



PROJECT 'LIFE' INDIA GOES GLOBAL



Life Blood Centre Centre for Excellence in Transfusion Medicine

Established in 1981, LBC is the Mother of all interventions of Project 'Life.' Equipped with the state-of-art technology, it's the first Blood Centre in India to be accredited by AABB (American Association of Blood Banks); the first blood bank in the entire South East Asian region to have an X-ray Blood Irradiator apart from being the only NABH (National Accreditation Board for Hospital and Health Care Providers) accredited Blood Bank in NGO sector in Saurashtra, Gujarat. It's also the first Blood bank to adopt NAT technology in Gujarat. Each year over 12,000 donors voluntarily donate blood at this sacred temple. The centre runs 24x7 by remaining firmly committed to contribute beyond blood banking and to ensure the whole process of voluntary blood collection, testing, storage and distribution of safe blood is done scientifically and made available on timely manner to the needy. Please check this video link of visual journey of LBC in Rajkot: <http://gg.gg/lbcjourney>

Vision

To help save lives of all, in this sacred **Temple of Service**, by providing Safe and Quality blood at all times.

Mission

To continue competing against Global benchmarks of Quality and Safety by leveraging best-in-class Skills, Processes & Technology.

Reach:

- Liaise with 250+ hospitals each year
- 25,000+ registered voluntary Blood Donors
- 6 Centurion Blood Donors till date
- 200+ young Blood Donors joined 'Club 25'
(aim: clock 25 Blood Donations; age-group: 18-25)

Chairman's message

Our partner charity, **Project 'Life'** is a 40-year young **not-for-profit** organization in India which has been enriching and rekindling lives through its seven interventions, LBC (Life Blood Centre), Environment, Thalassaemia, Education, Health & Wellness, Women Empowerment and NRG Centre (bridge across the continental divide). To aid more and more people become a part of this benevolent work, Project 'Life' recently launched its USA Chapter which was attended by 300 distinguished noblemen and diplomats from across the globe.



LBC, the pioneer in blood banking is equipped with world class technology. It has been providing high quality and safe blood to needy patients since 1981. This blood centre has been successfully maintaining global benchmarks for high quality and safe blood ever since. I strongly endorse this dictum, **“no person should die for want of Blood and no person should die without giving Blood.”**

I am happy to announce that we have started a new column called, '**Joy of Sharing**' with this article which will be a regular feature from Project 'Life,' India connecting the Indian diaspora. **I heartily invite you to visit their Head Quarters in Rajkot, India.**

-Padma Shri Dr. Sudhir Parikh

Chairman of Life Global, ITV Gold & Parikh Worldwide Media

Achievements of Project 'Life' India



BLOOD

- Issued **5,92,567** units of Blood components
- **300,000+** lives rekindled



THALASSAEMIA

- Screened **6,56,518** persons for Thalassaemia (Trait)
- **14,42,152** people reached through awareness drive



EDUCATION

- Constructed **78** Primary Schools in rural areas of Gujarat
- **23,300** students have been receiving education year after year



ENVIRONMENT

- Distributed almost **300,000** plants of 6 - 8 feet for replantation
- **100%** survival rate on re-plantatjon using scientific technology



HEALTH & WELLNESS

- **600,000** persons benefited through Yoga Shibirs
- **7041** inmates embraced across **22** jails of Gujarat



WOMEN EMPOWERMENT

- **7000+** widows and BPL women trained in various trades
- Awarded **Best NGO** by Chief Minister, Gujarat.



NRG CENTRE RAJKOT

- Reached out to over **2,850** NRGs/NRIs
- **One of the 6** Centres identified by Government of

TO WITNESS OUR TEMPLE OF SERVICE "LIFE" IN ACTION, PLEASE VISIT THE LAND OF MAHATMA GANDHI
COME AND JOIN US, TOGETHER WE WILL MAKE A DIFFERENCE.

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