

Abstract

Motivation of voluntary blood donation by introducing online blood E-Wallet



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Aim and Objective: To motivate the Voluntary Blood Donor by providing Digital Report, Certificate and Balance of the blood units in the wallet of the donor.

Introduction: Swasthya Kalyan Blood Centre launched the app on on **21st May 2019** for **Voluntary Blood Donors**. In this app, there are two types of users: **Institutional and Individual**. **Institutional User** means the person who is organizing the blood donation camp will open the institutional account and will get the total blood units in that particular account

Individual User is the user/ donor that comes directly to the blood centre for voluntary blood donation and he/she will get one unit to their particular account.

Through this app, all the voluntary donor will receive the digital report and certificate of their blood donation. 41202 users downloaded this app. 541 users are institutional and 40661 are individual users.

Method: This wallet is totally based like a banking service. In this app, the user can redeem the blood units to the blood centre and take the blood. The donor can transfer the blood units to the person who is in need of blood and that person can show and redeem the units in the blood centre before taking the blood. The user can also request ROD service i.e. Request overdraft that means if the user does not have the unit balance and required blood units, they can demand for it and take the blood and replace it later. Through this app, the user can also check the last date of the donation before going to donate the blood again whether the time interval of blood donation is over or not, if he or she has forgotten the last date.

Boons/Assets : No Stationery (Sticker, Cover, Man Power) is required. Earlier this all is costing approximately rupees 6 lakh per annum i.e. rupees 30 per donor which is now not required due to this online digital app. Donor also get instant digital report and certificate within 2 days. Donors can also share there digital certificate in social media platform and they can also take as many as print out of there certificate. Camp organizer or donors does not reuire to call Blood centre staff or Camp coordinator to provide the blood and this facility is round the clock.

