

A New Financial Year, A Renewed Hope



KEY HIGHLIGHTS FOR THE QUARTER

(Cumulative data of all ICS branches)



Awareness Direct Beneficiaries
2,83,222



People screened
10,932



Patient Supported for Initial Diagnosis and Treatment
1,206



Survivorship and rehabilitation beneficiaries
1,403

AWARDS DURING THE QUARTER

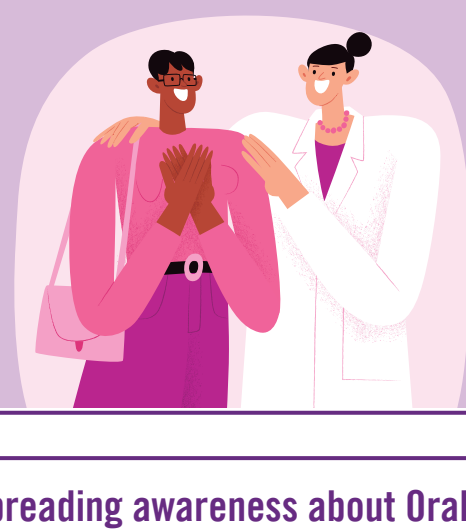
ICS Delhi was awarded “Exceptional Social Impact in Cancer Advocacy in India” by Voice of Healthcare, presented by Shri Ravinder Singh.



Social Transformation Award
Indian Cancer Society- Delhi, was honoured with the Social Transformation Award in recognition of its outstanding contribution towards cancer awareness, patient support, and community empowerment by Vishwa Aarogya Samvardhan Sansthan.



Cancer AWARENESS



Project "Satark" focuses on spreading awareness about Oral, Cervical, and Breast cancer through a structured approach. The project involves training doctors, followed by capacity building of ASHA workers who then engage with communities to raise awareness and motivate individuals for cancer screening. We are happy to share that in this quarter we took Satark to Nashik and more locations in Goa.

No. of Community Awareness Session	No. of Beneficiaries Reached
(Apr - Jun)	(Apr - Jun)
265	6,806
3,799	86,357
2,871	94,653
6,935	1,87,816

Indian Cancer Society Launches Integrated Cancer Care Program in Nashik For Raising Cancer Awareness, Screening, and Treatment Support

In collaboration with Axis Bank along with Nashik District Health Department, and SMTB hospital has launched a year-long Integrated Cancer Care Program in Nashik and surrounding regions.

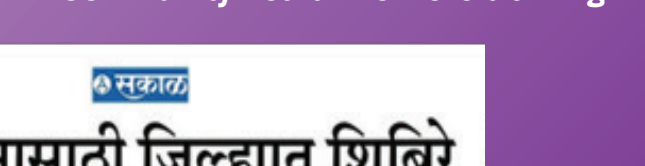
This initiative focuses on raising cancer awareness, providing free screening for oral, breast, & cervical cancers, and supporting early diagnosis and treatment. Through community sessions, school outreach, and mass media campaigns, the program aims to reach over 1.5 lakh people directly and over 7 lakh through broader outreach. It also includes capacity building for healthcare workers and financial aid for patients in need - strengthening the cancer care ecosystem across the district.



Doctors training at Nashik



Release of Doctors training manual at Nashik



Community health workers training

Year-long Integrated Cancer Care Programme launched in Nashik

Initiative by ICS, Distt Health Dept and Axis Bank for raising awareness and treatment support

Targeted efforts in schools and colleges
The Integrated Cancer Care Programme (ICCP) is a year-long initiative launched by the Indian Cancer Society (ICS) in collaboration with the District Health Department and Axis Bank. The programme aims to raise awareness about cancer, provide early diagnosis and treatment support, and strengthen the cancer care ecosystem across the district. The programme is implemented through community sessions, school outreach, and mass media campaigns. The programme is implemented through community sessions, school outreach, and mass media campaigns. The programme is implemented through community sessions, school outreach, and mass media campaigns.



Project Satark roll out in Nashik - Encouraging media coverage

The ICS team met with Hon. Health Minister of Karnataka, Mr. Gundu Rao, at Arogya Soudha, Bengaluru, to present Project Satark and propose ICS as the technical partner for the Gruh Arogya Yojana.

(L to R), Dr. Guru Suhas, Dr. Prasad Rane, Mrs. Kanchan Bannerjee, Mr. Madhav Nene, Mr. Gundu Rao, Dr. Nagesh Simha and NCD Director Dr. Raghunandan.



WORLD NO TOBACCO DAY - 2025

To mark World No Tobacco Day, we executed a Pan-India radio campaign to raise awareness about oral cancer, reaching over 10 million people nationwide.



Awareness sessions held on World No Tobacco Day managed to reach 13345 beneficiaries.

Also, Street Plays and Ventriloquism were arranged in various places across Goa, Maharashtra and West Bengal.



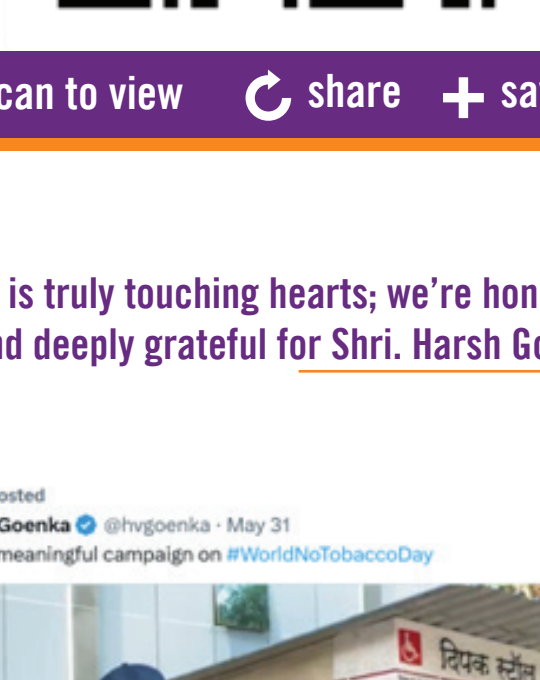
Risiki- Not a real biscuit but a real warning!

To commemorate World No Tobacco Day, the Indian Cancer Society launched a powerful short film that reimagines the impact of statutory warnings. By asking a simple yet provocative question the film challenges the normalization of tobacco use and denial around its risks.

Promoted through a nationwide digital campaign, the film reached over 1 million people, driving awareness and sparking meaningful conversations about the dangers of tobacco.



Risiki- Not a real biscuit but a real warning!



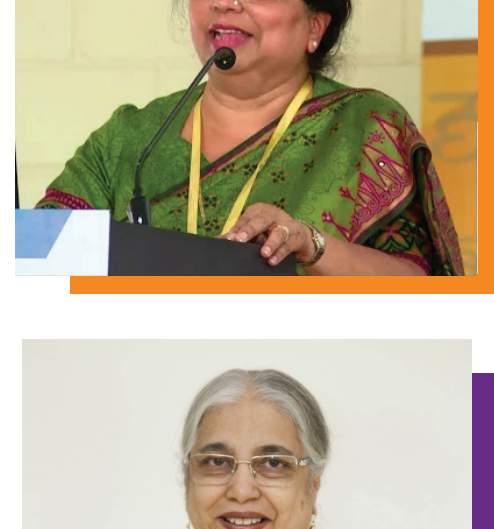
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None other than Shri. Amitabh Bachchan shared our film-proof that the message is truly touching hearts; we're honoured to have our World No Tobacco Day campaign retweeted by the legend himself, and deeply grateful for Shri. Harsh Goenka's kind words, calling it 'a very meaningful campaign'.



Radio Interviews

An exclusive interview with Dr. Purna Kurkure (Jt. Hon. Secretary and Jt. Managing Trustee - ICS), aired on Radio Mirchi 98.3 FM across select cities as part of the National Childhood Cancer Survivors Awareness initiative. The segment highlighted survivor stories and spread awareness about childhood cancer across India.

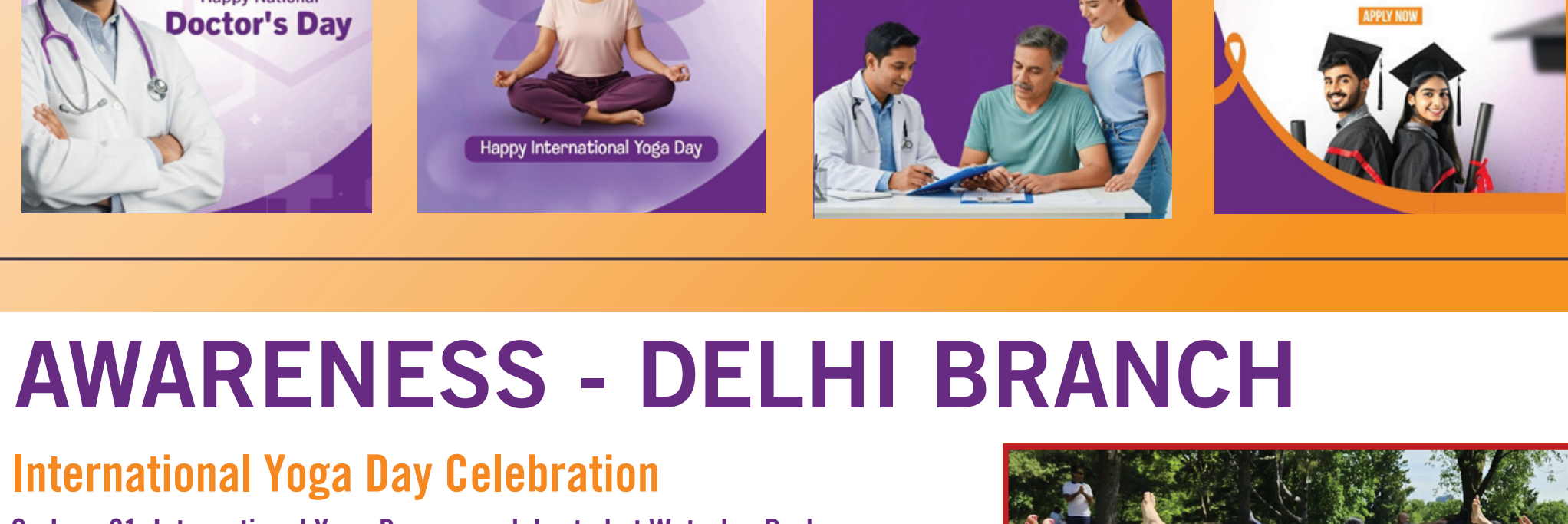


An exclusive interview with Dr. Anita Borges (Vice Chairperson - ICS) aired on Radio Mirchi 98.3 FM across select cities, the segment highlighted an importance of Cervical cancer awareness and HPV vaccine across India.



Digital Campaigns

That created buzz reaching more than 2.7 million people.



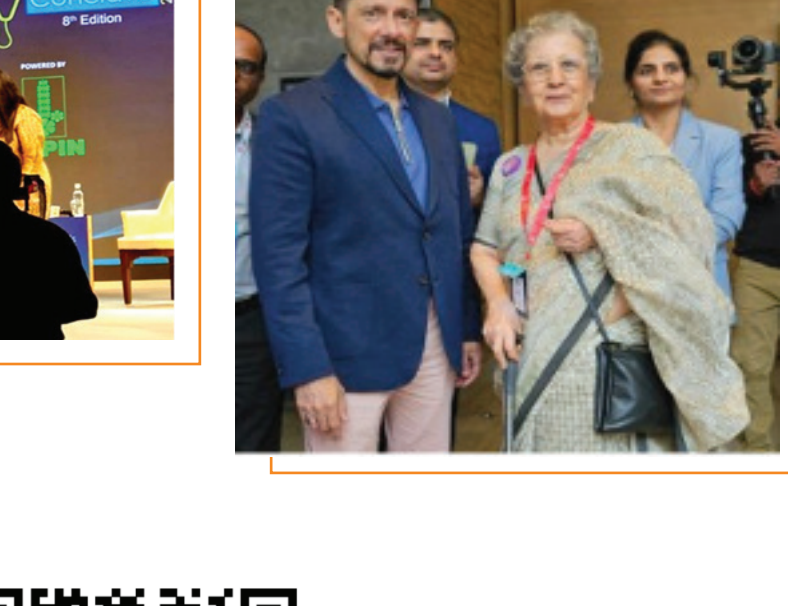
AWARENESS - DELHI BRANCH

International Yoga Day Celebration

On June 21: International Yoga Day was celebrated at Waterloo Park, Ontario, by the Consul General of India in Toronto along with other organizations.

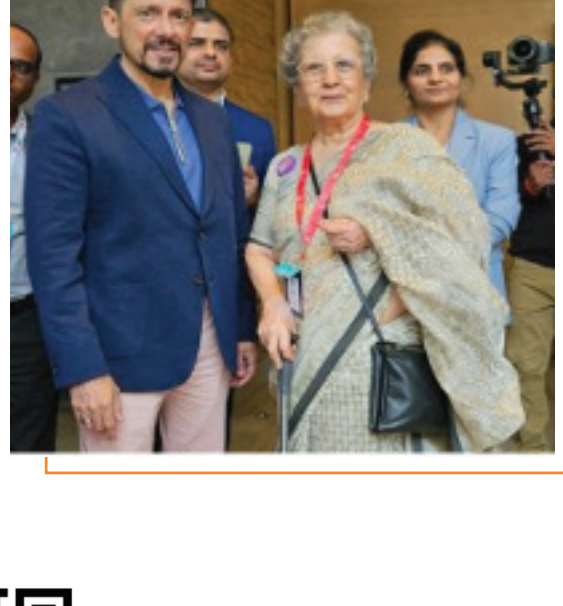
Volunteers Certified By Habuild Yoga

Mrs. Nalini Vemuri proudly participated in this global event promoting wellness and unity through yoga. Participants were given T-shirts and refreshments.



Doctors' Day Conclave

Times Now hosted the Doctors' Day Conclave 2025 on June 27. Mrs. Jyotsna Govil joined the panel discussion, "Voices of Care: Leading Change in India's Health Narratives - from Policy to Patient Empowerment." She highlighted key ICS initiatives like the Cancer Fundamentals e-learning course, Rise Against Cancer app, Cancer Sahyog and more. She also interacted with renowned cardiovascular surgeon and healthcare innovator, Dr. Shriram Nene.



WORLD NO TOBACCO DAY 2025

ICS Delhi observed World No Tobacco Day on 13th May 2025 at DPS Gurgaon with participation from 17 schools in a senior skit competition on the theme "Unmasking the Appeal." Junior students joined an online jingle contest, and top winners in both categories were awarded. Over 300 students attended, leaving with a strong anti-tobacco message. Say No to Tobacco – Be Aware, Be Smart, Stay Healthy

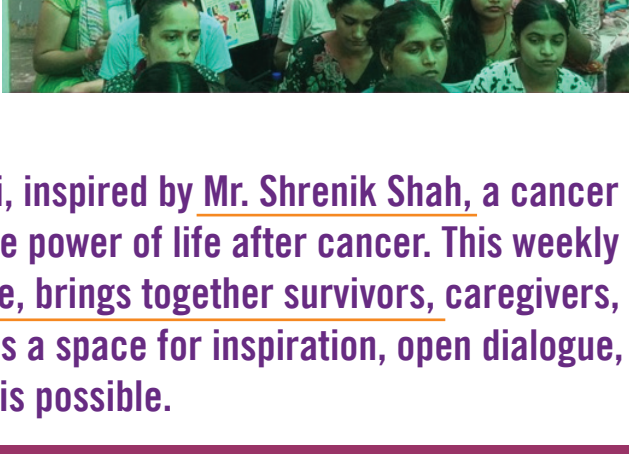


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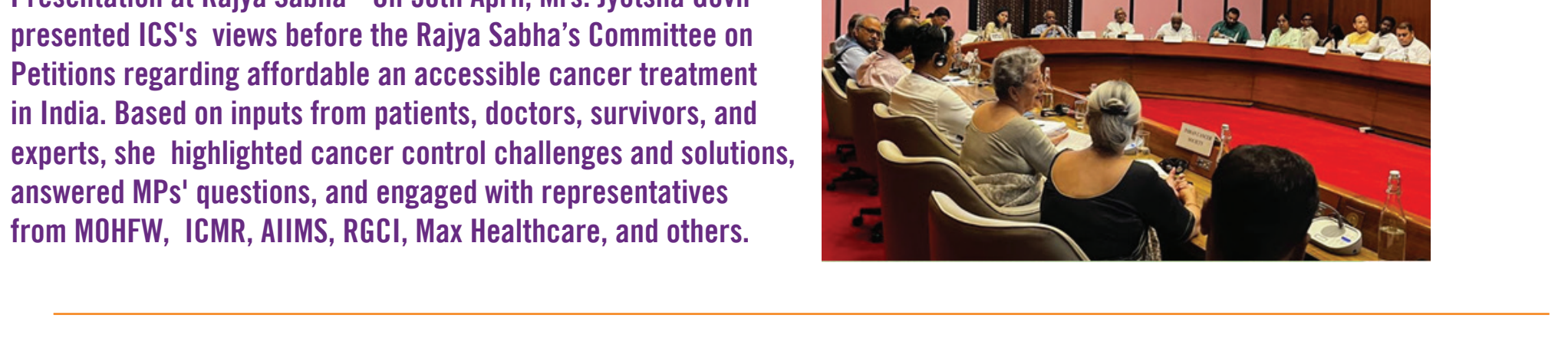
Awareness Talks / workshops and Webinars

An awareness talk was conducted at Literacy India, Bijwasan, New Delhi, on June 25, 2025. Led by Mrs. Meenakshi Chadha, the session covered important topics such as general cancer awareness, the impact of food lifestyle, and tobacco, as well as breast and cervical cancer. A total of 80 participants attended the session.



"Fridays with Shrenik"

"Fridays with Shrenik" is a heartfelt initiative by the Indian Cancer Society, Delhi, inspired by Mr. Shrenik Shah, a cancer survivor who now speaks through a voice box. His story symbolizes strength, hope, and the power of life after cancer. This weekly series, hosted by the Indian Cancer Society Delhi, via Zoom and livestreamed on YouTube, brings together survivors, caregivers, doctors, and experts to share real stories of recovery, resilience, and personal growth. It's a space for inspiration, open dialogue, and community breaking stigma, building strength, and reminding us all that healing is possible.



Presentation at Rajya Sabha - On 30th April, Mrs. Jyotsna Govil presented ICS's views before the Rajya Sabha's Committee on Petitions regarding affordable an accessible cancer treatment in India. Based on inputs from patients, doctors, survivors, and experts, she highlighted cancer control challenges and solutions, answered MPs' questions, and engaged with representatives from MOHFW, ICMR, AIIMS, RGI, Max Healthcare, and others.



Radio Talks

June Edition 2025

Every Friday, 1:05 pm to 1:20 pm only on AIR FM Rainbow DELHI - 102.6 MHz.



06 June

"Complementary therapies in cancer care"
By
Ms. Meenakshi Dhingra

13 June

"Endometrial cancer"
by
Ms. Anandita Dhawan.

20 June

"Awareness and Screening corner stones of prevention of cancer"
by
Ms Meenakshi Chadha

27 June

"Prostate cancer"
by
Ms. Ranjit Kaur

AWARENESS - BENGALURU BRANCH

Media Coverage



WORLD NO TOBACCO DAY 2025



Released a video highlighting how parents' habits impact children. Kannada star Shiva Rajkumar shared a heartfelt message supporting the film and helping amplify its reach. Grateful for his support in spreading awareness.

AWARENESS - KOLKATA BRANCH

AWARENESS PROGRAM

From April to June, 2025 we have conducted 6 Awareness programs on cancer amongst community members, through these programs ICS Kolkata reached among 262 individuals out of which 143 were male and 119 were female.



Cancer SCREENING



ICS Mumbai has launched a community-based preventive cancer screening programme in Mumbai and its suburbs, Navi Mumbai, and the Sinner block of Nashik district, Maharashtra, with CSR support from L&T and Axis Bank, in association with SMT Hospital, Nashik. The programme was conducted from April to June 2025.

During this period, ICS conducted 25 screening camps across Mumbai, Navi Mumbai, and Sinner, reaching 1,592 beneficiaries - 69.5% of them women. Over 1,600 VIA and HPV tests were conducted alongside oral and breast cancer screenings, identifying 122 suspected cases. Suspect detection rates were highest for oral cancer among males (6.8%) and for cervical cancer via HPV testing (5%).



Registration counter

Consent form explanation

Doctor giving general counselling in the community



Oral examination

Physical examination



SCREENING - DELHI BRANCH

Total of 375 beneficiaries (211 Males and 164 Females) were screened across Delhi NCR

PM Arogya Mitra Training Program

Indian Cancer Society has onboarded by Tata Institute of Social Work to provide Pradhan Mantri Arogya Mitra's basic understanding on cancer and its social ramifications in a 10 hour module over 5 weeks. The PM Arogya Mitra training program commenced from 3rd week of June. Sessions are on the last two days of the week (Thursday - Friday, from 4:00 - 6:00 pm)



SCREENING - BENGALURU BRANCH

SCREENING

Oral Cancer screened	4055
Screened for Breast cancer	2382
Checked for Cervical cancer	1563
No of screening camps	56



SCREENING - KOLKATA BRANCH

DETECTION CAMPS ON CANCER

From April, 2025 to June, 2025 we have conducted 4 detection camps on cancer through these programmes ICS Kolkata reached among 208 community members out of which 108 were male and 100 were female.



MOBILE MAMMOGRAPHY SERVICES

From April to June, 2025 we conducted 1 mobile mammography services for screening of breast cancer, total 8 women were screened by Mammogram.



CANCER CURE



Cancer Cure data April 2025-June 2025

Particulars	No. of Beneficiaries Supported	Amt disbursed (Rs in Cr.)
CCF	526	8.75
AKITF	526	0.77
TOTAL	1052	9.52

On 6th June 2025 Cancer Cure Project review meeting was conducted at Kotak Securities Office.



2nd from right Parma Dept. Deputy VP-CSR, Mr. Sandeep Gupta - Chief Risk Officer and Mr. Dhanjeet Kumar Deputy Manager - Kotak Securities



Cancer Cure empanelled **SMBT hospital, Nashik Maharashtra** a multispeciality hospital and a hospital for the underprivileged cancer patients for its **AKITF Project**.

Cancer Cure empanelled **Bagchi Sri Shankara Cancer Centre, Bhubaneswar, Odisha** for its **AKITF and CCF Project**.



Dr. B S Srinath (Director of Bagchi hospital Odisha and Sri. Shankara hospital Bengaluru) 3rd from right

SURVIVORSHIP & REHABILITATION, MEDICAL AFFAIRS



16th Ugam Anniversary Celebration

The 16th Ugam Anniversary Celebration was held on 1st June 2025 with the theme “कल आज और कल” Over 525 survivors and their families along with other guests across India attended in person, while 700+ joined online to celebrate the strength and unity of the survivor community. The event featured inspiring survivor performances, heartfelt speeches, a felicitation ceremony, and the launch of Ugam’s newsletter. Dr. Sudeep Gupta graced the occasion as the Chief Guest, with Shree Sanjay Manjrekar as the Guest of Honour. The event concluded with gratitude, music, and meaningful connections and more.



Regional Reflections ACT Clinics

The 3rd National Survivorship Workshop highlighted key insights from ACT clinics at ICS partner hospitals, bringing together psychologists and oncologists to advance integrative, evidence-based mental health services in oncology. We acknowledge our esteemed speakers and panelists.



Relay For Life

Survivors from Hyderabad, Chennai and Mumbai attended a dedicated RFL (Relay For Life) training session, where they were guided on how to effectively conduct the event. The session covered the three key elements of RFL-Celebrate, Remember, and Fight Back along with all associated activities. Their enthusiastic participation reflected a strong commitment to taking the movement forward.

Media Coverage for Ugam 16th Anniversary



Dr. Vandana participated in and represented ICS at the Indian Childhood Cancer Initiative Leadership Meeting held in Goa on May 24–25, 2025.

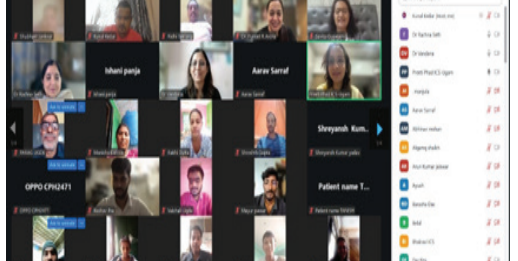
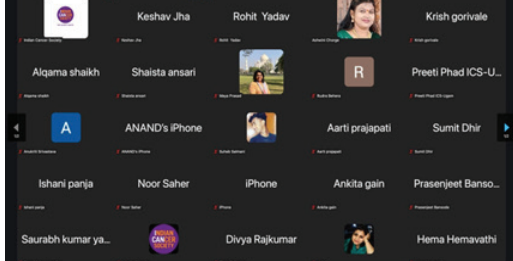


ICS was invited as a speaker at the REACH Media Roundtable on “Non-Communicable Diseases (NCDs): Bringing Science and Media Together,” held on April 9, 2025.

Ugam - Lets Talk Series



Ugam, in collaboration with TMH Mumbai, launched the “Ugam Open Forum – Let’s Talk” series to empower cancer survivors through open discussions on post-treatment health and well-being. The second session focused on heart health, with Dr. Rajat Mohan emphasizing preventive care and lifestyle changes, drawing participation from over 130 survivors and caregivers. The third session, held on June 29, addressed reproductive health concerns, featuring expert insights from Dr. Puneet Rana Arora, Dr. Rachna Seth, and Dr. Savita Goswami. Each session provided a safe, supportive space for survivors to learn, share, and navigate life beyond cancer.



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