



## World Blood Donor Day - 2023

On 14 June 2023, World Blood Donor Day was celebrated throughout the world. Officially designated as an annual event by the World Health Assembly in 2005, the Day provides a special opportunity to celebrate and thank voluntary blood donors around the world for their gift of blood and has become a major focus for action towards achieving universal access to safe blood transfusion.

Every single donation is a precious lifesaving gift and repeat donation is the key to building a safe and sustainable blood supply.

This year in PSG Hospitals we conducted Blood Donation Camp at Pollachi and Blood donation day awareness campaign by our PSGIMSR NCC Students.

In many countries, blood services face the challenge of making sufficient blood available, while also

ensuring its quality and safety. Access to safe blood and blood products – especially in low- and middle-income countries, impacts on all patients, including those requiring regular transfusion. One of WHO strategies is to assist low- and middle-income countries in improving the availability and quality of human plasma, including optimising the utilisation of the plasma recovered from whole blood donations, and increasing patients' access to the life-saving plasma protein therapies.



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## *Focus of the year's Campaign*

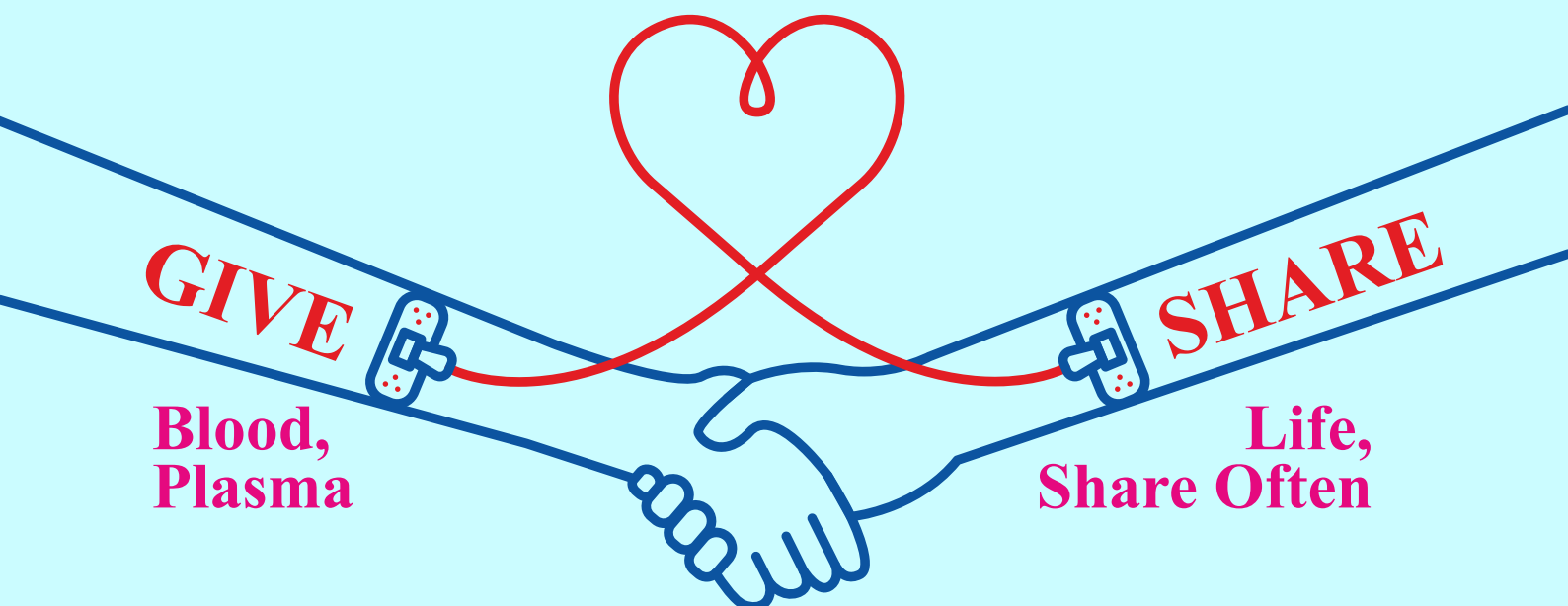
The slogan for 2023 World Blood Donor Day campaign is “Give Blood, Give Plasma, Share Life, Share Often.” It focuses on patients requiring life-long transfusion support and underlines the role every single person can play, by giving the valuable gift of blood or plasma. It also highlights the importance of giving blood or plasma regularly to create a safe and sustainable supply of blood and blood products that can be always available, all over the world, so that all patients in need can receive timely treatment.

### **The objectives are to :**

- Celebrate and thank individuals who donate blood and encourage more people to become new donors;
- Encourage people in good health to donate blood regularly, as often as is safe and possible, to transform the quality of life for transfusion dependent patients and help to build a secure blood supply in all countries in the world;

- Highlight the critical roles of voluntary non-remunerated regular blood and plasma donations in achieving universal access to safe blood products for all populations; and
- Mobilize support at national, regional and global levels among governments and development partners to invest in, strengthen and sustain national blood programmes.

Activities that would help promote the slogan of this year's World Blood Donor Day may include donor appreciation ceremonies, social networking campaigns, special media broadcasts, social media posts featuring individual blood donors with the slogan, meetings and workshops, musical and artistic events to thank blood donors, and coloring the iconic monuments red or yellow. Countries are encouraged to disseminate to various media outlets stories of people, in particular transfusion-dependent patients, whose lives have been saved through blood or plasma donation as a way of motivating blood and plasma donation.



*The events organised at PSG*



Pollachi, Tamil Nadu, India

M299+7H2, T. Kottampatty, Vjayapuram, Pollachi, Tamil Nadu 642001, India

Lat 10.667804°

Long 77.019286°

10/06/23 10:20 AM GMT +05:30

## *Inauguration of PSG Hospitals Rotary Coimbatore Midtown Dialysis Centre*

PSG Hospitals and Rotary Coimbatore Midtown, from Rotary International District 3201 Inaugurated "PSG Hospitals Rotary Coimbatore Midtown Dialysis Centre" on Thursday and dedicated it to the

Public. The Donor Rtn Vinod Babulal Mandot, who donated Rs 25 laks for the Dialysis Machines in memory of his parents Late Bijyavakar & Babulal Mandot was honoured in the event.



Initially, about 5 Machines will start serving the Public in a cubicle provided by the PSG Hospitals in a very Sterile and Hygeine Environment. PSG Hospitals have plans to add Machines furthermore in the

future. About 3500 Dialysis a year is aimed to be performed here at a subsidized Cost, where as many Renal Failure patients will benefit out of this project.

Rtn Gnanavallal, President, Rotary Coimbatore Midtown welcomed the gathering and the Donor Rtn Vinod Babulal Mandot was honoured by Dr Bhuvaneswaran, Director. PSG Super Speciality Hospitals and Dr Subba Roa, Principal, PSG Institute of Medical Sciences.

Past District Governor Rtn Rajasekhar and District Director Rtn Mylswamy offered felicitations in the presence of Asst Governor Rtn Baboo Kannan and a large gathering of Rotarians, Guests, beneficiaries, faculty and Staffs, from the PSG Hospitals.



The Program Concluded with the Awareness Program on 'Safe Kidney' conducted by the Department of Nephrology, PSG Hospitals. Prof

Venu, Asst Professor Vasanth and Asst Prof Arivazhagan enlightened the gathering on SAFE KIDNEY Practices.

## *International Yoga Day - 2023*

### *PSGIMSR & Yi Yoga Day Event: A Call to Action for a Healthier and Happy World*

On June 21st, a vibrant celebration of International Yoga Day took place at the PSG Institute of Medical Science & Research, Coimbatore, where members of Young Indians movement and students from different colleges gathered to embrace the ancient practice of yoga. This mega event aimed to spread

awareness about the significance of yoga and its benefits for a healthy and balanced lifestyle. With distinguished guests, inspiring talks, and invigorating yoga sessions, the event left a lasting impression on over 250 college students from different institutions.



**Thiru.V. Badrinarayanan IPS**, Superintendent of Police, Coimbatore District, graced the event as the chief guest. In his address to the enthusiastic audience, he emphasized the importance of forming positive habits rather than solely focusing on targets. Through his inspiring words, he encouraged the young students to "Think Big, Dream Big, and Achieve Big." His speech left a profound impact on the attendees, motivating them to strive for excellence in all aspects of life.

**Dr. J.S. Bhuvaneshwaran**, Director of PSG Hospital, shed light on the immense importance of incorporating yoga into one's daily routine. He emphasized that yoga is not just a physical exercise but a holistic practice that benefits the mind, body, and spirit. Dr. Bhuvaneshwaran's insightful talk provided the students with valuable knowledge on how yoga can enhance their overall well-being and lead to a more balanced and stress-free life.

## *International Yoga Day - 2023*

As part of the event, Dr. Subhashini BNYS, Consultant in Yoga & Naturopathy, PSG Hospitals conducted an engaging yoga session for the students. Participants from various colleges actively took part in the session, experiencing the rejuvenating effects of yoga firsthand. Dr. Subhashini's expertise and guidance ensured that the attendees received a comprehensive introduction to Suryanamaskar, Pranayamas and various yoga asanas. The session aimed to empower the students to integrate yoga into their daily lives and reap its numerous physical and mental health benefits.

The event also witnessed the presence of members from the Yi (Young Indians) Health and Yuva verticals, showcasing their dedication to promoting wellness and a healthy lifestyle among the youth.

Their participation served as a testament to the growing awareness and interest in yoga and its positive impact on the younger generation.

The Young Indians' initiative to organize a session celebrating Yoga Day at PSG Institute of Medical Science & Research was a resounding success. This mega event brought together college students from different institutions, allowing them to gain valuable insights into the transformative power of yoga. With influential speakers, including Thiru V. Badrinarayanan IPS and Dr. J.S. Bhuvaneshwaran, and a rejuvenating yoga session led by Dr. Subhashini, the attendees were motivated to embrace yoga as a pathway to holistic well-being and more balanced lifestyle.



## General Health Camp

@ Marudhamalai Subramaniya Swami Devasthanam High School, Vadavalli



## *Health Talk on Prevention and Early Detection of Lifestyle Diseases for the Employees of Tamil Nadu Electricity Board (TNEB) – 17.06.2023*

The Preventive Cardiology team, PSG Hospitals has come out with a unique one stop solution namely “PEARL CLINIC” - Prevention and EARLY detection on Cardiovascular and other Lifestyle diseases by Novel and Integrated and Continued Care. The team comprises of Cardiologist, Psychiatrist, Lifestyle medicine physician, Psychologist, Physiotherapists, Dietitians, Naturopathy & Yoga physician, Social workers and staff nurse. “PEARL CLINIC” our Comprehensive Cardiac Master Health Checkup is successfully functioning from 2021 at B-Block 4th floor. We at “PEARL CLINIC” use novel methods such as CT coronary calcium, Ankle Brachial Index (ABI), Carotid Intima-Media Thickness (CIMT), Pulse Wave Velocity (PWV), Endothelial function assessment, to detect subclinical atherosclerosis. We also have Cardio Pulmonary Exercise Test

(CPET) for finding out your accurate fitness level and prescribing tailor made exercise at an optional and safe intensity. Our main focus is providing evidence based preventive care through Individualized counseling in diet, physiotherapy, yoga, psychology and cardiac consultation.



Lifestyle modification plays a major role in preventing Heart diseases and other lifestyle diseases. We are focusing on six pillars of lifestyle modifications including 'Food, Exercise, Sleep, Stress, Substances use and Relationship'. We have started giving health talk in the communities, colleges, industries through offline and online mode as a team.



We have started this health talk with an intention to promote health and to create awareness in the community. We are providing health education as a team which includes Cardiologist, Lifestyle medicine physician, Psychiatrist, Physiotherapist, Dietitian, Psychologist, Naturopathy & Yoga physician and Social worker.

We start the program with an activity by asking 10 questions based on six pillars. From the result of activity, we choose voluntarily 6 members as an ambassador, each representing one pillar. We discuss about their and peer group lifestyle problems. Each member representing the pillar starts by asking few questions based on their given topic. Concerned team member will answer the questions asked by

the member and clear their doubts respectively. Few physical exercises, breathing and meditation exercises are being demonstrated by physiotherapist, psychologist and yoga physician. Ergonomic advice and activity modifications, which they can incorporate without affecting their routine work, while also breaking up prolonged sitting. Finally over all lifestyle modifications is summed up by Dr.G.Rajendiran, Senior Cardiologist, Head of the Preventive Cardiology. About 120 TNEB employees participated in this program which was conducted on 17.06.2023 from 9.30am to 12.30am. All the employees participated enthusiastically and was active throughout the session. They understood the importance of each pillars and was ready to change their lifestyle in every small possible way.



## *World Vitiligo Day 2023: “VITILIGO: LOOKING INTO THE FUTURE”*

**Every year on 25th June, World Vitiligo Day** is observed with the aim of increasing the effort for vitiligo healthcare, its education and raising awareness of the social stigma and mental challenges faced by those affected by vitiligo. In the last decade, campaign headquarters have been hosted by different countries with different ideas, and this year the campaign headquarters has been hosted by Kazakhstan under the guidance of Dr. Aliya Kassymkhanova with the theme of **"VITILIGO: LOOKING INTO THE FUTURE"**.

World Vitiligo Day's theme highlights ongoing research and innovation. Personalized therapies, targeted immunomodulation, and improved repigmentation techniques hold promise for the future. Acceptance and confidence for those with vitiligo are envisioned.

Vitiligo is a skin condition characterized by the loss of melanocytes, causing white patches on the skin.

Its cause remains unknown, but it's believed to be an autoimmune disorder where the immune system attacks and destroys melanocytes. Vitiligo affects physical appearance and has psychological and emotional impacts. Individuals may experience low self-esteem, social stigma, and isolation. Raising awareness fosters understanding and support for those affected.

World Vitiligo Day showcases progress in research and treatment. Breakthroughs include stem cell therapy, melanocyte transplantation, and immune-modulating drugs to repigment affected areas and slow disease progression. Genetic studies offer new treatment possibilities.



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World Vitiligo Day unites individuals, healthcare professionals, and organizations to provide resources, foster community, and reduce stigma with vitiligo and make them aware of the advancements in treatment of vitiligo.

World Vitiligo Day 2023 sheds light on the challenges faced by individuals with vitiligo and celebrates advancements in research, treatment, and support. By embracing the theme of "Vitiligo: Looking into the Future," we acknowledge the need for continued efforts. Let us unite for a future that embraces diversity and supports those living with vitiligo.

Thank You  
**Dr. Reena Rai MD (DVL)**  
Professor, Dept of Dermatology  
PSG IMSR



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