



MISSION: ZINDAGI

AIM:

- To fulfil the never ending demand of blood in our hospital and avoid wastage of excess blood products due to their expiry.

OBJECTIVES:

- To increase the number of volunteering donors by abolishing all stigmas and misconceptions about blood donation through education drives.
- To create a network of members by connecting them on individual blood segregated WhatsApp groups.
- To provide blood on demand emergencies on a daily basis through our membership network.
- To highlight the problems incurred in mass donation programs by awareness programs within the college and other local areas of Talegaon.
- To avoid mass donation programs and the substantial loss of blood caused by them due to wastage in our blood bank.

WHAT EXACTLY WILL HAPPEN?

- In case of emergencies the blood bank would contact Mission: Zindagi Representatives and WhatsApp message would alert the members.
- Volunteering members would be asked to report to the blood bank.
- With a smooth channel, the blood bank would notify Mission Zindagi with the names of the volunteers.
- This will be saved in our database and the donor will be notified after 3 months when he is again fit to donate blood.
- This would be possible only with the continuous efforts of the representatives who will visit the blood bank regularly to collect updates.

FOUNDATION:

Mission: Zindagi was founded on the 24th of November, 2017 by students of M.I.M.E.R. Medical College with the support and guidance of Dr. Suchitra Karad Nagare (Exec. Director of M.I.M.E.R. Medical College), Dr. Rajendra Prasad Gupta (then Principal), Dept. of Pathology and Garware Blood Bank.

FOUNDERS:

- Ram Palleti
- Dr. Shehroz Nagdawala
- Dr. Kosha Gala
- Dr. Shreya Datal
- Dr. Uma Chandurkar
- Dr. Dnyanada Lolage
- Dr. Sahiba Maniar
- Dr. Mruja Bhatt



MEMBERS:

- 1. Team 2018-2020**
 - Membership
 - Abhishekh Gala
 - Suditi Wasnik
 - Public Relations
 - Rajat Maiya
 - Muskan Lalwani
 - Social Media Handling
 - Akansha Agarwal
 - Merlin Mathew
 - Blood Bank Coordinator
 - Rajat Maiya



2. Team 2022-2023

- Joint Directors of Activities and Capacity building
 - Alisha Shaikh
 - Unnati Shukla
- Joint Directors of Internal Affairs
 - Bhagvat Murkute
 - Shivani Khawtd
- Director of External Affairs
 - Atharwa Kulkarni
- Director of Members' Affairs
 - Aditya Gore
- Joint Directors of Public Relations and Communications
 - Atharva Atakari
 - Apurva Chaudhary

EVENTS:

● ORIENTATIONS-

Mission Zindagi carried out orientation programmes for

- Students pursuing MBBS course in M.I.M.E.R. College.
- Junior Residents pursuing PG courses in M.I.M.E.R. Medical College.
- Faculty of M.I.M.E.R. Medical College.
- Non-teaching staff and peons of M.I.M.E.R. Medical College.
- Students pursuing BPTH course in MAEER's Physiotherapy College.
- Nursing staff and peons of Dr. BSTR Hospital, Talegaon, Pune.

The main aim of these were to explain the need for such an organisation, the current scenario of the wastage and scarcity of blood and how to counteract to each, to clear out myths and facts revolving around blood donation and many more such facts. It also focused on our methods as a non-profit organisation, also aided in the assessment of their pre-existing knowledge raising awareness and improving the knowledge of student volunteers.

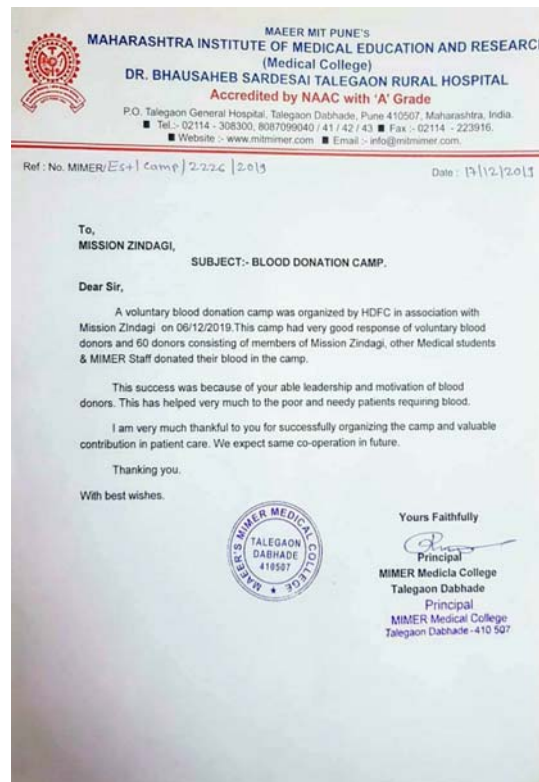
After a brief glance into Mission Zindagi, everyone was provided with donor declaration forms which received an enthusiastic response. Further opportunities for queries and feedback were provided to them via our various social media platforms.







- **BLOOD DONATION CAMP IN ASSOCIATION WITH HDFC BANK, TALEGAON AND GARWARE BLOOD BANK.**



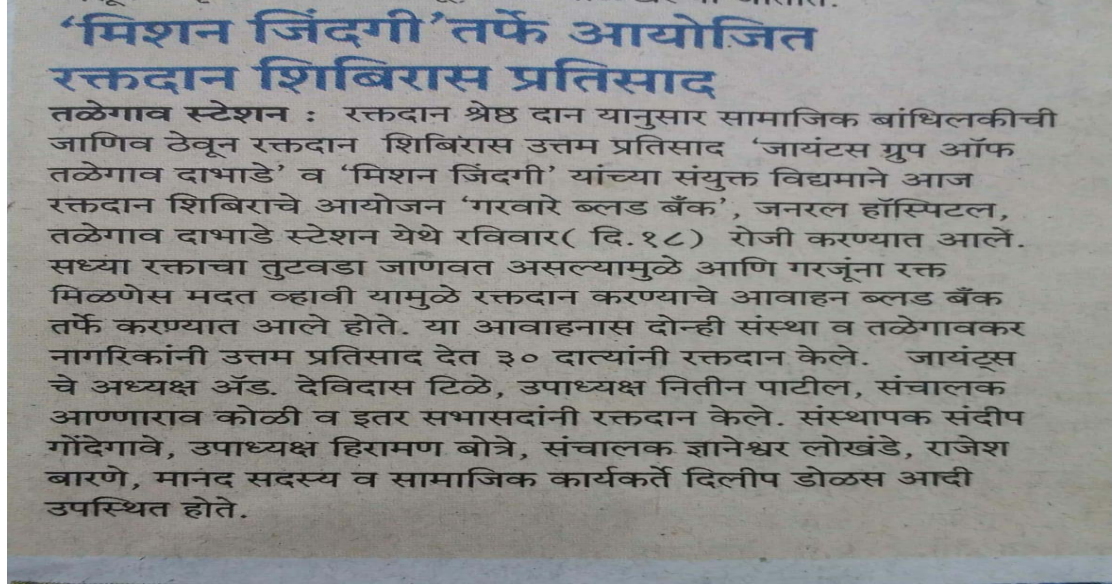
On the 8th of December, 2017; the founders organised a blood donation drive in collaboration with HDFC bank at MIMER Medical College. The donation drive helped the organisers get in touch with more than 200 localities of Talegaon and get them enrolled as volunteers at mission zindagi. The main aim of this drive was to help spread awareness about the organisation within the local communities. The campaign involved members sensitising them about the specifics of blood donation and how mission zindagi is trying to bridge the gap in the space by supplying blood on demand to patients.

- **Consultation with the Facebook USA team to understand grass root issues with blood donation in India**

On the 25th of February, 2018 the founders of Mission Zindagi met with the Facebook USA R&D team for a consultation on the local challenges that are faced while developing a blood donation chain. The Facebook team were interested in knowing the various hurdles that the MZ team faced while we started establishing the blood supply chain in Talegaon. The Facebook team wanted to know more about the local perspective of communities as they are working on developing a software integrated in the application that helps people know if any hospital or patient requires a specific blood type as an emergency and volunteers around the area would receive a notification for the same. Each founder described their experiences and a short report of the work that had been done locally so far with details of the future plans for the organisation.



- GIANTS CLUB COLLABORATION



On 18th November 2018, Mission Zindagi in collaboration with Giant's Club (a local welfare initiative from Talegaon) helped overcome the issue of scarcity of blood in Garware Blood Bank. Numerous students and local residents were encouraged to donate blood and were also educated about the myths related to blood donation. Witnessing this combined effort, an article was later published in "Daily Pudhari" newspaper which aimed at spreading awareness on a larger scale.

- **BLOOD DONATION EVENT**



What's required many a times is providing a systematic communication channel between the donors and blood bank. What we've done through social media groups is classified all the medical students, teachers and staff according to their blood groups so that updates about the requirement of blood could reach the concerned blood type group and can bring forward our enthusiastic donors more effectively.

This way we can fulfil our motto of providing blood on demand thereby preventing wastage of blood due to storing excess of it!

- **DETAILS OF NEARBY PEOPLE**

Mission Zindagi realised that collecting data of only the students and teachers was not enough. So we carried out a campaign wherein the members spread into nearby localities and collected phone numbers, blood groups and other necessary details from the willing localities and compiled them into a database.

The main aim of the campaign was to create a database of people and segregating them into their respective blood groups who could immediately be called upon when the need for blood of that specific blood group arises. Thus reducing the chaos and mayhem that would follow if there's a scarcity of a specific blood group.

This also ensured that we were supplying the blood on demand and forestalling the unnecessary wastage of it.

- **COLLABORATION WITH MSAI (MEDICAL STUDENTS ASSOCIATION OF INDIA)**



On 14th June 2019 which is known as 'World Blood Donor day', MISSION ZINDAGI in collaboration with SCOPH (Standing committee of Public Health), MSAI organised a blood donation drive as well as awareness campaign.

Goal of the event was to raise awareness regarding the importance of always having a blood reserve in hospitals as well as importance of marrow donation and increase the number of constant and new blood and marrow donors in our country to meet the demand.

Objectives of the event were as follows-

- Assessment of prevailing knowledge, attitude and practices in the current population regarding blood and marrow donation.

- Raise awareness and compliance in terms of blood and marrow donation especially those between age groups of 18-60
- Improving and aiding medical training and knowledge of student volunteers.

The event was carried out successfully with full support of the staff as well the students. 15 volunteers donated blood and they were all explained about things that they should be aware about while donating blood like

-What tests are done after donation,
 What protocol is followed after donating,
 What is to be avoided after donating,
 How frequently can one donate blood
 etc.

Volunteers as well as students were also made aware about Plasmapheresis.

- **THALASSEMIA EVENT**



On May 8th 2019 which is known as 'World Thalassemia Day' Mission Zindagi organised an awareness campaign to create an understanding about Thalassemia.

Thalassemia is a hereditary haemolytic disease caused by faulty haemoglobin synthesis.

Most thalassemia major patients need blood transfusions throughout their life.

Aims and Objectives of the event were

- To make the required blood available for the patients of our hospital.
- Frequent ward members by the members of Mission Zindagi to check for thalassemia major patients and to make blood available for them.
- Interaction with the patients and their family members.
- Awareness to their family and students and local people about the importance of blood transfusion for these patients and thus the need of blood donation.

This event was successfully carried out by the members of Mission Zindagi with the help of teachers and ward staff.

- **ANNUAL MEETING**

On the 14th of May, 2022, an annual meeting of the Mission Zindagi team was held online on 'Zoom' platform.

Minutes of the meeting:

- Welcoming the new team.
- Orientation of the members of the new team.
- Assigning portfolios to the new team.
- Updates on the various awareness programmes and work done by the members of Mission Zindagi in the past.
- Discussing strategies to reach more people this term to create awareness about blood donation.

- **CONTACT US:**

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