**Total Number of Sessions**: 16,158

**Total Number of Beneficiaries**: 234,393

- ***Community Awareness Media awareness Campaign for Project Satark***
  - Across various mediums garners us a reach of more than 17 mn.
  - Cinema, Radio, Youtube, Instagram, Facebook

- **West Bengal**: Sessions: 8212, Beneficiaries: 93832
- **Telangana**: Sessions: 4522, Beneficiaries: 89172
- **Goa**: Sessions: 3424, Beneficiaries: 51389

**PHC branding Nukkad Natak**
- Created awareness using street plays across select districts of Telangana, West Bengal, and Goa.
- Reached more than 35,000 people through this initiative.

**Breast Cancer Awareness on SAB TV - Wagle ki Duniya**
- Stay Informed, Get Tested, Beat Cancer!
- Social media boost for the Wagle ki duniya film helped us reach 2 MN
- Breast cancer awareness on sab tv helped us reach more than 10 MN
- Radio Campaign on radio Mirchi 38 markets helped us reach more than 5 MN

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**Navratri**
- Community awareness during Navratri: Created awareness across various Navaratri Pandals during October month.

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**ANNUAL REPORT RELEASE**
- Delve into the pages of our Annual Report, highlighting milestones, challenges, and triumphs in the pursuit of a cancer-free society.

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**SOCIAL MEDIA UPDATES**
- Navratri: Community awareness during Navratri
- ICC STALL: ICS had a display area at the ICC 2023 at Jio Convention center. Displayed products for sale and had audiovisual screen for creating awareness.
- **BREAST CANCER AWARENESS**
  - Paper Presentation By Mr. Madhav Nene at ICC, 2023
  - Breast Cancer Awareness month celebrated – reaching 39,500 beneficiaries through Community awareness sessions and an engaging talk organized to promote awareness of Breast Cancer.
The session on Awareness, Accessibility, and Affordability of Cancer Care at the Indian Cancer Congress was moderated by Ms. Usha Thorat, featuring speakers who are experts and leaders in the healthcare domain.

**Universal accessibility and affordability of Cancer Care**

**Moderator**
Ms. Usha Thorat, Managing Trustee and Secretary, Indian Cancer Society

**Panel I**
- Dr. Lalatendu Sarangi, Director, Acharya Harihar Post Graduate Institute of Cancer.
- Ms. Usha Thorat, Managing Trustee and Secretary, Indian Cancer Society

**Screening**
A paper presentation was done by Dr. Prasad Rane on the "Community-based Cancer Screening: A Comprehensive Approach to Oral, Breast and Cervical Cancer Control in Maharashtra by Indian Cancer Society and the role of effective partnership model to complement the NP-NCD program" in the prestigious Indian Cancer Congress at Jio World Centre held on 2nd - 5th Feb 2023.

A Community-based preventive Cancer screening program has been implemented in Maharashtra and Bihar with CSR support of L&T, and AstraZeneca in Oct-Dec 2023 by ICS NHQ and implementing partners.

New screening project will begin soon in select districts of Uttar Pradesh, Telangana, Bihar and Telangana with CSR support from LG Electronics.

4,468 individuals were screened (22% Male and 78% Female) across 65 cancer screening camps.

A total of 8% were found to be screen-positive, and follow-ups are being made.

21% were navigated to tertiary care hospitals for investigation to confirm diagnosis.

The screened positive cases were navigated and investigated for confirmatory tests and treatment at tertiary health centers.

**ICC PANEL DISCUSSIONS**

**Panel II**
- Dr. Indu Bhushan Ex- CEO of NHA, Ex-CEO Ayushman Bharat, Ex-Director General ADB

**Subject**
Use of science and IT in designing optimal cancer screening and care systems

**Speaker**
Dr. Vijay Chandru, Founder Strand Life Sciences

The session was extremely interactive and received high praise. All the speakers actively addressed the challenge of making cancer care affordable and accessible. They emphasized the importance of effective planning, collaboration, and execution with distributed care centers, utilizing the advancements in science and technology as the pathway forward.

**Awards**

- **Awarded 2nd Best Oral Presentation at the Indian Cancer Congress held in Mumbai from 2nd to 5th Nov’23 on “Navya AI helps to prior authorise financial assistance to cancer patients which can serve as a useful health-economy model for National health Insurance – A validation study by Navya AI and Indian Cancer Society”**
- **Awarded Best Poster Presentation on “Saving Lives through unique philanthropic mutual fund model”**

**Cancer Cure Fund**
This project provides financial aid to undergo treatment up to Rs. 5 lakh per patient and save precious lives.

**Arun Kurkure Initial Treatment Fund**
Dr. Arun Kurkure Initiation and Treatment Fund supports patients for their diagnostic tests and first emergency treatment.

**Other Highlights of Cancer Cure**
1. Tata Memorial Hospital doctors Dr. Amit Joshi from Solid Tumor and Dr. Anant Gokarn of Haemat Oncology have joined as members of the Governing Advisory Council.
2. ICS received the dividend of Rs. 1.65 Cr in November ’23 by the 4th series of the HDFC Charity fund for Cancer Cure. The next dividend scheduled for release in May’24.
3. Audit conducted in 5 of the Cancer Cure empanelled hospitals to ensure adherence to the guidelines and the processes by Mahajan and Aibara Chartered Accountants and LLP audit firm.
3rd Indian Cancer Congress - Occupational therapist, Dr. Asma presented ICS's experience about the Innovation of Weighted External Breast Prosthesis (EBP) in accordance with Comfort & Affordability.

RESTORATIVE YOGA FOR CANCER

CCI 2023 – 14th & 15th October, Ottawa, Canada.

Priti Phad made an oral presentation on "Case study analysis of young cancer survivors' achievements and milestones from a support group" in lMIC (Low Medium Income Country).

Collaboration with The Yoga Institute

Restorative Yoga for Cancer is a specialised healing program that helps facilitate cancer recovery, support breast, ovaries and prostate health, reduce cancer related fatigue and manage lymphedema. This program takes into consideration the psychological effects as well as all the emotional upheavals associated with cancer.

At HDFC office, Mahalaxmi At 3rd Indian Cancer Congress Garden

Children's day celebration - Srinagar on November 14th

Children's day celebration - HQ on 19th November

Children's day celebration - Guwahati on November 15th

SBI donated 20 Sewing machines as batch completion support

Ms. Shravani Koyande was invited as a speaker at a workshop organised by the Department of Preventive Oncology, Tata Memorial Hospital on "Cancer Registry Programme" on 30th October 2023. Also represented ICS for the Data Review Meeting organised by National Centre of Disease Informatics and Research during 5th - 6th October 2023 at Bengaluru, India.

Ms. Usha Thorat, along with Ms. Shravani Koyande, represented ICS in the meeting on "Data for Better Health Outcomes in Oncology," organised by the Dutch Consulate on November 23, 2023, for Mumbai City, and Dr. Kalpana Kulkarni attended the same for Pune City.

Oral presentation by Ms. Shravani Koyande at 3rd Indian Cancer Congress during 2nd - 5th Nov 2023, Mumbai, India

Poster presentations at the Scientific Conference of International Association of Cancer Registries (IACR) during 13th-17th Nov 2023, Granada, Spain.

MEP session on Breast Cancer was conducted on October 29th at S L Raheja Hospital, Mumbai for members of Integrated Medical Practitioners Association.

The MEP session was held in Kolhapur on October 22nd in collaboration with Kolhapur Cancer Centre and New Integrated Homeopathy Association.

All four sessions had eminent panels of Oncologists and the interactive sessions had an excellent response from the participants who attended in large numbers.