

8	Asst. Director (Voluntary Blood Donation)	1	Contractual	Recognised PG degree in social science / sociology / social work At least 3 years experience in organizing voluntary Blood donation Preferably regular voluntary blood donor Knowledge of donor motivation, donor recruitment and donor retention. Knowledge of local language	1. Management and administrative facilitation of the Blood Transfusion Services programme in the state with specific emphasis on voluntary blood donation as per operational and technical guidelines of NACO /NBTC 2. Responsible for physical, financial and facility target achievement in the programme as per approved annual action plan 3. Develop State Level Strategies for promotion of VBD & phasing out of replacement blood donation based on NACO /NBTC guidelines. 4. To prepare Quarterly Camp Schedule for NACO supported blood banks as per their requirement 5. Visit all NACO supported BCSU each quarter to monitor the voluntary blood donation. 6. Conduct field visits to poor performing districts of the state to develop dist level strategies for improving VBD. 7. Monitor the blood bank counselors with respect to donor screening, counseling and motivation 8. Coordinate actively with State Blood Transfusion Council, state chapter of IRCS, Red Ribbon Clubs, Voluntary Organizations, Associations of Voluntary Blood Donors, Organizations of Donor Motivators, Youth Organizations and others to conduct awareness activities on Voluntary Blood Donation to improve donor motivation, recruitment & retention. 9. Hold quarterly coordination meetings with incharges of NACO supported blood banks and camp organizers to facilitate VBD 10. Facilitate release and monitor the financial expenditure (VBD camps, IEC, donor refreshment) for organizing the camps. 11. Facilitate capacity building trainings on Donor Motivation, retention and recruitment 12. Support JD/DD in streamlining and strengthening SIMS reporting from NACO supported Blood Banks 13. Participate in conduction of periodic review of the programme at state level 14. Maintain supply chain and logistics of commodities supplied under the programme through NACO to the NACO supported Blood Banks 15. Establish and maintain referral linkages between Blood Banks to ICTC/ DSRCL/OPD for referral of seropositive donors
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