

Rotary

R I District 3291



ROTARY CLUB OF CALCUTTA UNIVERSE

বার্তা

-The Message

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April is Environmental Month

Summary of Thalassemia Projects taken up by Rotary Club of Calcutta Universe in the Rotary Year 2025-26

The Rotary Club of Calcutta Universe has undertaken a comprehensive series of initiatives addressing **awareness, prevention, treatment support, and patient welfare** related to Thalassemia.

1. Awareness & Education Initiatives

Multiple awareness programs were conducted to educate students and the general public about Thalassemia, its causes, prevention, and long-term impact. Key activities included workshops at Dream Private Industrial Training Institute (April 2026) and Rania Kultukari High School (July 2025), along with a large public awareness hoarding installed at Diamond Harbour Road to reach a wider population, especially in rural and semi-urban areas.

2. Blood Donation Drives & Support

Recognizing the critical need for regular blood transfusions, the Club organized and supported several blood donation initiatives. These included a blood donation camp at Nandabhanga (January 2026) with around 60 donors and a voluntary donation drive at The Thalassaemia Society of India (March 2026) involving Rotary members. These efforts helped address the ongoing shortage of safe blood for patients.

3. Medical & Treatment Support

The Club extended financial assistance to procure essential medical equipment for Thalassemia treatment at The Thalassaemia Society of India, enhancing patient care, safe transfusion practices, and overall treatment outcomes.

4. Patient Support & Welfare Measures

To ease the burden on affected families, Blood Credit Cards were distributed to parents of Thalassemia patients in Nandabhanga, ensuring easier and priority access to blood for a year.

5. Youth Engagement & Emotional Support

Rotary-sponsored Interact Clubs actively participated in service initiatives at Kolkata Police Hospital, where students organized cultural programs, interactive sessions, and gift distributions to bring joy and emotional comfort to Thalassemia-affected children. These initiatives (November 2025 and July 2025) helped create a positive and supportive environment for young patients.

Overall Impact

Through a holistic approach combining awareness, healthcare support, community participation, and youth involvement, these projects have significantly contributed to improving the lives of Thalassemia patients, promoting preventive education, and strengthening community support systems.

Projects

Thalassemia Awareness Workshop I at Rania Kultukari High School



On 14th July 2025, the Rotary Club of Calcutta Universe conducted a Thalassemia Awareness Workshop at Rania Kultukari High School. The session was attended by students from Classes IX to XII, where club members educated them about the genetic disorder Thalassemia—its causes, consequences, and most importantly, its prevention.

Together for Tomorrow : Youth Against Thalassemia



On 23rd July 2025, the students of Narayana School, Sonarpur Branch, brought smiles and joy to the Thalassemia-affected children at the Kolkata Police Hospital through a heartwarming cultural performance. Alongside their performance, the students actively spread awareness about Thalassemia among the young patients and their parents. As a thoughtful gesture, drawing books and pencils were also distributed, encouraging the children to express their creativity during their stay at the hospital.

Touching Lives : A Youth Service Compassion Drive



As part of Rotary's Youth Service initiative, the Interact Clubs of Narayana School Sonarpur and Narayana School Park Circus — both sponsored by the Rotary Club of Calcutta Universe — undertook a heart-touching service visit to the Kolkata

Police Hospital on 7th November 2025. The purpose of the visit was to bring joy, comfort, and companionship to the children admitted in the Thalassemia ward, many of whom undergo frequent and painful medical procedures as part of their treatment. The young Interactors demonstrated exceptional compassion and maturity as they engaged with the children. They spent meaningful time interacting with the patients, speaking to them, listening to their stories, and offering emotional support through warm gestures and friendly conversations. To brighten their day further, the Interactors presented an enjoyable cultural program comprising songs, dances, and short performances. Their enthusiasm and energy created an atmosphere filled with laughter, music, and hope — a much-needed respite for the young patients who often face long hours of discomfort and anxiety.

Interactors bring Smiles to Thalassemia Warriors



A meaningful project was carried out at the Kolkata Police Hospital as part of Rotary's Youth Service initiative. The Interact Club of Narayana School, Newtown—sponsored by the Rotary Club of Calcutta Universe—took the lead in bringing joy to the young patients on 14th November 2025. The enthusiastic Interactors entertained the children with engaging activities, interacted warmly with them, and created a cheerful, compassionate atmosphere within the ward. The program concluded with the distribution of gifts to the children suffering from Thalassemia, adding moments of happiness and comfort to their challenging medical journey.

Distribution of Blood Credit Cards for Thalassemia Patients



Thalassemia is a chronic blood disorder requiring lifelong, regular blood transfusions. Many families in economically weaker communities in Nandabhanga on 21st January 2026, struggle to arrange blood repeatedly, leading to treatment delays and serious health risks. This project focuses on identifying Thalassemia-affected children from Nandabhanga and distributing Blood Credit Cards of one year validity to their parents in coordination with Kothari Blood Bank. The cards ensure priority access to screened blood, streamline transfusion procedures, and reduce dependency on emergency arrangements.

Blood Donation Initiative for Thalassemia Patients



A Blood Donation Camp was organized by the Rotary Club of Calcutta Universe on 25th January 2026 at Nandabhanga to support Thalassemia patients. The camp was conducted in association with Nandabhanga Nivedita Rural Welfare Organisation, with Ashok Blood Centre as the blood collecting partner. The initiative received an encouraging response from the local community, with around 60 villagers voluntarily donating blood for the benefit of Thalassemia patients.

Thalassemia Awareness Hoarding Initiative



The Rotary Club of Calcutta Universe undertook a significant public awareness initiative on 6th March 2026 to promote knowledge about Thalassemia while enhancing the Public Image of Rotary in the community. As part of this initiative, the Club installed a large hoarding measuring 20 feet by 10 feet on Diamond Harbour Road, opposite the

Swaminarayan Temple, a busy and prominent location where a large number of people pass throughout the year. The hoarding was specially designed to spread awareness about Thalassemia, highlighting the importance of awareness, screening, and preventive measures. Recognizing that the surrounding areas include many rural and semi-urban communities, the content of the hoarding was prepared in Bengali language so that common people could easily understand the message. The objective of this initiative was to reach a wide section of society, particularly those who may not have

access to proper medical awareness programs. Through this effort, the Club aimed to educate people about the importance of early testing and awareness in preventing the spread of Thalassemia. At the same time, the hoarding also served as a strong public image initiative showcasing Rotary's commitment to community health and social responsibility. By placing the awareness message at such a strategic and crowded location, the Rotary Club of Calcutta Universe ensured continuous visibility and long-term impact among thousands of commuters and local residents.

Support for Thalassemia Treatment through Medical Equipment Donation



On 19th March 2026, the Rotary Club of Calcutta Universe extended financial support to the Thalassemia Society of India at New Alipore, Kolkata, by contributing funds towards the procurement of essential medical implements and equipment required for the treatment of thalassemia patients. Thalassemia is a lifelong condition that requires regular blood transfusions and specialized medical support, making treatment both intensive and costly. Recognizing these challenges, the Rotary Club's contribution was directed toward acquiring critical

equipment and treatment aids that are indispensable for patient care. These medical resources play a vital role in ensuring safe transfusion practices, monitoring patient health, and improving overall treatment outcomes.

Blood Donation Drive for Thalassemia Patients



On 21st March 2026, a group of nine dedicated donors, including members of the Rotary Club, voluntarily donated blood at The Thalassaemia Society of India. The initiative was undertaken in response to the acute shortage of blood being faced by Thalassemia patients who require regular transfusions for survival. This humanitarian effort reflects Rotary's

commitment to saving lives and supporting vulnerable sections of society. The donors actively participated with a spirit of service, contributing towards maintaining a steady blood supply for patients in urgent need. Such initiatives not only provide immediate relief but also help raise awareness about the importance of regular voluntary blood donation.

Fight Against Thalassemia – Awareness & Prevention Drive



A **Thalassemia Awareness Workshop** was successfully conducted at Dream Private Industrial Training Institute, Samali, Thakurpukur on 9th April 2026. The session aimed to educate students about one of the most serious genetic blood disorders affecting society today.

The keynote speaker for the session was **Rtn. Subhojit Roy**, Public Image Chair of *Rotary District 3291*, who delivered an insightful and impactful address. He explained in detail about **Thalassemia**, its causes, effects, and the long-term challenges faced by patients, especially those suffering from Thalassemia Major. During the session, students were made aware of :

- The **serious health implications** of Thalassemia
- The **importance of early detection and prevention**
- The necessity of undergoing **carrier detection through blood tests (HB Electrophoresis / HPLC)** before marriage

To reinforce the message, **awareness leaflets** were distributed among all participants. The students actively engaged in the session and showed keen interest in understanding the disease and its prevention. A significant highlight of the program was the **pledge taken by the students** to work towards a **“Thalassemia-Free India by 2050.”** This reflected their commitment to spreading awareness and encouraging preventive measures within society.



Why this Program is Important

- Thalassemia is a serious inherited blood disorder affecting millions worldwide.
- In India alone, around 10,000–12,000 new cases of Thalassemia Major are born each year.
- Lack of awareness leads to late diagnosis, high treatment costs, and social challenges.
- Awareness programs can help in prevention, early detection, and better management.

The Growing Concern of Thalassemia

- High prevalence in South Asia, especially India – approx. 3–4% of the population are carriers.
- If both parents are carriers, there is a 25% chance of having a child with Thalassemia Major.
- Rising healthcare burden due to lifelong blood transfusions and expensive treatments.

Objectives of this Awareness Session

- To educate about Thalassemia – causes, symptoms, and treatment.
- To highlight the importance of carrier screening and genetic counseling.
- To promote blood donation drives to support Thalassemia patients.
- To encourage community participation in spreading awareness.
- To inspire action for prevention rather than cure.

Cause of Thalassemia

1. Genetic Inheritance

- If both parents are carriers (Thalassemia Minor), there is :
 - 25% chance child will have Thalassemia Major
 - 50% chance child will be a carrier (Minor)
 - 25% chance child will be normal

2. Consanguineous Marriages (Marriage within close relatives)

- Increases the risk of passing the defective gene to children.

3. Lack of Awareness & Screening

- Many carriers don't know they have the trait, which increases the risk of affected births.

Thalassemia

Geographical / Ethnic Background

- More common in people from South Asia (India, Pakistan, Bangladesh) Mediterranean, Middle East and Southeast Asia.

Celebrities Who Are Thalassemia Carriers

Name	Profession
Amitabh Bachchan	Bollywood Actor
Jackie Shroff	Bollywood Actor
Pete Sampras	Former Tennis Champion
Zinedine Zidane	Former Footballer & Coach

Thalassemia Major vs Thalassemia Minor

Thalassemia Major is a severe form of thalassemia where the body cannot make enough normal haemoglobin.

Onset :

- Symptoms appear within the first 2 years of life.

Thalassemia Minor is a mild form where the person carries the mutation but still makes enough haemoglobin.

Onset :

- Usually asymptomatic; discovered during routine blood tests.

Key Difference in One Line :

- Thalassemia Major : Severe, life-threatening anemia requiring lifelong treatment.
- Thalassemia Minor : Mild or no symptoms, person is a healthy carrier.

7 Areas of Focus



PEACEBUILDING AND
CONFLICT PREVENTION



DISEASE PREVENTION
AND TREATMENT



WATER, SANITATION,
AND HYGIENE



MATERNAL AND
CHILD HEALTH



BASIC EDUCATION
AND LITERACY



COMMUNITY ECONOMIC
DEVELOPMENT



ENVIRONMENT

Symptoms & Complications of Thalassemia

Common Symptoms (Especially in Thalassemia Major) :

- Anemia : Low hemoglobin levels causing weakness and tiredness.
- Fatigue & Weakness : Lack of oxygen supply to tissues.
- Pale or Yellowish Skin : Due to anemia and iron imbalance.
- Slow Growth & Delayed Puberty : Children may appear shorter or grow more slowly compared to peers.

Severe Complications (If Untreated or Poorly Managed)

- Organ Damage: Heart and liver damage due to iron overload from repeated blood transfusions.
- Bone Deformities: Especially facial bones, due to overactive bone marrow.
- Iron Overload: Excess iron stored in organs, leading to life-threatening complications if not controlled.
- Enlarged Spleen (Splénomegaly): Causing discomfort, pain, and worsening anemia.

Importance of Early Detection

- Helps start timely treatment (like transfusions or chelation therapy) before complications worsen.
- Reduces the risk of severe organ damage and improves quality of life.
- Provides families with the chance for genetic counseling and informed decisions.
- Ensures children can grow healthier, attend school, and lead more fulfilling lives.

Slogans to Prevent Thalassemia

1. “Test Today, Save Tomorrow – Prevent Thalassemia.”
2. “One Simple Blood Test Can Stop Thalassemia Forever.”
3. “Prevention is Better Than Transfusion.”
4. “Know Before You Marry – Get Screened for Thalassemia.”
5. “Microscope before Horoscope.”
6. “Healthy Genes, Healthy Generations.”
7. “Be Aware, Get Tested, Prevent Thalassemia.”
8. “Check Before You Commit – Save Your Child from Thalassemia.”

Thalassemia

Preventing Thalassemia is in Our Hands.

Let's Stop Thalassemia – Together We Can.

***SPEND TIME WITH THALASSEMIA CHILDREN
THEY NEED OUR SUPPORT***



'প্রতিটি জীবন মূল্যবান আসুন থ্যালাসেমিয়া মুক্ত সমাজ গড়ি'

থালাসেমিয়া: সচেতনতায় বাঁচে জীবন

থালাসেমিয়া কী?

থালাসেমিয়া একটি জন্মগত রক্তের রোগ। এতে শরীর প্রয়োজনীয় হিমোগ্লোবিন তৈরি করতে পারে না, ফলে রোগীকে আজীবন রক্ত নিতে হয়।



লক্ষণসমূহ:

- অতিরিক্ত দুর্বলতা ও ক্লান্তি, রক্তস্বল্পতা
- শরীরের বৃদ্ধি ব্যাহত হওয়া
- হাড়ের গঠন পরিবর্তন
- ত্বকে হলদেটে ভাব

থালাসেমিয়া কাদের হয়?



যদি বাবা-মা দুজনেই থালাসেমিয়ার বাহক হন, তাহলে সন্তানের থালাসেমিয়া মেজর হওয়ার ঝুঁকি থাকে।

কীভাবে প্রতিরোধ করা যায়?



- বিবাহের আগে রক্ত পরীক্ষা করুন।
- যদি উভয়েই বাহক হন, সন্তানের জন্য জেনেটিক কাউন্সেলিং করুন।
- সচেতন হোন, অন্যকেও সচেতন করুন।

আপনার করণীয়:

- রক্ত পরীক্ষা (Hb Electrophoresis / HPLC) করুন
- থালাসেমিয়ার বাহক কিনা জেনে বিবাহ সিদ্ধান্ত নিন
- পরিবার ও সমাজে সচেতনতা ছড়িয়ে দিন



"সচেতন হোন, রক্ত পরীক্ষা করুন — থালাসেমিয়া মুক্ত সমাজ গড়ুন!"