

# TRYST WITH THALASSEMIA

## 5 year roadmap to end Thalassemia in India

**SUBMITTED BY:**

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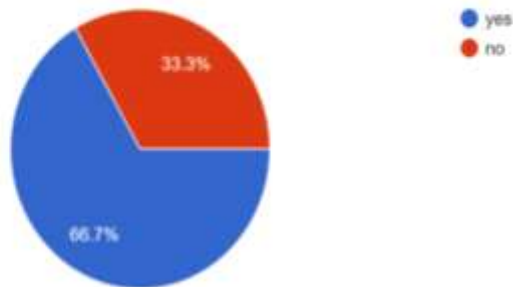
Bengaluru, Karnataka

# PROBLEMS

## LACK OF AWARENESS AMONGST PEOPLE

- Lack of awareness about the disease leads to their refrainment from premarital blood screening (primary [2] and secondary data [1]).
- Agreeing for consanguineous marriage

Have you heard of the disease Thalassemia before?  
9 responses



## LACK OF AWARENESS AMONGST HEALTH PROFESSIONALS

- Doctors usually do not recommend unmarried adults to go for blood screening before marriage.
- In tier two and three cities doctors often do not recommend pregnant women to get their blood screening done for thalassemia.

## FINANCIALS

- Thalassemic patients need regular blood transfusion.
- This requires proper infrastructure for establishment of blood donation centers and storage unit.
- Funds required for blood screening test for detection of Thalassemia carriers amongst financially-challenged individuals



### CLOSE THE GAP

- Between rich and poor, educated and uneducated when it comes to information and access to test and treatment.



### FINANCIAL AID

- Reduce expenses of medical infrastructure through Indian jugaad methodology, making best utilization of available resources.
- Arrange for funding through crowd funding and government aid to meet necessary needs.
- Utilize voluntary service initiatives



### TARGET AUDIENCE

- Medical professionals
- Young adults
- Parents



### MAKE IT SUSTAINABLE

- Ensure funds keep coming so by creating a **microfinance institution in villages and tier-3 cities**
- Create a permanent group of members who take loans and repay with interest.
- Money so generated can help financially weak sections empower themselves while providing funds for mission to end thalassemia.

# 5 YEAR STRATEGY

## YEAR 1

- Gather funding from government and crowd funding.
- Initiatives to be undertaken: awareness campaigns, blood donation centers

## YEAR 2

- Create a microfinance institution in rural and tier 3 cities.
- Model inspired by Grameen Bank, Bangladesh [3] and Vikram Akula's model [4]

## YEAR 3

- Gather funds from investor advertising a strong and well-established microfinance model catering to social needs- Thalassemia

# 5 YEAR STRATEGY

## YEAR 4

- Once autopilot state is achieved w.r.t financing, proceed for mass awareness programs through all channels of advertising (print, television and radio as well as social media platforms- for both tier 1 and 2, 3 cities

## YEAR 5

- Reach out to government, celebrities, elite social clubs and other social mobilization techniques to help mass awareness programs following the polio model [5].

## SUMMARY

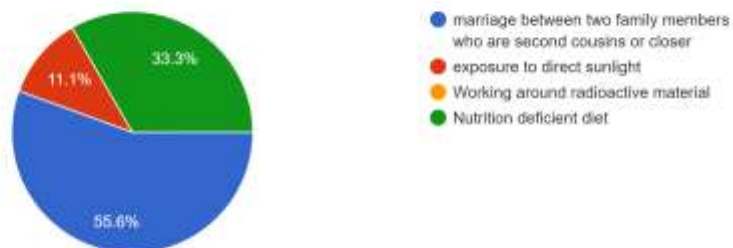
- Year 1: Focus on surviving
- Year 2: Creating a microfinance model
- Year 3: Leveraging innovative model and brand name to secure more funds
- Year 4: Traditional and new channels of advertising
- Year 5: Premium advertising schemes

## REFERENCES

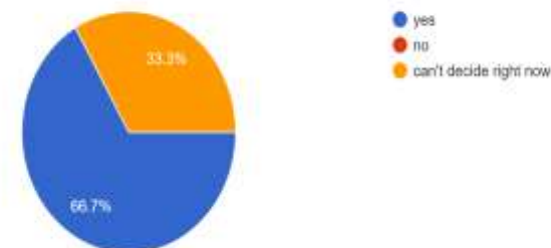
[1] Badagabettu, S., Archana, M. V., & Jomon, C. U. (2022). Awareness on thalassemia and opinion of carrier screening among young women from selected undergraduate colleges of udupi district. *Clinical Epidemiology and Global Health*, 14, 100978.

[2] Primary data insights:

Which of the following may increase chances of Thalassemia?  
9 responses



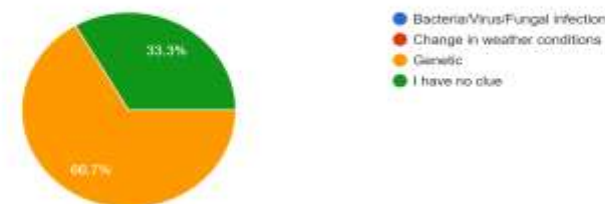
Will you agree for blood screening before marriage to check for Thalassemia?  
9 responses



What does a Thalassemic patient require?  
9 responses



What do you think causes Thalassemia?  
9 responses



## REFERENCES

[3] Yunus, M. (1999). The grameen bank. *Scientific American*, 281(5), 114-119.

[4] Akula, V. (2010). *A fistful of rice: My unexpected quest to end poverty through profitability*. Harvard Business Press.

[5] Siddique, A. R., Singh, P., & Trivedi, G. (2016). Role of Social Mobilization (Network) in Polio Eradication in India. *Indian pediatrics*, 53.