

CELEBRATING the legacy of resilience & strength with UGAM



Inspiring cancer survivors to rise and conquer

AWARENESS & MARKETING



Total Number of people reached through Mass Media

25 Million

Total Number of Beneficiaries reached through Community Awareness

2,15,440

Total Number of Sessions

13,815

West Bengal

Goa

Telangana

Social Media Updates



Remember, a healthy **MOM** means a healthy family, so do timely check ups and stay 2 steps ahead of cancer.

This Father's Day, encourage your **DADS** to prioritise their health, by doing regular check ups to stay 2 steps ahead of cancer.

Let the endless possibilities of **YOGA** pave the way to a healthier future and inspire you to stay 2 steps ahead of cancer.

Awareness Campaign During Ashadi Ekadashi, Pandharpur

Ashadi Ekadashi is Maharashtra's Largest Festival where more than 30 lac people visit Vitthal Rakhmai Temple every year. On the way to the temple there are information screens placed on which we played our awareness ads as a pro bono activity by the media agency. This activity helped us reach approximately **1 million** people.



# World No Tobacco Day

#QuitTobaccoFightCancer #NoTobaccoDay #HealthyLifestyle

We're thrilled to share the success of our **No Tobacco Day** campaign! We could reach out to millions plus for health and well-being via Radio, Social Media campaign & also through events and workshops. We will continue to make our efforts in creating awareness.

Total Reach - **10** million

Social Media Reach - **3.7** million



Radio Reach - **6** Million



Campaign across

**63** cities

RJ interactions with listeners to motivate them to quit tobacco and screen themselves at earliest to stay 2 steps ahead of cancer

Awareness Camps Reach - **2844**

**32** Awareness camps conducted across the country



## Ads on theaters

**49** Theatres



**4** Million Reach

## Ads on Sony TV network on PRO BONO basis.



Channels

**25**

Spots/Exposures

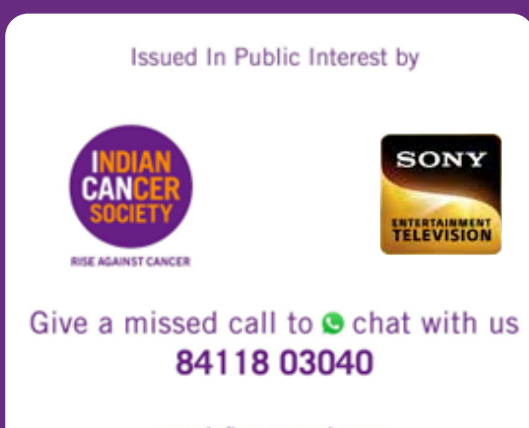
**350**

Total Secondages

**10,500**

PROBONO FCT

worth ₹ **4.2** Million



Give a missed call to chat with us  
**84118 03040**

[www.indiancancersociety.org](http://www.indiancancersociety.org)

Media Association with the Country's largest TV network, Sony TV on PRO BONO basis. Our Awareness films were aired across **25** channels of Sony TV network in Four languages this helped us reach millions and increase Cancer Awareness. This campaign also created positive image of brand ICS at the national level.



## SCREENING



The screening camps were carried out in Patna, Mumbai, Kolhapur and Vidarbha with support of SBI life insurance, BPCL and L&T. These camps were conducted in government health infrastructure with the help of district health societies of respective areas.

ASHA workers were involved to identify eligible cases for the screening through the assessment.

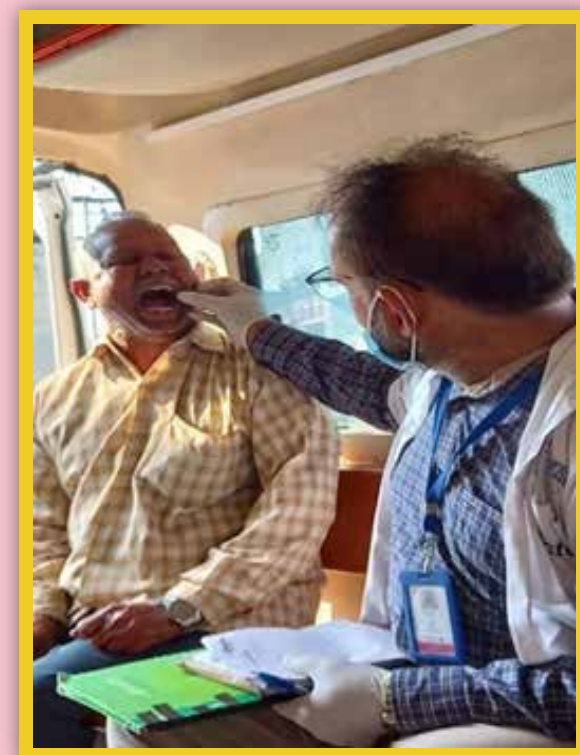


In the period of April 2023 - June 2023, **78** camps were conducted and **5,113** beneficiaries screened: **7%** cases screened positive and need further investigation.



## ICS Wockhardt screening initiative

ICS with Wockhardt foundation has jointly embarked on a collaboration for screening for oral cancer. The aim is to reach One lakh mark of Oral screening this year pan India. Similar association has also been initiated with the Piramal Swasthya for Maharashtra. In both these initiatives, training, methodology and IEC material is provided by ICS. Also navigation support is provided for those screened positive.



## CANCER CURE



### The Dr. Arun Kurkure Initiation & Treatment Fund

Count of patients supported (April - June 2023)

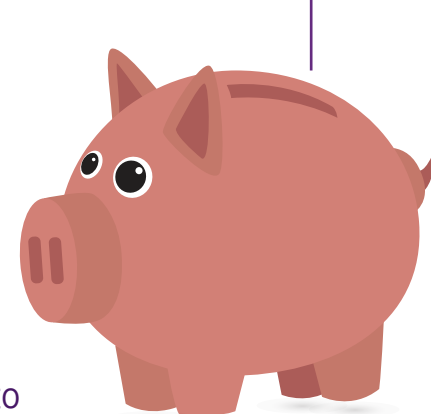
**542**

Funds disbursed

**₹76 lakhs**

The Dr. Arun Kurkure Initiation and Treatment Fund (AKITF) initiative, which provides assistance to underprivileged patients for initial investigations and treatment, has disbursed funds amounting to ₹76 lakhs, benefiting 542 patients.

Among these patients, 62% fall under the middle-aged category i.e above 45 years, and both genders have received equal support from the funds. **It is noteworthy that 72% of the patients started their treatment after being diagnosed with cancer, thereby increasing their chances of survival.** This emphasizes the crucial role of early detection and treatment in improving cancer outcomes. **Without the support of AKITF, these patients may have been unable to afford the diagnostic cost, potentially leading to unfavorable outcomes.**



## CANCER CURE FUND

At quarterly held GAC meeting fund of **₹17.52** crore was committed to support **572** patients. out of which **₹8.32** crore disbursed for **558** patients through hospitals.

60% of the patients's applications sanctioned by CCF during the quarter were female with 54% of these for breast cancer.

The support provided by CCF has been equally distributed among two age groups: 16-45 years and 45 years and above.

Follow-ups through out bound have shown that more than 50% of the patients have successfully met the 5 year survival criteria.

CCF has extended support to patients from 21 out of the 36 States and Union Territories during this quarter.



# CANCER SURVIVORSHIP

## Ugam's 14<sup>th</sup> Anniversary, 2023

Ugam's 14<sup>th</sup> Anniversary witnessed significant participation from courageous cancer survivors. The introduction of 'Relay for Life' overarching theme "Celebrate, Remember and Fight Back" illuminated the hearts of everyone present. The event was graced by esteemed guests, including Shri. Ranjit Singh Deol (I.A.S.), Hon'ble Secretary, School Education and Sports Department of Maharashtra, ace filmmaker Mr. Amol Gupte, Mr. Ashish Parulekar, and Ms. Aparna Pandey of BPCL, as well as Dr. Sripad Banavli and Dr. Chinnaswamy of TMH, and Mr. Amar Kedare of WPP India.

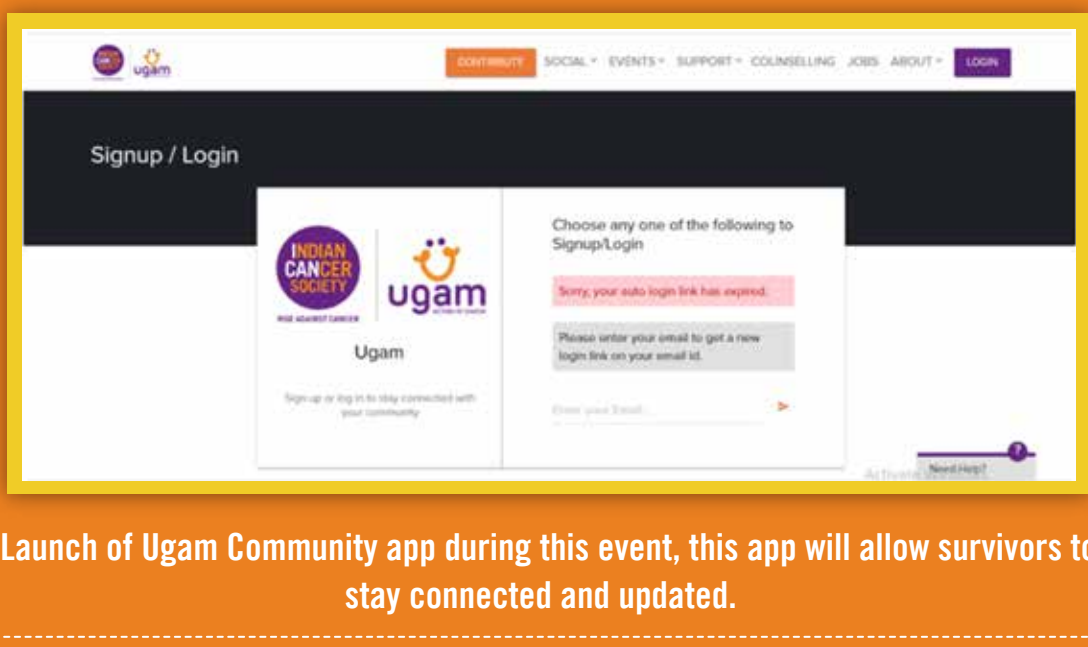
We express our gratitude to all those involved who enabled us to celebrate cancer survivorship and keep the spirit alive.



Ugam member Anamika Soni, who is a trained Kathak performer performed Ganesh Vandana.



The dance performances by Ugam members on the theme of their fight against cancer awed everyone. Choreographed by well known Choreographer Megha Sampat.



The "Chai pe Charcha" between three Ugam members, moderated by Dr Savita Goswami. "Don't try to catch the butterfly, create a garden and the butterfly will come on its own."



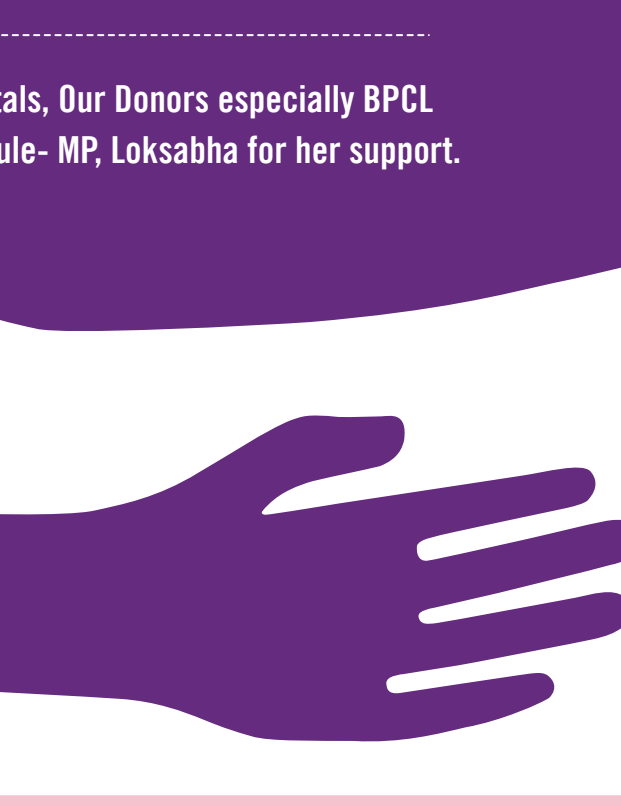
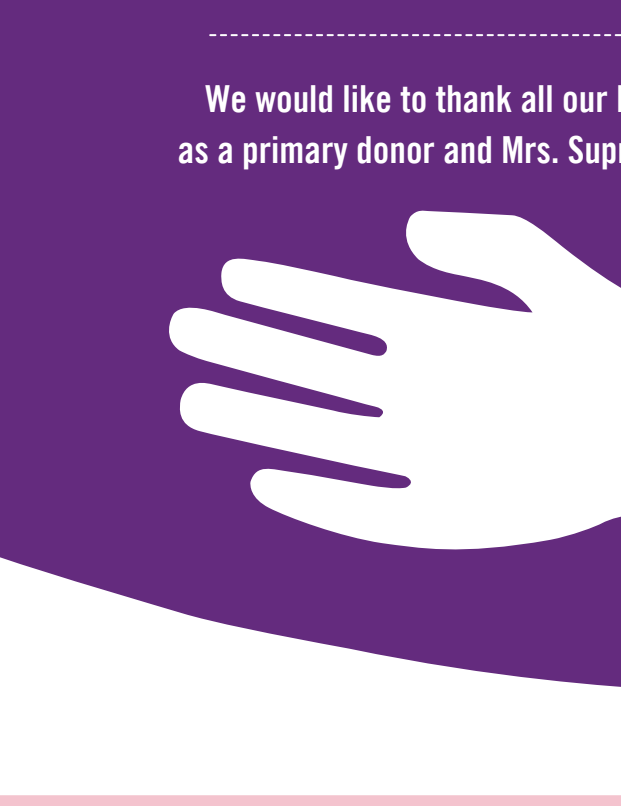
Launch of Ugam Community app during this event, this app will allow survivors to stay connected and updated.

## PR of UGAM ANNIVERSARY

Ugam received extensive PR coverage for the event across India, and it was also picked up by several other countries

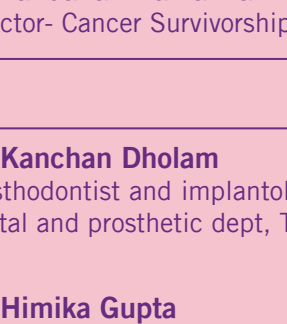
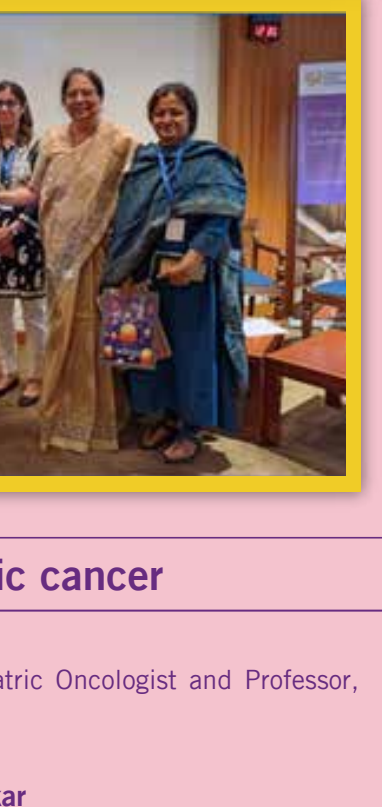


Scan QR to watch the video



Scan QR to know more

RFL in Ugam - Relay for Life Luminaria began with Ugam members lap from the stage down through aisles with Luminarias in their hands. It was a soul stirring time and left all with the powerful message that, we can Hope for a cure for cancer!



Scan QR to watch the video

## Thank you

We would like to thank all our Hospitals, Our Donors especially BPCL as a primary donor and Mrs. Supriya Sule- MP, Loksabha for her support.



## 2<sup>nd</sup> Annual National Workshop

### Panel Discussion on late effects of pediatric cancer

We acknowledge Dr. Girish Chinnaswamy & Dr. Maya for their support during the National workshop.



### Panel Discussion on late effects of pediatric cancer

<b>Chairperson:</b> <b>Dr. Purna Kurkure</b> Trustee Incharge, Survivorship & Rehabilitation Vertical, Convener, Ugam, ICS	<b>Moderators:</b> Dr. Maya Prasad Paediatric Oncologist and Professor, TMH  <b>Dr. Vandana Dhamankar</b> Director- Cancer Survivorship & Rehabilitation
<b>Panelists:</b>	
<b>Dr. Sudha Rao</b> Prof & Chief Pediatric endocrinology, BJ Wadia Hospital for children, Consultant Pediatric Endocrinology, TMH  <b>Padmashri Dr Indira Hinduja</b> Hon Gynaecologist & infertility specialist, PD Hinduja Hospital  <b>Dr. Manish Agrawal</b> Director and Head, Orthopaedic Oncology Navavati Hospital	<b>Dr. Kanchan Dholam</b> Prosthodontist and implantologist, Ex. Prof. and Head, Dental and prosthetic dept, TMH  <b>Dr. Himika Gupta</b> Ocular Oncologist and Oculoplasty surgeon, SRCC Hospital, Mumbai Consultant Vision Therapy Dept,SRCC-CDC-Worli  <b>Ms. Alpana Pagare</b> Associate professor, Audiology & Speech Therapy Department, Nair Hospital

### Case Presentations on Neuro-Cognitive & Psychosocial issues

<b>Chairperson:</b> <b>Dr. (Col) Prakash G. Chitalkar</b> Director Sri Aurobindo Cancer Centre Professor of Medical Oncology Sri Aurobindo Institute of Medical Sciences Madhya Pradesh Vice President & Convener TYACAN Foundation
<b>Panelists:</b> <b>Dr.V. Surendran</b> Professor & Head, Department of Psycho-Oncology and Resource Center for Tobacco Control, Cancer Institute (WIA), Chennai.  <b>Dr. Savita Sapa</b> Sr. Clinical Psychologist, Consultant clinical psychologist at the Centre for Health Research and Development, Society for Applied Studies, New Delhi
<b>Presenters:</b>  <b>Ms Divya Rajkumar</b> <b>Ms Priya Dixit</b> <b>Ms. Pragya</b> <b>Ms. Vaidehi Vaidya</b>



## UNITING HOPE, COURAGE & CREATIVITY!

Launched and celebrated 1<sup>st</sup> Ugam Art League On 27<sup>th</sup> May, 2023 at ICS Parel, Mumbai 40-50 Survivors participate in different competitions, Drawing, Craft, Dancing & Singing, Ramp Walk and had a great day to be remembered.



## A PRELUDE TO CELEBRATE INTERNATIONAL CHILDHOOD CANCER SURVIVOR'S DAY.



# Late Effect

40 Applications Approved



10 applications approved in this quarter

# Poster presentation



5<sup>th</sup> Global AYA Conference  
**Subject:** Childhood Cancer Survivors Transitioning into AYA (Adolescents and Young Adults): Opportunities & Challenges in India  
**Date & Venue:** June, 2023, California, US



International Symposium on Late Complications After Childhood Cancer  
**Subject:** "Implementation of Survivorship Care Model for Late complications of Childhood Cancer Survivors in India"  
**Date & Venue:** June, 2023, Georgia, US

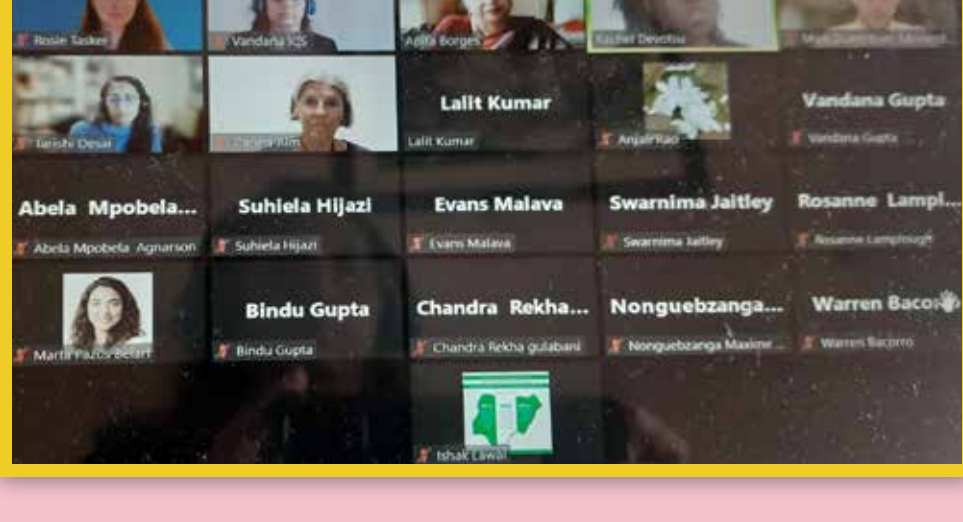
# ICS- Ajiwasan Music Classes

Ajiwasan (Suresh Wadkar's Academy) is giving scholarships to cancer survivors. The qualified teachers are teaching the survivors Hindustani classical music as well as Semi classical music. This will be a 2 years course



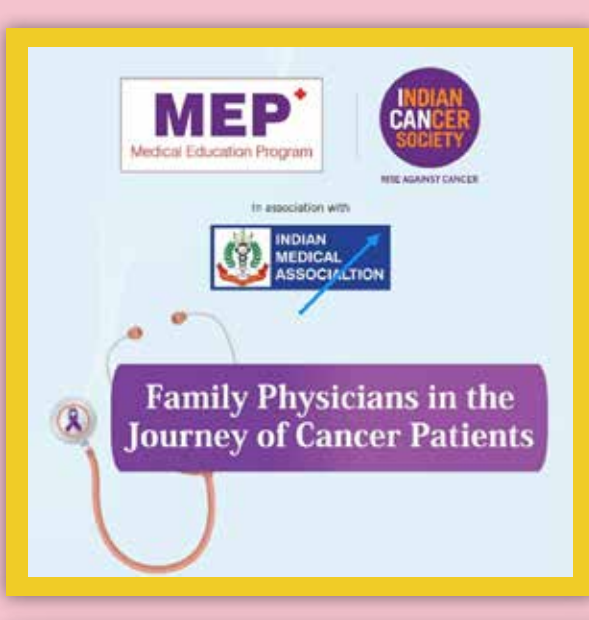
# UICC Regional Dialogue for Asia-Pacific on women's cancers

On 10<sup>th</sup> & 11<sup>th</sup> May in Manila, UICC co-hosted its Regional Dialogue for the Asia Pacific region with the Cancer Coalition Philippines. The event brought together the UICC community in the region to share learnings and opportunities to address women's cancers in the region.



Dr. Purna Kurkure was invited to participate in the event including UICC members – civil society, patient groups, cancer centers and network organisations from 23 countries from the Asia-Pacific region.

# MEP session on Breast Cancer held at IMA, Juhu on April 25, 2023.



The session was attended by 150 Doctors. Dr. Jayesh Lele were moderates the Q & A session also Dr. Shobha Ahuja and Dr. Rashmi Mehta from IMA were present.



# CANCER REGISTRY



Shravani Koyande, Dy. Director, ICS Registry spoke at Workshop on Principles and Practice of Cancer Prevention & Control conducted by Department of Preventive Oncology, Tata Memorial Hospital, on 19<sup>th</sup> June 2023

Wish you happy monsoon, stay safe, Stay 2 steps ahead of Cancer.

