



# 1

## MANAGEMENT DESK

Dear Team,

As we embark on a new financial year with renewed determination and commitment, it is imperative that we brace ourselves to take on and deliver our goals and targets. Our dedication and commitment hold immense significance in our journey, where we are steadfastly dedicated to saving lives.

In the last quarter of the calendar year, we were able to raise more funds in March and this could be probably as it was the tax saving season. Additionally, in recruitment drives our efforts at Sastra University, Thanjavur, led by Thilaga resulted in over 800 new donors joining our cause.

As we navigate through the ongoing challenges and triumphs of our journey at DATRI, I am continually inspired by the incredible stories that emerge from our collective efforts. We recognize the remarkable achievement of our team member, Joana who has set up a benchmark with the highest number of collections in a month so far. We also have an article outlining the need to ensure swift processing and shipping donor samples.

In the spirit of our ongoing commitment to creating a Thalassemia-Free India, I urge each of you to pledge your support for this noble cause. Together, let us spread awareness, recruit donors, and strive towards a future where no child has to endure the hardships of Thalassemia.

Your compassion and commitment truly embody the essence of our organization's mission. Wishing you all a successful and fulfilling year ahead.

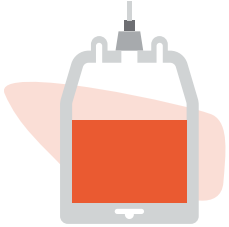
Warm regards,

**Claudia Rutt**  
Chief Financial Officer

# 2

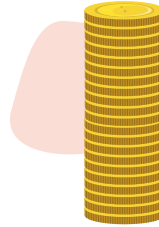
## NUMBERS THAT MATTER

### Collections



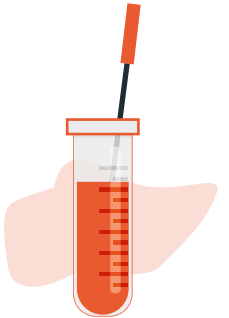
Dec 2023	Jan 2024
<b>13</b>	<b>16</b>
Feb 2024	Mar 2024
<b>19</b>	<b>21</b>
Apr 2024	
<b>24</b>	

### Funds Received



Dec 2023	Jan 2024
<b>₹ 1,45,632</b>	<b>₹ 2,60,972</b>
Feb 2024	Mar 2024
<b>₹ 1,24,888</b>	<b>₹ 5,08,369</b>
Apr 2024	
<b>₹ 1,72,695</b>	

### Verification Typings



Dec 2023	Jan 2024
<b>30</b>	<b>33</b>
Feb 2024	Mar 2024
<b>24</b>	<b>37</b>
Apr 2024	
<b>43</b>	

### Search Requests



Dec 2023	Jan 2024
<b>238</b>	<b>256</b>
Feb 2024	Mar 2024
<b>254</b>	<b>263</b>
Apr 2024	
<b>257</b>	

### Infectious Disease Markers



Dec 2023	Jan 2024
<b>15</b>	<b>27</b>
Feb 2024	Mar 2024
<b>21</b>	<b>27</b>
Apr 2024	
<b>30</b>	

### Top 3 Registrations



Sastra University, Thanjavur,  
Tirumalaisamudram, Tamilnadu.  
**879** Donor registrations.



Vimaljyothi Engineering College,  
Chemperi, Kannur, Kerala.  
**497** Donor registrations.



National Institute of Technology,  
Calicut, Kerala.  
**489** Donor registrations.

# 3

## SWIFT DONOR SAMPLE PROCESSING: A CRUCIAL STEP IN SAVING LIVES

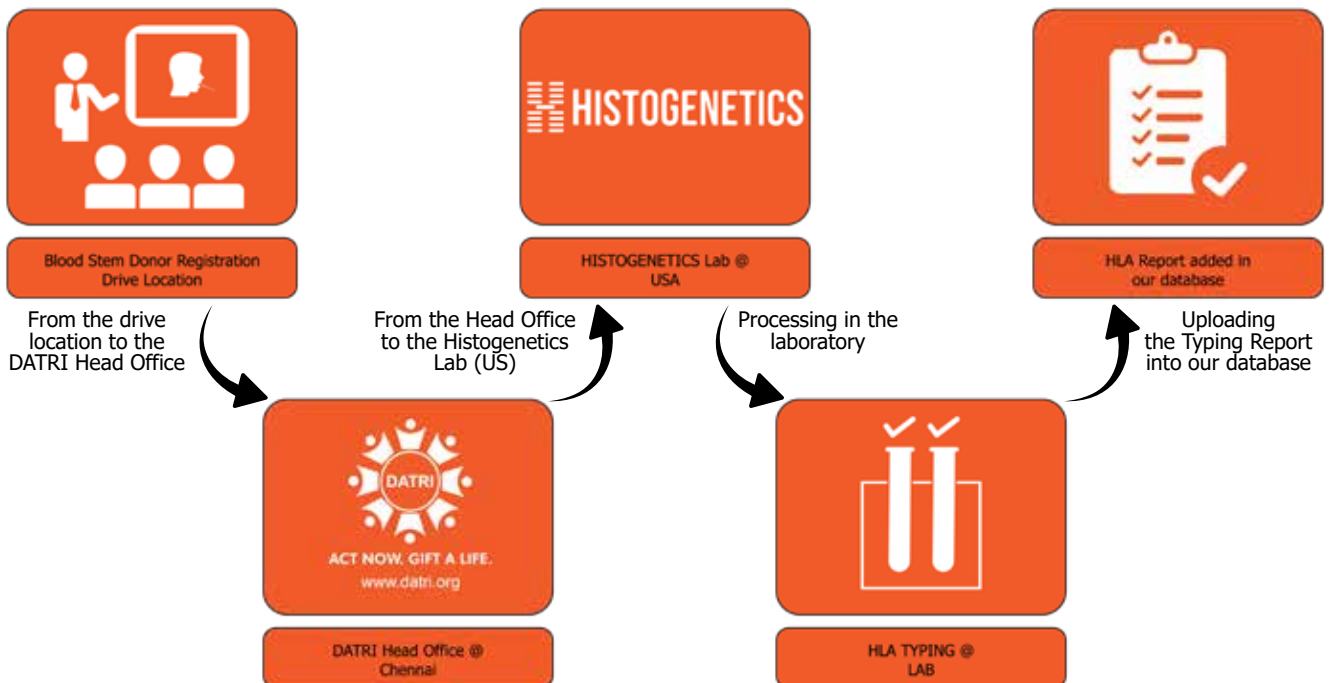
As members of DATRI, we hold a pivotal role in instilling hope in the hearts of thousands of patients anxiously awaiting their HLA matched donors. We understand that time is the critical for these patients who are waiting for a cure.

In our relentless pursuit of finding a matched donor for every patient, each department plays a unique and indispensable role. Today, we highlight the critical role of logistics in ensuring the prompt transportation and processing of donor samples—a task that directly impacts the lives of those we serve.

### Swift Shipment Processing for Swift Results

Our commitment to donors is to complete HLA typing within 45 days from the date of the drive. It is important to adhere to the timelines and with a sense of urgency sometime relatives of a patient are part of a drive.

Every sample undergoes the following movement:



While the sample processing time taken by the lab is 25 days, the transit time of samples can be influenced by our prompt action. Our logistics team ensures that samples are processed within 2 days and received by the laboratory within the next 7 days—the shortest possible time frame.

Despite the busy nature of drive coordinators during drives, they have to ensure the prompt shipment of drive samples to the Head Office. Transit times vary across regions, with the southern region averaging two to three days and others ranging from three to five days.



At the Head Office, samples are processed based on the date of receipt, and patient drive samples are marked as high priority for validation and shipping. Transit delays at third-party ends (courier/customs/others) for shipments pose a significant challenge, potentially prolonging the wait for HLA reports.

### **The Importance of Prompt Sample Shipping**

The donor database becomes available for search once the HLA typing is uploaded in our database. Each search thereafter provides an improved probability for a match.

Over the past year, we have improved the overall cycle completion time for HLA typing, though the transit time of samples from the drive location to the Head Office still leaves room for improvement. Let us remind ourselves that shipping samples no later than the day following the drive is a direct contributor to achieving or improving our commitment to donors—45 days from the drive date. Our consistency shall bolster credibility among donors and patient families.

As continuous improvements to our processes occur, we can further compress the timelines to 35-40 days. This shall ensure the early upload of HLA reports and make matches available much sooner. Each successful match brings renewed hope for a new life and a smile to the patient.



Let us strive together to uphold our shared commitment to saving lives. Every action we take, no matter how small, has the power to transform someone's life.

**Gokul Ramanaa, Manager - Operations**

# 4

## CREATING A BENCHMARK MARCH 2024 11 COLLECTIONS – MY SUCCESS STORY

**"Success is not final; failure is not fatal: It is the courage to continue that counts." - Winston Churchill**



When I joined DATRI in January 2023, little did I know of the journey that awaited me. It wasn't until April 2023 that I experienced my first collection. Despite my dedication and consistent efforts, I found myself only managing 2-3 collections per month. But I knew there was more I could contribute.

In November 2023, after a discussion with my manager Saranya, a decision was made to entrust me with high-volume centers like Narayana Hrudayalaya Bangalore, and Apollo, Chennai. Concurrently, I continued to address patient requests from new transplant centers such as Fortis Hospital, Bangalore, and Yashoda Hospital, Secunderabad. As demand increased, so did my resolve.

By November 2023, I achieved 3 collections, followed by 4 in December. With each success, I pushed myself further. With three months left in the financial year, I intensified my efforts.

In January 2024, I managed 3 collections. However, February and March 2024 presented the most daunting challenges but despite the obstacles, I completed 6 collections in February. Then came March, the pinnacle of my journey, where I achieved a remarkable 11 collections. It was a moment of triumph.

March wasn't without its hurdles. Late nights, weekends, and persistent effort were the norm. I left no stone unturned, ensuring every collection was a success. From coordinating with physicians to organizing transportation, I managed it all. Communication was key, keeping everyone informed every step of the way. Amidst the challenging time, I remained dedicated to the cause. In the end, it was more than just a job—it was a mission. And with determination and perseverance, I created a benchmark, not just for myself, but for the entire team.



March 2024 thus turned out to be a roller coaster ride for me. I wish to convey to all my fellow colleagues that whenever you aspire to achieve a milestone in your career, then keep working hard and stay focused towards your goal and you will definitely be rewarded with success. With determination and perseverance, no challenge is insurmountable.

**Joana Vincy Roy**  
**Senior Associate - Transplant Centre Management**



# 5

## "EMPOWERING CHANGE: THE IMPORTANCE OF VOLUNTEERING WITH DATRI AND BEYOND"

**"Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote every day about the kind of community you want to live in." – Unknown**



Volunteering isn't just about lending a helping hand; it's about shaping the world around us and leaving a lasting impact. When we volunteer for a cause, we embark on a journey of self-discovery and growth while simultaneously contributing to the betterment of society.

At its core, volunteering is an experience for the self. It allows us to step out of our comfort zones, learn new skills, and gain a deeper understanding of the world we live in. Whether it's through helping the less fortunate, caring for the environment, or supporting a cause close to our hearts, volunteering provides a sense of purpose and fulfillment that few other activities can match.

But beyond personal growth, volunteering also plays a crucial role in building stronger communities and addressing social issues. Our organization, dedicated to facilitating blood stem cell donations for patients in need, rely on volunteers to spread awareness, recruit donors, fundraising and support counselling. By volunteering with DATRI, we not only help to save lives but also foster a culture of empathy and solidarity within our society.



As employees, we have a unique opportunity to lead by example and inspire others to join us in making a difference. By urging and motivating our friends and contacts to volunteer with DATRI, we amplify our impact and create a ripple effect of positive change that reverberates far beyond our immediate circles. So let's heed the call to action, roll up our sleeves, and become agents of change through the power of volunteering.

**Sivapriya Azhaganandam,  
Manager - Volunteer Management**

# 6

## TOWARDS A THALASSEMIA FREE INDIA

Join DATRI's  
**THALASSEMIA CAMPAIGN**  
to create a

**#ThalassemiafreeIndia**

**10,000 -15,000 children**  
are born with thalassemia every year in India.

In 2023  
**783**  
Thalassemia patients have come to DATRI in search for a matching stem cell donor.

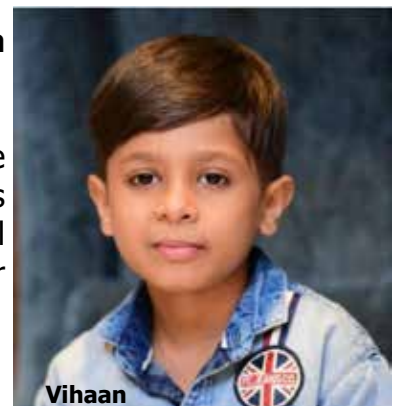
**52**  
Thalassemia patients have received a matched unrelated donor product from DATRI.

**Register as a blood stem cell donor with DATRI.**

In 2023, more than 783 thalassemia patients sought assistance from DATRI in search of a matching donor, yet only 52 were successfully paired with an unrelated donor through the organization.

### **This World Thalassemia Day, pledge your support for a Thalassemia-Free India.**

Meet Vihaan, a nine-year-old battling Thalassemia Major, a rare blood disorder. Diagnosed at just five months old, Vihaan undergoes blood transfusions every two months, hindering his regular school attendance. Unfortunately, thousands like Vihaan endure similar struggles due to Thalassemia.



Vihaan

### **So, what exactly is Thalassemia?**

Thalassemia is an inherited blood disorder impacting hemoglobin production, crucial for carrying oxygen in the red blood cells. Reduced hemoglobin production leads to anemia, fatigue, weakness, bone deformities, jaundice, organ damage, and other complications. Thalassemia patients rely on lifelong blood transfusions, missing which could prove fatal.

### **What's the remedy for Thalassemia?**

A bone marrow transplant offers the sole long-term cure, replacing faulty blood stem cells with healthy ones from a compatible donor.

## What is the objective of the campaign?

This Thalassemia Day, DATRI launched the "**Towards a Thalassemia-Free India**" campaign, aiming to spread awareness and garner support and funds for recruiting more potential donors. Share information about the DATRI's campaign with your acquaintances, and let's collectively strive for a Thalassemia-Free India.

Join with us: [www.datri.org/thalassemia](http://www.datri.org/thalassemia)

# 7

## SAMEERA BANU MAKES IT TO THE FAN EMPLOYEE OF THIS TERM.

FAN MOMENT

Sameera Banu, who works for Donor Recruitment & Donor-Follow-up at DATRI, has achieved a significant milestone by securing funding from one of the most prestigious and highly regarded companies, Amazon India. This accomplishment adds a feather in her cap and for DATRI, this partnership marks a crucial step forward, potentially paving the way for further collaboration and financial support. Sameera attributes it to her determination and persistent efforts and successfully conveying to them the importance of supporting DATRI's life-saving mission. She emphasizes that this achievement is just the beginning, echoing the sentiment, "**Yen dil mange more,**" (this hearts yearns more) indicating her ambition to crack more such partnerships.



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