



Srei Group employees end year by donating blood for thalassemic children.

- An initiative by Srei Foundation in collaboration with Mission of Mercy Hospital & Research Centre.

Kolkata, December 31, 2012: Srei Group employees ended the year, 2012 by donating blood for a noble cause. Under the aegis of Srei Foundation in collaboration with Mission of Mercy Hospital & Research Centre, Srei Group organised a blood donation camp, campaigned as 'Say Good bye to 2012 by saving life - Donate Blood'. The collected blood would support the blood transfusion of thalassemia children that Mission of Mercy Hospital supports free of cost, many of whose lives can be extended with the ready-availability of transfusable blood.

Heartened by the active participation, **Dr. Hari Prasad Kanoria, Chairman, Srei Foundation commented, "At Srei Foundation, we have always been working towards boosting various educational, environmental, healthcare and social causes. With an urge to expiate the sufferings of underprivileged, Srei Foundation has always been supportive in providing financial assistance to several individuals for the need of their treatment for critical diseases and for creating awareness in the fields of general healthcare. In fact, we also confer the Srei Samman Award for outstanding service in the field Health care & treatment. As blood transfusion is the most common treatment for diseases like thalassemia, the blood banks play a pivotal role in this."**

Thalassemia is a genetic blood disorder in which the bone marrow cannot form sufficient red cells and red cell survival is also reduced; hence periodic blood transfusion is necessary for the survival of the patients. It is estimated* that about 3.4% of our population is carrier of thalassemia (or suffering from minor thalassemia). Every year 7000 - 10,000 children with thalassemia major are born in India. Thalassemic patients between the age of one to five years need one unit of blood every month, between the ages of five to 10 – two units every month, between the ages of 10 to 15 – three units are needed every month. Srei Foundation, which believes in service to society and humanity strongly feels that this is an initiative requiring intervention by corporate and individuals.

**According to health.india.com*

About Srei Foundation

Srei Foundation is a Public Charitable Trust, founded in the year 2001, with a philanthropic mission to serve Society and Humanity aiming to create a better world to live and let live in. Srei Foundation has taken various initiatives in the fields of education, healthcare and social & economic upliftment. In addition to providing financial assistance as well as overall maintenance support to students pursuing formal academic courses, the foundation also imparts professional and vocational education through affiliation with universities. Various initiatives have been taken to create awareness in general health care and to provide financial assistance to the needy for treatment of critical diseases. Further, in addition to promoting cultural, social and environmental awareness through its various initiatives the foundation also provides financial support to the needy for marriages and other social obligations.



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