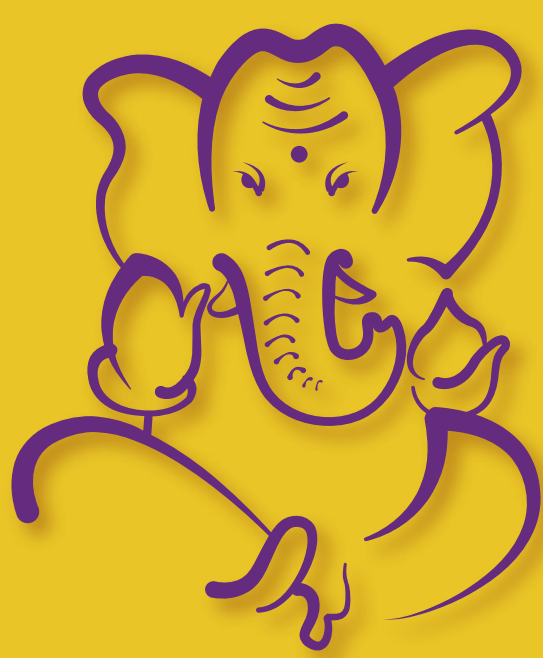


# Greetings and happy festivals ahead



## AWARENESS AND MARKETING

Awareness Campaign during Ganpati Festival at Mumbai, Hyderabad, Panaji reaching more than **2.5 Mn.**

### MUMBAI



Our Awareness films were played on the large LED screens for all 11 days at Lalbaug Sarvajanik Utsav Mandal (Mumbaicha Raja), Ganesh gully.



Banners were displayed at other Ganpati pandals of South Mumbai region, allowing us to spread awareness within lakhs of people.

### TELANGANA

Interaction with **3500** individuals in Medak, Medchalmalkajigiri, Rangareddy Ganpati Pandals in the Telangana state.



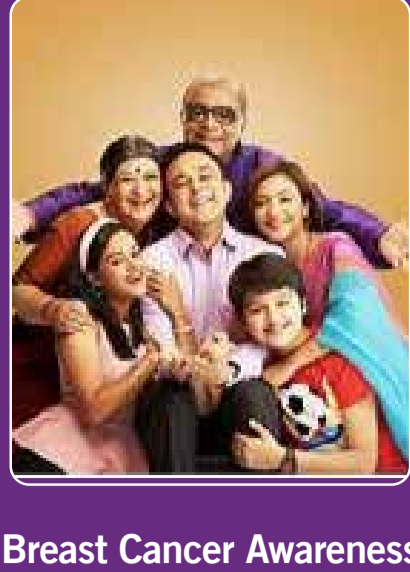
### GOA

Interaction with **16650** individuals in Bicholim Market, Sanquelim Market, Ponda Market, and Karapur Sarvan Ganpati pandals in Goa state.





# Breast cancer awareness campaign with Sony SAB and ICS

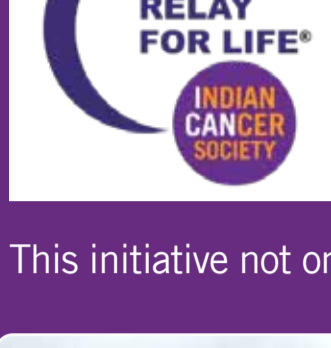


Breast Cancer Awareness films on Sony SAB and their Social Media platforms



Scan QR to watch the video

## Relay For life with H. R. College



Students of GEMS club from HR College, Mumbai dedicated the whole July Month to support Cancer Awareness as their Social initiative AHAAN

Students conducted Relay For Life at Marine Drive on 9th July, 2023, Ugam survivors participated in large numbers.

This initiative not only helped spread awareness, but we also raised donations.



## Pan India Cinema Campaign

Oral and Cervical Cancer films promoted through high impact Cinema Campaign

104 Theatres



1.3 Million reach

## Tata Mumbai Marathon 2024

ICS participates at upcoming Tata Mumbai Marathon 2024, Campaign ruled out for people's participation.



Scan here to purchase BIBS and to Donate

## Project Satark

West Bengal | Telangana | Goa

Total Number of people reached through Mass Media -

7 Million

Total Number of Beneficiaries reached through Community Awareness

300,194

Total Number of Sessions

10,654

Project

SATARK



West Bengal

Sessions: 10654

Beneficiaries: 173453



Telangana

Sessions: 3244

Beneficiaries: 52486



Goa

Sessions: 4945

Beneficiaries: 74255

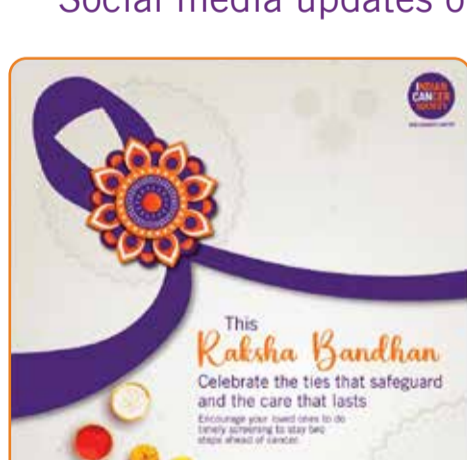
## Interaction with Mr. Pramod Sawant, Chief Minister of Goa



'Meeting with Hon. Chief Minister Goa, aligned & updated on project Satark progress in Goa. Seeking more support to create cancer awareness using ICS communication and IEC material and other areas.'

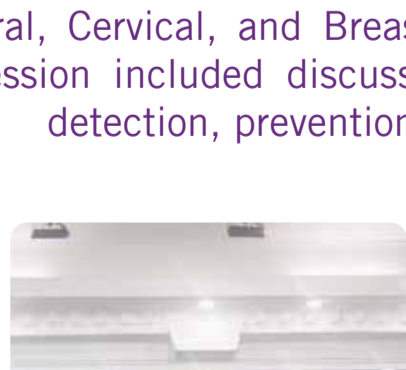
## Social Media Updates

Social media updates on festivals and activities.



## Awareness Sessions

ICS organized awareness community awareness sessions and an engaging talk about Oral, Cervical, and Breast Cancer in Mumbai, Goa and Telangana. The session included discussions and imparted crucial knowledge on early detection, prevention, and the significance of regular screenings.



Location	Total Number of Sessions	Total Number of Beneficiaries
Mumbai	2	390
Goa	4	550
Telangana	4	221

## ICC Abstract



3rd INDIAN CANCER CONGRESS 2023

Abstract on Oral Cancer Awareness has been selected for Oral Paper Presentations at the Indian Cancer Congress 2023 (ICC)







## SCREENING

**13,801** individuals screened (**44%** Male and **56%** Female) across **153** cancer screening camps organised in Mumbai, Thane, Kolhapur, Pune, Nashik, and Vidarbha between the period of July to September 2023.

- A total of **4%** were found to be screen-positive, and follow-ups are being made. **1** person has been confirmed with the diagnosis and is taking the treatment.
- The ICS screening department has facilitated and built a capacity for oral cancer screening for the **Wockhardt Foundation** and **Piramal Swasthya**.
- ICS screening has initiated the Screening Advisory Committee, chaired by Dr. Anita Borges, to make a uniform and evidence-based standardized protocol for cancer screening in Pan India.



## ICC Abstract



### 3<sup>rd</sup> INDIAN CANCER CONGRESS 2023

Abstract on community based Cancer screening: "A Comprehensive approach to Oral, Breast and Cervical cancer control by Indian Cancer Society" has been selected for Oral Paper Presentations at the Indian Cancer Congress 2023 (ICC).





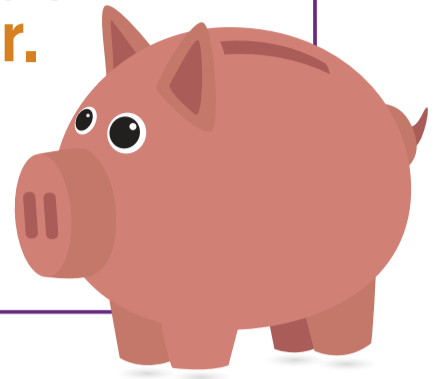
# CANCER CURE

Cancer Cure Fund  
Sanctioned Cases,  
**535**

Disbursed Amount:  
**₹12.25 Cr.**

Arun Kurkure Initial Treatment Fund  
Sanctioned Cases,  
**225**

Disbursed Amount:  
**₹0.31 Cr.**



## HDFC AMC launch



ICS is delighted to announce the relaunch of the HDFC Charity Fund for Cancer Cure on July 28, 2023. It is a closed-ended income scheme with a tenure of 1196 days. Funds will be donated biannually to ICS in May and November.

## Bengaluru Roundtable

Road Map for Making Cancer Care Affordable and Accessible in India "Roundtable for Southern Region" organized by Federation of Indian Chamber of Commerce and Industry (FICCI) meeting was attended by Mrs. Kanchan Banerjee, Dr.Suhas Guru from Bengaluru and Ann Rawat from Mumbai on 15<sup>th</sup> Sep.'23 in Bengaluru. ICS has expressed its keenness to collaborate with FICCI and the Govt. of Karnataka in the verticals that it is operational.



## ICC Abstract



**3<sup>rd</sup> INDIAN CANCER CONGRESS 2023**

Two abstracts under the Cancer Cure Fund have been accepted and will be held in Mumbai from November 2–5, 2023.

- 1) "Saving Lives through a Unique Philanthropic Mutual Fund Model" for a poster presentation
- 2) "Artificial Intelligence (AI) and its Role in the Authorization Process for Philanthropic Funding: Experience of the Indian Cancer Society Cancer Cure Fund (ICS-CCF)" for an oral presentation.

## ICICI Foundation Chief Visit



Mr. Sanjay Datta, CEO, ICICI Foundation, visited ICS on September 20, 2023, and agreed to support patient-centric community-based technology initiatives that bring together various initiatives and entities in the field of cancer care and support designed to put the patient at the center.



# CANCER SURVIVORSHIP

## Organised Art league - CIA (Cancer Institute Adyar) 23<sup>rd</sup> July - 25<sup>th</sup> July, 2023



Drawing Competition



Pot Painting Competition



Essay Writing

## Career Counseling Workshop

5<sup>th</sup> August, 2023

Career counseling workshop for 10<sup>th</sup> & 12<sup>th</sup> Students for better future



SEPTEMBER  
CHILDHOOD CANCER  
AWARENESS MONTH

## Tycan 2023

3<sup>rd</sup> & 4<sup>th</sup> September 2023 Indore

Survivors talk about "Find Your Sense of Tumor"



## Ugam- Session for Survivors & Parents at St. Judes

9<sup>th</sup> September, 2023

Counselling session organised for survivors and parents at St. Judes Mumbai.



## Dahi Handi Celebration

September 7, 2023

Survivors from the Ugam support group celebrated Sankranti Dahi Handi at Thane.



## Launching ACT Clinic - BCCI Guwahati

Launch of the ACT clinic at Dr. B. Borooah Cancer Institute, Guwahati, along with the observation of Childhood Cancer Awareness Month



## SKIMS

September 4, 2023

Childhood Cancer Awareness Month Activity



## HBCH, Varanasi

Interactive sessions were organized for parents to learn causes and interventions for mental health in childhood cancer.





# REHABILITATION

## ICS Rehabilitation Launch 3 Project with HDFC, Lubrizol & Raymond for FY 23-24

Objective - To improve the quality of life of cancer survivors by giving them prosthesis aid, vocational skilling and emotional support.



Aim to support  
**1140** Patients & Survivors  
Supported for Prosthesis Distribution  
& Occupational therapy



**160** Patients, Survivors & caregivers  
Supported for Vocational Training

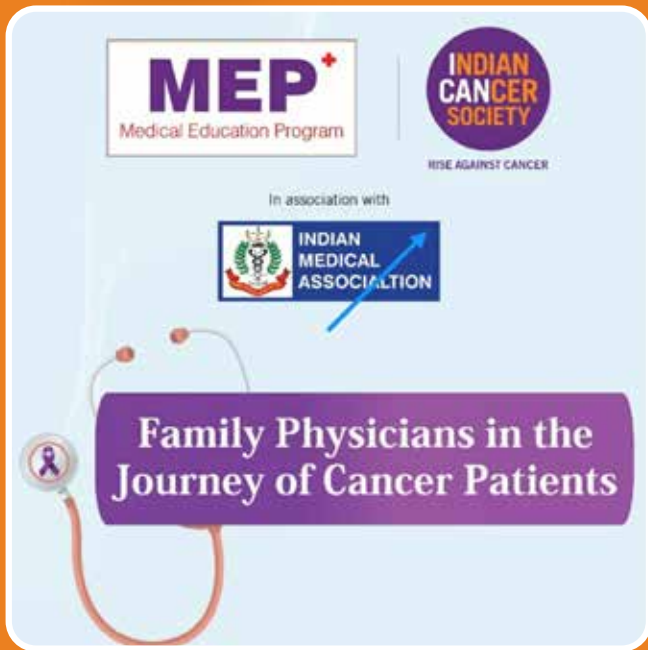
**350** Patients  
Supported for Nutrition Support

## Social Workers Meet

Organised at ICS to understand patients needs from social workers point of view



# MEDICAL EDUCATION PROGRAM



**Medical Education Program** session on Cervical Cancer was held on September 3, 2023 at H.N. Reliance Hospital, Mumbai.

**Dr. Anita Borges, ICS Vice Chairperson** spoke about the relevance of the program which is aimed at empowering GPs in cancer space. ICS had collaborated with Bombay Medical Union and Mumbai "C" Ward Medical Association for this session.

The panelists were:

- 1) Dr. Anita Borges
- 2) Dr. Hemant Tongaokar
- 3) Dr. Naseem Shaikh
- 4) Dr. Gauravi Mishra and
- 5) Dr. J Mukhtyar (Moderator).



Dr. Anita Borges gave her presentation on the aim and vision of the ICS MEP. It was a very lively and interactive session with Dr. Vijay Haribhakti, also giving his inputs throughout. The HPV vaccine had most doctors interested and several questions were raised about the various aspects of the vaccine.



**A Medical Education Program session** was held at Nagpur on September 10, 2023. It was led by **Dr Rathi at ICS Nagpur**. The panel included.

- 1) Dr. Anand Pathak,
- 2) Dr. AbhinavDeshpande,

- 3) Dr. Ashok Diwan,
- 5) Dr. Abhijit Ambhaikar,
- 7) Dr. Shantidas Lungead

- 4) Dr. Nikhil Pande,
- 6) Dr. Aparna Saboo,
- 8) Dr. Manmohan Rathi (Moderator)

Total 115 Doctors of allopathy, ayurveda and homeopathy participated in the session. Dr. Vandana Kate (IMA President) appreciated the work done by ICS.



## CANCER REGISTRY

Indian Journal of Cancer (IJC) has published Volume 3 of the year 2023.



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**Indian Journal of CANCER**

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**Current Issue**

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Impact Factor: 1

eTOC Alert

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## OTHER ACTIVITIES

### NSE workshop “Social Stock Exchange” event, 2023



The SSE event was attended by Mr. Gautam Chakravarti Hon. Treasurer and Mr. Madhav Nene - Director of Awareness & Marketing from ICS along with key delegates from Corporate CSR organisation, policy influencers, representation from SEBI, NSE, key architects of SSA and select invitees from other NGOs.

The event had key speakers and guests of honor.

- 1) Mr. Ashishkumar Chauhan
- 2) Sadguru Sri Madhusudan Sai
- 3) Mr. A Balsubramanian
- 4) Dr. R Balsubramanian.

All delegates made their POV in an interesting way. That included the framework, efforts from the NSE team, support provided by SEBI and how important it is for this initiative to succeed for India.

### Launched Rise against cancer Mobile App

Indian Cancer Society is proud to announce the official soft launch of our groundbreaking multilingual mobile application, Rise against Cancer dedicated to empowering individuals and communities in the fight against cancer. This application is designed to provide comprehensive information around the disease, resources, and support to individuals impacted by cancer, their families, and information seekers who are interested in knowing about cancer.



### Introduction of ICS to Dr. Sadhana Joglekar, Novartis



Strategic meeting with Dr. Sadhana Joglekar Senior Vice President and Head, Global Drug Development, Hyderabad, Novartis.

### Interaction with Dr. Basant Garg from NHA



Dr. Vandana Dhamankar and Dr. Priya Parmar met Dr. Basant Garg, IAS, Additional CEO, NHA.

### APAC Women's Cancer Coalition

28<sup>th</sup> August, 2023

Workshop & Panel discussion



### 2<sup>nd</sup> SACT Event, September 30, 2023, Navi Mumbai



“Series of Advancements in Cell Therapy”

Let's persist in our determination to outpace cancer and strive for a brighter & healthier future.

COMING UP...

**BREAST  
CANCER**

AWARENESS MONTH



RISE AGAINST CANCER