

(07-10-99) *The Economic Times - Madras Plus*
"MONEY is not the only thing that grows in circulation. Blood also does". So went an ad line advocating the donation of blood for various blood centres in the city. If the early '90s saw a growth in the number of such centres in the city, consolidation and acquiring a niche is the main theme nowadays. Thus got through."
Jeevan has become the first Blood Centre in India to attain this standard. "We make twelve different kinds of tests on the blood we receive, whereas according to our country's standards, only four are mandatory." To maintain such strict standards, *Jeevan* spends around
ity blood-centres at district levels," says Dr Srinivasan. He hates to use the word 'Bank' because it adds a commercial twist to the 'blood' donation concept. "The ISO 9002 has helped us to achieve the highest specification set in this field," he avers.
Jeevan also looks for donations

ISO 9002 for Blood Bank

Jeevan Blood Bank receives the certification for quality

when 'Jeevan' acquired the ISO 9002 certificate, the tasks of Dr P Srinivasan and Dr Saranya Narayan, the directors of this Blood Bank, was only half-done. "Basically it is a hallmark for quality of international standards," says Dr Srinivasan. "They are no different from the standards set for any other industry and thanks to the efforts of the *Rotary Club of Madras East*, we

Rs700 on every donor for the tests alone and the total expenses comes to Rs1,700 per donor. But *Jeevan* supplies blood and components free of charge to burns patients at Government Hospitals, children undergoing cardiac surgery and for cancer afflicted children.

"The real aim of *Jeevan* is to popularise the concept of component transfusion and to set-up qual-

which are exempt under section 80G of the Income Tax Act. "We need circulation of money for the circulation of blood!" smiles Dr Srinivasan.

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