

**Promotion of Voluntary Blood Donation in the
state of Kerala and Study on related Campaigns
and Operations undertaken by HLPPT**

Arun Shan
PGDM Number: 11125

J. Balaji
**Assistant Professor-Quantitative Methods and
Business Research Methods**

Comments by the Faculty

Hindustan Latex Family Planning Promotion Trust (HLFPP) is an organization that is the CSR wing of HLL Life Care Ltd, Trivandrum and is an integral part of Voluntary Blood donation (VBD) activities in the state of Kerala since 2009. The organization is associated with various governmental and medical systems and together was able to improve the VBD in the state from 27% to 75% in 3 years. This remarkable change brought by the organization makes it worth studying. The gift of blood is the gift of life. There is no substitute for human blood. Every year, our nation requires about 4 Crore units of blood. Out of which only a meagre 40 Lakh units of blood are available. Blood cannot be manufactured – it can only come from generous donors. A healthy donor may donate red blood cells every 56 days, or double red cells every 112 days. A healthy donor may donate platelets as few as 7 days apart, but a maximum of 24 times a year. One donation can help save the lives of up to three people. If one began donating blood at age 18 and donated every 90 days until he reached 60, he would have donated 30 gallons of blood, potentially helping save more than 500 lives! From the society's side, every individual owes to similar organization for the direct or indirect help caused to us by them which goes unnoticed. A management student learns the tools and techniques to build himself as a manager. Once he is capable to deliver, it is not necessary that he delivers only to generate profits for some corporate giants. The sector out there comprising of needs of larger section of the society are technologically and financially deprived most of the times. It is the duty of every individual, fortunate enough to gain wisdom and knowledge to contribute to the system that can help the deprived. The intentions as I can see, behind choosing Social marketing were to work in a field of mass mobilization where dedication matters, not profit making. Intention was also to work with the Governmental systems and face the challenges involved in the bureaucracy. The result of Internship however big or small, promised to benefit the larger section of the society by some means.

The student was able to understand the need of the organization, could plan the frame of effort that can be brought in within a short period of time and considering the vast state wide health related segment involved, and was able to do justice to the promised solutions to existing gaps or issues identified. It was also a satisfying experience for me to get involved with each stage of the work that incrementally helped a considerable section of a society and continuing to do so.

Balaji. J

Promotion of Voluntary Blood Donation in the state of Kerala and Study on related Campaigns and Operations undertaken by HLFPT

“The world is moved along, not only by the mighty shoves of its heroes,
but also by the aggregate of tiny pushes of each honest worker”

– Helen Keller

About the Project

Social marketing is considered as a noble section of marketing where various tools of marketing can be used to meet a social cause. Voluntary Blood Donation (VBD) which means donating blood for the needed, voluntarily and without expecting any rewards, depends largely on Social marketing.

The internship involved framing various strategies and structures for improving VBD in the state and meeting the requirements of organization which facilitated the Internship, also evaluating the activities undertaken by the organization in this regard for the past 3 years.

Organizational Requirements

The internship identified the following needs of the organization.

Stabilization

Moving towards stability or sustainability, the organization wanted to make the list of existing donors stable and to eliminate non-responsive contacts from database, to avoid continuous manual motivation, means the network of donors should be moved to a platform where they interact with each other and gets continuously inclined to the cause and also to start documenting the activities as a recognition to efforts made by the crew in the field of VBD.

Expanding the Markets

In pure business terms, company wanted to expand markets - the programme in the state covered most of the campuses, local clubs and political groups, for organising VBD camps. But an unexplored sector comprising of Corporate

Offices, Tech parks, hotels and other establishments required slightly different approach and is a prospective market to expand.

New Campaign Modes

New media and its viral nature always attracted the organization. They were looking forward to the right people to help them with the same. Social Media Marketing was proposed as part of an internship project and was carried forward.

Project Outline

Considering the above requirements, the following was the objective of the SIP, as recognised by Organization

- ◆ Wider promotion for VBD, making use of New media and a better platform for Documenting the activities
- ◆ Promoting the new initiatives during seasonal activities of organization like Student camps, Red Ribbon Express etc.
- ◆ Expand the market to reach donors in corporate sector
- ◆ Plans for creating district wise forums, to be started with Trivandrum district, and designing of Donor card.
- ◆ Evaluation of the activities in past 3 years, analysing responses from Stakeholders

Social Media Integration and Marketing

SMM is used due to the viral marketing possibilities of the Social media and the wide sentiments of general public to social causes. The general users and youth population of Facebook and its Multimedia sharing capabilities helped in choosing it as the platform.

Online & Offline Promotion Materials

Information posters with slogans on blood donation were designed and spread in social media. The Poster associating Regular Donors with Pre-marriage HIV test was a hit and attracted discussions, which also helped in VBD promotion. Very effective videos were selected from YouTube and from the campaign database of HLPPT and the same is used in all the facebook pages created as a part of SIP.



Figure 2 :A VBD promotion poster

A Google form has been created and is shared in all Facebook pages. Any visit to the pages due the promotion and viral marketing will give an option for the visitors to join as a regular donor. In addition, KIOSKS and posters were set up in different promotion camps which contained logos and details of new facebook pages.

Heartbeats Kerala (HBK)

The ultimate aim of this page is Documentation of the activities of HLFPPPT. Documentation was one area HLFPPPT was lagging in. Target customers are the people who participated in various Training programs and donation camps in state, donor motivating agencies and important governmental systems like KSACS and Kerala State Blood Transfusion Council.

Heartbeats Trivandrum (HBT)

The ultimate aim of this page is to form a platform for Trivandrum Forum. The page is targeted at the 100+ Donor motivating agencies in district and their official pages, donors from the district and Governmental bodies and representatives associated with Heartbeats Trivandrum

Drops of Love Kerala

This page was targeted at the youth in campuses across the state. This was an extension of several programs conducted by HLPPT in the name 'Snehathullikal' in over 400 campuses. The network of such large size of donors can be mobilized for VBD campaign.

Students from each of the 400+ colleges were contacted through phone and mail, promotions through KIOSKS and posters done during visit of Red Ribbon Express in Kerala and during Youth camps undertaken by organization.



Figure 3 : DOLF Facebook page



Figure 4 :A Camp album in page

Market Expansion – Corporate Sector

The aim in the short term was to interact with the HR managers and convince the importance of VBD, there by arranging camps for their employees. The long term objective was to bring those companies into sponsorship level, so as to make the VBD promotion self sustained and without Govt. funds and also to bring all CSR groups to one platform.

The corporate sector was chosen for market expansion because of its huge donor base, hygienic environment for camp, ability to sponsor and the scope of utilizing the requirement of HRs to involve employees in non-work related activities.

Corporate presentation required financial sheets, mention of benefits in HR terms – both internal and external benefits for the firm, corporate brochures for both HRs and employees, fliers for quick motivation for donating blood etc. The interns were able to act as resources in this regard, and top five companies were consulted from Technopark in Trivandrum for building a relation. The idea was that if top companies associate, others will approach the organization by themselves.

Business Research

Research Objective

- ◆ Evaluating the activities of HLFPPPT in recent years and identifying the strengths as recognised by stake holders
- ◆ Identify the factors that motivated/ demotivated the donors and agencies to incline to VBD
- ◆ Obtain feedbacks on areas that requires improvement

Methodology

The following groups are targeted:

1. Public – Donors and non-donors
2. Donor motivating agencies from different areas of the state
3. Major blood banks in Trivandrum
4. Employees of HLFPPPT

Primary data was collected from all the above target groups. The public, major Blood banks like Regional Cancer Centre, Sree Chitra Institute of Medical Science, Trivandrum Medical College and the employees of HLFPPPT were approached directly, and the Donor motivating agencies across the state were approached by the HLFPPPT staff in concerned district.

Questionnaires were prepared in both English and Malayalam and data collected using both online and offline forms.

Observations

1. HLFPPPT makes a remarkable effort in the field of VBD and this is appreciated and top rated in surveys conducted across all the stakeholders
2. Governmental support is the primary factor that can motivate a blood bank to participate in camp. This includes transportation facilities, funds etc.
3. Newspaper and online social-media are the most important motivating Medias for public.

4. Social responsibility and Societal-Self health awareness is the primary motivating factor for a donor when lack of awareness about blood donation is the main factor that demotivates a donor from VBD.
5. The medical team assisting blood donation in a camp has the highest utility as perceived by a donor. A good medical team can compensate for bad hospitality and wrong timings of the camp.
6. People get more satisfaction in donating to a known patient and identifying his/her need, than donating to blood bank for general use.
7. Donor motivating agencies preferred colleges as the location for camp, due to the donor turnout and infrastructure
8. Agencies also think that the sector is unorganized to some extent with no proper maintenance of database
9. Trichur is the district with maximum support from Public, government and blood banks

Trivandrum District Forum

The aim is to create a forum of all donor groups and blood banks in the district, so that they can cooperate and inter-depend on achieving common goals.

Proposals

Make a central database for the operations in Trivandrum cluster and share it with the stakeholders. All agencies will share a common format for database, assistance will be provide by HLPPT for using MS Excel, and a central database that has contacts of representatives from each agency will be shared to all forum members.

Arrange a meeting for the members and facilitate interactions and keep record of the same, also enrolling of the members to Heartbeats Trivandrum page.

Design of a Donor Card System

Benefit of Donor Card

Recognition and in case of blood requirement at blood banks, blood would be made available from storage, which may be replaced later by the person.

In case of non-availability of the blood group, the blood bank may direct the person to help desks like KEBS, HLPPT etc.

The organizations within the Forum will give special priority to card holder in assisting his need for blood.

Proposed Design

The proposed design of the donor card is given below. The card can be used with a tag or can be kept in wallet.



Figure 5 : Proposed Donor card design

Results and Discussion

Social Media Promotion

The page which is meant for campaign and viral marketing is DOLK. The following was the result obtained in 3 weeks after launching

1. 139 unique members in the page, 5691 people reached and the total friends of members are 56,360 members. These are the prospective customers in the vicinity that can view any updates made by the members.
2. The page is almost self-sustained by now, with new events updated and members taking care of tagging and inviting new members.

3. The posters and videos are circulating in Social media. One poster regarding Pre-marriage HIV test already reached 41 shares at first point
4. In the facebook insight above, one can see that all the figures are going up, also the graph. It is also evident that posts are reduced in page still the activity shoots up, means the page has become self-sustained.



Figure 6 : Facebook insight for DOLK

Stabilization

The donor database is now updated from multiple sources – Online and offline. Donor cards may improve the regular repeated donation in the state. Earlier, donors and motivators meet only when a camp or a training program is organized, now they are active in Facebook pages, sharing the resources and participating in page activities. As new camps are conducted, album sharing and associated activities will be following in page. Hence a fresher in the college gets automatically linked with the projects and contribute to self-sustenance.

Documentation & Record keeping

This need will be satisfied by the online database for donors, HBK, HBT and DOLK page to record activities of the organization.

Market Expansion

The top most companies in Techno park were brought into relation with HLPPT and five camps in these companies were conducted and 300+ donors were enrolled into VBD activities already.

Financial Benefits

1. All costs required for Social media marketing were saved as the interns/ staffs were handling it completely.
2. Several sponsored camps arranged with corporate sector will save the cost of these camps which was supposed to be borne by HLPPT. Further camps following similar model will save costs further.
3. Building a platform for the donors will eliminate the need for continuous motivation and orientation followed.
4. Reaching the various colleges and volunteers are now very easy. Conveying about a camp, event training program is now made through Facebook page. Such communication costs are hence saved.

Recommendation

Facebook Pages

Recommendation on improving the pages in future include finding Top fan every month, Hall of fame for donors and agencies, choosing best campus, posting news and events in page, conducting quiz and polls etc.

Market Expansion

The model followed in top most companies in Techno Park, can be extended to other companies. The camps being organized in the mentioned companies can help making procedures easier. The same idea can be implemented in Info Park Cochin, Kinfra Calicut and all prospective corporate offices in the state.

All the required resources such as Brochure for managers and employees, Quick reference flier, Expense sheet etc. are ready to be used.

Mega Camp Proposal [Expansion of Offering]

For HLPPT, conducting a mega camp with over 500+ donors and completely sponsored outside govt. fund will prove the capability of the

organization. One proposal was to conduct a mega camp for Vijay fans, organized at 3 different locations in the state. It also makes HLPPT be preferred by similar groups for larger events in future and would provide individuality to organization in VBD scenario. A test camp was already conducted in this regard.

Post-Survey Recommendations

1. Government funds and support are the major reason for a setback in the field, and this red tapes need to be removed atleast for activities with public relevance
2. VBD should focus more on ladies as they require a higher level of motivation to become regular donors and parents as they oppose the willingness of youth to participate in VBD.
3. Programme has reduced professional donors who donate for monetary gains. Still, it needs to slowly dissolve the 'Refreshment and Hospitality' expectations from Donors also.
4. Awareness should be given to public about unused blood bags/ blood components in hospitals like RCC that are available to other hospitals
5. Government should provide grace marks for blood donors in the university exams.
6. Importance/ Scenario of VBD can be made a part of college curriculum if possible.

Web References:

<http://www.hlppt.org>

<http://www.lifecarehll.com>

<http://www.social-marketing.com>

<http://www.kerala.gov.in>

<http://www.ksacs.in>

<https://www.facebook.com/HeartbeatsKerala>

<https://www.facebook.com/HeartbeatsThiruvananthapuram>

<https://www.facebook.com/DropsOfLoveKerala>

