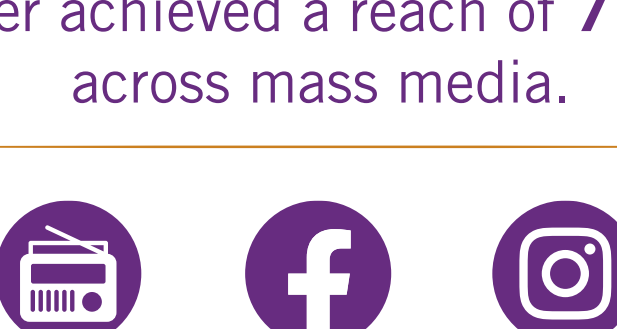


WARM GREETINGS FOR A SEASON OF HAPPY FESTIVALS

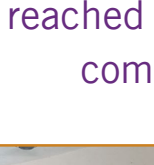


AWARENESS AND MARKETING

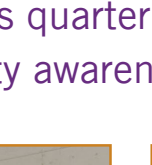


West Bengal | Telangana | Goa

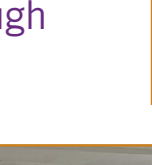
The awareness campaign for Project Satark this quarter achieved a reach of **7.2 million** across mass media.



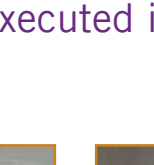
Cinema



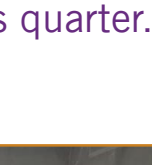
Radio



Facebook



Instagram



Youtube

Community Awareness

2,04,518 beneficiaries reached in this quarter through community awareness.

13,165 sessions executed in this quarter.



West Bengal

Sessions: **2,208**

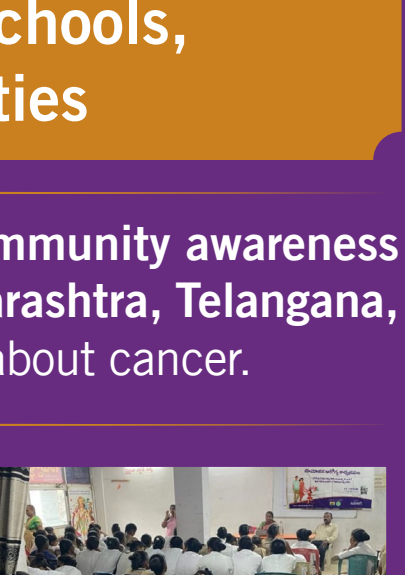
Beneficiaries: **52,324**



Telangana

Sessions: **5,264**

Beneficiaries: **66,476**



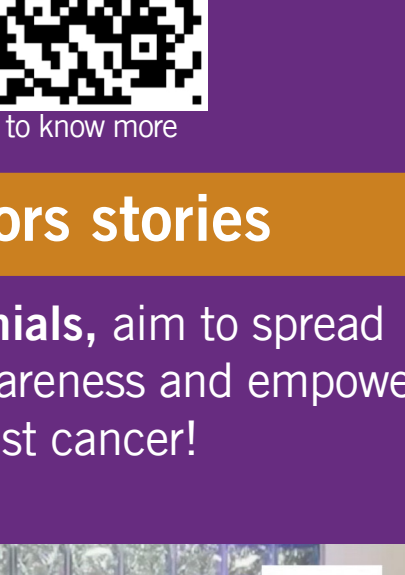
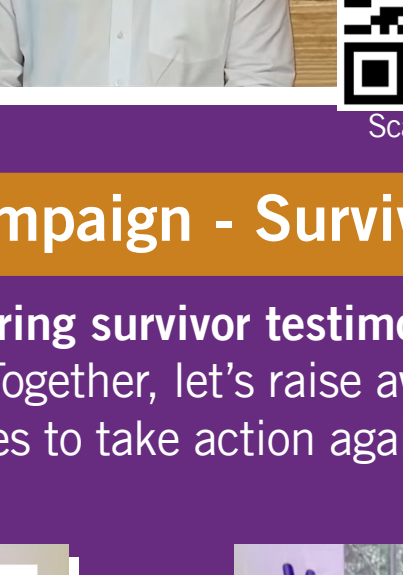
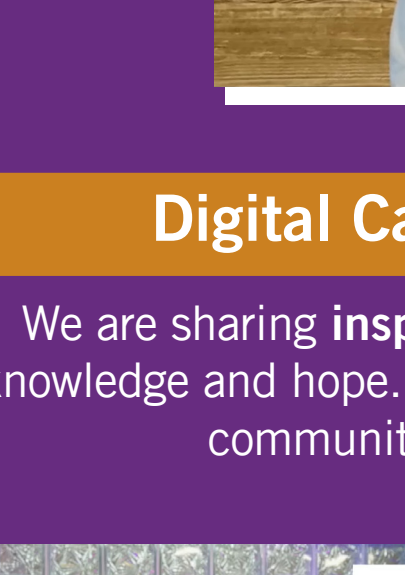
Goa

Sessions: **5,693**

Beneficiaries: **85,718**

Awareness Sessions in Schools, Colleges & Communities

2,608 beneficiaries reached through **30** community awareness sessions and engaging talk organized in **Maharashtra, Telangana, and West Bengal** to raise awareness about cancer.



Saurav Ganguly Collaboration

We are immensely proud to have cricketing **legend Sourav Ganguly**, affectionately known as Dada, join us **pro bono** in promoting cancer awareness! In this heartfelt video, he emphasizes the importance of a healthy lifestyle and staying happy. **Recorded in English, Hindi, and Bengali**. This campaign was **promoted across all social media platforms, select cinema theatres and beyond**, reaching healthcare workers, employees, and partners. Together, let's unite to stay two steps ahead of cancer!



Scan to know more

Digital Campaign - Survivors stories

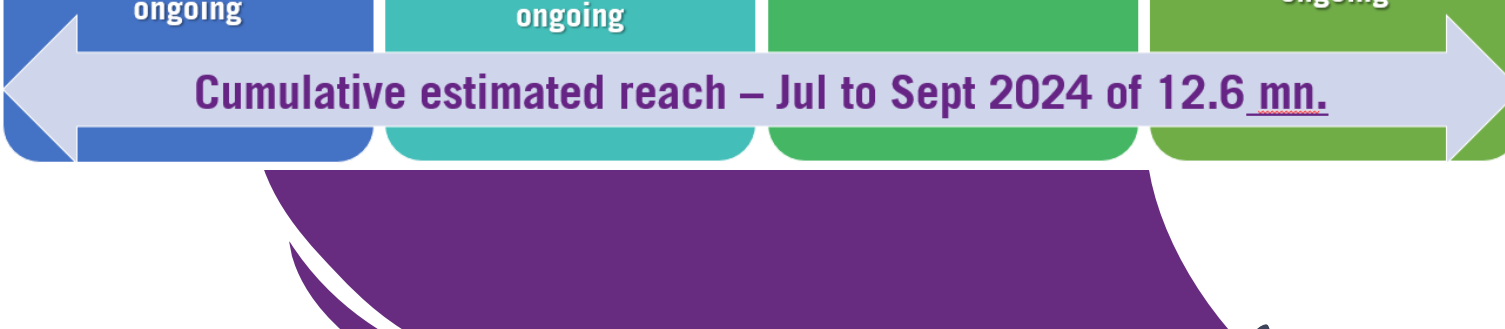
We are sharing **inspiring survivor testimonials**, aim to spread knowledge and hope. Together, let's raise awareness and empower communities to take action against cancer!



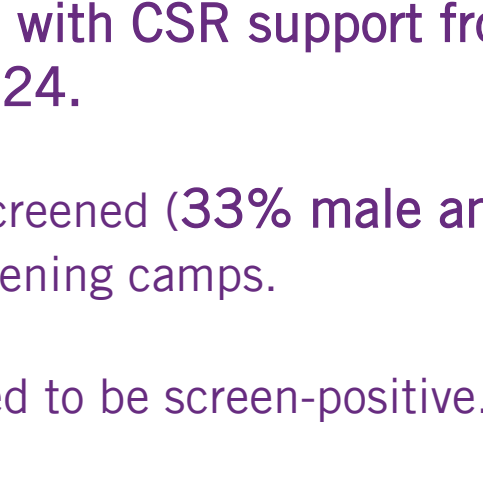
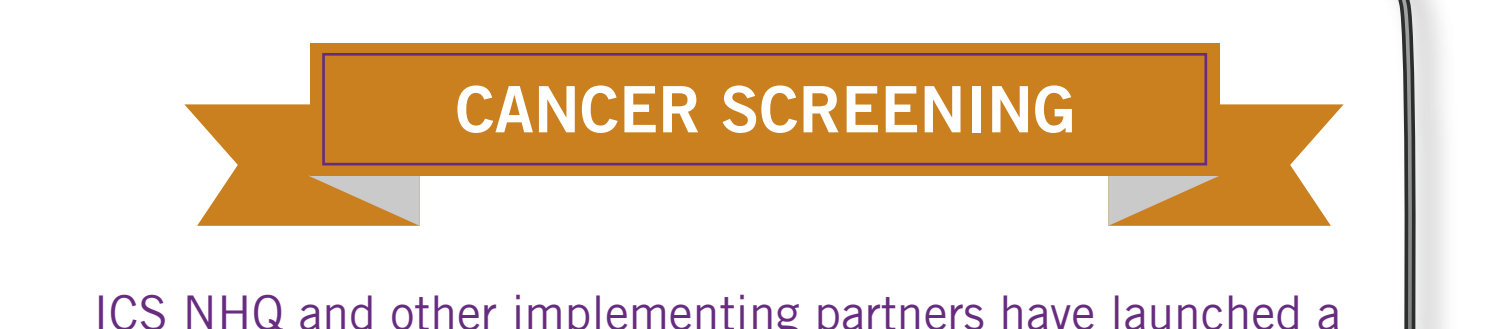
Scan to know more



Scan to know more



Social Media updates



Influencers Collaboration

We're thrilled to have successfully collaborated with renowned influencers like **Bengali actress Shraddha Das** and **Telugu actress Eesha Rebba!** Both stars are beloved in their states and have graciously joined us to spread the vital message of staying two steps ahead of cancer across social media platforms.



AWARENESS MEDIA CAMPAIGNS - PAN INDIA

Media campaigns run across India to promote Oral and Cervical Cancer.



Social Media

Video on Digital Platforms

4.1 mn. ongoing



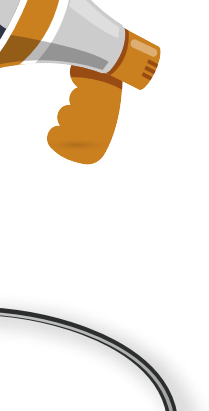
Video Ads in Regional Cinemas

4.5 mn. ongoing



Influencer

0.4 mn. and growing



Radio Campaign

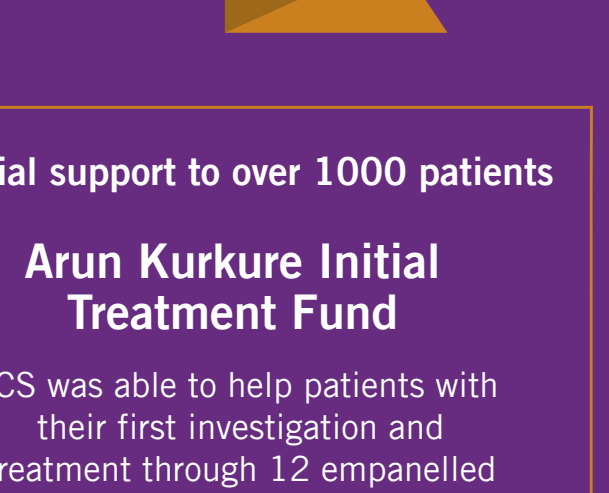
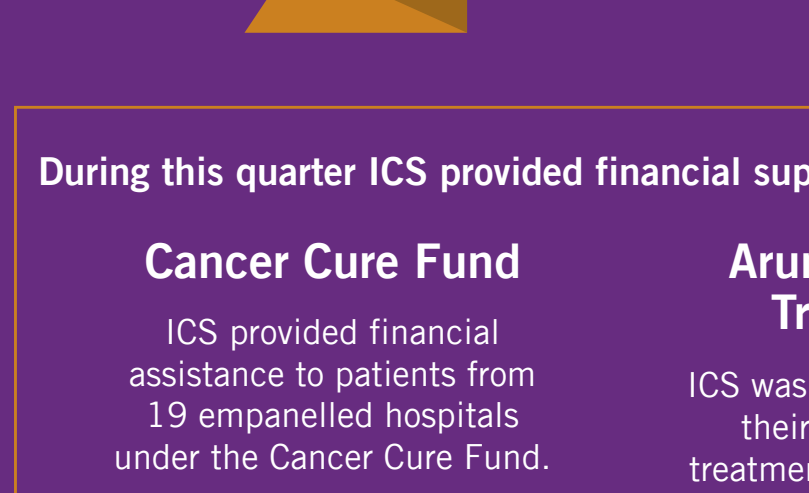
3.6 mn. ongoing

Cumulative estimated reach – Jul to Sept 2024 of 12.6 mn.

CANCER SCREENING

ICS NHQ and other implementing partners have launched a community-based preventive cancer screening program in **Thane, Patna, and Hyderabad** with **CSR support from LG** from July to September 2024.

- A total of **4666** people were screened (**33% male and 67% female**) at **52** cancer screening camps.
- A total of **7.7%** were discovered to be screen-positive.
- A total **46%** of screened positive cases were navigated and investigated for confirmatory tests and treatment at tertiary health care centre.



CANCER CURE

During this quarter ICS provided financial support to over 1000 patients

Cancer Cure Fund

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

Patients Supported **446**

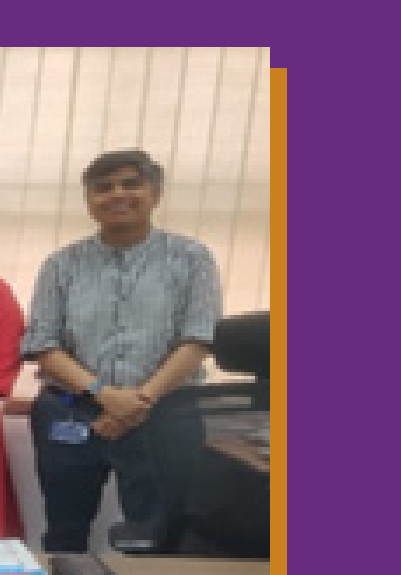
Disbursed Amount **₹12 Cr.**

Arun Kurkure Initial Treatment Fund

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

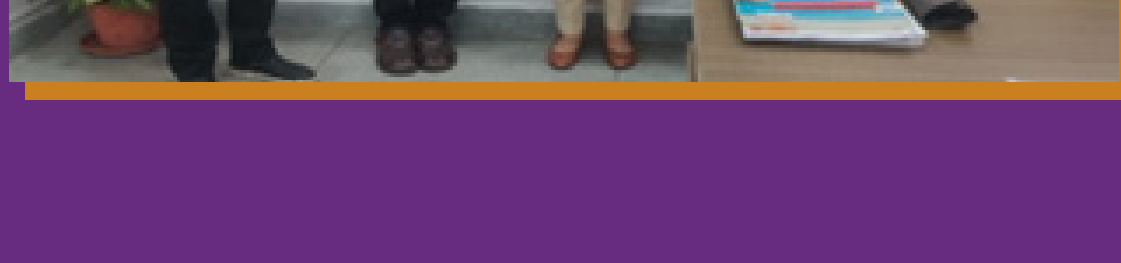
Patients Supported **570**

Disbursed Amount **₹69 Lakhs**



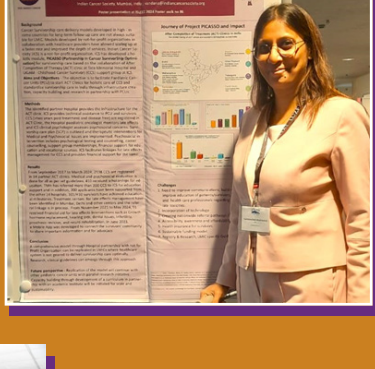
Highlights of Arun Kurkure Initial Treatment Fund

- The Indian Cancer Society (ICS) team conducted an Empanelment Assessment visit at Meherbai Tata Memorial Hospital, Jamshedpur, Jharkhand, as part of an initiative to launch a comprehensive integrated cancer project. This project, in **collaboration with the RSB Foundation**, aims to provide holistic cancer care through a range of services mainly cancer screening, **Dr. Arun Kurkure** diagnostics and treatment fund, and survivorship and rehabilitation support.



SURVIVORSHIP

- Dr. Vandana Dhamankar (DDG. Medical Affairs, Director Survivorship and Rehabilitation) has been nominated as a core committee member of the Asia Regional Committee of **Childhood Cancer International (CCI)**, an organization of which ICS is a member. Additionally, she will lead the ICCI Survivorship and Reintegration Taskforce as its chair.



- Late effects and Survivorship subcommittee meeting of inPOG (Indian Pediatric Oncology Group) meeting Aug 2024 at New Delhi organized by AIIMS Pediatric Oncology.

- MLA Mr. Pratap Sarnaik invited Ugam to Gokulashtami/ Dahi Handi in Thane, at Vartak Nagar. Like every year - Ugam participated in large numbers in this event, For Awareness and celebration. This year Maharashtra Honorable Chief Minister, Shri Eknath Shinde was present to celebrate & encourage the Ugam Members



- ICS Psychologists on 4th & 5th September, 2024 at New Delhi. The Indian Childhood Cancer Initiative (ICCI) is a platform to bring all stakeholders of the pediatric oncology community in India together in a formal way to achieve the common goal of a National Childhood Cancer Plan and Policy for the country. ICS S&R is a part of psychosocial task force at ICCI

- The 25th International Psycho-Oncology Society (IPOS) World Congress of Psycho-Oncology was held in Maastricht, The Netherlands, from September 24th to 27th, 2024. This event offered a valuable platform for practitioners and researchers to share experiences and research globally. Ms. Revathi, a psycho-oncologist at ICS, represented the organization in a panel discussion. Dr. Surendran from CI Adyar also invited ICS to join a session on survivorship in low- and middle-income countries (LMIC).



September - Childhood Cancer Awareness Month



- 13th teenage & young adult cancer, on 21st & 22nd September, 2024 at Hyderabad, survivors from Ugam support group & Basavatarakam Indo American cancer hospital and research institute shared their experience & journey of fight against cancer.

- ICS got felicitated for its support, dedication, contribution & impact towards the Department of Hematology - Oncology, KEM on the occasion of World CML Day.



- On the occasion of World Gratitude Day, Department of Pediatric Hematology - Oncology, BJWCH honored ICS with a thanksgiving memento for supporting cancer survivors & patients.

- On September 30, 2024, an awareness and motivational session was held for parents and children at St. Jude's Cotton Green Centre. Members of Ugam introduced themselves and spoke about life after cancer. A social worker shared information about ICS's educational and career guidance program. Parents and patients also shared their experiences and enjoyed a song performed by a child.



- As promised during the Ugam Anniversary, HPV vaccination for Pediatric Cancer Survivors in collaboration with ACT clinics started at Sion and Wadia Hospital.

Other Updates

An awareness session for students was held at **Villa Theresa School** on July 29.

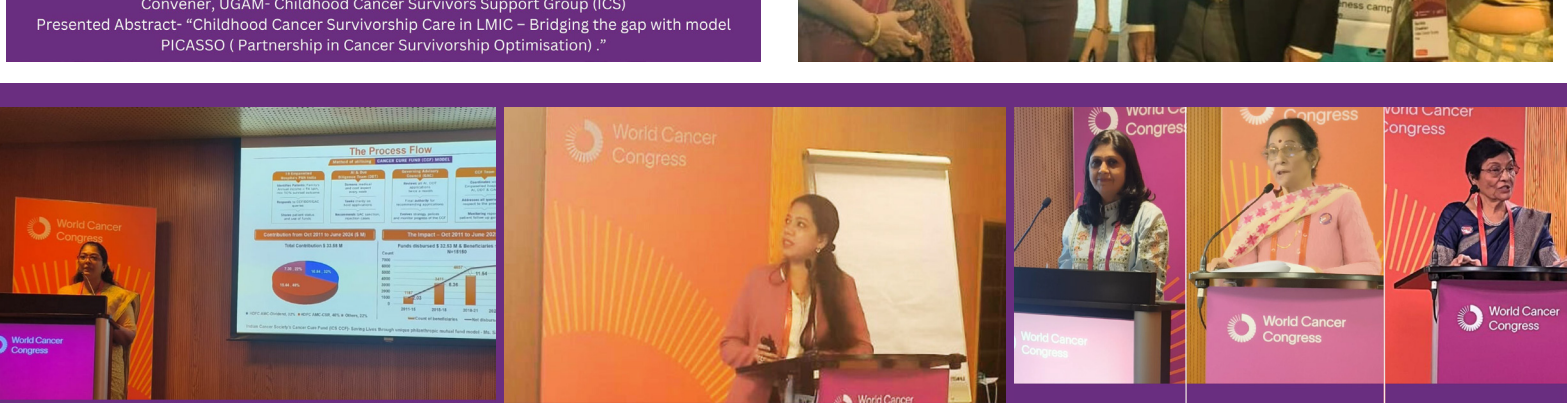


An awareness session took place at **Green Lawns School** in Breach Candy on August 6.



Union for International Cancer Control (UICC)

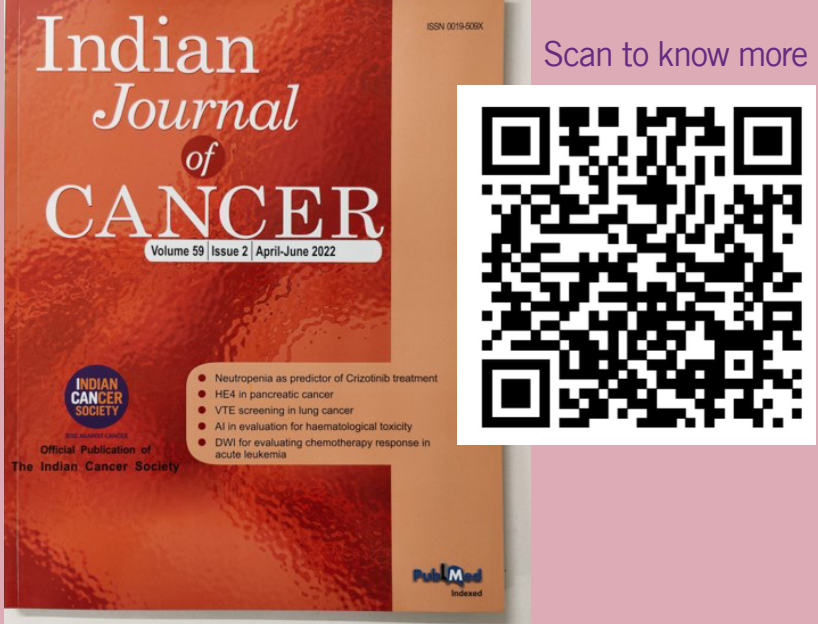
Abstracts from the ICS Registry, Cancer Cure, and Survivorship and Rehab were selected for oral presentation **at the World Cancer Congress 2024** in Geneva, Switzerland. **Dr. Purna Kurkure-Jt. Managing Trustee(ICS), Ms. Sachita Chawhan(CCF), and Ms. Shweta Bansode(MCR)** from our ICS HQ in Mumbai presented the abstracts. Additionally, **veteran volunteers Mrs. Rekha Gulabani, Mrs. Aruna Ummat, and Mrs. Meenakshi Dhingra** from ICS Delhi attended the conference alongside them.



CANCER REGISTRY

The Indian Cancer Society has broadened its cancer registry reach to include Thane City and Navi Mumbai. This expansion aims to collect detailed data on cancer incidence and mortality in these areas, adding valuable insights to strengthen cancer control efforts. By integrating Thane and Navi Mumbai, the Indian Cancer Society enhances its approach to regional cancer monitoring, deepening its understanding of cancer patterns and improving effectiveness of public health strategies across these urban areas. This extension reflects the Society's commitment to more comprehensive cancer surveillance and proactive, data-driven support for cancer prevention and treatment programs.

The IJC issue published between July and September 2024 is now available on the IJC website for citation and reference.



Scan to know more



On July 20, a MEP session was held in Goa in collaboration with Healthway Hospital, Goa Dental College, Matruchaya's Rugnashraya, and Muskaan. The event was well-attended, with 120 doctors participating. Notable speakers included Dr. Jagadish Kakodkar, Dr. Amit Kalangutkar, Dr. Sharmila Sardesai, Dr. Anita Borges, Dr. Anupama Borkar, Dr. Amita Kamat, Dr. Ridhima Gaunkar, and Dr. Subash Bhosale, who shared their expertise and insights during the session.



- The CK Handoo Scholarship was relaunched by Indian Cancer Society (ICS) on World Cancer Day in February 2023, with the goal of providing grants for study and research in cancer control, treatment, and care. The relaunch expanded the scholarship's scope and criteria to attract a broader range of applicants. For the fiscal year 2024-25, ICS **received 20 applications** for the CK Handoo Scholarship. After a comprehensive review, the jury selected five candidates for interviews, ultimately awarding the scholarship to two winners, each receiving **₹50,000** for their contributions to cancer research and studies.
- **Dr. Akshata Agnihotri** from **SDM College of Dental Sciences and Hospital** in Sattur, Dharwad, presented on the topic: “Cessation of Smokeless Tobacco Use: Evaluating the Effectiveness of Nicotine Replacement Therapy (NRT) in Achieving Abstinence by Assessing Quit Rates Three Months Post-Intervention - A Randomized Controlled Trial.”
- **Dr. Shreya Dhingra** from **Tata Memorial Hospital** in Mumbai presented on the topic: “Memantine for Memory and Neurocognitive Preservation Following Craniospinal Irradiation - A Randomized Controlled Trial (Memento).”



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