

# CSR INITIATIVE @ RSB PAN INDIA

## INITIATIVE No.7(2017-18)

<b>OBJECTIVE</b>	<i>Community-based initiative for socially under-privileged/have-nots by voluntary donating blood to meet the life threatening exigencies like operation, accidents, etc. by RSBians at Jamshepur</i>
<b>ACTIVITY</b>	<ol style="list-style-type: none"> <li>1. <i>Camp organized every year at planned intervals.</i></li> <li>2. <i>Accredited agencies are assigned to collect blood from RSBians pan India to cater to only under-privileged/have-nots.</i></li> <li>3. <i>Coordinate with accredited agencies for providing blood whenever needed.</i></li> <li>4. <i>Monitor &amp; measure whether blood donated serves ntended beneficiary at planned intervals.</i></li> <li>5. <i>RSBians (including senior management) take this as voluntary initiative and a commitment to Society.</i></li> </ol>
<b>DATE OF COMMENCEMENT &amp; DURTION</b>	<i>Every year at planned intervals.</i>
<b>ANY PARTNER OR NGO</b>	<i>Total Voluntary Initiative of RSBians without any assistance or partnership from outside.</i>
<b>LOCATION</b>	<i>Pan India</i>
<b>BENEFICIARIES</b>	<i>Under-privileged and have-nots.Total of 416 Units were donated.</i>
<b>MONITORING &amp; MEASURING MECHANISM</b>	<i>Monitoring &amp; Measurement through interactions with accredited agencies at planned intervals.</i>

### EVIDENTIAL GLIMPSES IN PIXs

#### RSB UNIT I & 5WC PLANT, JAMSHEDPUR

*In the blood donation camp organized, a record number of 73 units was voluntarily donated by colleagues, which will be used for emergent surgical needs for the under-privileged. The camp was organized in collaboration with Blood Bank and Voluntary Blood Donor Association (VBDA). Lady colleagues came forward in large numbers to donate blood. Mr SK Behera, VC & MD, and Mrs Sangita Behra participated in the camp.*



*Mr SK Behera, VC & MD (2nd from right) gracing the occasion with colleagues*



*Mrs Sangita Behera (2nd from right), who went around the camp to motivate the donors, with the organizing team.*





*Colleagues donating blood with vigor and enthusiasm*



*Lady & Male donor colleagues proudly pose with smiles after donating for a noble cause*

### **RSB PLANT III, JAMSHEDPUR**

*Colleagues of RSB Unit III, Jamshedpur, as a part of commitment to society and under-privileged, organized a Blood Donation Camp coining the title as: “The Gift of Blood is the Gift of Life”. It was a voluntary initiative and RSBIans turned out in good numbers to donate blood, which clocked a record of 135 units.*





**Colleagues of Unit III, Jsr, donating blood with zeal and enthusiasm**



**Commendation Certificates to donor male and lady colleagues**



**RSB PLANT, PUNE**

