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 Samajik 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, Medchalmaukajigiri, Kangoorly 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

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.

Pan India Cinema Campaign

104 Theatres

1.3 Million

1.3

Oral and Cervical Cancer films promoted through high impact Cinema Campaign

West Bengal

Sessions: 10654

Beneficiaries: 173453

Telangana

Sessions: 3244

Beneficiaries: 52486

Goa

Sessions: 4945

Beneficiaries: 74255

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

Social Media Updates

ICS organized 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.

Awareness Sessions

Mumbai

Goa

Telangana

2

4

4

390

550

221

Total Number of Beneficiaries

800

140

390

Social media updates on festivals and activities.

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.

Tata Mumbai Marathon 2024

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

Indian Cancer Congress 2023

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

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.

ICC Abstract

3rd INDIAN CANCER CONGRESS 2023

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

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 15th 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

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.
Career Counseling Workshop 5th August, 2023
Career counseling workshop for 10th & 12th Students for better future.

CANCER SURVIVORSHIP

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

HBCH, Varanasi

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

Dahi Handi Celebration September 7, 2023
Survivors from the Ugam support group celebrated Sankruti Dahi Handi at Thane.

Ugam- Session for Survivors & Parents at St. Judes
Counselling session organized for survivors and parents at St. Judes Mumbai.

Launching ACT Clinic - BBCI 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.

Tycan 2023
3rd & 4th September 2023 Indore
Survivors talk about “Find Your Sense of Tumor”

Organised Art league - CIA (Cancer Institute Adyar)
23rd July - 25th July, 2023
Drawing Competition Pot Painting Essay Writing
Objective - To improve the quality of life of cancer survivors by giving them prosthesis aid, vocational skilling and emotional support.

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

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 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. Abhinav Deshpande,
3) Dr. Ashok Diwan,
4) Dr. Nikhil Pande,
5) Dr. Abhijit Ambhaikar,
6) Dr. Aparna Saboo,
7) Dr. Shantidas Lungead
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.
Let’s persist in our determination to outpace cancer and strive for a brighter & healthier future.

**COMING UP…**

**RISE AGAINST CANCER BREAST CANCER AWARENESS MONTH**

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 breast 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.

Launched Rise against cancer Mobile App

Indian Cancer Society

Social Stock Exchange event, 2023

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 POVs 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.

Scan to know NSE workshop

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 organisations, policy influencers, representative from SEBI, NSE, key academicians and select invitees from other NGOs.

Launched Rise against cancer Mobile App

Indian Cancer Society

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

The event took its own spokes and guests of honor:

1) Mr. Akshay Kumar Chauhan
2) Tejinder Singh Madhu (newspaper)
3) Mr. A Balsubramanian
4) Dr. R Balsubramanian

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