

BEACON OF HOPE

NEWSLETTER - OCT - DEC 2023

INDIAN CANCER SOCIETY

RISE AGAINST CANCER

New Year, New Mission, Rising Against Cancer



AWARENESS AND MARKETING



West Bengal | Telangana | Goa

Media awareness Campaign for Project Satark across various mediums garners us a reach of more than 17 mn.



Facebook



Instagram



Youtube



Cinema



Radio

Community Awareness

Total Number of Beneficiaries

234,393 reached through Community Awareness

Total Number of Sessions

16,158



West Bengal

Sessions: **8212**

Beneficiaries: **93832**



Telangana

Sessions: **4522**

Beneficiaries: **89172**



Goa

Sessions: **3424**

Beneficiaries: **51389**

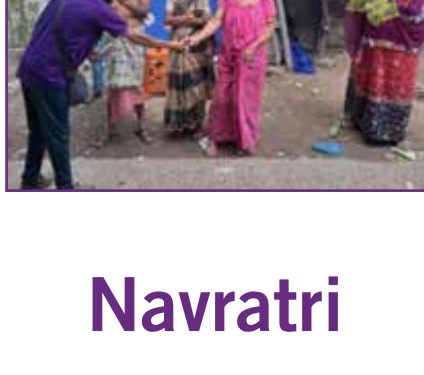
PHC branding

For Oral and Cervical cancer awareness, we installed total 340 vinyl banners and posters across public health centers in 3 states.



Nukkad Natak

Created awareness using street plays across select districts of Telangana, West Bengal, and Goa. Same was executed in high-footfall areas, reached more than 35,000 people through this initiative.



Navratri

Community awareness during Navratri:

Created awareness across various Navratri Pandals during October month.



BREAST CANCER

AWARENESS MONTH

Breast cancer awareness month celebrated – reaching 39,500 beneficiaries through Community awareness sessions and an engaging talk organized to promote awareness of Breast Cancer.



Breast Cancer Awareness on SAB TV - Wagle ki Duniya



Stay Informed, Get Tested, Beat Cancer!



Breast cancer awareness on sab tv helped us reach more than **10 MN**



Social media boost for the Wagle ki duniya film helped us reach **2 MN**



Radio Campaign on radio Mirchi 38 markets helped us reach more than **5 MN**



ANNUAL REPORT RELEASE



Delve into the pages of our Annual Report, highlighting milestones, challenges, and triumphs in the pursuit of a cancer-free society.



3rd INDIAN CANCER CONGRESS 2023

2nd - 5th November 2023, Mumbai

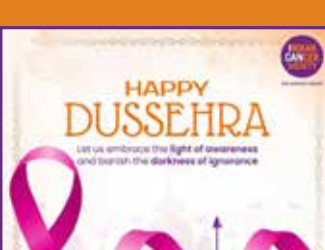
ICC STALL

ICS had a display area at the ICC 2023 at Jio Convention center. Displayed products for sale and had audiovisual screen for creating awareness.



CANCER AWARENESS PAPER PRESENTATION BY MR. MADHAV NENE AT ICC, 2023

SOCIAL MEDIA UPDATES



SCREENING

A Community-based preventive Cancer screening program has been implemented in Maharashtra and Bihar with the CSR support of L&T, and AstraZeneca in Oct-Dec 2023 by ICS NHQ and implementing partners.

New screening project will begin soon in select districts of Uttar Pradesh, Telangana, Bihar and Telnagana with CSR support from LG Electronics.



The screened positive cases were navigated and investigated for confirmatory tests and treatment at tertiary health centers.

4,468 individuals were screened (22% Male and 78% Female) across 65 cancer screening camps.

A total of 8% were found to be screen-positive, and follow-ups are being made

21% were navigated to tertiary care hospitals for the investigation to confirm diagnosis.



ICC PRESENTATION



A paper presentation was done by Dr. Prasad Rane on the "Community-based Cancer Screening: A Comprehensive Approach to Oral, Breast and Cervical Cancer Control in Maharashtra by Indian Cancer Society and the role of effective partnership model to complement the NP-NCD program" in the prestigious Indian Cancer Congress at Jio world Centre held on 2nd - 5th Feb 2023.

CANCER CURE

Cancer Cure Fund

This project provides financial aid to undergo treatment up to ₹5 lakh per patient and save precious lives.

Patients Supported

548

Disbursed Amount:

₹6.90 Cr.

Arun Kurkure Initial Treatment Fund

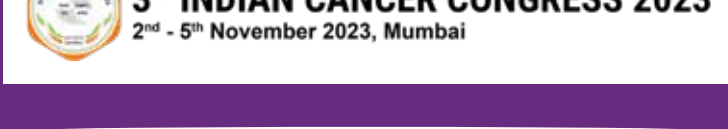
Dr. Arun Kurkure Initiation and Treatment Fund supports patients for their diagnostic tests and first emergency treatment

Patients Supported

455

Disbursed Amount:

₹51.86 Lakhs



ICC PANEL DISCUSSIONS

Awareness, Accessibility and Affordability of Cancer Care

4th Nov. 23 - Indian Cancer Society



The session on Awareness, Accessibility, and Affordability of Cancer Care at Indian Cancer Congress was moderated by Ms. Usha Thorat, featuring speakers who are experts and leaders in the healthcare domain.

Panel I Subject	Universal accessibility and affordability of Cancer Care
Moderator	Ms. Usha Thorat, Managing Trustee and Secretary, Indian Cancer Society
Speaker	Dr. Indu Bhushan Ex- CEO of NHA, Ex-CEO Ayushman Bharat, Ex-Director General ADB
	Dr. Lalatendu Sarangi, Director, Acharya Harihar Post Graduate Institute of Cancer.
	Ms. Usha Thorat, Managing Trustee and Secretary, Indian Cancer Society

Panel II Subject	Use of science and IT in designing optimal cancer screening and care systems
Moderator	Ms. Usha Thorat, Managing Trustee and Secretary, Indian Cancer Society
Speaker	Dr. Vijay Chandru, Founder Strand Life Sciences
	Dr. Naresh Ramarajan, Founder Navya Care
	Dr.R. Venkataramanan, CEO – Founder, Karkinos Healthcare Cancer Care

The session was extremely interactive and received high praise. All the speakers actively addressed the challenge of making cancer care affordable and accessible. They emphasized the importance of effective planning, collaboration, and execution with distributed care centres, utilizing the advancements in science and technology as the pathway forward.

Other Highlights of Cancer Cure

1. Tata Memorial Hospital doctors Dr. Amit Joshi from Solid Tumor and Dr. Anant Gokarn of Haemat Oncology have joined as members of the Governing Advisory Council.
2. ICS received the dividend of **₹1.65 Cr** in November '23 by the 4th series of the HDFC Charity fund for Cancer Cure. The next dividend scheduled for release in May'24.
3. Audit conducted in 5 of the Cancer Cure empanelled hospitals to ensure adherence to the guidelines and the processes by Mahajan and Aibara Chartered Accountants and LLP audit firm.



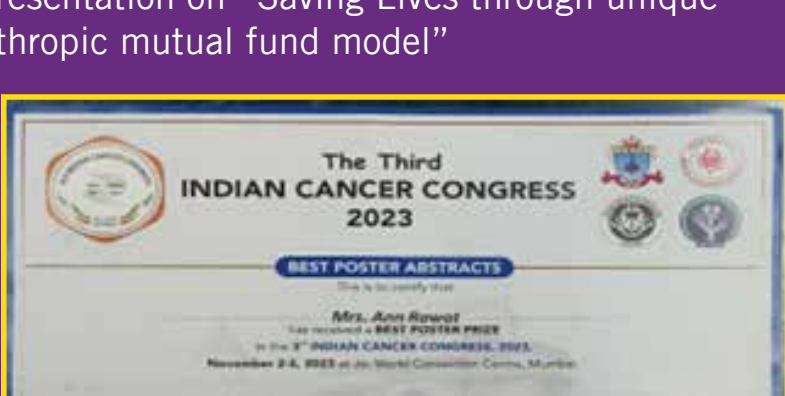
AWARDS



Awarded 2nd Best Oral Presentation at the Indian Cancer Congress held in Mumbai from 2nd to 5th Nov'23 on "Navya AI helps to prior authorise financial assistance to cancer patients which can serve as a useful health-economy model for National health Insurance – A validation study by Navya AI and Indian Cancer Society"



Awarded Best Poster Presentation on "Saving Lives through unique philanthropic mutual fund model"

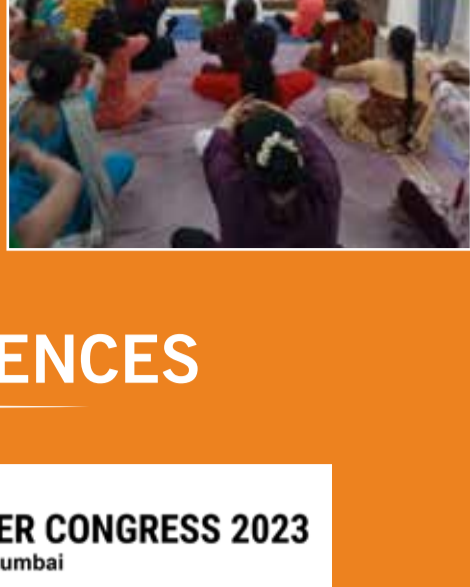
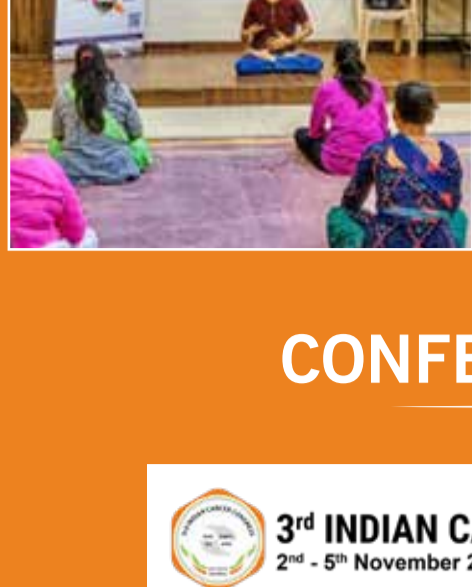


SURVIVORSHIP

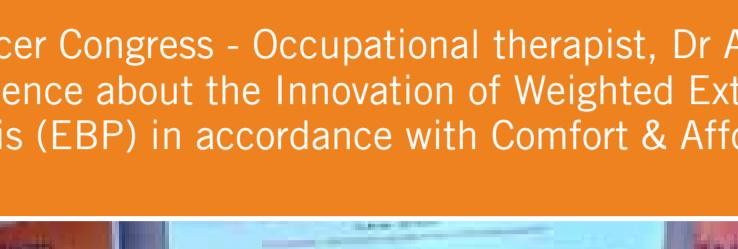
RESTORATIVE YOGA FOR CANCER

Collaboration with The Yoga Institute

Restorative Yoga for Cancer is a specialised healing program that helps facilitate cancer recovery, support breast, ovaries and prostate health, reduce cancer related fatigue and manage lymphedema. This program takes into consideration the psychological effects as well as all the emotional upheavals associated with cancer.



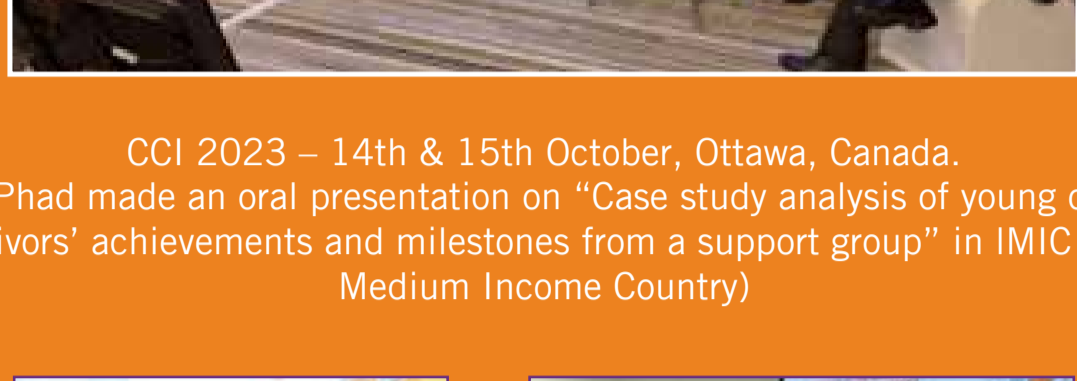
CONFERENCES



Jio Convention Centre, Mumbai

PANEL DISCUSSION

3rd Indian Cancer Congress - Occupational therapist, Dr Asma presented ICS's experience about the Innovation of Weighted External Breast Prosthesis (EBP) in accordance with Comfort & Affordability.



CCI 2023 – 14th & 15th October, Ottawa, Canada. Priti Phad made an oral presentation on "Case study analysis of young cancer survivors' achievements and milestones from a support group" in IMIC (Low Medium Income Country)



REHABILITATION

SALES OF ICS REHAB PRODUCTS



At HDFC office, Mahalaxmi



At 3rd Indian Cancer Congress Garden



At CIPLA, Vikhroli



At CIPLA, Mumbai Central



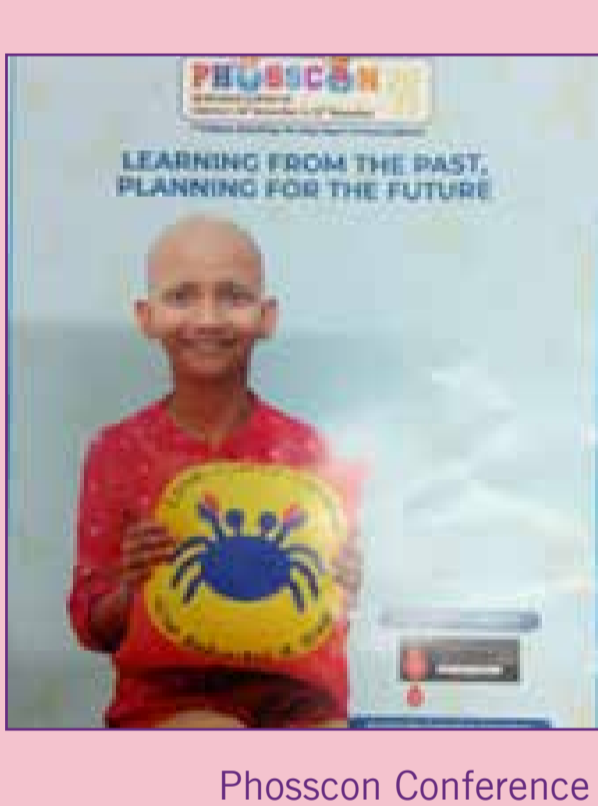
Children's day celebration - HQ on 19th November



Children's day celebration - Guwahati on November 15th



Children's day celebration - Srinagar on November 14th



Topics - Supportive Care and Share Care
Subject - Survivorship in India
Speaker - Dr. Vandana Dhamankar

Phossccon Conference – 24th & 25th November

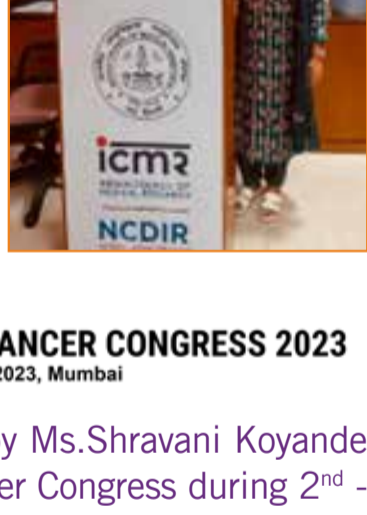


SBI donated 20 Sewing machines as batch completion support

CANCER REGISTRY

Ms. Shravani Koyande was invited as a speaker at a workshop organised by the Department of Preventive Oncology, Tata Memorial Hospital on "Cancer Registry Programme" on 30th October 2023.

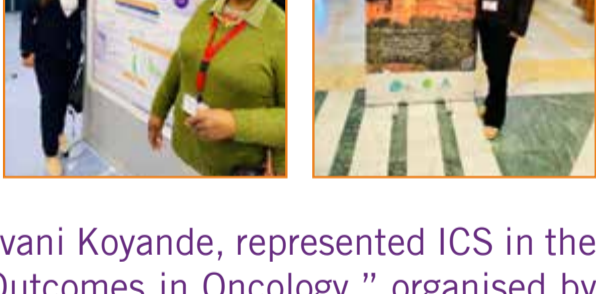
Also represented ICS for the Data Review Meeting organised by National Centre of Disease Informatics and Research during 5th - 6th October 2023 at Bengaluru, India.



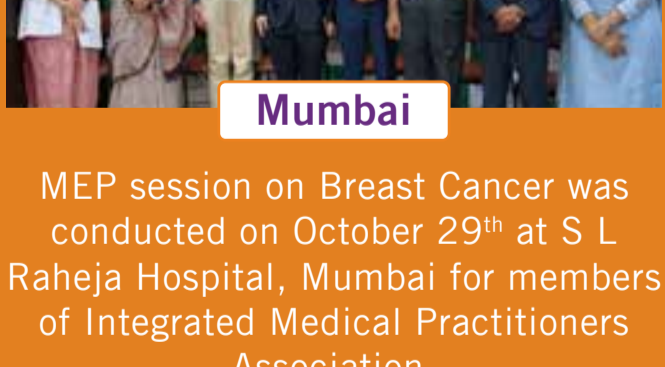
3rd INDIAN CANCER CONGRESS 2023
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Oral presentation by Ms. Shravani Koyande at 3rd Indian Cancer Congress during 2nd - 5th Nov 2023, Mumbai, India

Poster presentations at the Scientific Conference of International Association of Cancer Registries (IACR) during 13th-17th Nov 2023, Granada, Spain.

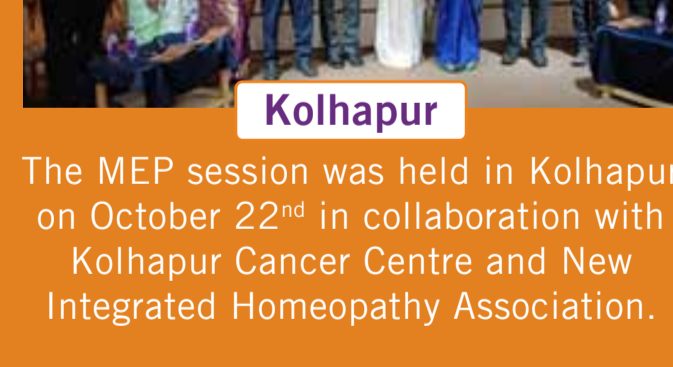


Ms. Usha Thorat, along with Ms. Shravani Koyande, represented ICS in the meeting on "Data for Better Health Outcomes in Oncology," organised by the Dutch Consulate on November 23, 2023, for Mumbai City, and Dr. Kalpana Kulkarni attended the same for Pune City.



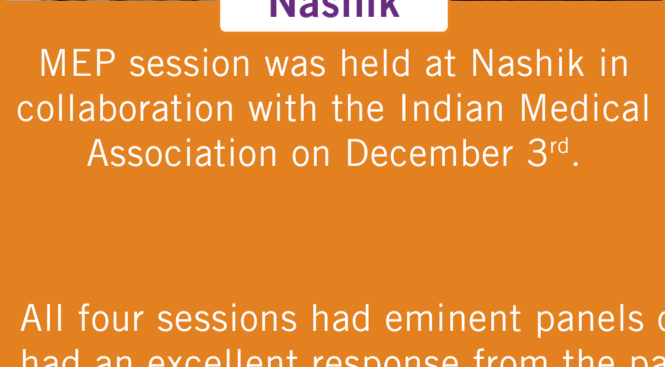
Mumbai

MEP session on Breast Cancer was conducted on October 29th at S L Raheja Hospital, Mumbai for members of Integrated Medical Practitioners Association.



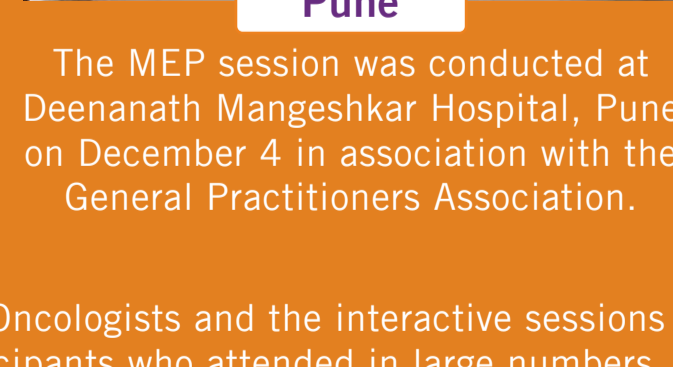
Kolhapur

The MEP session was held in Kolhapur on October 22nd in collaboration with Kolhapur Cancer Centre and New Integrated Homeopathy Association.



Nashik

MEP session was held at Nashik in collaboration with the Indian Medical Association on December 3rd.



Pune

The MEP session was conducted at Deenanath Mangeshkar Hospital, Pune on December 4, in association with the General Practitioners Association.

All four sessions had eminent panels of Oncologists and the interactive sessions had an excellent response from the participants who attended in large numbers.

THANK YOU

TO OUR ESTEEMED DONORS FOR SUPPORTING US!



INTRODUCING Rise Against Cancer APP

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