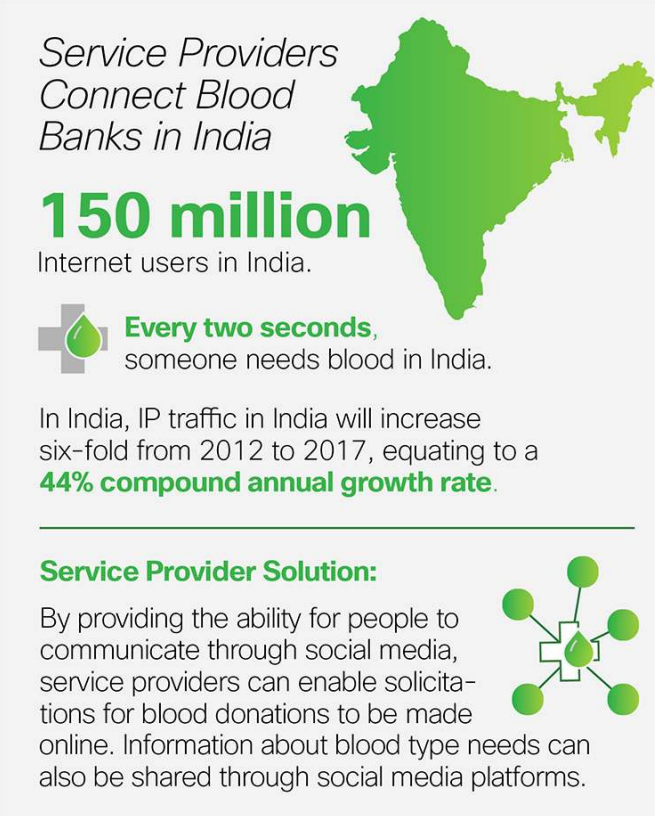
Service Providers Connect Blood Banks in India



By the Numbers

150 million Internet users in India.[1]

In India, IP traffic will increase six-fold from 2012 to 2017, equating to a **44% compound annual growth** rate.[2]

Every **two seconds**, someone needs blood in India.[3]

Although India is the second most populous country in the world, only 12.6 percent (or 150 million) [1] of its citizens are considered Internet users. IP traffic in India will increase six-fold from 2012 to 2017, equating to a 44 percent compound annual growth rate.[2] Communicating the need for blood donations to India's large population has proven to be very difficult, especially when emergencies arise.

Every two seconds, someone needs blood in India.[3] To help increase the supply of donated blood, service providers are enabling organizations such as Blood Aid to use social networks to connect patients in need of blood with donors living in their cities. Blood Aid connects people by posting requests for blood to social media platforms such as Twitter and Facebook. Through these connections, more people are receiving blood from the informed donors, helping save more lives. Seven hundred lives have been saved through Blood Aid in the past two years.[4]

In India, service providers are enabling the Internet of Everything (IoE) to connect more people, processes, data, and things. When the Internet connects blood donors to recipients, there is a higher likelihood of matching donations where lives can be saved.

[1] Percentage of Individuals Using the Internet 2000-2012, International Telecommunications Union (Geneva), June 2013
[2] Cisco Visual Networking Index 2012-2017, May 2013
[3] Blood Donation Facts, friends2support.org
[4] Blood Aid

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Printed in USA C36-730074-00 11/13

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