

# A Study on Online Blood Banks - Its Gaps and Effectiveness With Reference to [www.indiabloodbank.com](http://www.indiabloodbank.com)

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## Abstract

*The purpose of this paper is to explore critically and find the gaps and effectiveness of online blood banks. The paper also details the issues associated with the online blood banks and its functions. The aim of the paper is to explore the possibilities of popularizing the online blood banks to other part of the country and to explain the world wide donors. This paper makes recommendations to improve the access and uses of online blood banks. The study included the close observation of particular portal and in depth interview.*

## Introduction

An early development leading to the establishment of blood banks occurred in 1919, when Richard Lewison of Mount Sinai hospital, New York initiated the use of sodium citrate as an anticoagulant. This discovery transformed the blood transfusion procedure from direct (vein-to-vein) to indirect. In the same year, Richard Weil demonstrated the feasibility of refrigerated storage of anti-coagulated blood. The introduction of a citrate – glucose solution by Francis Peyton Rous and JR Turner two years later permitted storage of blood in containers for several days, thus

opening the way for the first "blood depot" established in Britain during World War. Oswald Hope Robertson, a medical researcher and U.S. Army officer who established the depots, is now recognized as the creator of the first blood bank<sup>1</sup>.

Every year India requires about 10 crore units of blood. In India, blood is required in every 2 seconds. Central Drugs Standard Control Organization listed 2212 blood banks in India<sup>2</sup>. <http://www.indiabloodbank.com> is the first Indian portal launched in 2003 for online blood bank facilities, but this portal not publishing the donor's details.

**About****www.indiabloodbank.com**

“The idea began to progress in 2007 beginning. I started this task that connecting those with a heart and those who need a life. India Blood Bank is an online non-profit initiative to serve our nation. I still have many tasks to accomplish. I will continue to work towards our goals ensuring 100% promoting voluntary blood donations in India.

My purpose of the online site is saving and improves patients' lives And my mission will deliver world-class services, building ever stronger partnerships with donors and the healthcare community in India<sup>3</sup>.”

www.indiabloodbank.com<sup>4</sup> is an online platform where donors and recipients or patients could meet together. Charitable blood donors donate blood for Cancer Patients, Open Heart Surgeries, Expectant Mothers, Children Suffering from Thalassemia, Sickle Cell, during blood shortages and natural calamities. Online blood banks are the innovative effort of the new media. This provides blood donors complete data linking them. Indiabloodbank.com is an online edge for bringing mutually giving blood donors and patients who needs blood in India.

Indiabloodbank.com is a non-profit, non-commercial online boundary of social dedication and our desire to use the power of the internet to help common people and does not deal in blood nor is it a blood bank. This

portal launched in September 2006. Their aim is to become the single largest people attending worship of donors across India, thereby helping needy recipients find donors quickly and effortlessly.

**Functions of the portal**

This portal functions may classified in to 2 categories providing data about 1. search optimization on donors list and blood bank details and 2. Scientific information's about blood.

**1. Search Optimization**

This portal providing blood search, request form for blood, blood bank search all over India, facilities for adding blood banks, providing details about above 95 blood banks in India viz., blood bank name, address and phone numbers. This site publishing the blood requesters details in online basis and the following details about blood donor's viz., name, age, gender, blood group and contact details. This portal facilitating the community to contact the donors through SMS and e-mail. This facility fulfilling the emergency requirements.

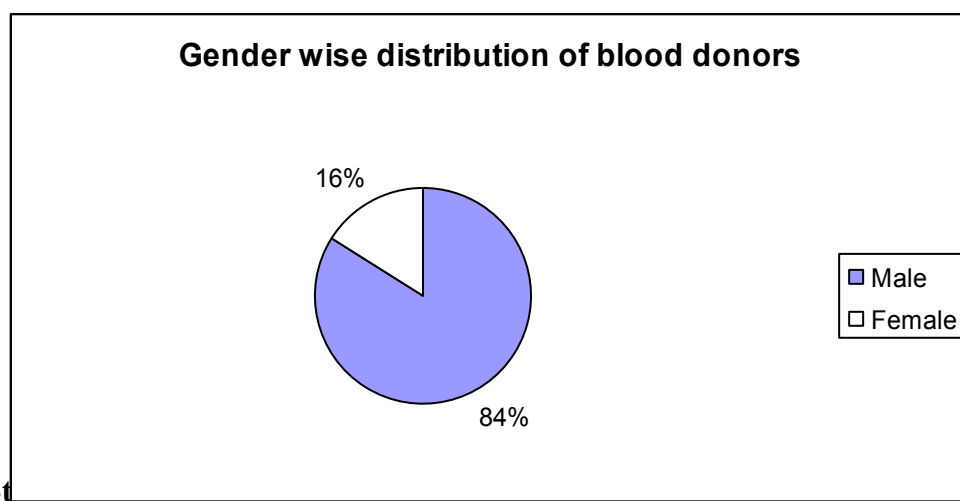
**2. Scientific information's about blood**

This portal also providing scientific information about blood facts, about blood donate i.e., eligibilities to blood donation, dos and don'ts of blood donation, who needs blood?, why donate blood, cord blood, blood disorders viz., Leukemia, Thrombosis,

Thalassaemia, RH factor, Summary of experiences and  
Spherocytosis and Haemophilia observations

Gender wise distribution of blood donors

Name of the Blood group	Male	Female	Total	%
A1+	40	12	52	8.22
A1-	5	0	5	0.79
A2+	0	0	0	0
A2-	0	0	0	0
B+	165	32	197	30.37
B-	22	2	24	3.79
A1B+	5	0	5	0.79
A1B-	0	0	0	0
A2B+	3	1	4	0.63
A2B-	1	0	1	0.15
AB+	26	9	35	5.53
AB-	6	1	7	1.10
A1B+	5	0	5	0.79
A1B-	0	0	0	0
A2B+	3	1	4	0.63
A2B-	1	0	1	0.15
AB+	26	9	35	5.53
AB-	6	1	7	1.10
O+	150	25	175	27.68
O-	18	2	20	3.16
A+	38	6	44	6.96
A-	11	0	11	1.74
<b>Total</b>	<b>531</b>	<b>101</b>	<b>632</b>	
<b>%</b>	<b>84.01</b>	<b>15.98</b>		

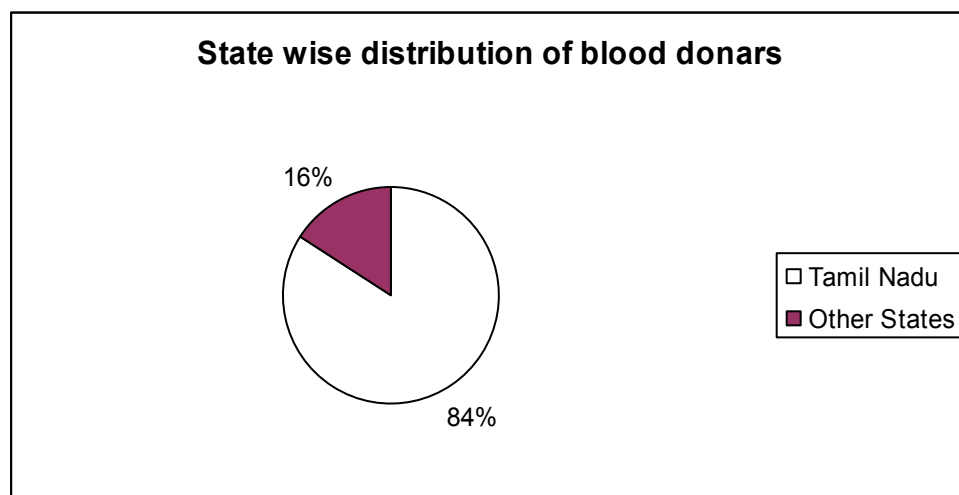


Male donors actively participating in blood donation. About 84.01% of male and 15.98 % female showing interest on blood donation. A2+ , A2- and A1B- group blood donors not expressing their interest on blood donation. Both male and female of B+ blood group showing more interest on blood donation 26.10% male and 5.06 % B+ blood group donors showing interest. 10% of the donors found this portal from web site search. Those who met blood demand in the past have

register their name in this site. At present 632 donors registered their name among this 40% of them donated their blood.

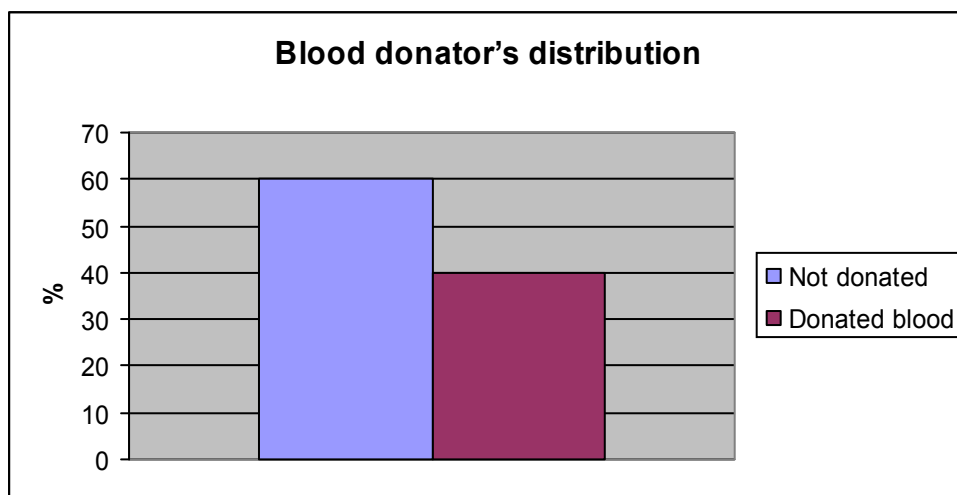
This site has been linked with other portals viz., [www.thamizhagam.net](http://www.thamizhagam.net)<sup>5</sup>, [www.chiefguide.net](http://www.chiefguide.net)<sup>6</sup>, [www.majesticlife.net](http://www.majesticlife.net)<sup>7</sup>, [www.thamizhoviya.blogspot.com](http://www.thamizhoviya.blogspot.com)<sup>8</sup> and [www.naalaividiyum.blogspot.com](http://www.naalaividiyum.blogspot.com)<sup>9</sup>. This helps the community to access this portal easily.

#### State wise distribution of blood donors



Name of the state and UT	No of registered blood donors	%
Andhra Pradesh	28	4.43
Bihar	1	0.15
Delhi	6	0.94
Gujarat	2	0.31
Haryana	1	0.15
Jharkhand	1	0.15
Karnataka	25	3.95
Kerala	9	1.42
Madhya Pradesh	3	0.47
Maharashtra	11	1.74
Punjab	2	0.31
Rajasthan	6	0.94
Tamil Nadu	532	84.17
Tripura	1	0.15
Uttar Pradesh	3	0.47
West Bengal	1	0.15
<b>Total</b>	<b>632</b>	<b>100</b>

#### Blood donator's distribution



Among the 632 blood donors all over India, Tamil Nadu blood donors showing more interest i.e., 84.17%. Next to Tamil Nadu the Andhra

Pradesh donors are showing 4.43% interest, and the Karnataka state donors showing 3.95% interest. The data shows the very lower participation of

donors all over India. This portal not reached the community members at village level. This portal has not given importance to the vernacular of the functional area. The sign in form of this portal is not user friendly. The SMS gate of this portal not working.

**Conclusion:**

To increase the effectiveness and popularize this portal, developing effective convergence with other potential media is essential particularly outdoor publicity is important. This site could consider the vernacular of the functional area. Launching of touch screen monitors at Blood Banks Hospitals, Medical Colleges, Universities and Research Institutions. This should have compatibility for mobile e-publishing (WHTML). Success stories and learning's could be published in this site and house journal may be published. Portal web master have to remind the donors to update their details frequently. For the data accuracy it should checked randomly.

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