

# THE HINDU Business Line

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**Home**  
**News Update**

**News**

**Corporate Markets**  
**Info-Tech**  
**Marketing**  
**Money & Banking**  
**Agri-Biz & Commodities**  
**Industry & Economy**  
**Logistics**  
**Government**  
**Opinion**  
**Variety Columns**  
**Macro Economy**  
**Index**  
**Archives**

**Features**

**Investment World**  
**eWorld**  
**Catalyst**  
**Mentor**  
**Life**  
**Canvas**  
**Praxis**  
**Urban Pulse**  
**Brand Quest**

**Stocks**

**Quotes**  
**SE Diary**  
**Scoreboard**  
**Open-End Mutual Fund**

**Port Info**

**Ships in Ports**

**Archives**

**Yesterday**  
**Datewise**  
**Resources**

**Group Sites**

**The Hindu**

[Industry & Economy](#) - [Health](#)

## Want to donate blood? Just SMS

**Nathalia Jones**

Chennai , Aug. 15

IN an endeavour to facilitate easy registration and availability of `safe blood' to the people of Chennai, Jeevan Blood Bank and Airtel have launched the `Be a blood donor — Save a life' project on Thursday.

With this initiative, getting donors and signing up to become donors is merely a matter of a brief SMS. All prospective donors need to do is type in their blood type, followed by a space, in turn followed by the area code and send the message to 106. Subsequently they will be included in the list of donors and their numbers will be provided to patients.

Those who need donors, too, will follow the format stated above and send the information to 107, after which they will get the numbers of two donors. Alternatively, both donors and patients can also dial 622 from their mobiles and avail themselves of the voice registration facility.

While, at the moment, this provision is only for Airtel subscribers, non-Airtel subscribers can also avail themselves of the facility, by dialling the number 98403 00622.

"The entire aim of the project is to facilitate a simple way of registering and to enrol voluntary donors and to make Chennai entirely self-sufficient in blood donation," Dr P. Srinivasan, Director, Jeevan Blood Bank and Research Centre. He continued, adding that, "a large part of the project was to automate as much as possible in terms of facility".

Once enrolled, donors could choose how frequently they would like to donate blood. There was also the option for them to drop out, if they chose to, Dr Srinivasan said.

Other choices like sending thank you messages from patients to donors will soon be available. "What we are ultimately aiming at is a central command for anything related to blood," said Dr Srinivasan.

The facility is not exclusive to Jeevan, and is open to other blood banks as well.

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### Stories in this Section

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[TERI study to suggest better utilisation of natural resources](#)

[Felling of trees an offence](#)

[Want to donate blood? Just SMS](#)

[Global seminar on `Cochlear implants'](#)

[Chhattisgarh to get new Capital; major reforms on the anvil](#)

[Coimbatore drainage scheme gets a push](#)

[LNG terminal crucial to Kerala's growth: Experts](#)

[Diesel sales dip in July](#)

[Govt to focus on completion of steel expansion projects](#)

[Textile mills reforms in labour law](#)

[Excess fluoride found in Bengal groundwater](#)

[Plan at last to put out Jharia coalfield fires](#)

[ICFAI university centre seeking base in Kerala](#)

[ICFAI varsity seeking base in Kerala](#)

[IIMC launches 2003 Business Plan contest](#)

[Training in construction tech](#)

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**The Sportstar**  
**Frontline**  
**The Hindu**  
**eBooks**

---

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---

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---

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---

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---

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---

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---

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---

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---

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---

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---

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