



CORPORATE SOCIAL RESPONSIBILITY INITIATIVE (2019-20)

Awareness and Screening of women of economical weaker section of society for oral, breast and cervical cancer under NCD Project in Gurugram, Haryana

Introduction:

The Company on the recommendation of the Corporate Social Responsibility (CSR) Committee of the Company had taken up the CSR Project of the Company in the area of “Promotion of healthcare” by providing a Mahindra Supro Ambulance costing about Rs. 9,00,000 (Rupees Nine Lakhs Only) for cervical cancer screenings of women of economical weaker section of society.

For the purpose of implementation and execution of the said CSR Project of the Company, Cancer Awareness, Prevention and Early Detection (CAPED) Trust was appointed as an implementing agency.

Project Scope:

The Company has engaged CAPED as its implementing agency for the purpose of its CSR Project. CAPED, in collaboration with the Gurugram Health Department, has implemented ‘Awareness and Screening of Non-communicable Diseases’ across the villages of Gurugram district. CAPED will work in the tandem with the National Programme for Prevention and Control of Cancer, Diabetes, cardiovascular Diseases and Stroke (NPCDCS) being implemented under the National Health Mission.

Project Strategies:

Under the project, awareness and careening camps have been organised across multiple villages in Gurugram district with the Ambulance for the following purposes:

- Awareness generation for behaviour and life-style changes
- Screening and early diagnosis of persons with high level of risk factors of oral, breast and cervical cancer.
- Referral to appropriate treatment facilities i.e. Community Health Centres and Hospitals

The entire population of the villages have been incorporated under the ambit of awareness activities, through different means such as speaker announcements, van siren for gathering people for group awareness activities, focused group discussions, workshops etc. All persons above the age of 30 years within the village have been included for the purpose of screening.

Implementation:

CAPED	Health Department
Awareness generation on personal hygiene, safeguarding against COVID-19 and similar aspects.	Awareness generation about lifestyle diseases.
Awareness generation on oral, breast and cervical cancer- symptoms & early signs, preventive measures, treatment	Basic check-ups- weight, BP, eye exam
Patient navigation from villages to NICPR and AIIMS for further diagnosis and treatment in case of suspected or confirmed cancer cases.	Screening for oral, breast and cervical cancer

Under the said CSR Project of the Company, around 1500 people have been screened and 15 villages have been covered, and we aim to implement the project across 192 villages directly impacting 2000-3000 persons per village

Few glimpses:

