# Mahatma Gandhi Vidyamandir's Loknete Vyankatrao Hiray Panchavati College Nashik-03 UG AND PG DEPARTMENT OF PSYCHOLOGY Field visit (Blood Donation Camp, Nashik) 2022-23 Field visit as a part of experimental learning

Successful conduction of field visit as a part of Experiential learning of TY BSc Psychology students & at Blood Donation Camp Organized by Samta Blood Bank.

Psychologists / Counsellors play a significant role in this field too as well as for providing counseling for HIV AIDS patients as well as Corona affected patients. Thanks to Dr Irfan an alumnus of our department being instrumental in organizing this visit.

Dr Mrunal Bhardwaj oriented students regarding the role and application of Psychology on actual field. The visit was organized under the guidance of Prof Dr Mrunal Bhardwaj, Dean Humanities Mahatma Gandhi Vidyamandir and Head of the department, Komal Shinde and Nimra Pathan. Special thanks to the Prin. Dr B J Jagdale, Trustee Mahatma Gandhi Vidyamandir for the support.

# FIELD VISIT AS A PART OF EXPERIMENTAL LEARNING



UG & PG Department of Psychology and Research Centre organized field visit at Blood Donation Camp



**Dr. Irfan Khan** oriented students regarding the role and application of psychology on actual field and elaborates the role of counsellor in blood Bank.





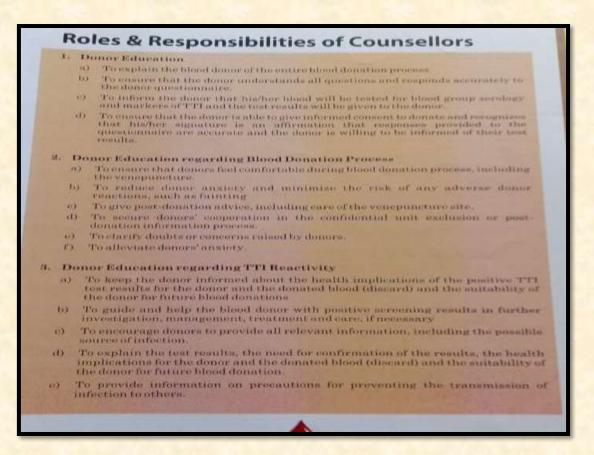






Real life application of the knowledge gain by the students.

Role and responsibility of medical (clinical) counselor Guide lines given by NBTC (National Blood Transfusion Council of India)



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# Application of social psychology in the field of counseling

## 5.6. Use Social Psychology

Social psychology shows that people's behaviour is influenced by many factors including what they believe to be the about other people. When informed about a descriptive norm that other people like us have contributed to a certain cause, we are more likely to contribute for contribute for contribute to the Many industries like hotels use such findings to reduce requests from hotel parameters to previous Many industries like hotels use such findings to reduce requests from hotely to contribute for a previous that to use the hotels use such findings to reduce requests from hotely are been been and parameters are such knowledge can also be used in a Blood Donation Drive. For instance, one can highlight would information about how many workers in that organisation bave already demand blood or how the respected leader within that organisation has demand blood. One can issue wristsands or badges to dision which have "I donated blood today" (even to deferred dones a they should not be trained differently )

Comparision also can spur blood donations. Within an institution there are different exciting groupings such as departments. Highlighting the absolute numbers or percentages of blood units drawn per department may influence other members of these groups to come forward. For instance, the leaders of 2 separate chierders planned to run about denation drive as the same day and kept feeding information to each other about the number of donations on their respective titles to drive up the collection of units. In me college, a Blood Donation Drive that was day-ling kept updating the number of girls who had donated versus boys.

A small taken reward can be given after the Blood Donation Drive such as a card with the donor's toloid group or a tradge or a wristband to wear saying "I donated blood today". These help the donors leave the Blood Donation Drive with a positive feeling.

We are more likely to act in line with our social norms. So highlighting the relevant aspect of the social norm can increase blood durations. For instance, most religions endorse the act of chanty. So blood duration can be depicted as an act of chanty.

Social psychology consistently shows that it is difficult to change a behaviour pattern that has set in. This is visible in picetive habits such as brushing teeth as well as negative habits such as addictions. We can use this knowledge to build positive behaviours towards blood donations. For instance, whost children are debarred from durating blood because of their age. But we can here build positive attitudes by requesting their assistance to motivate potential blood donars and to get them to sign a pledge.

Social psychology shows that people who are induced to take a certain position by speaking in favous of it or by endersing it through their signature, are more takely to follow through with their actions than people who do not. After durating blood, encourage people to write on a chalk board any positive messages or positive feetings that they may have experienced and to sign their names. Ask them to fill their names on a sign up sheet that they would like to be recontacted in case there is a need for their blood type. Before a blood donation drive, people can be asked to sign plettges or to solicit pledges from other people.

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