highlighting the impact of organizations like DATRI on employee engagement and wellbeing.

Additionally, we bring you an inspiring interview with Robin Varkey, CEO of SeeCubic India Private Limited, who is a volunteer, a donor of DATRI and has helped to organize a donor drive within his company. His dedication and passion to contribute to society exemplify the positive impact that individuals and corporates can have when united for a common cause.

As you read through these articles, we invite you to reflect on the impact your support has had on DATRI's mission and the lives we touch. Together, we can continue to be a beacon of light for those in need.

Warm regards,

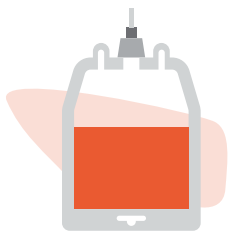
**Claudia Rutt**  
Chief Financial Officer

**Srinivasan Selvarajan**  
Associate Director



## NUMBERS THAT MATTER

### Collections



Number of donors who donated  
their blood stem cells

Nov 2023 - Feb 2024

**64**

### Funds Received



Nov 2023 - Feb 2024

**31,25,351**

### Donor Registration count Statewise:

Nov 2023 - Feb 2024



Andhra Pradesh - 722  
Delhi - 66  
Gujarat - 1,567  
Haryana - 308  
Himachal Pradesh - 53  
Karnataka - 1,350  
Kerala - 3,875  
Madhya Pradesh - 75  
Maharashtra - 1,164  
Punjab - 539  
Rajasthan - 841  
Tamil Nadu - 1,074  
Telangana - 96  
West Bengal - 53  
Walkin/Online Drive - 157

\*Data as on 14/03/2024



## DATRI'S PARTNERSHIP WITH KOCH: A LIFESAVING MISSION

In a remarkable testament to corporate philanthropy, KOCH Engineered Solutions (KES) has reaffirmed its commitment to social responsibility by partnering with DATRI for the second consecutive time. This collaboration showcases the altruistic values of KOCH, as they actively participate in making a tangible difference in society through their Corporate Social Responsibility (CSR) initiatives.

KOCH's initial support for DATRI was marked by a sponsorship of 700 donor registrations in 2022-23. The drives were conducted in Maharashtra, a substantial contribution that fueled donor drives across key locations like Mumbai, Pune, and Ambegaon. The contribution helped to cover the critical cost of Human Leukocyte Antigen (HLA) typing of 700 individuals.





In the current year, 2023-24, KES has extended its support for 800 registrations, further solidifying their dedication to DATRI's noble cause. The collaboration with KOCH Engineered Solutions has been transformative for DATRI, enabling the organization to achieve significant milestones in its mission.

Sl. No.	Date	Organization	Drive Code	Donors recruited	Eligible for funding
1	23-Sep-23	GMERS Medical College, Vadodara, Gujarat.	INDA000228	41	41
2	25-Nov-23	C.K Shah Vijapurwala Institute of Management, Vadodara, Gujarat.	INDA000226	22	22
			INGJ000430	10	10
3	10-Dec-23	Yogi Divine Society Udhna, Surat, Gujarat.	INGJ000436	127	127
4	08-Dec-23	Shri Luhar Suthar Samaj Hostel, Vallabh Vidhya Nagar, Anand, Gujarat.	INDA000227	13	13
			INGJ000432	8	8
5	10-Dec-23	Shahin Foundation,Ahmedabad, Gujarat.	INGJ000431	66	66
6	10-Dec-23	Lok Samarpan Blood bank,Surat, Gujarat.	INGJ000435	70	70
7	17-Dec-23	Shri Meghmani Foundation, Mandal, Ahmedabad, Gujarat.	INGJ000433	201	201
8	8-Mar-24	Shree Panchnath Mahadev Saarvajanik Trust and Shree Bada Bajrang group, Rajkot, Gujarat.	INGJ000464	65	65
9	12-Mar-24	Kalyani Patil Degree College, Dhaniv Baug, Nala Sopara, Dhaniv, Maharashtra.	INMH000713	65	65
10	13-Mar-24	Ismail Yusuf College of Arts, Science & Commerce, Natwar Nagar, Jogeshwari East,Mumbai, Maharashtra.	INMH000712	55	55
11	13-Mar-24	Anantrao Pawar College of Engineering, Ramana, S.No 103, Shahu college road, Parvati, Pune, Maharashtra.	INDA000327	29	29
12	14-Mar-24	Veena College of Commerce and Science, Chogle college campus,Shri Krishna Nagar, Near National park, Borivali East, Mumbai, Maharashtra.	INMH000711 & INDA000329	72	72
			<b>Total</b>	844	844

KES's support has facilitated HLA typing for a substantial number of potential donors, significantly enhancing the probability of finding suitable matches for patients grappling with blood cancer & disorders.



**Viren Bhatia, Executive Director, KES**, expressed "In this thriving partnership, DATRI and KOCH stand united in our commitment to creating a positive impact on society and fostering a culture of compassion and support for those in need. Together, we believe in the transformative power of corporate philanthropy to save lives and make a tangible difference in the lives of individuals and their families. KOCH's continued support for DATRI reflects our unwavering dedication to this noble cause, and we are proud to be part of a lifesaving mission that extends hope and healing to those in need"

Moreover, KOCH's involvement has played a pivotal role in raising awareness about the crucial importance of blood stem cell donation, motivating more individuals to come forward and become lifesaving donors.



## SERVING THE UNDERSERVED: CORPORATE COMPASSION

BY MELISSA NAZARETH



Unlike previous generations, most millennials and Gen Z stepping into full time employment today will tell you their motivation to work in an organization is one that values employee wellbeing and invests in the community. Over the last couple of decades, volunteering and doing sustainable work has been a huge focus point and has been well proven to engage employees, retain staff, improve overall mental wellbeing and instill a sense of pride for one to be able to contribute more than just 'business as usual' objectives.

Whilst there are the usual community engagements that staff can get involved in, there are easy wins too that make a world of difference. One such is DATRI - an organization that has been making massive strides in

bone marrow transplants and donations. There isn't much awareness on the potential of being a bone marrow donor; yet lives are being saved all the time, simply because someone took about 15 minutes of their time to register as a donor.

Everyone knows someone impacted by cancer. What many don't know though, is that there is the potential to save a life if you are a match. Talk to DATRI today, they will not just help with awareness building around bone marrow donations, but simply registering can increase the chances of someone somewhere fighting a battle for their life.

And who knows, how many of your employees will be impacted in a positive way? Give them that opportunity to do good. Most people would want to do the right thing and here is one way you can give them that opportunity.

Melissa Nazareth is HR professional based out of Singapore.



## SEECUBIC INTERVIEW



**Robin Varkey, the MD of SeeCubic India Private Limited**, is not only a registered donor but also a dedicated volunteer and monetary contributor. His commitment extends to organizing a donor drive within his company, resulting in the registration of over 80 donors. Let's hear from Robin about his connection to DATRI and his passion to do something for society.

### **How did you come to know about DATRI?**

My association with DATRI dates back to 2013 when a friend shared her experience of donating her blood stem cells to a cancer patient. Inspired by her story, I decided to register as a donor. Today, I proudly carry my donor ID card and cherish my association with DATRI.

### **How did you continue your association?**

After becoming a donor, I actively volunteered with DATRI, participating in donor recruitment drives. It was a rewarding experience, and I had the chance to advocate for blood stem cell donation, sharing how each individual can be a beacon of hope for those battling blood cancer and disorders. Convincing others to register as donors brought me immense satisfaction.

### **From registering as a donor to making a donation, what prompted you?**

Witnessing DATRI's impactful work and volunteering reinforced my belief in their lifesaving mission. When I learned about the need for funds to find a matching donor for a patient, I didn't hesitate to contribute. My donation was a heartfelt gesture towards supporting DATRI's noble cause.

### **Recently you organized a recruitment drive in your office. How was the experience?**

Conducting the drive at SeeCubic brought me immense joy. I took the opportunity to address my staff, sharing my experience and emphasizing the privilege of being a registered donor. The successful drive has filled me with hope, envisioning a future where many individuals from SeeCubic can have the chance to gift a life.

## How do you think corporates can support organisations like DATRI?

Large corporations, with dedicated CSR funds, should actively explore ways to support various organizations working towards social causes. Collaborations with such organizations not only inspire employees to contribute but also fosters a sense of responsibility towards societal well-being.



### STEP FORWARD TO MAKE A TAX-SAVING GIFT AND SAVE LIVES

In the spirit of giving and making a positive impact, we invite you to join DATRI's noble cause in the fight against blood cancer and disorders. Your donation not only has the power to save lives, like that of ten-year-old Vihaan, who battles Thalassemia Major, but also provides an opportunity for individuals and corporates to make tax-saving contributions.

Vihaan's story is one of courage and hope. Diagnosed with Thalassemia Major at just five months old, he relies on blood transfusions every two months for survival. His only hope lies in finding a matching blood stem cell donor. You can be a part of Vihaan's journey to find a potential donor and gift him a chance at a full life by contributing to DATRI's efforts.

DATRI has launched a Tax Campaign with a dual purpose: to raise funds for awareness about the vital cause of blood cancer and disorders and to recruit more donors for can go on become lifesavers for patients in need. Your contribution not only aids in finding a matching donor but also offers you the opportunity to save on taxes.

As individuals, you can play a crucial role by making direct donations to DATRI and enjoying the benefits of tax deductions. On the other hand, as a corporate entity, you can align with DATRI through your Corporate Social Responsibility (CSR) initiatives, emphasizing the tax benefits of deductible donations to your employees.

Your support holds immense potential to impact DATRI's fundraising efforts positively. By increasing donations and educating the public about the tax advantages of contributing to a noble cause, you become a beacon of hope for patients like Vihaan who await life-saving opportunities.



# SAVE TAX AND GIFT A LIFE



The possibility of finding a matching blood stem cell donor is 1 in 10,000 to over a million for patients like **VIHAAN**.

Donate now:  
[www.datri.org/donate-now](http://www.datri.org/donate-now)

"Your donation is eligible for 50% tax exemption under Section 80G of Income Tax Act"

Scan to donate:



## Here is How You Can Make a Difference:

**Individual Contributions:** Donate directly to DATRI and enjoy tax benefits.

**Corporate Support:** Engage in corporate social responsibility by supporting DATRI, highlighting the tax-deductible benefits to your employees.

Join DATRI in its mission to save lives and make a lasting impact. Your generosity can be the key to unlocking a future full of hope and possibilities for those in need.

Together let us make a difference.

**Donate Now and Be a Lifesaver!**