



Pvt Banks Pump Life Fluid Into Noida

Lack of govt initiative has prompted private players to fill up the increasing blood demand in the NCR township

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NOIDA

BLOOD testing, transfusion and donation are different aspects of service to humanity. But these also form a thriving business in Noida & Greater Noida. The figures speak for themselves—around 7-8 lakh units of blood are required in the NCR out of which only 3-5 lakh is collected. For the population of seven lakh, Noida & Greater Noida requires minimum one-lakh units.

With only one district hospital in the vicinity, that too, devoid of basic equipment blood collection equipment the situation is dismal. What is even more dismal is that no government hospital stores blood in the entire district. People have to run to Ghaziabad or come to Delhi in search of blood or donors. Although, the area boasts of luxurious hospitals like Fortis and Max, housing a huge collection centre proves to be a tedious task even for them. Nevertheless, blood transfusion in India is a huge business amounting to ₹617 crore healthcare system. Even when 2 percent of the blood collected is usually discarded to ensure safe transfusion, it is the breakdown into components, which generates more revenue.

Speaking to FT about setting up a blood bank in Kailash Hospital, Dr R.E Chandanani, in-charge (component blood bank) said, "I started this blood bank in 1996 because I literally saw people die due to unavailability of blood in Noida. But today, it has become a thorough business with private hospitals charging exorbitant rates for crucial units of blood." The blood bank in Kailash Hospital was started with a loan of Rs 8 lakh initially which went up later including rental cost of machines. The facility caters to 22-28 voluntary donors per day with a stock to tallying up to 360 units in a month. These units of blood collected are then broken down to components—red cells, plasma and platelets—for further usage.

When the collected blood is tested to verify usability, the testing centres incur most of the cost. This is what burns a hole in the hospital's account; because the charge levied on the receiver is much less. Although, the service charge

laid down by the National AIDS Control Organization (NACO) is ₹850 per unit of whole blood (RBC), plus hospitals like Fortis and Max in Noida & Greater Noida charge around ₹2500 per RBC. While others in the area like Kailash Hospital and Metro research centre and hospital charge ₹1400 per RBC.

Further, not all blood banks conduct all the five mandatory tests prescribed by NACO - AIDS, malaria, hepatitis B, hepatitis C and syphilis. Only a few blood banks do the 'core antigen' test for hepatitis B. But Dr Chandanani informs, "We do the core antibody test on ELISA or ECI machines which is an advanced testing procedure and comes after even the core antigen test for hepatitis B, it is also most expensive one." The rates at Kailash are ₹1400 per unit of blood, ₹1000 for plasma and ₹800 for platelets.

On the other hand, Dr Indra Dhall, in-charge (component blood bank) Metro Hospital in Noida questions the unavailability of government help of any kind. "Not a single government or district hospital in the Gautam Budh district has a blood collection centre. The government should have taken this initiative long back. The National Rural Health Mission (NRHM) has even given them a sanction, but nothing has been done yet," she informed citing shortage of blood storage. Metro started with an investment of approximately a crore and their stock count is 600 blood bags in a month, 6000-7000 in a year. The hospital charges the same amount to the receivers as Kailash does. Along with the mandatory tests, the hospital plans to start another infection test, which will push its cost further by about ₹200. "We plan to carry out a quantitative anti-hepatitis B (C) test, which will be done for the first time in Metro. This procedure will save us from precious blood. The test will be carried out on fully automated Vitros ECI machine," informed Dr Dhall.

Both these hospitals are National Accreditation Board for Hospitals (NABH) accredited but do not carry out NAT (nuclear acid testing) which reduces the window period for testing HIV and other diseases to ensure safe



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blood is stored. Apheresis is a medical technology where blood of a donor or patient is passed through an apparatus separating particular components of blood and returns the remainder to the circulation. If the process is conducted on doctor's recommendation, Kailash charges ₹12000 and Metro charges ₹11000. The machine for apheresis is manufactured by companies like Baxter and Johnson & Johnson which costs Rs. 16-18 lakhs today with the replaceable kits the cost escalates to ₹7500 more for every use.

Even unused blood can fetch hospitals their earnings. Companies like Reliance in Mumbai buy plasma from Kailash to make albumin or protein serum. Even though infected blood has to be disposed within 48 hours, at Kailash, disposal of blood after expiry date is done through bio-waste procedures. "Such blood is packed in deconstructive-autoclave blue bags and taken to a company called Sembranskiy Environment Management in Ghaziabad, where it is incinerated," enlightened Dr Chandanani.

Only those blood banks affiliated with hospitals can apply for licences after the Drug Controllers in the states strongly recommend it, proving a hurdle for independent blood banks to mushroom. But blood donation essentially still remains a philanthropic concept in India and NGOs rather negotiate the parameters. One such project is the Rotary Club Noida's Blood Bank, an investment of a whopping ₹8 crore made by Rotarian's under its project-head Satish Singhal. The first charitable blood bank in Noida, expected to start functioning from September this year claims to have a capacity of supplying five thousand blood components per month. "It is the creation of an ultra-modern 24 hour blood bank facility and we shall be carrying out only component therapy and keep no whole blood, since its shelf life is less so why to waste precious blood," affirmed Dr NK Bhatia, medical director, Rotary Club Noida Blood Bank.

The multi facility state-of-the-art centre will be the first one to carry out NAT, Rheno typing (with RH (+) D, C, E

known as RH complex), antibody screening, and rear blood group studies along with normal tests and apheresis. Roche, a company has given a machine called Kobas.S 201, fully automatic and capable of producing results of the component test within five hours as compared to other conventional machines which take nearly 24 hours. The all the tests will become fully automated once the sample is loaded which will not only give patients respite but also enable them to have a speedy treatment. This machine costs ₹2.80 lakh and has been acquired on a rental basis for five years. Others include one by Immucor, called Galileo for ₹75 lakh and Diagest system for Immunohematology.

With all these upgraded and expensive technology in place, the centre promises to charge a minimum amount of ₹1300 for these high-end tests. "The tests cost ₹1300 and apheresis costs ₹9500 but if the poorest of the poor wants to get tested and donate blood but cannot afford it, for them we would do it absolutely free of cost. But we want to maintain quality standards at the highest level in our exclusive quality-control labs, chambers and component preparations," said Dr Bhatia. The license for the facility is expected to come in a few weeks.

"The business of blood banks is fast rising in Noida & Greater Noida. They charge ₹2000-₹3000 for the kind of tests we perform for less than half the price. Most of them merely make profits under the garb of charity. Their staff is under paid; at least the government should sustain them by giving providing minimum finances," said Dr Bhatia about the business facade in blood banks.

He stressed, "We only support non-remunerated, repeat and regular blood donors. In future, we also want to conduct stem cell therapy from donors which will open up a huge vista in blood bank spheres."

Although, there is a massive scope for hospitals to venture into this field, the scope converges at the point of ethical and moral earning. The readiness to donate blood will open a panorama of options for blood bank facilities making it a win-win scenario for both the blood banks and people in need of this valuable fuel of life.

Brands Going Social to Network with Digital Gen

SHAH Rukh Khan-owned Kolkata Knight Riders (KKR) couldn't make it to the final of the fourth edition of the Indian Premier League, but principal sponsor Nokia isn't complaining. Reason: Its IPL campaign on Facebook with the slogan "KKR tension mat le yaar" was a raging success, according to Viral Oza, marketing director, Nokia. The campaign, which encouraged fans to recommend fun and innovative ways to reduce stress levels of the KKR team, got 2 lakh entries from fans, says the company.

Every medium has its advantages for marketers, but social media has the power to transform a campaign into a religion. And the biggest brands in the country, from Nokia to the cola giants to FMCG behemoth Hindustan Unilever (HUL), are spending big bucks to make an online splash. For three reasons: such communication is innovative, interactive, and immensely customer-friendly. Film maker Farah Khan will agree with that.

Last September, consumer products giant Procter & Gamble (P&G) was cornered when the new mother tweeted about a shortage of Pampers diapers in Mumbai. Within 24 hours, P&G sent her a month's supply of Pampers Active Baby diapers to avoid any negative publicity. Kainaz Gazder, marketing director at P&G India, says the response to Khan's tweet is a "testament of how we are leveraging this medium to address the needs of our consumers".

Khan is not the only consumer who is benefiting from the power of social media. A Nielsen Company report reveals that 30 million online consumers in Indian are members of social networking sites; 20 million of these spend time on social networking sites daily; and Indians spend more time on social media than they do checking personal emails. According to the survey, a social media presence connects, among other things, a sense of cool. For marketers, that's a trend too hot to pass up. "Advertising is a communication platform; digital media is an engagement platform—that's the clinching factor that no marketer can afford to ignore now," says Ramswaroop Gopalan, country manager at SapientNitro.

SapientNitro, one of the world's largest integrated marketing and technology services companies, has worked with some of the biggest digital advertisers, including Citibank, Unilever, Coca-Cola and Vodafone. According to Sam Balsara's Madison Media, which buys media for telecom giant Bharti Airtel and cigarettes-to-hotels group ITC, internet advertising has reached a take-off stage in India and will grow two times the rate of the overall advertising market. Madison estimates that in 2010, internet advertising (excluding search) was at Rs 680 crore, which is expected to climb to Rs 917 crore in 2011. Online advertising grew 50% in 2010. In contrast, overall TV advertising spend was Rs 10,530 crore in 2010 and expected to increase to Rs 12,600 crore this year.

According to online portal Webchutney's digital media outlook report, FMCG, which accounts for 42% of overall ad spend, spends 9% of it online. Leading the FMCG charge is Hindustan Unilever Ltd (HUL). HUL's Facebook page Axe Angels for eponymous deodorant brand has 1.6 million members within a year of being launched. The company says this has done more for the country's largest deodorant brand than what traditional advertising has been able to achieve.

Coca-Cola's latest launch, music property Coke Studio, has 1,07,000 fans on the Coke studio@MTV Facebook page without a single song being released till now. HUL, Coke and Nokia are some leading advertisers who have engaged dedicated agencies to work on their digital creative and media-buying campaigns.

HUL has been activating online campaigns for brands like Axe deodorants, Dove soap, and Cornetto ice cream. Srinandan Sundaram, category head (deos & oral care) at HUL, is clear that digital is the space to be for Axe. "The younger target groups are today living a virtual life far more than a physical life and we need to be there for them wherever they are." Sundaram adds that digital offers scope to have conversations rather than just one-way communication in case of traditional media channels.

Beverage and snacks major PepsiCo has more creative and content agencies on its roster for digital campaigns than for traditional advertising. It has agencies such as Hungama, Zapak and Digivasi for digital while all traditional advertising is with JWT and, to a smaller extent, BBDO.

Clothes May Cost 35% More in Nov

Rising cotton prices force manufacturers to pass on burden to consumers

APPAREL buyers will have to shell out 35% more when they begin their festival shopping this October. The price rise made regional brands such as Liverpool costlier by 40% and national brands such as Arrow by 25%.

Garment prices have already risen 20% since Diwali and a further 15% rise is expected after July. For consumers, the choice brands will cost a third more than what they did during the last festival season. "Buy apparel now if you must. Manufacturers may pass on the hike in raw material prices to the consumer by July," says Arvind Limited CFO Jayesh Shah. Mr Shah believes 5-6% hike could still be passed on by manufacturers. "We would not like to outprice the wallet of Indian consumers. But, we had no option considering the steep hike in prices of cotton over the last few months. While the initial response to the hike has been satisfactory, I believe if we are able to sail through July with these prices, we should not look back," adds Arvind Ltd chairman Sanjay Lalbhai whose company has hiked prices between 15-25% in last three months alone.

Arvind brands like Arrow and US Polo are 25% dearer, while the likes of Ruggers and Excalibur put up at the company's value retailing arm Megamart are 15%


more expensive, notes Arvind Brands CEO J Suresh. It was inevitable due to spiraling cotton prices and imposition of excise duty, he adds. The industry blames volatile cotton prices, a 10% excise on readymade garments and other inflationary pressures from wages, diesel and petrol for the multiple rounds of price hikes that hit finished apparel. Cotton touched a record high of .62,000 per candy (up 63% since the new cotton arrived in October) shooting prices of yarn up by 24% during the period. The prices later corrected to .42,000 levels. The fashion industry that seldom pushed on such hikes to the consumer, could not absorb such an unprecedented hike. Usually, garment labels raise prices by 5-7%, never beyond.

"All FMCG companies steadily hiked their prices by 20-25% over the last two years as prices of various commodities went through the roof. Even an automobile company does so whenever steel prices shoot up. Although under pressure from cotton, the textile industry never passed on their share of burden to consumers as brands lack of courage to take a call. This time, however, the price hike was inevitable. Premium apparel went up by 25% while others shot up by 15-20%," notes Wazir Advisors' MD Harminder

Sahni who consults on consumer products and services. While cotton is currently down .44,000 per candy, the downstream would take time to soften prices. Price hikes, meanwhile, have happened across the spectrum -- from a pair of trousers to a skirt and even a denim jeans. While consumer has so far accepted the hikes, those at the bottom of the pyramid (in context of modern retailing - budgeting their apparel buys within .1,000), are anticipated to keep off shopping. "For someone who plans his purchase, even a .100 rise in cost of shirt would keep him away from shopping," adds E6 Y's partner and national leader (retail practice) Pinakiranjan Mishra. No

wonder, the price hikes have made the supply chain nervous. The orderbooks for the Autumn-Winter and festive range that would hit the retail shelves by August are worrisome. Retailers are not too bullish on the Autumn Winter collections that comes on the racks by August, considering the fabrics for these apparel were bought when the prices were all-time high. "We don't expect an upbeat mood for Diwali. The orderbooks are showing worrying slowdown. While prices went up by 20% since January, another 15% hike would come by August," notes Clothing Manufacturers Association of India president Rahul Mehta.

Our Bureau



World Health Organization

Country Office for India

Request for Expression of Interest (EOI)

Subject	: Outsourcing of payroll/management and administration of the existing network comprising approx. 80 medical & 10 non-medical consultants deployed country wide.
Date of this request for EOI	: 2 June 2011
Last Date of receipt of EOI	: 20 June 2011 (1700 hrs)
Reference No.	: EOI-WHO-TB-2011/HR/001

DESCRIPTION OF REQUIREMENT

WHO provides technical assistance to GOI's Revised National Tuberculosis Control Programme (RNTCP), through a network of medical/non-medical consultants who provide a variety of technical/managerial inputs at national/state/district levels. RNTCP is dedicated to reduce the burden of TB till it is no longer a major public health problem in India and seeks to achieve universal access to diagnostic and treatment services for all TB patients in the country. For more info about this programme, please visit www.tbncindia.org

WHO intends to hire a professional HR agency to take over the existing and already operational network of these consultants on employment mode, manage and administer their payroll, track attendance, collate activity reports, process travel claims, recruit to address attrition, organize review meetings, induction trainings, etc.

For Terms of Reference, eligibility criteria and other details, please visit: www.whoindia.org/EN/Section330/Section459.htm

Please note that the requirements mentioned above are not exhaustive. Request for Proposal (RFP) that provides more detailed information will be issued later, only to shortlisted agencies. The purpose of this EOI is to identify HR agencies willing to undertake this assignment.

The EOI submission duly signed by the Agency's authorized Representative, must include the applicant's profile, description of similar projects managed by it and complete contact details

Interested agencies, fulfilling the eligibility criteria listed on our website, may submit their EOI by **fax, email or registered post** to the address indicated below.

World Health Organization (WHO), India Country Office
 Attention: Administrative Officer
 Room No. 534, A Wing, 5th Floor, Nirman Bhawan,
 Maulana Azad Road, New Delhi-110011.

E-mail: eo@whoindia.org
 Fax No.: +91-11-2306 2450, 2306 1505. Phone No.: +91-11-4759 4800

WHO reserves the right to accept, reject any or all applications without specifying reason thereof. WHO's decision shall be final and binding.

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