

HIGHLIGHTS



World Thalassaemia Day | 8th May 2025 Issue

The Wishing Factory Observes World Thalassaemia Day, 2025 Through Awareness and Action

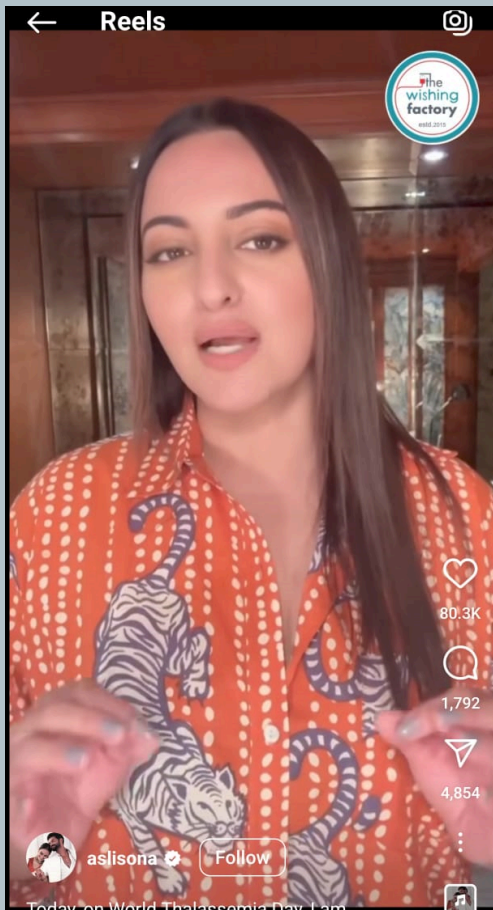
On the occasion of World Thalassaemia Day, observed annually on May 8th, The Wishing Factory recommitted itself to the cause that drives our mission — spreading awareness, supporting those affected, and actively working towards the long-term goal of a [#ThalassaemiaMuktBharat](#).

This year, we brought together communities, collaborators, and change-makers across India through a series of reflective and impactful initiatives. These efforts were thoughtfully designed embracing this year's theme proposed by the Thalassaemia International Federation (TIF):

***“Together for Thalassaemia:
Uniting Communities, Prioritizing Patients”***

In the sections that follow, we are pleased to present an overview of these activities — a reflection of the collective effort, compassion, and progress that shaped our World Thalassaemia Day campaign this year.





CLICK HERE TO WATCH THIS REEL:



SOCIAL MEDIA CAMPAIGN

Bollywood icon Sonakshi Sinha, a long-time supporter of The Wishing Factory has partnered with TWF since its inception in 2015.

We were honored to have her continue championing our cause by helping raise awareness about thalassemia.

This year, we launched a special awareness campaign with her titled **#TheThalaTest**, aimed at educating the general public about the importance of getting tested for thalassemia.

The campaign video garnered over **2M+ views and 1.2 lakh+ likes on Instagram and facebook** — a significant milestone in our ongoing efforts to spread awareness.

FILM RELEASE

This movie ***"Thalassemia is a Preventable Disaster"*** is dedicated to our Founder Parth Thakur. It aims to spread awareness about thalassemia by portraying the story of a couple who neglected their thalassemia testing before conceiving even after being told so by their gynaecologist and therefore giving birth to a child with Thalassemia Major.

A special thanks to Dr. Archana Dwivedi, President of the BOGS, Vadodara (a unit of FOGSI) and a practicing gynecologist who played the role of the doctor in the film.



"THALASSEMIA IS A PREVENTABLE DISASTER!"

CLICK HERE TO WATCH THIS FILM: 





CLICK HERE TO LISTEN TO THIS PODCAST: 

PODCAST

In collaboration with the 'Extreme Gratitude - Talk Show', we had the privilege of sharing the story behind our foundation and the incredible legacy of our founder, Parth Thakur.

Titled "**Understanding Thalassemia: A Father's Pain, A Son's Legacy**", this conversation with our chairman and our founder's father, Mr. Rajesh Thakur, offered an honest and emotional account of Parth's journey and the reality of living with Thalassemia. We explored the early challenges of diagnosis, and the pressing need for carrier testing and awareness. We are incredibly grateful to the team at Extreme Gratitude for providing us this platform to continue our mission of spreading awareness about thalassemia.

ROTARY - INTERACT CLUB STREET PLAY

A street play was organized in collaboration with the Rotary-Interact Club, where children of club members performed at various public locations **across Vadodara, Gujarat** — including **parks, malls, and community spaces**.

The initiative aimed to raise awareness about the importance of thalassemia testing as a critical step in preventing the disease.



WISH FULFILMENT PROGRAM



In celebration of World Thalassemia Day, we organized a **Wish Fulfillment Ceremony** on May 8th at our Blood Transfusion and Wellness Centre in Gumla, Jharkhand. The event was organized to honour and uplift the spirits of our young thalassemia warriors, many of whom undergo regular and challenging medical treatments.

Around 35 children attended the ceremony, each of them having shared a personal wish in advance – ranging from simple joys like receiving a cricket ball or a toy car, to long-awaited dreams like owning a bicycle or experiencing the joy of eating Alphonso Mangoes. Seeing those wishes come true filled the atmosphere with joy, laughter, and overwhelming excitement.

The Honorable District Collector of Gumla, Mr. Karn Satyarthi took out time to attend the ceremony and personally handed over the gifts to the children, making the occasion even more special and the best was that he donated blood too for our warriors and set an example for other administrative officers.



BLOOD DONATION DRIVES

WITH POLICE DEPARTMENT

We organized **Blood Donation Drives** at our Blood Transfusion and Wellness Centres in collaboration **with the Police Departments** across three locations: Washim (Maharashtra), Guna (Madhya Pradesh), and Gumla (Jharkhand).

Partnering with the police was a strategic decision, based on the understanding that their generally strong health and lower risk of transmissible diseases make their blood donations safer and more reliable for our thalassemia warrior recipients—minimizing the risk of infections and enhancing the quality of care.

We are sincerely grateful to the police departments in these regions for their support and cooperation. Their commitment ensured the success of the drives.



ARTICLE IN BARODA TIMES

In an article published in Baroda Times, The Times of India on Saturday, 10 May, 2025, Rajesh Thakur from TWF shed light on the alarming prevalence of thalassaemia in India, stating that approximately 1 in every 25 individuals is a carrier. He pointed out that regions like Anand-Nadiad are particularly high-risk zones. He emphasized that thalassaemia can be easily prevented through timely screening—specifically by checking simple indicators such as MCV, MCH, and RDW in CBC blood reports. With increased awareness, early detection, and responsible genetic counselling, he stressed that a **#ThalassaemiaMuktBharat** is truly achievable.

BLOOD DONATION DRIVES

WITH POLICE DEPARTMENT

We organized **Blood Donation Drives** at our Blood Transfusion and Wellness Centres in collaboration **with the Police Departments** across three locations: Washim (Maharashtra), Guna (Madhya Pradesh), and Gumla (Jharkhand).

Partnering with the police was a strategic decision, based on the understanding that their generally strong health and lower risk of transmissible diseases make their blood donations safer and more reliable for our thalassemia warrior recipients—minimizing the risk of infections and enhancing the quality of care.

We are sincerely grateful to the police departments in these regions for their support and cooperation. Their commitment ensured the success of the drives.



In an article published in Baroda Times, The Times of India on Saturday, 10 May, 2025, Mr. Rajesh Thakur from The Wishing Factory shed light on the alarming prevalence of thalassaemia in India, stating that approximately 1 in every 25 individuals is a carrier. He pointed out that regions like Anand-Nadiad are particularly high-risk zones. Mr. Thakur emphasized that thalassaemia can be easily prevented through timely screening—specifically by checking simple indicators such as MCV, MCH, and RDW in CBC blood reports. With increased awareness, early detection, and responsible genetic counselling, he stressed that a #ThalassaemiaMuktBharat is truly achievable.

TO KNOW MORE, REACH US OUT AT:

