

# STARTING 2024

with new milestones

Rising Against Cancer



## AWARENESS AND MARKETING

Project

**SATARK**

West Bengal | Telangana | Goa

Our awareness campaign for **Project Satark** reached over **10 million** people through various media channels.



Cinema



Radio



Facebook



Instagram



Youtube

## Community Awareness

**2,04,462** beneficiaries were reached in total through community awareness.

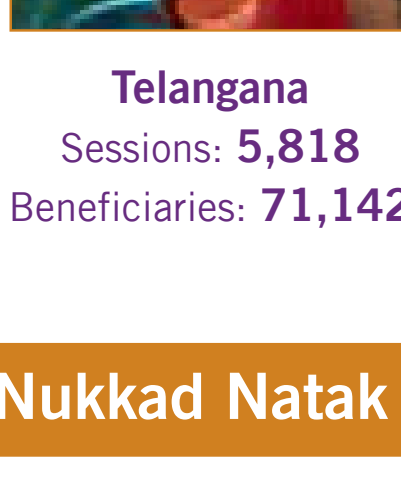
Total Number of Sessions **13,986**



**West Bengal**

Sessions: **4,986**

Beneficiaries: **85,590**



**Telangana**

Sessions: **5,818**

Beneficiaries: **71,142**



**Goa**

Sessions: **3,182**

Beneficiaries: **47,730**

## Nukkad Natak

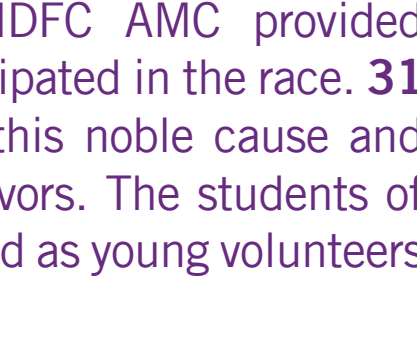
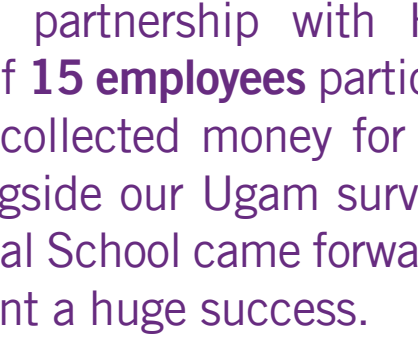
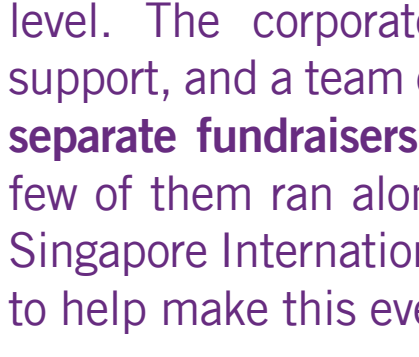
Organised in two states, Goa and West Bengal on busy streets, bus stops, and railway stations to reach the masses and create awareness.

Reached over **17,000** people



## Awareness Sessions in Schools, Colleges & Communities

**13 community awareness events** and an interesting discussion about cancer were held in Maharashtra, Telangana, Goa, and West Bengal, reaching **1,283 people**.



## Tata Mumbai Marathon - 2024



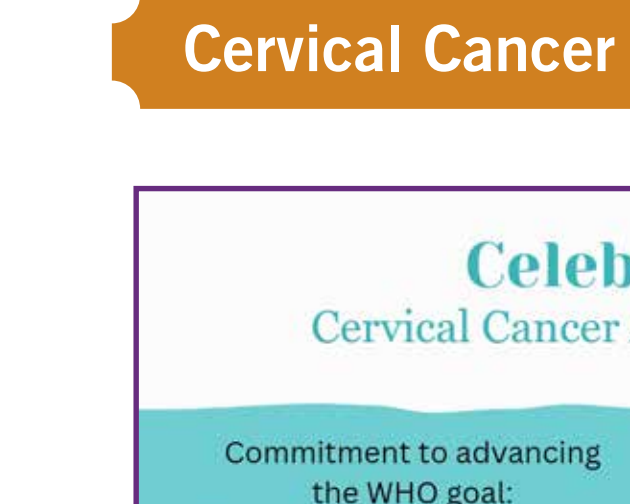
ICS was able to raise **₹7.38 Lakh** this year and achieved the gold level. The corporate partnership with HDFC AMC provided support, and a team of **15 employees** participated in the race. **31 separate fundraisers** collected money for this noble cause and few of them ran alongside our Ugam survivors. The students of Singapore International School came forward as young volunteers to help make this event a huge success.



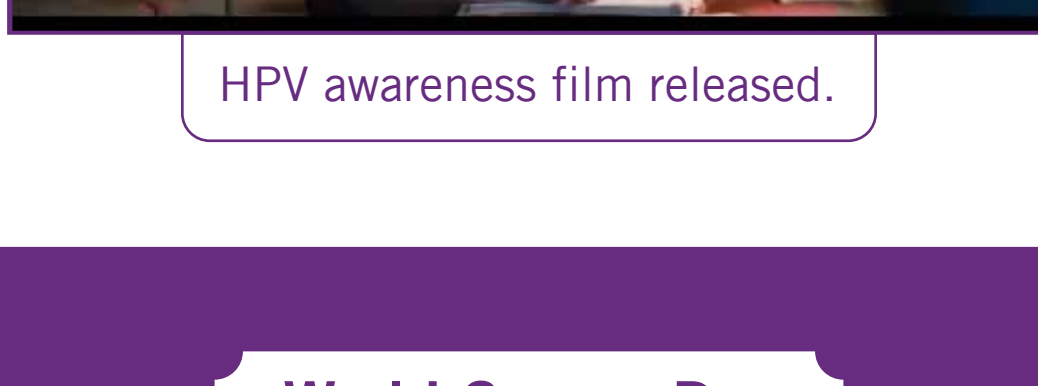
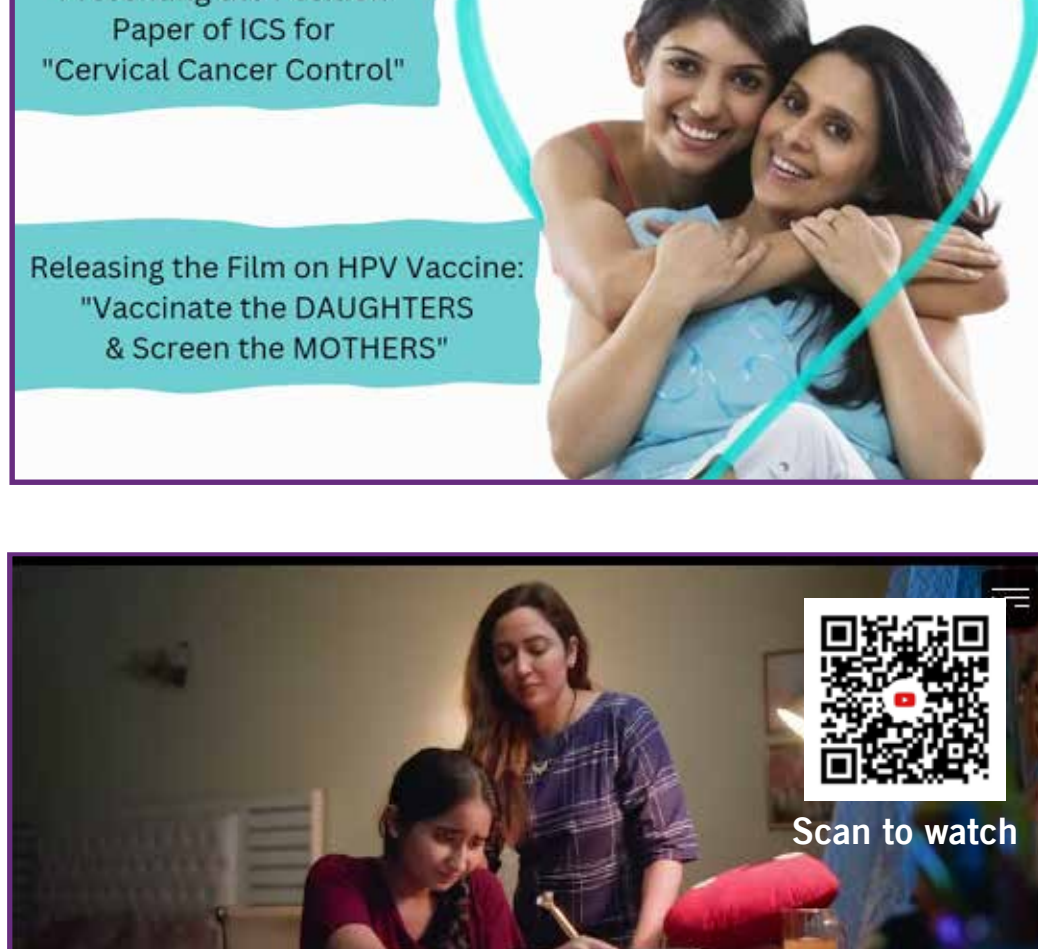
Singapore International School



BHAROSA APNO KA



## Cervical Cancer Awareness Month



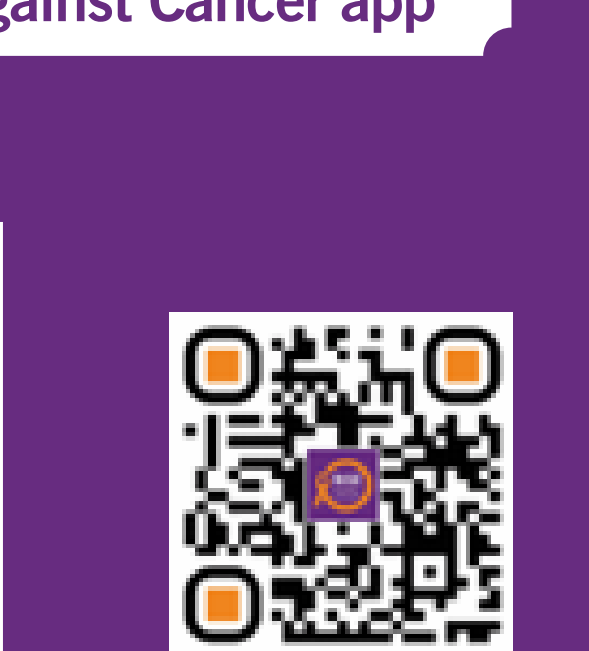
HPV awareness film released.

## World Cancer Day

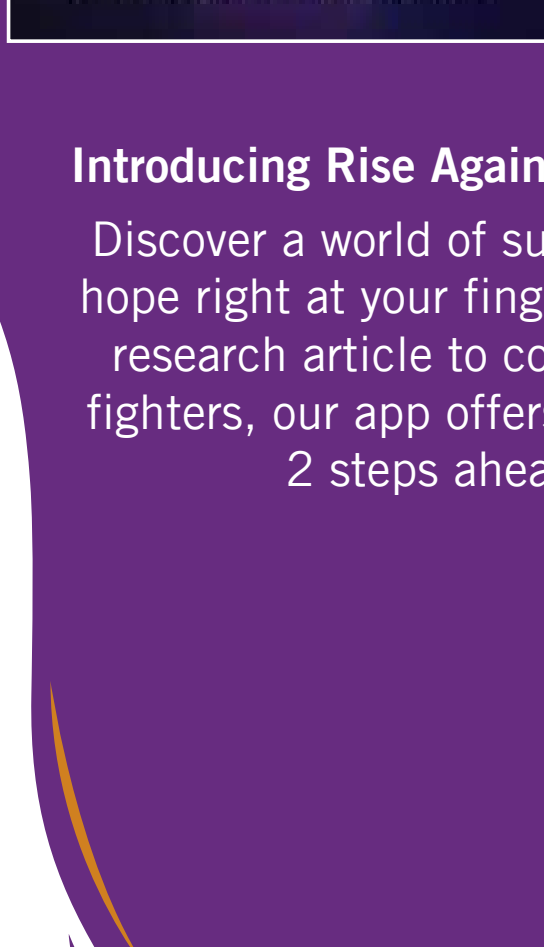
A week-long series of awareness events and activities, including community awareness sessions, pink ribbon movements, cancer awareness rallies, and more, reaching **25,000** people, were held in the 3 Satark states to celebrate World Cancer Day.



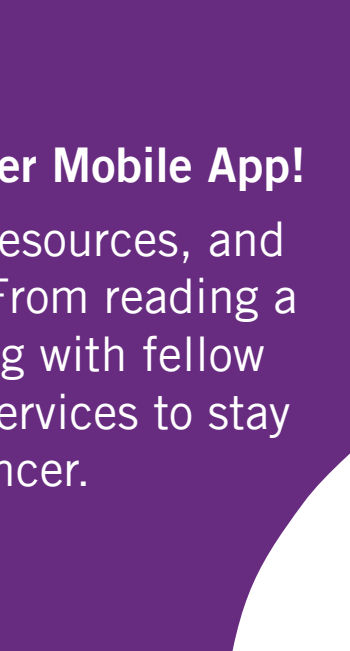
The Hon. CM of Goa addressed the gathering on the occasion of World Cancer Day.



## Launch of Rise Against Cancer app



An app Made-in-India for India, and the World!



Scan and download the app

## Introducing Rise Against Cancer Mobile App!

Discover a world of support, resources, and hope right at your fingertips. From reading a research article to connecting with fellow fighters, our app offers vital services to stay 2 steps ahead of cancer.





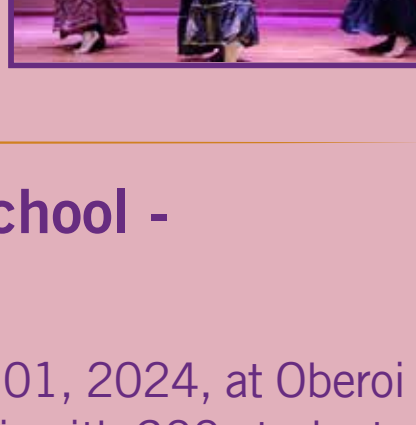
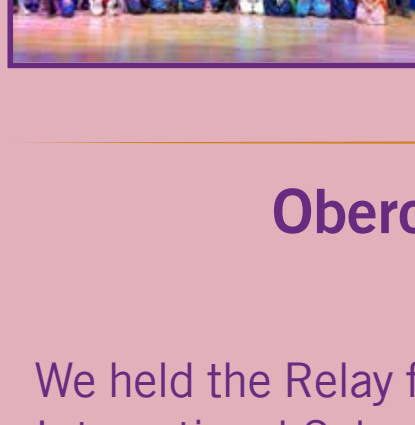
## Relay For Life



### Dhirubhai Ambani International School -

12<sup>th</sup> Jan, 2024

The Relay for Life event was held on January 12, 2024, at Dhirubhai Ambani International School in Bandra, Mumbai. 200 students and teachers from the School as well as 10 Ugam participants from ICS, participated in this event.



### Obero International School -

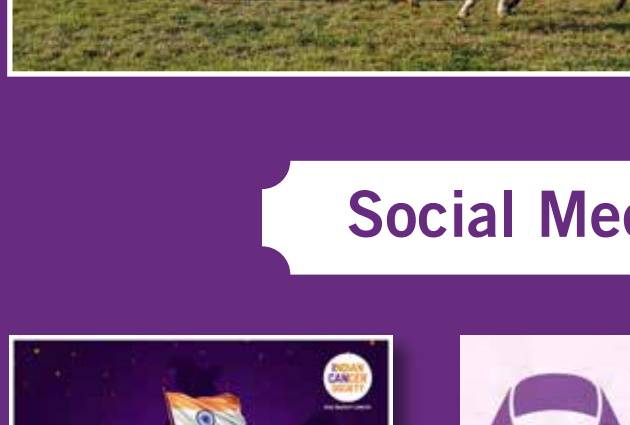
1<sup>st</sup> March 2024

We held the Relay for Life event on March 01, 2024, at Oberoi International School in Goregaon, Mumbai, with 300 students and teachers, as well as 15 Ugam participants from ICS.

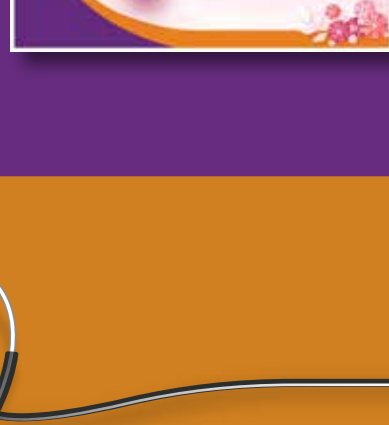
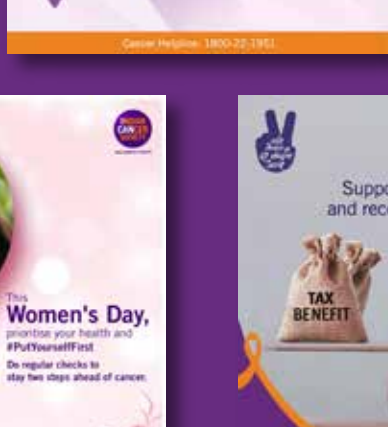


## Race of Hope

Race of Hope, a spectacular horse race event and a fun-filled carnival for cancer awareness, was supported by RWITC and other donors such as Raymond Reality and MG Motors on March 24, 2024, at the Mahalaxmi Race Course in Mumbai.



## Social Media Updates



## CANCER SCREENING

ICS NHQ and other implementing partners have launched a community-based preventative cancer screening programme in Maharashtra, Uttar Pradesh, and Noida with the CSR support of L&T, LG, and AstraZeneca from January to March 2024.

- Positive cases were navigated and investigated for confirmatory tests and treatment at tertiary health care centres.
- 7,090 people were screened (26% male and 74% female) at 108 cancer screening camps.
- A total of 7% were discovered to be screen-positive, and follow-ups are in progress.
- 51% were sent to tertiary care hospitals for further examination to confirm diagnosis.



## CANCER CURE

### Cancer Cure Fund

We provided financial assistance to patients from 19 empanelled hospitals under the Cancer Cure Fund.

Patients Supported

444

Disbursed Amount

₹10.23 Cr.

### Arun Kurkure Initial Treatment Fund

We were able to help patients with their first investigation and treatment through 12 empanelled institutions across India.

Patients Supported

883

Disbursed Amount

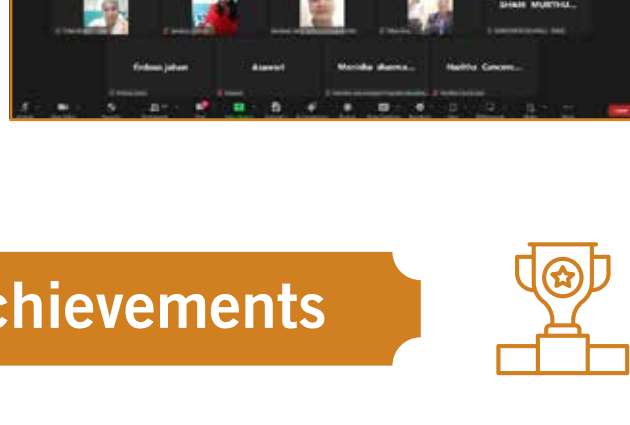
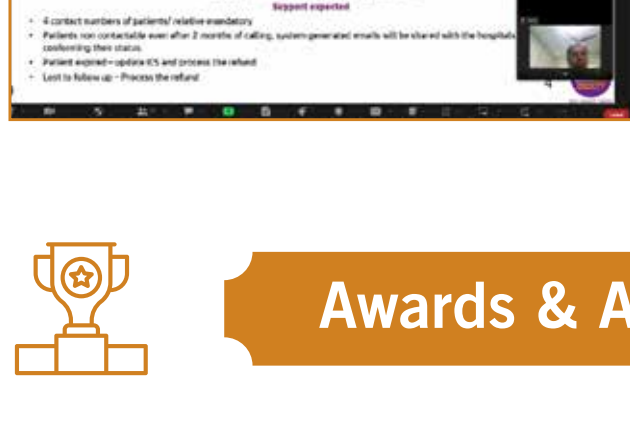
₹1.17 Cr.



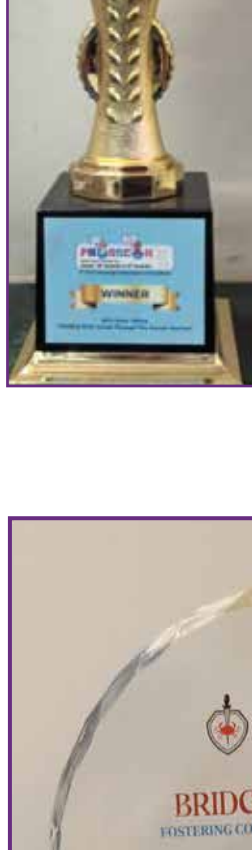
## Highlights of Cancer Cure Fund

Various updates to procedures and caps have been made during this time period, including adjustments to capping on trastuzumab, addendum implementations, declarations, support for bone marrow transplants, and so on.

On March 29, 2024, a Zoom meeting was organised with all co-coordinators from the empanelled hospitals to recognise their contributions and support from 2023 to 2024. They were given an overview of Cancer Cure's performance and challenges throughout the course of the year. Additionally, questions/issues expressed by attendees were addressed during the discussion.



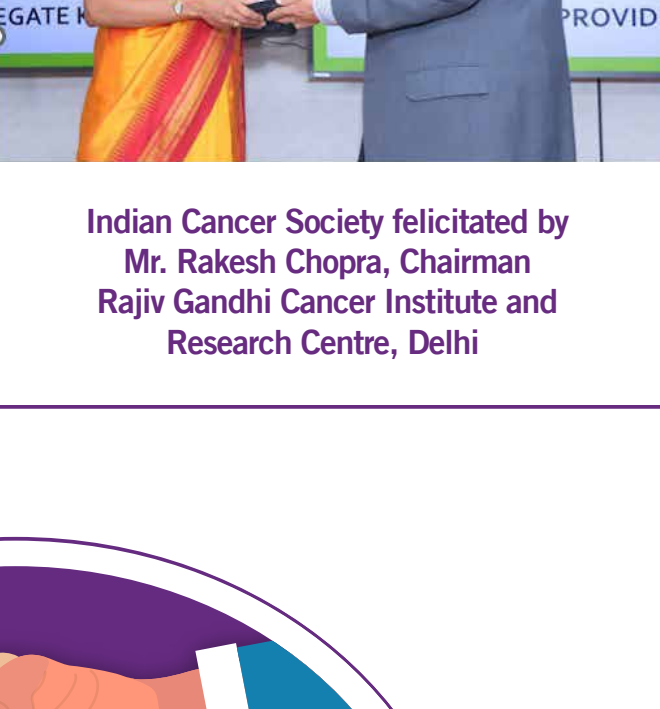
## Awards & Achievements



ICS CCF video - Nidhi's story won first place in the Paediatric Haematology Oncology Support Services Conference (Phosson) video competition.

It was submitted as an entry for the impactful childhood cancer video - making a difference in the lives of children with cancer in Chennai.

ICS got felicitated by Rajiv Gandhi Cancer Institute And Medical Centre Delhi.



Indian Cancer Society felicitated by Mr. Rakesh Chopra, Chairman Rajiv Gandhi Cancer Institute and Research Centre, Delhi

## SURVIVORSHIP

### World Cancer Day

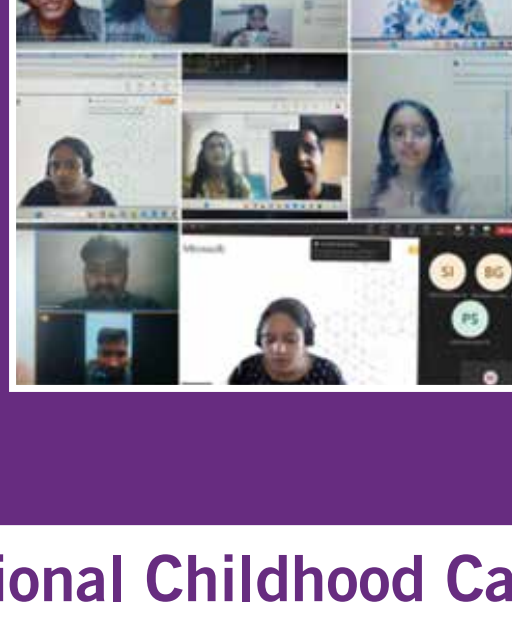
On the occasion of World Cancer Day, Apollo Hospital Mumbai invited ICS to support and collaborate on a critical subject that requires global attention. In addition, Apollo Cancer Centre issued a press release launching the Unmask Cancer Campaign.





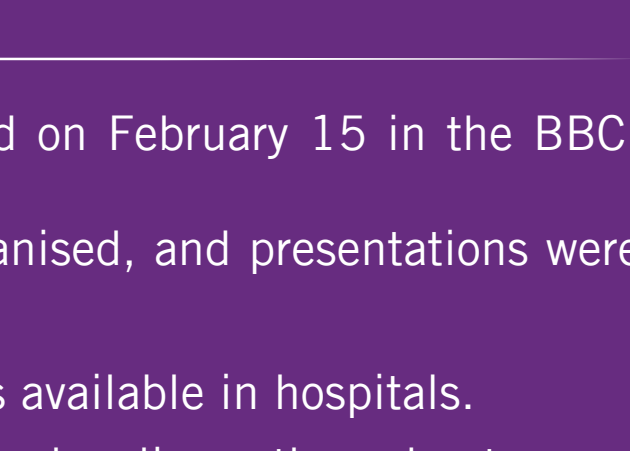
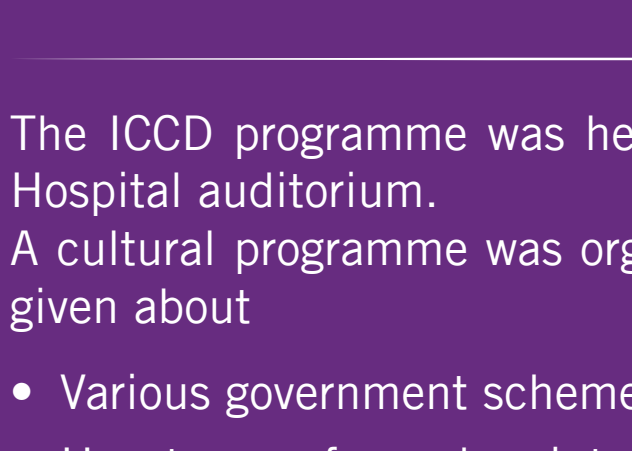
## Microsoft Event

On February 10, 2024, Microsoft hosted an online workshop to help milestone survivors prepare for job opportunities.



## International Childhood Cancer Day

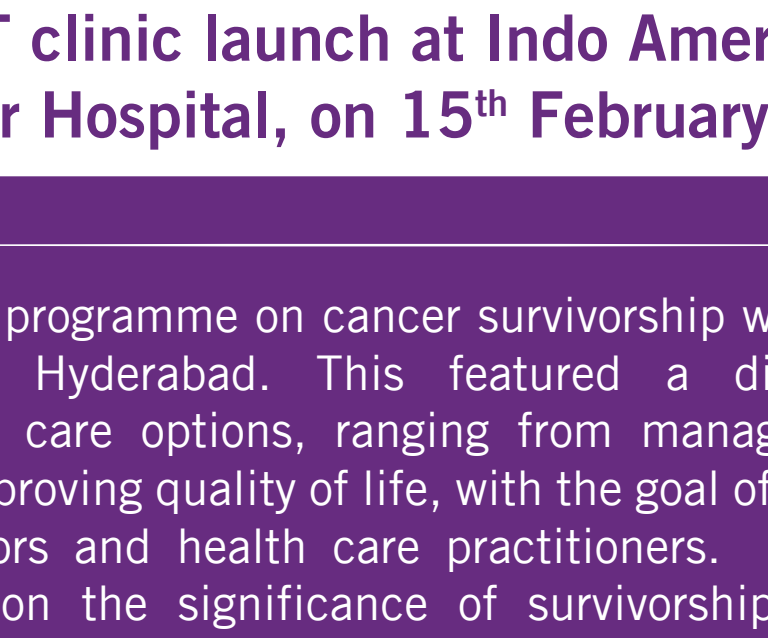
On February 14, 2024, we celebrated International Childhood Cancer Day at SKIMS (Sher-I-Kashmir Institute of Medical Sciences).



The ICCD programme was held on February 15 in the BBCI Hospital auditorium.

A cultural programme was organised, and presentations were given about

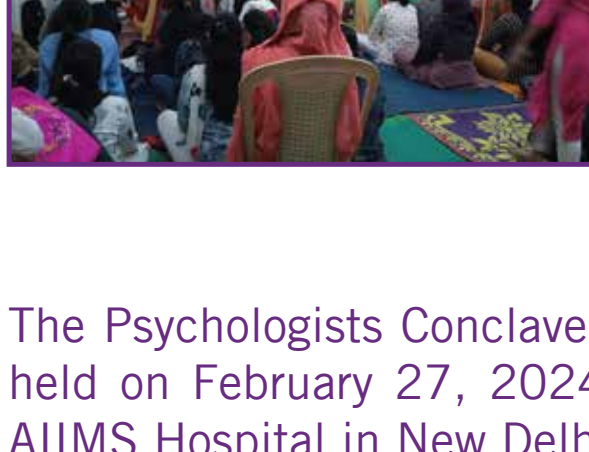
- Various government schemes available in hospitals.
- How to care for and maintain cleanliness throughout chemotherapy.
- The importance of follow-up after cancer treatment, in which psychologists discussed ICS, the PICASSO initiative, and ACT Clinics.



## ACT clinic launch at Indo American Cancer Hospital, on 15<sup>th</sup> February, 2024

A scientific programme on cancer survivorship was organised at BIACH, Hyderabad. This featured a discussion of survivorship care options, ranging from managing medical needs to improving quality of life, with the goal of empowering both survivors and health care practitioners. This session shed light on the significance of survivorship clinics, an overview of ACT clinics, fertility concerns in cancer survivors, and methods for mitigating long-term negative effects of cancer treatment.

## REHABILITATION

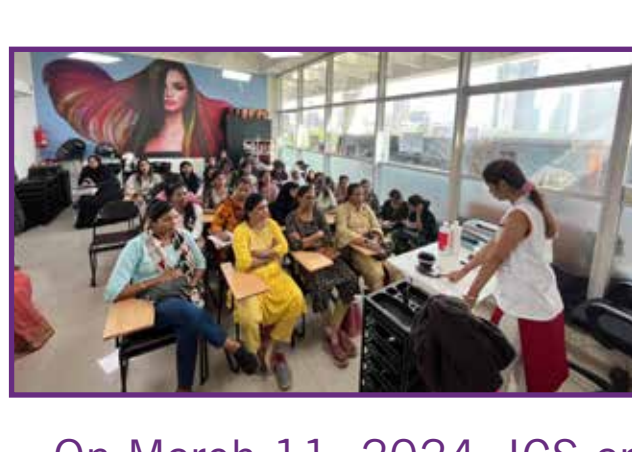


SBI officers led a financial literacy workshop for the patients and caregivers. This included training batches of beauticians and tailors courses.

The Psychologists Conclave was held on February 27, 2024, at AIIMS Hospital in New Delhi.



On March 19, 2024, the tailoring batch visited Tiny Miracle and Creative Handicrafts for a session on creative crafting.



Talk on self-love and self-care for survivors and their caregivers on March 4, 2023, at ICS HQ in Mumbai.



On March 11, 2024, ICS arranged a visit at VLCC in Navi Mumbai for patients and caregivers to observe and learn.

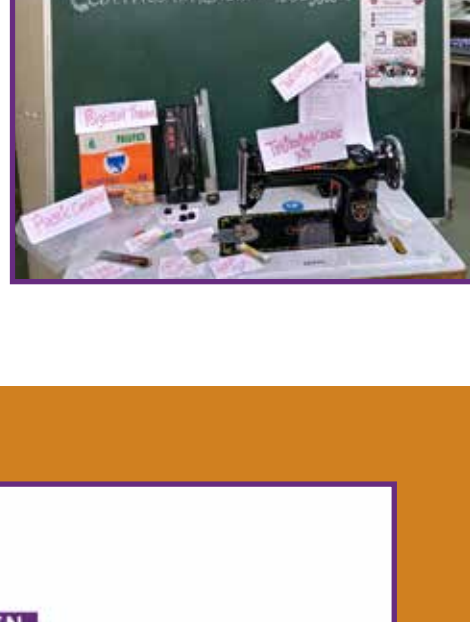
## Vocational Training Batch Completion Ceremony

### Tailoring Batch

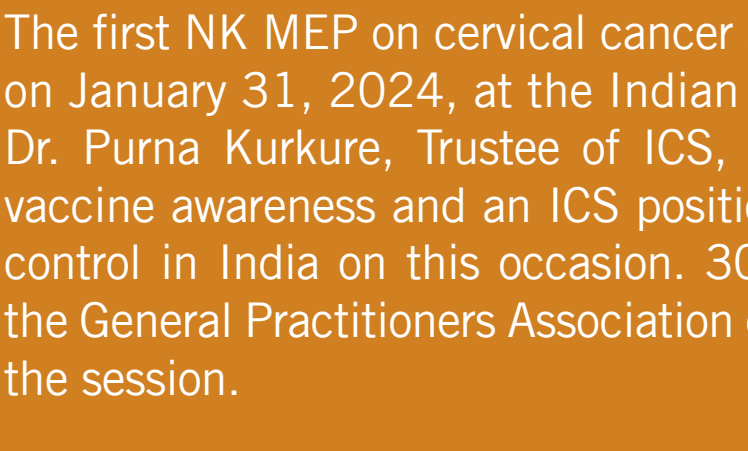
50 aspirants successfully completed the tailoring batch, with 43 receiving a tailoring tool kit and a sewing machine as post-batch completion support.

### Beautician Batch

80 aspirants completed the beautician batch, with 70 receiving a beauty kit as post-batch completion support.



**NAVEEN KSHATRIYA**  
**Medical Empowerment Program**

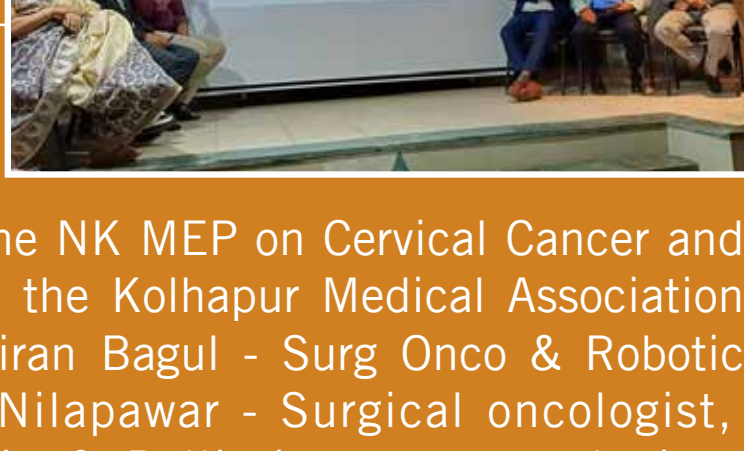


**Location - Mumbai**

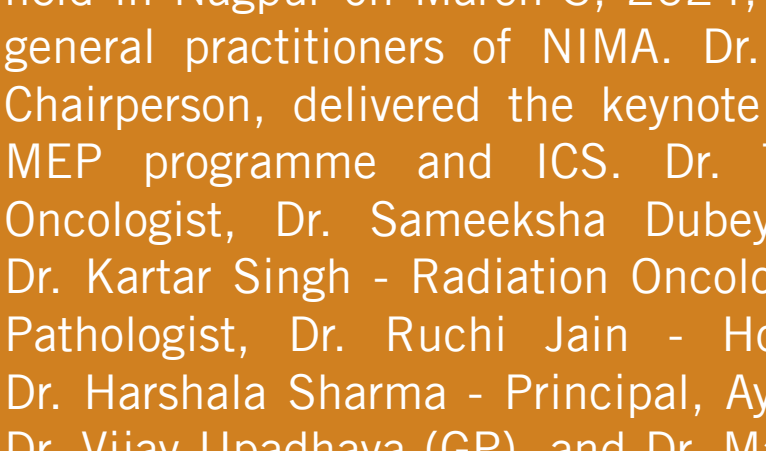
The first NK MEP on cervical cancer and HPV vaccine took place on January 31, 2024, at the Indian Cancer Society in Mumbai. Dr. Purna Kurkure, Trustee of ICS, released a film about HPV vaccine awareness and an ICS position paper on cervical cancer control in India on this occasion. 30 general practitioners from the General Practitioners Association of Greater Mumbai attended the session.

The expert panellists included Dr. Upendra Kinjawadekar, Paediatrician, IAP President 2023, Dr. Amish Dalal, Surgical Oncologist, HN Reliance Hospital, Dr. Purna Kurkure, Nat Coordinator, HPV project - IAP, ACS, and CFI, and Dr. Gauravi Mishra, Preventive Oncology, TMH. The moderator was Dr. Sunita Manglik, Secretary - General Practitioners Association - Greater Bombay.

**Location - Kolhapur**



On February 24, 2024, the NK MEP on Cervical Cancer and HPV Vaccine was held at the Kolhapur Medical Association (IMA) in Kolhapur. Dr. Kiran Bagul - Surg Onco & Robotic surgeon, Dr. Rishikesh Nilapawar - Surgical oncologist, Dr. Chaitanya Patil - Pain & Palliative care oncologist, Dr. Ashwini Mane - Patil - Onco pathologist, Dr. Prasad Tanawde - Radiation Oncologist, Dr. Saroj Shinde - Gynaecologist, Dr. Sandip Patil - Family Physician, and Dr. Reshma Pawar (Gynaecologist) moderated the session.



**Location - Nagpur**

The 3<sup>rd</sup> NK MEP on cervical cancer and the HPV vaccine was held in Nagpur on March 3, 2024, and was attended by 65 general practitioners of NIMA. Dr. Anita Borges, ICS Vice Chairperson, delivered the keynote address, discussing the MEP programme and ICS. Dr. Tanushree Jain - Gyne Oncologist, Dr. Sameeksha Dubey - Medical Oncologist, Dr. Kartar Singh - Radiation Oncologist, Dr. R Ravi - Senior Pathologist, Dr. Ruchi Jain - Homoeopathic Consultant, Dr. Harshala Sharma - Principal, Ayurvedic Medical College, Dr. Vijay Upadhaya (GP), and Dr. Manmohan Rathi served as the Moderator.

**THANK YOU**

**TO OUR ESTEEMED DONORS FOR SUPPORTING US!**




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**Rise Against Cancer**  
APP

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