



**Programs  
&  
Services  
2022-2023**



**MITRA**  
**CANCARE**  
**FOUNDATION**

*Changing lives together ...*





**MITRA  
CANCARE  
FOUNDATION**  
*Changing lives together ...*

**Mitra CanCare Foundation** is a not-for-profit organization, (registered as Sec 8 company with approved 12A and 80G) chartered with the mission to "prevent cancer through awareness" and provide "patient advocacy", "comprehensive cancer care as a professional service" and provide financial assistance for childhood cancer treatment.

The word "Mitra" - means friend:  
Representing relationship, bonding, integrity and harmony for humanity.

We picked the theme and inspiration for our foundation from the hymn -  
Maithreem Bhajatha composed by

**Jagadguru Shri Chandrasekarendra Saraswathi,**

renowned as the

**Paramacharya of Kanchi.**



The first line of this beautiful Sanskrit hymn as follows:

**MAITHREEM BHAJATHA AKILA HRITH JETHTHREEM**

**मैत्रीं भजत, अखिल हत जैत्रीं ।**

which means:

**"Serve with friendship and humility-  
Which will win the hearts of everyone".**



## Overview

Cancer can hit anyone! The dreaded disease doesn't discriminate, and has become a big threat globally irrespective of age, gender, social status, physical fitness etc.

According to National Cancer Registry Programme and Indian Council of Medical Research reports 2020 predicts a 12% rise in cancer cases in India in the next 5 years increasing the total cases to over 15 lakhs. An individual's risk of developing cancer has increased substantially in recent years and largely depends on a range of factors including lifestyle, behavioural, genetic, and environmental.

Cancer Cases In

**India**



Estimated To Be

**13.9** Lakh In 2020

May Rise To

**15.7** Lakh  
By 2025

### RISING BURDEN OF CANCER IN INDIA

	Incidence	Mortality
2020	13.92 lakh 	7,70,230
2021	14.26 lakh 	7,89,202
2022	14.61 lakh 	8,08,558
2025*	15.69 lakh 	

Source: National Cancer Registry data presented in Parliament, ICMR National Centre for Disease Informatics and Research study; \*Estimated

ESTIMATED  
INCIDENCE

IN 2020 (PER100,000)

94.1

103.6

Male

Female

### COMMON SITES



● Lung, mouth, prostate, tongue, and stomach (36% of all cancers)



● Breast, cervix, ovary, uterus, lung (53% of all cancers)

## CANCER IN INDIA & HEALTHCARE SUPPORT NEED

Prevention through Awareness is essential in managing and controlling the incidences of cancer in India

Cancer is a global disease and the increasing trends have burdened healthcare systems across the world with multitude of challenges to tackle this issue. In India incidence of cancer has been increasing at a rapid pace. Increased awareness would help in managing and controlling the disease and treatment. Awareness could result in early detection and thereby enhance the probability of treatment and outcomes. More importantly awareness could help people adopt and make the necessary lifestyle changes and prevent the preventable types of disease.

An individual's risk of developing cancer has increased substantially in recent years and largely depends on a range of factors including lifestyle, behavioral, genetic, and environmental. As per World Health Organization (WHO), 30-50% of cancer could be prevented. Prevention offers the most



cost-effective control of cancer burden for the country by raising awareness and reducing the exposure to cancer risks factors.

Cancer diagnosis is often terrifying, not only for the patient, but also for the close family and friends. Individuals diagnosed with cancer go through extreme anxiety-trying to know what is going to happen, go by hearsay advises and searches, and often land up clueless what to do, losing precious time. Early detection is the key along with comprehensive treatment plan to tackle this disease.

### **Comprehensive Cancer care as a professional service is the need of the hour.**



When a person is diagnosed with cancer, they may experience shock, anger, disbelief, feel intense sadness, fear, and a sense of loss. Even the most supportive family members and friends cannot understand exactly how it feels. Depending on individual case or scenario, cancer treatment in general is a long duration cycle with significant drain on all personal resources. Cancer may also cause emotional imbalances with some individuals taking long breaks in work environment and may impact on their professional, friends and relationships as well.

When someone is diagnosed with cancer, they go through extreme anxiety trying all means to find out what is going to happen and going by hearsay advises and searches often land up clueless what to do and losing precious time. Early detection is the key along with comprehensive treatment to tackle this disease.

Studies have revealed that many people diagnosed with cancer find it helpful to be part of a cancer support group, which can provide a suite of services to support them through the treatment and thereafter on follow-up care, dealing with physical, emotional, and social effects of cancer, long term side effects of treatment, dealing with cancer recurrence, and living with chronic cancer. Apart from services the cancer patient support group is a forum where a diagnosed individual or their family or the caregiver one talk about and work through their feelings and challenges they experience with other people who have gone through such similar experiences.



After diagnosis, and throughout the entire treatment period, cancer patients feel stressed and overwhelmed. It is normal for them to feel anxious, afraid, angry, or depressed. While the support of family and friends is critical, professional support services by experienced specialists could help patients regain normalcy, maintain emotional stability, and improve their chances of ensuring a positive clinical outcome.



During the treatment family and friends are not always equipped or experienced to carry out such a

diverse set of support duties, some of which require specialized skills and knowledge. As caregivers they should be prepared to partner with support service providers and maintain a solid support system for the patient.

Reducing the hospitalization requirements during chemo and radiation therapy the medical industry has shifted the burden from hospital to home, and the patient and care givers left with several pressing needs to address the pertinent side effects of the therapy. This situation has resulted in demand for professional supportive care.


### While Childhood Cancer is treatable and, in most cases, curable, Indian your parents are financially challenged.

Childhood cancer is always frightening to think about, but the good news is that with best modern therapy many childhood cancers are highly treatable now. The treatment is expensive and in India young parents of children undergoing cancer treatment are financially challenged and thereby unable to ensure continuity of the treatment and may often end up with a relapse situation. Providing and facilitating economic or financial support to the family impacted by childhood cancer is essential. This could help reduce the number of instances of losing children to the disease, for lack of money.



Underprivileged families from rural India bring their children, who have been diagnosed with cancer, to large cities for treatment but these families can hardly bear the high cost of treatment or provide safe and hygienic accommodation for children undergoing cancer treatment. Often, they end up staying on the footpath or living in make-shift tents next to the hospital. Such experiences often force parents to abandon treatment and return to their villages, increasing the likelihood of the child succumbing to cancer.





## MESSAGE FROM FOUNDER DIRECTOR & CEO

Our initial months since inception on 13 Jan 2022 was spent in revalidating our objectives with ground realities and strategizing our plans to go-to-market. Interactions with oncologists have indicated that prevention through awareness is essential in managing and controlling the incidence of cancer in our country. They also highlighted the need for supportive care and guidance for patients both during treatment and post treatment. Oncologists acknowledged that supportive cancer care services would help in better prognosis for the patients and aid in getting back to their normal life post treatment.

On behalf of the Board of Directors, I am pleased to announce that our first year of operation April 2022 - March 2023 was remarkable progress in executing our plans and laying a strong foundation to build on. Positive response from corporate and individual donors has been encouraging.

The first year marked the launch of specific branded programs and services which brought together a mixed community of people who have been actively involved and participating in our wellness and cancer awareness programs. The structured monthly online programs on variety of topics have progressively enhanced participation across. Specific customised programs conducted at corporates have been greatly appreciated. We are thankful to medical advisory panel of eminent oncologists who have extended all their support and services in providing their consultations and opinions to the referred patients. Our website has been compiled using credible source of information curated by our panel of oncologists and provides a good

repository for cancer related topics. We have been successful in trying out all our designed programs and services. The first year of operations has provided us a good learning experience and marked several areas for enhancements which would help deliver better value to our members and sustained service to the community.

We started our journey with Swasth Mitra, conducting free online monthly wellness and cancer awareness programs on relevant topics of interest for all. Taruni Mitra was launched to bring focus on women's health and their specific needs. Our first corporate sponsored program was conducted for enhancing breast cancer awareness and encouraged over 50 participants to undergo screening. Breast Cancer Awareness Guide was released and distributed to all participants. On our special program to commemorate world cancer day, a panel of Veer Mitras (Cancer victors) shared their cancer journey stories which was truly inspiring for all participants. All the programs for the year were well received with positive feedback and increased participation averaging to around 35+ participants every month.

Our sponsored program engaging with children undergoing treatment conducted at Kidwai Memorial Institute to commemorate International Childhood Cancer Day was greatly appreciated by the parents of the children and the entire medical team at the hospital. It was humbling experience to engage with over 120+ young children in different age groups who participated in the program.

Brand Tarangini (Performing Arts for a Cause) a fund raiser program, launched in Jan 2023, and brought widespread visibility and attention for

Mitra CanCare Foundation with over 150+ audience. There was spread of goodwill and sponsorship from esteemed organizations, Life Insurance Corporation of India, The Bangalore Press, and several individual major donors who came forward to support the cause. Internationally renowned artists devoted their performance supporting the initiative.

Aashvasan Mitra for patients was launched and placed as a free service for the first year of our operations. Over 20+ referred patients were provided counselling guidance and support in coping through the treatment and dietary advises. The formalised panel of eminent oncologists as part of our Mitra medical advisory council have supported and contributed immensely to the initiative. On behalf of the Board of Directors, my sincere thanks to Dr.Belliappa, for propelling this initiative.

Anvesha Mitra, our website was commissioned in July 2022 providing details on our programs and compiled information on various types of cancers and their signs and symptoms to enhance awareness. To provide an update on our various activities we launched Mitra Sandesh our monthly newsletter giving a glimpse of the programs and some key messages on cancer awareness. Moving forward Anvesha Mitra will be enhanced with a portal hub to anchor our programs, services.

We have been able to establish good relationships with alliance partners Lotus Diagnostic centre for screening and various

tests for Mitra members and look forward to more of such arrangements to deliver enhanced value to Mitra members.

We have also established a working relationship with some of the service providers for conducting our programs and they have willingly provided their services at cost thereby sharing their goodwill and support and making their contributions to the social cause.

Above all, I am happy to announce that we have been registered and approved for 12A and 80G in the very first year of our operations.

We plan to continue to focus our time and attention in sustaining our current level of activities, encourage more active participation, set the bar even higher and standardize our programs and service offerings.

On behalf of the Board of Directors, let me end by saying a tremendous thankyou to all our generous sponsors and donors, we would not have done it without you! My sincere thanks and gratitude to all my fellow board of directors, medical advisory members, program organizing teams and fellow volunteers for all their involvement and significant contributions.

Looking forward to another great year.

**Amar Bhaskar**  
Mitra CanCare Foundation



**AMAR BHASKAR**  
Founder Director & CEO



**Dr. BELLIPPA**  
Director

## Mitra CanCare Foundation

*“Serve with friendship and humility -  
which will conquer the hearts of everyone.”*

**Mitra CanCare Foundation** is a not-for-profit organization, (registered as Sec 8 company with approved 12A and 80G) chartered with the mission to “prevent cancer through awareness” and provide “patient advocacy”, “comprehensive cancer care as a professional service” and provide financial assistance for childhood cancer treatment.

We engage with organizations, corporate, educational institutions, and social organizations in rolling out structured wellness and cancer prevention through awareness programs to lower the cancer burden. Our subscribed services curated by oncology expert consultants as part of our advisory panel are

structured to provide unique value to cancer patients undergoing treatment and their caregivers.

### Key Focus Areas:

- Prevent cancer through wellness and awareness programs and campaigns.
- Provide patient advocacy & comprehensive cancer care as a professional service.
- Provide financial assistance for childhood cancer treatment.

### Vision

*Be a beacon of hope to inspire positive change in cancer prevention and care.*



### Mission

*To prevent cancer through awareness and provide comprehensive cancer care as a professional service.*



### Values

Compassionate  
Care

Professional Service  
Delivery

Human Touch  
and Empathy

Growing to  
Serve

Knowledge  
for All



## ANVESHA MITRA (WEBSITE)

[www.mitracancare.org](http://www.mitracancare.org)

Mitra CanCare website was launched on 4th July 2022 in both English and Kannada simultaneously to connect with a larger set of people and community across the state. The website was developed collating lot of relevant content from credible sources for creating awareness and information base.



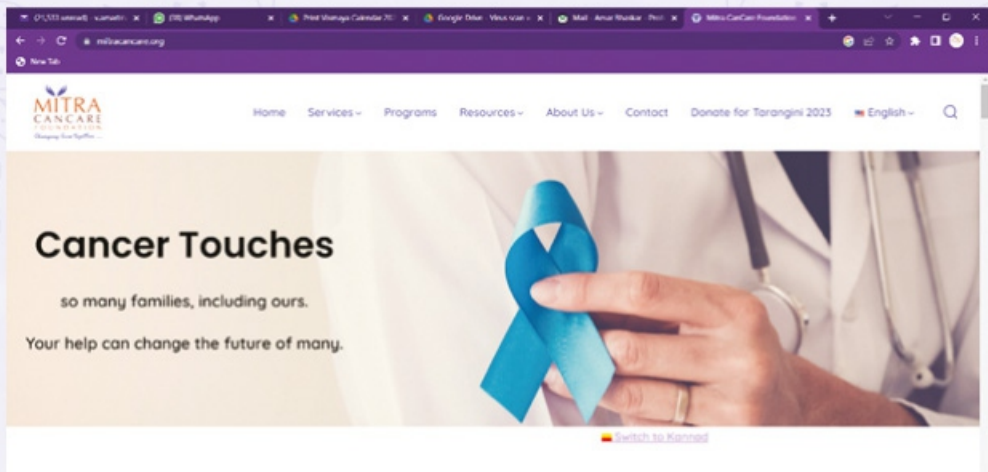
### SEARCH | LEARN | KNOW

- Database updated by panel of experts and advisors in the field related to cancer
- Connect and registration for various programs and repository of proceeds
- Download of monthly Mitra Sandesh newsletters
- Digital web-based application portal providing self-care and support to subscribers

Mitra CanCare Foundation provides a digital web-based application portal providing self-care services to subscribers through access and connect to a wide range of information and guidance online.

We engage with experts, luminaries, across the world knowledge repositories, and advisors in the field, for expanding the knowledge base, to provide a simple to use source of information, on the mobile, for the benefit of the larger community seeking help related to cancer.

### MITRA CANCARE FOUNDATION website



We launched our activities progressively extending optimism, help patients' recovery to lead a full-life; as well as spread awareness in the communities we serve. Summary of our programs and services are as follows:

## Comprehensive Cancer Care

Curated Knowledge Repository

Hospitals, Corporates, Institutions,  
Outreach Partners

**SWASTH MITRA**

*Cancer prevention through awareness*  
Wellness | Awareness | Prevention

Women Forums & Associations

**TARUNI MITRA**

*Cancer in women support services*  
Engaging | Sharing | Coping

Performing Arts & Events, Mithrathons

**AKSHAYA MITRA**

*Childhood Cancer Support Services*  
Fund-raisers | Campaigns | Financial Support

**ANVESHA MITRA**  
*Cancer care knowledge portal*  
Search | Learn | Know

Guided Search & Connect

Oncologists, Counsellors, VeerMitras,  
Nutritionists, Physiotherapists

**AASHVASAN MITRA**

*Patient centric services*  
Consultation | Counselling | Connect

Yoga, Ayurveda, Homeopathy, ....

**VIKALPA MITRA**

*Complementary Alternatives & Therapies*  
Recuperate | Rejuvenate | Reinvent

Nursing & Palliative Care

**SANGHA MITRA**

*Supportive Care Services*  
Partners | Respite | Hospice



## Our Unique Advantage

Our programs and services are unique “first of its kind” bringing a disruptive change in thinking.

Cancer supportive care as a professional service rendered by experts during treatment.

Innovative solutions to improve patient outcome and enhanced quality of life of cancer patients.

Crafting the future of cancer care with technology enabled comprehensive solutions with services.

Centre of excellence for cancer care which provides service of all non-medical services.

Mitra CanCare Foundation shall be known for innovative, easy to use, technology driven, people-centric services which enable cancer patients' recovery to lead a full life; as well as spread awareness in the communities we serve.

# Our Programs

Prevention through Awareness is essential in managing and controlling the incidences of cancer in India.



**SWASTH MITRA** comprises of set of wellness and cancer awareness programs that provide guidelines for early detection and increasing protective factors for prevention.

- Customised exclusive programs and workshops (both online or hybrid mode) are conducted for corporates and educational institutions with their sponsorships
- Half day awareness programs are arranged at appropriate conference facility for registered participants at affordable costs with corporate sponsorships followed by optional discounted screening tests at our alliance partner diagnostic centres
- Regular programs are conducted online every month free for all by eminent Oncologists from our medical advisory council covering various topics of interest with focus on the following areas.

#### WELLNESS | AWARENESS | PREVENTION

- Wellness & Cancer Awareness programs
- Knowing the signs and symptoms
- Screening for early detection
- Special campaigns for cancer prevention
- Adapting to healthy lifestyle



**TARUNI MITRA** Understanding the specific needs for women in our society, we have designed a forum especially for women. Taruni Mitra comprises of set of programs specially designed with focus on Women's health and provide insight in understanding the importance and timely intervention for their well-being.

- Customised exclusive programs and workshops only for women (both online or hybrid mode) are conducted for corporates and educational institutions with their sponsorships.
- Half day awareness programs are arranged at appropriate conference facility for registered only women participants at affordable costs with corporate sponsorships followed by optional discounted screening tests at our alliance partner diagnostic centres

#### ENGAGING | SHARING | COPING

- Special programs for women on relevant topics
- Engage through periodic connect programs
- Cancer Support Group for women
- Share challenges and experiences
- Adapting to coping strategies

# Our Services

Comprehensive Cancer care as a professional service is the need of the hour.

**AASHVASAN MITRA** is a patient centric cancer supportive care as a subscribed services rendered by specially assigned professionals to provide a conducive environment and guidance for patients freshly diagnosed and support them during and after treatment.

We engage with both freshly diagnosed patients as well as those undergoing or completed treatment in any hospital, to provide supportive care. The professional support services are provided for those enrolled with Mitra CanCare as members at an affordable cost. The services will include the following focus areas:

#### CONSULTATION | COUNSELLING | CONNECT

- Oncologists' 2nd opinion consultation services for freshly diagnosed patients
- Counselling services for patients and caregivers
- Dietician consultation services during and after treatment
- Guidance in adapting and coping with the changes
- Connect with Veer Mitras (Cancer Victors)

#### MEDICAL ADVISORY COUNCIL

To provide complete end-to-end patient advocacy as a professional service, Mitra CanCare has brought together several eminent oncologists and specialists as part of the medical advisory council to provide right guidance to individuals freshly diagnosed with cancer, and to the patient's undergoing treatment.



#### AKSHAYA MITRA

With increasing incidents of childhood cancer in India, the financial burden is far too heavy, and many parents, especially the under privileged who may not be able to ensure the complete treatment for the child may leave the child vulnerable for recurrence of the disease in future. We engage with corporates and various other funding agencies conducting fund raising events and campaigns and provide limited financial help in the treatment for the needy children.

#### ADOPT | AGGREGATE | DISTRIBUTE

- Engagement with corporates and various other funding agencies.
- Performing Arts Fund raising events and campaigns.
- Provide financial help in treatment for needy children.



# Our Services



**VIKALPA MITRA** is a support service with a holistic approach to healing rendered through our partners to provide access to several other supportive therapies to help patients rejuvenate, reduce stress, and maintain a healthy living post treatment.

We engage with patients post treatment to provide complementary and alternative systems of medicine and therapies such as Ayurveda, Homeopathy and Yoga which have been successfully adapted by cancer patients post conventional treatment to reduce side effects and revitalize their body. These services are rendered through partners in service for enrolled Mitra CanCare members at an affordable cost. The services include the following areas:

#### RECUPERATE | REJUVENATE | REINVENT

- Partners in service for Yoga, Exercise workouts, Art, Music, Dance, Meditation
- Engage in Visual and performing Arts like Photography, Painting, Music, Dance
- Access to Ayurveda, Homeopathy alternatives to revitalize body post treatment



**SANGHA MITRA** is a supportive care for both patients and care-givers who go through prolonged treatment cycles, which is exhausting physically and mentally. Also, some of the cancer patients, especially the senior citizens, may need home nursing care, pain management and critical care, by experienced care givers, and home physiotherapy services. We engage in recommending a set of home cancer care support to our subscribers, leveraging a digitally connected eco system through tie up with our partners in service.

#### PARTNERS | RESPITE | HOSPICE

- Nursing care, Critical care and pain management by experienced care givers
- Physiotherapy services provide respite
- Provided by Partner-Connect Services

*VIKALPA MITRA and SANGHA MITRA Services to be launched soon.*



APRIL 2022  
to  
MARCH 2023

*Our*  
*Programs & Services*



## AWARENESS AND PREVENTION OF CANCER IN WOMEN

14 MAY 2022

Conducted by Dr. Niti Raizada

### Synopsis:

"Cancer cannot happen to me" is a myth. The big C has no barriers or boundaries. It can happen to anyone. 50% of all cancers in Indian women are of 5 types. These life-threatening types of cancers can be prevented if detected and treated at an early stage. Know the signs and symptoms and the importance to go for annual cancer screenings - thereby reduce mortality rate and improve the quality-of-life post treatment.

### It is interesting to note:

- 30% of the cancers are potentially curable - if treated early.
- 80% cancers can be prevented by Lifestyle Modification
- 50% cancers are preventable.

**Awareness & Prevention of Cancer in Women**

An exclusive interactive session for women organized by Mitra CanCare Foundation, covering Women's Wellness, Cancer Awareness and Healthy Living.

**14 MAY 2022  
SATURDAY**  
11:00am - 12:15pm IST  
Login opens at 10:45am

To attend free online webinar Scan the QR Code:

For more information contact@mitracancare.org

**MITRA CANCARE FOUNDATION**  
Changing Lives Together...

**Speaker**  
Dr. Niti Krishna Raizada  
Director, Medical Oncology & Hemato-Oncology  
Poma Group of Hospitals, Bhopal.

**Mitra Moderator**  
Sujatha Rajamani

**Cancer Prevention Tips & Tricks**

An interactive session for all, organised by Mitra CanCare Foundation covering Wellness, Cancer Prevention through Awareness, and Healthy Living.

**18 JUNE 2022  
SATURDAY**  
11:00am - 12:15pm IST  
Login opens at 10:45am

To register, free online webinar Scan the QR Code:

Or Register at:  
[www.mitracancare.org](http://www.mitracancare.org)

**MITRA CANCARE FOUNDATION**  
Changing Lives Together...

**Speaker**  
Dr. Tapaswini Pradhan  
Sr. Consultant, Surgical Oncology Head & Neck,  
Indraprastha Apollo Hospital & Apollo Noida

**Mitra Moderator**  
Sujata Sahu

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## CANCER PREVENTION TIPS & TRICKS

18 JUNE 2022

Conducted by Dr. Tapaswini

### Synopsis:

"Wellness is a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity." - The World Health Organization says this.

Wellness is the conscious development of the whole self. A journey to search for appropriate methods, tools, practices to make yourself a healthier and happier human being. And Mitra helps you to start this journey, holding hand as a true friend when it comes to cancer prevention.

## Cancer and Common Man

An interactive session for all, organised by Mitra CanCare Foundation covering Wellness, Cancer Prevention through Awareness, and Healthy Living.

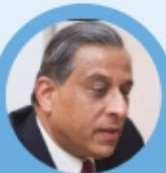
16 JULY 2022  
SATURDAY  
11:00am - 12:15pm IST

Login opens at 10:45am

To register, free online webinar Scan the QR Code:



Or Register at:  
[www.mitracancare.org](http://www.mitracancare.org)



Speaker  
**Dr. RP Deo**  
MB, DCCP, FICS  
Consultant, Head and Neck  
Oncology Surgery,  
Dr. Rudappa ENT Hospital and  
Municipal Hospital, Bangalore.

Mitra Moderator  
**Amar Bhaskar**

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## CANCER AND THE COMMON MAN

16 JUL 2022

Conducted by Dr. R P Deo

### Synopsis:

An individual's risk of developing cancer has increased substantially in recent years and largely depends on a range of factors including lifestyle, behavioral, genetic, and environmental. Today's program will help the audience in understanding the importance of prevention, making the appropriate lifestyle changes, & understanding the signs and symptoms for early detection.

Working age groups in late twenties to late forties will benefit a lot and could help in reducing cancer incidents by inculcating and encouraging people to adopt to healthy lifestyle.

## MAINTAINING HEALTH IN METROS

20 Aug 2022

Conducted by Dr. Mayur

### Synopsis:

4.2 billion people live in cities on our planet. In many countries people living in major cities suffer from Inadequate housing, Inadequate transport, Poor sanitation, Waste management, deteriorating air quality, Noise pollution, Water pollution, Soil contamination, Urban heat, Lack of space for activities like walking cycling active living etc... In today's talk on the topic Maintaining Health in Metros, Dr. Mayur V Kaku will be priming all of us to prevent the metros from becoming epicenters of lifestyle non-communicable diseases - epidemic, New communicable disease - pandemic and adverse effect of climate change.

[mitracancare.org](http://mitracancare.org)

## Maintaining Health in Metros

An interactive session for all, organised by Mitra CanCare Foundation covering Wellness, Cancer Prevention through Awareness, and Healthy Living.

20 AUG 2022  
SATURDAY  
11:00am - 12:15pm IST  
Session opens at 10:45 AM

Join Zoom Meeting  
Meeting ID : 874 0831 6864  
Passcode : 120073

Post Questions  
Register / post questions  
on Mitra CanCare Website



Speaker  
**Dr. Mayur V Kaku**  
MBS, MCh (Neurosurgery)  
Senior Consultant  
Neurosurgery, HoD Yoga and  
Neuroscience, PES Medical  
College, Kuppam

Mitra Moderator  
**Amar Bhaskar**

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**Launch of Taruni Mitra**  
Jointly Organized by Mitra CanCare Foundation and Inner Wheel Club of Bangalore West

Taruni Mitra comprises of set of programs specially designed with focus on Women's health and provide insight in understanding the importance and timely interventions for their well-being.

Inauguration by  
**Ms. Lakshmi Venkatesh**  
President, Inner Wheel Club of Bangalore West

"Women & Wellness" by  
**Dr. Rani Bhat**  
Head & Senior Consultant, Division of Gynaecological Oncology, Apollo Hospitals

Register Add to Calendar **17 SEP 2022 11:00**

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mitracancare.org

## TARUNI MITRA LAUNCH

17 SEP 2022

by Ms. Lakshmi Venkatesh

A woman who is mentally or physically unwell finds it very difficult to cope with the expectations from society all around. If she is already suffering from stress and anxiety, this situation could make it worse and even lead to depression affecting all around.

Women represent the cornerstone of a family's overall health. Enhancing health awareness in women can lead to improved health for children and families.

Privileged to launch the 1st session and looking forward to more such programs exclusive for women on relevant topics and provide women's forum to engage, connect, and share experiences.

## WOMEN & WELLNESS

17 SEP 2022

Conducted by Dr. Rani Bhat

### Synopsis:

In India, women's health is not an openly discussed topic. Always putting others first, Indian Women tend to always put their families first. In some cases, it might even be considered taboo to talk about health irregularities connected to women. This often comes at the cost of their own health. Signs and symptoms of conditions chronic disease are ignored and passed off as just tiredness. As a result, chronic diseases including cancer, in most cases are detected late and thereby posing several challenges in treatability.

This needs to change immediately!



mitracancare.org

**Women & Wellness**

An interactive session for all, organised by Mitra CanCare Foundation covering Wellness, Cancer Prevention through Awareness, and Healthy Living.

**17 SEP 2022 SATURDAY**  
11:00am - 12:15pm IST  
Session opens at 10:45 AM

**Add to Google Calendar**  
Click on the Calendar icon to add and set reminder.

**Register for the Event**  
Register / post questions on Mitra CanCare Website

**Speaker**  
**Dr. Rani Bhat**  
MBBS, MS (Ob & Gyn), FRCOG (UK)  
Head & Senior Consultant - Division of Gynaecological Oncology, Apollo Hospitals

**Mitra Moderator**  
**Sujata Sahu**

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15 OCT 2022

Conducted by

Dr. Soumya Holla

## Breast Cancer Awareness

Being aware of the signs & symptoms, self-breast examination & screening with mammogram are key for early detection of breast cancer.

**15 OCT 2022**

9:30am - 12:30pm

Bangalore International Centre (BIC) 7, 4th Main Rd, Stage 2, Domlur, Bengaluru

Registration  
Rs.250 per person.  
Click button/scan  
QR code.

[REGISTER NOW](#)


DISCOUNT COUPONS WILL BE ISSUED TO THE WOMEN PARTICIPANTS TO AVAIL UP TO 50% DISCOUNT AT LOTUS DIAGNOSTIC CENTRE, BENGALURU. THE DISCOUNT COUPONS ARE VALID UNTIL 18 OCT 2022.



Supporting Organization

**WIPFLI**

Event Sponsor



Speaker

**Dr. Soumya Holla**

 Senior Breast Cancer Surgeon  
& Director, Holla Breast  
Centre

Invited Speaker

**Ms. Saraswathi  
Kasturirangan**

 Partner, Deloitte India,  
Leader Pink Hope Support  
Cancer Victor

**VEER MITRA PANEL**

 Inspirational  
Talk by  
Cancer Victors

**Mrs. Girija  
Nadagoudar  
Ms. Shruthi Bimesh**

### Synopsis:

Understanding the specific needs for women in our society, we have designed a forum specially for women called Taruni Mitra which focuses on Women's health and well-being. The programs and topics are carefully planned to help women understand the importance and timely interventions in their health and well-being. Today's session is organized as part of Taruni Mitra forum.

**Venue:** Physical program conducted at Bangalore International Centre, Domlur on 15th Oct 2022.

Program had over 50 registered participants.

At the end of the program all participants were given discounted coupons for undergoing through breast cancer screening

or master health check-up at Lotus Diagnostics Centre as a partner in service. The program was very well received by all participants for the rich information provided and also highlighting the importance of regular check-ups and screening as means of early detection and thereby save lives.

### Event Sponsor:

**WIPFLI**

We acknowledge the magnanimous support of our sponsor, WIPFLI LLP, Bengaluru for this program. We are thankful to WIPFLI for setting up a culture of health awareness in the organization and also supporting for this noble cause.

### Supporting Organization:



This program was worked out along with Lotus Diagnostics Centre partnering and supporting the initiative. The program was designed jointly to provide good value for all our participants both from content and valuable take away discounted coupons for breast cancer screening.

Holla Breast Centre (HBC) is Karnataka's first dedicated breast cancer centre headed by Dr. Soumya



HOLLOW BREAST CENTRE

Holla, Senior Breast Cancer Surgeon. HBC offers services in the fields of surgical, medical and gynaec oncology. HBC's capable team provides counselling, pain management and full spectrum supportive services for diagnosed patients. HBC's focus area is to provide comprehensive assistance to patients in their road to recovery post diagnosis.

# Launch of Mitra CanCare Breast Cancer Awareness Guide

October is observed as Breast Cancer Awareness month around the globe. To commemorate this, Mitra CanCare launched a Breast Cancer Awareness Guide





## How to Prevent Lung Cancer

Knowing the signs and symptoms help in early detection. Avoiding risk factors and increasing protective factors may lower your overall risk of getting lung cancer.

19 NOV 2022  
SATURDAY

11:00am - 12:15pm IST

Login opens at 10:45am



Join Zoom Meeting  
Meeting ID: 815 3524 7582  
Password: 766359



Add to Google Calendar  
Click on the Calendar icon  
to add and set reminder.

REGISTER NOW >



Speaker  
**Dr. Radheshyam Naik**  
Senior Medical Oncologist & Advisory Expert,  
ICG Hospital Bangalore,  
Medical Director & Consultant,  
Sanyasra Cancer Care

Mitra Moderator  
**Bharathi S Vatsa**

Mitra CanCare Foundation is a not-for-profit organization, chartered with the mission to "prevent cancer through awareness" and provide "comprehensive cancer care as a professional service".

[www.mitracancare.org](http://www.mitracancare.org)

## HOW TO PREVENT LUNG CANCER

19 NOV 2022

Conducted by Dr. Radheshyam

### Synopsis:

As per Indian Council of Medical Research (ICMR) report, India is likely to witness an over seven-fold rise in lung cancer cases by 2025 compared to situation a decade ago. Studies have shown that in 75% of the cases, lung cancer is detected late, leading to severe challenges for treatability and thus poor outcomes.

The best preventive measure is by avoiding risk factors and increasing protective factors which may lower your risk of getting cancer. Let's hear more about it from today's speaker...

## KICK CANCER BEFORE IT KICKS YOU: TIPS TO REACH THE FINALS

17 DEC 2022

Conducted by Dr. Prabhu Nesargikar

### Synopsis:

While the incidence of cancer has increased worldwide, Cancer is a disease, which has moved "being a death sentence", to now "being a chronic disease" where patients live longer lives than before. Cancer often strikes unannounced.

Cancer is like a visitor you can't ignore. This visitor can cause serious impact derailing your routine, your plans, your work, your sleep, and your relationships. You need to muster enormous amount of energy, self-discipline, resilience, and courage to endure the visit.

This talk tries to bring in the much-needed alertness so that the risk of developing cancer can be minimized and most importantly, servicing the human body at the right times to keep cancer in check.



## Kick cancer Before it Kicks you : Tips to reach the Finals

Despite advances in treatment and diagnosis, cancer is still a serious health concern. You can reduce your risk of getting cancer by making healthy choices. Prevention offers the most cost-effective long-term strategy for the control of cancer.



Speaker  
**Dr. Prabhu Nesargikar**  
Consultant, Upper GI, Bariatric & Endoscopic Surgeon,  
ICG Hospitals.

Mitra Moderator  
**Bharathi S Vatsa**

Mitra CanCare Foundation is a not-for-profit organization, chartered with the mission to "prevent cancer through awareness" and provide "comprehensive cancer care as a professional service".

[www.mitracancare.org](http://www.mitracancare.org)

17 DEC 2022  
SATURDAY

4:00pm - 5:00pm IST

Login opens at 3:45pm



Join Zoom Meeting  
Meeting ID: 815 2030 9915  
Password: 564327



Add to Google Calendar  
Click on the Calendar icon  
to add and set reminder.

REGISTER NOW >

## MAKE A DIFFERENCE WITH COLON CANCER AWARENESS

18 Mar 2023

Conducted by

Dr. Prof. Narasimhaiah S

### Synopsis:

Oncologists suspect that the increase in Colorectal Cancer cases specially with young adults could be mainly due to Lifestyle changes, Obesity, Dietary habits, especially lack of fibre in diet and smoking.

In INDIA Colorectal Cancer is the 4th leading cancer in men and 6th leading cancer in women. Both men and women get Colorectal cancer. This cancer often starts with no symptoms. **YOU CAN STOP this cancer before it STARTS".**



**MITRA CANCARE FOUNDATION**  
Changing lives together...

**Colorectal Cancer Awareness Month**

**MITRA CANCARE FOUNDATION**  
HEALTH AWARENESS & PROMOTION  
SWASTH MITRA

Mitra CanCare Presents

**PREVENTABLE | TREATABLE | BEATABLE**

"MAKE A DIFFERENCE WITH COLON CANCER AWARENESS"

**Dr Prof Narasimhaiah Srinivasiah**

MBS, MS, MCh (Surg. Sci. Gen. Intest), FRCR (CCST), FRCR (Colo-Proctology), FRCR (M3R)

- Associate Professor of Surgery, Apollo Hospitals
- Head of Colorectal Services, Karnataka Region
- Senior Consultant - Colorectal Surgery (Colorectal, Peritoneal & Public Oncology)
- Laparoscopic & Robotic Surgeon - Apollo Institute of Colorectal Surgery
- Director of Health Sciences Park (HSP), Bangalore
- Founder, Bangalore Savel Care

**18 March, 2023**  
SATURDAY

**11:00am - 12:15pm IST**  
Login opens at 10:45

**Mitra Moderator**  
Bharathi S Vatsa

**Join Zoom Meeting**  
Meeting ID: 873 8828 4336  
Password: 21374D

[www.mitracancare.org](http://www.mitracancare.org)

# VEER MITRA FORUM

Veer Mitra are those special individuals who have dared against the impacts of cancer and have risen victorious. Their stories inspire, their presence spreads positive vibes, their conversation induces confidence. These are people who help in the overall healing for other patients undergoing treatment. There are perhaps millions of them all over the world who have courageously battled cancer, however we admire all those who have taken that one extra step forward!

Helping others through their journey as a true friend! Hence, we have titled them "Veer Mitra".



## WORLD CANCER DAY

04 Feb 2023

Conducted by Dr. Nalini Rao

4th February is observed internationally as World Cancer Day to unite the world together in the fight against cancer. The 3 year campaign theme which was envisioned last year "Close the Care Gap" manifests in the forms of awareness, early detection, access to professionals, ability to meet the cost and the psychological impact on the patients and their families.

At Mitra CanCare, we have chartered our mission to tackle each of these challenges and make cancer less intimidating and reduce the cancer burden for our country. We have Dr.Nalini an eminent oncologist in our country present here today to address us. This will be followed by a Veer Mitra Panel Dialogue.

**MITRA CANCARE FOUNDATION**  
Changing Our Future...

**WORLD CANCER DAY**  
Closing the Care Gap...  
Listen to the **INSPIRATIONAL** stories from the people who battled cancer and how they did it!

**Dr. Nalini Rao**  
MADRAS ONCOLOGY SOCIETY

**IN CONVERSATION WITH VEER MITRAS**

**Mr. Parandhavaraj**  
ONCOLOGY SOCIETY

**Mr. Srin**  
ONCOLOGY SOCIETY

**Mr. Sarath V**  
ONCOLOGY SOCIETY

**Mrs. Vandana Bannare**  
ONCOLOGY SOCIETY

**Join Zoom Meeting**  
Meeting ID: 881 8650 1856  
Password: 560040

**04 February, 2023**  
SATURDAY  
**11:00am - 12:15pm IST**  
Login opens at 10:45

## SWASTH MITRA & TARUNI MITRA FOR CORPORATES AND INSTITUTIONS

We are engaging with organizations, corporate, educational institutions, and social organizations in rolling out structured wellness and cancer prevention through awareness programs to lower the cancer burden.

# WIPFLI

General wellness and awareness program for WIPFLI LLP was organised through webinar platform on 10th Oct 2022, to highlight the importance of screening and early detection. Over 55 company associates participated.



Speaker

**Dr. Reekha Ahuja PhD**  
MCO Psychology, St. Joseph's College  
Assistant Director, SAMAGRA  
(St. Joseph's Institute Wellness Center)

## Healthy Women, Healthy World !

**WOMEN'S WELLNESS & AWARENESS PROGRAM  
TARUNI MITRA (WOMEN'S HEALTH AWARENESS & CARE)**

MONDAY, OCTOBER 10<sup>TH</sup> 2022, (online program)  
WIPFLI LLP  
BENGALURU



TARUNI MITRA (WOMEN'S HEALTH AWARENESS & CARE) was conducted on International women's day at Lab Corps on 9th Mar 2023. Over 40 company associates participated



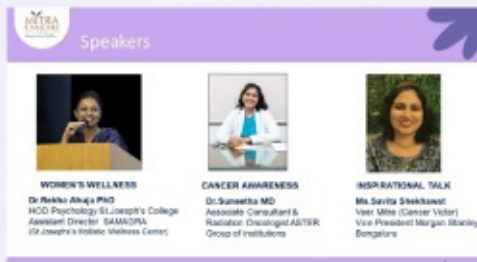
**MITRA CANCARE FOUNDATION**

**labcorp**

9<sup>th</sup> March 2023 15:00 to 16:30




**WOMEN'S WELLNESS & CANCER AWARENESS**

Welcome by Labcorp	05 mins
Introduction by Mitra	05 mins
Wellness for Women	20 mins
Cancer in Women – Awareness	20 mins
Interaction with Oncologist Q&A	20 mins
Insightful Talk	15 mins
Closing by Labcorp	05 mins



**MITRA CANCARE FOUNDATION**

Speakers

 <b>WOMEN'S WELLNESS</b> Dr. Reekha Ahuja PhD MCO Psychology, St. Joseph's College Assistant Director, SAMAGRA (St. Joseph's Institute Wellness Center)	 <b>CANCER AWARENESS</b> Dr. Sumantha MD Associate Consultant & Radiation Oncologist, ASTER Group of Institutions	 <b>INSPIRATIONAL TALK</b> Ms. Savita Shekhawat Vice-Mitra (Cancer Victim) Vice-President, Murgan Shikari Bengaluru
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Cancer patient advocacy services was launched to provide 2nd opinion consultations for freshly diagnosed patients and arranged consultations for those seeking opinions during the treatment.

During the year, 20+ patients with various different types of cancer were provided supportive care services which include guidance through treatment, diet considerations, dos and don'ts during treatment and arranging interactions with other veer mitras (cancer victors). Providing weekly interactions with patients who just started treatment and one in every 2 weeks interactions with patients advanced through treatment to clarify their doubts and any pertinent challenges in coping with the treatment.

### **Medical Advisory Council**

Mitra CanCare has brought together several eminent oncologists and specialists as part of the medical advisory council to provide right guidance to individuals freshly diagnosed with cancer, and to the patient's undergoing treatment.

To provide complete end-to-end patient advocacy as a professional service, Mitra CanCare has brought together several eminent oncologists and specialists as part of the medical advisory council to provide right guidance to individuals freshly diagnosed with cancer, and to the patient's undergoing treatment. The advisory panel consists of oncologists specialised in various types of cancer and oncologists from various treatment related specializations.

Oncologists and consultants working in various hospitals across have rendered their support to Mitra CanCare Foundation to provide patients

consultations most often free or at a discounted nominal fee to support the social cause.

Through the help of the medical advisory council Mitra CanCare Foundation is putting together a structured approach to help and guide patients who are freshly diagnosed and undergoing treatment.

Launched Patient service oriented partnering arrangements with Lotus Diagnostic Centre in providing cancer screening programs at affordable costs.

Initiated Partnering with Holla Breast Centre in conducting awareness programs, information on signs and symptoms of breast cancer and carrying our Breast Cancer treatment at affordable prices for patients. Under the program we are starting activities to provide supportive care for patients undergoing treatment and post treatment to cope with the treatment and various other side effects of treatment.

Initiated partnering with Dr.Rudrappa hospital for diagnosis of head and neck cancer and treatment consultations at affordable prices for patients.

Our subscribed services curated by oncology expert consultants as part of our advisory panel are structured to provide unique value to cancer patients undergoing treatment and their caregivers.

We are launching subscribed membership services from 2023 and the development work related to this for online registrations is underway. Mitra CanCare registered members can avail Aashvasan Mitra Advocacy and Support services by enrolling specific options / packages.

Our programs & services are designed to extend optimism, help patients' recovery to lead a full-life; and spreads awareness in the communities we serve.



## TESTIMONIALS

### Palash Gupta

I am deeply grateful for the unwavering support provided by the Mitra Foundation, particularly Mr. Amar Bhaskar, during my father's ongoing cancer treatment.

Cancer is not just a physical battle, and Mitra Foundation's holistic approach, coupled with Mr. Amar's empathetic guidance, addressed the crucial mental and emotional aspects of the journey for both the patient and the caregivers. Mr. Amar's quick and impromptu support for any challenges, along with his availability during critical moments, proved to be a remarkable source of reassurance and assistance.

The Mitra Foundation boasts a diverse array of experts affiliated with various hospitals, rendering its services comprehensive. Beyond offering invaluable support and practical advice on managing side effects and dietary considerations, Mr. Amar stands out for his personal investment in community service. Devoting his personal time, he extended a helping hand, accompanying us during crucial discussions with doctors.

I wholeheartedly recommend Mitra Foundation to anyone facing the complexities of cancer treatment, as they truly understand and address the multifaceted challenges that patients and their families encounter on this challenging journey. Special acknowledgement for Mr. Amar Bhaskar who is making a significant impact on the challenging journey faced by cancer patients and their families.

### Pramod Kulkarni

Yes, I had the fortune of knowing Amar and Mitra Can Care. And I had cancer, detected in Dec 2023. Amar was the first friend to come to my home, taking a long drive. The situation had thrown many questions to us and they kept coming. Doctors at the hospital are too busy to be available to us. Amar to he's on all our anxieties. It was so reassuring to have him as we could call him any time. And he was in touch with experts. A visit and a hug from Amar was like Sanjeevini at that time. He gave many a tips on engagements, routine, food etc. in the treatment period of six months I had panic situations, several times and I would call up Amar. Big thanks to my dear "Mitra Amar" and wish good to Amar's "Mitra "

### Somshekar Salimath

Our family was shocked to hear that I was diagnosed with thyroid cancer. Amar Bhaskar of Mitra Can care, who happened to be my brother in laws classmate, came over to our house and counselled our family that cancer is not a dreadful as made out. He narrated his own experience in fighting cancer and the works of Mitra Can Care. Mitra Can Care connects people who are undergoing cancer treatments and it helps in understanding the treatments involved in cancer health care. They also conduct talks with eminent doctors involved in cancer treatment which is very helpful. We are very happy to be associated with Mitra Can Care and support they activities in whatever way it is possible.



## TESTIMONIALS

### Sylvia

To Begin with, I would like to thank Mitra CanCare Foundation team for being a part of my life.

I was introduced to Mitra CanCare Foundation by my ex colleague Mr. Amar Bhaskar, when I was diagnosed with uterine cancer in the year 2020. Like every cancer patient, I thought that, this would be end of my life.

As months passed, listening to the testimonies and awareness on how people transformed themselves from this Foundation, I saw myself being the next cancer survivor. No looking back, I was positive to take myself being transformed as a strong cancer survivor

Also, to add, this Foundation stood by me holding and walking beside me, which was truly a great transformation, which included talks on exercise, diet, yoga and positive outlook.

Thank you Amar Bhaskar and the team for being a part of my life.

### Amudha

I thank you for providing your support during my cheemo sessions. Your experienced advices had given a boost to my courage to fight the battle with my health challenges to become better.

Your diet advices had also helped me to recover from cheemo side-effects.

Mithra can care centre cancer awareness sessions are helping people in a great way by providing the awareness towards Cancer prevention and early detection. Appreciate your dedication towards helping the patients by providing the moral support

### Preethi Kumar

Mitra cancare is that ray of hope that one see in a long dark tunnel, I begin writing this while taking my 6th chemo, At first, I can't thank Mr Amar enough from bringing my mental status from a state of utter despair to state of strong confident person to be able to positively approach my treatment which is most crucial part of the treatment. He took personal calls and made sure that my reports were checked by his team of doctor and assured me that I was in right line of treatment. He guided me further about my health, food and was available for a call at any time of the day. I have no words but be humbled by his service to humanity and inspired to me to give my service in some form back to society. It is not just the medicine but the support and prayers that work collectively for you and Mitra cancare gives you all that.

### Manjeet Kaur

Mitra CanCare Foundation is a well known association working for the well being of cancer patients. It guides the patients in every aspect of the disease including treatment options. It goes an extra mile by counselling the patients whenever necessary to uplift their spirits. It has well known doctors who advise the patients about do's and don't's in their routine life as well as maintaining good diet. Foundation's efforts are highly appreciable.



## TESTIMONIALS

### Vishwanath Hegde

Dear Amar Sir,

I am writing to express my deepest gratitude for the invaluable support and guidance Mitra CanCare has provided throughout my brother's cancer treatment journey. My brother and our family members were really got panic and nervous when we got to know my brother is having Cancer. That time I met with You and got the guidance on how to overcome this challenging time. My brother also attends the few online sessions which Mitra CanCare arranged which really helped him to mentally prepared to face the Cancer and the treatments for Cancer. He really got some confidence and sense of strength and resilience after attending these sessions, where some of the Cancer warriors and the specialized doctors have shared their experience over Cancer.

It is organizations like Mitra CanCare that truly make a difference in the lives of individuals grappling with cancer. Your work goes beyond the medical aspects of treatment; it encompasses the emotional, psychological, and practical support that is so crucial for patients and their families.

I would like to extend my appreciation and thank you, from the bottom of my heart, for being a beacon of hope, a source of information, and a pillar of support during a challenging chapter in my brother and our life.

Thanks & Regards,  
Vishwanath Hegde.

## MEDICAL ADVISORY COUNCIL PANEL



**Dr. R.P. Deo**

MS, DCCF, FICS

Consultant Head & Neck Oncology Surgery, Head & Neck Cancer Clinic, Dr Rudrappa ENT Hospital, Bengaluru

**Dr. Belliappa M.S.**

MBBS, MD, DNB, DMRT, FAIMS (Radiation Oncology)

Senior Consultant Oncologist  
Aster CMI Hospital, Bengaluru



**Dr. Radheshyam Naik**

MD (General Medicine), DM (Medical Oncology)  
Senior Medical Oncologist & Advisory Expert HCG Hospital Bengaluru; Medical Director Samprada - Rajalakshmi Multi Speciality Hospital

**Dr. Niti Krishna Raizada**

MD, DNB, DM, ECMO, MRCP (UK) Medical Oncology, EMPH (US)

Director of Medical Oncology, Hemato Oncology and Transplant Physician, Cancer Institute, Fortis Hospital, Bengaluru



**Dr. Mayur V Kaku**

MBBS, MCh in Neurosurgery

Brain & Spine surgeon

Senior Consultant Neurosurgery & HoD Yoga & Neuroscience,

PES Medical College Kuppam

**Dr. Tapaswini Pradhan**

MBBS, MS(ENT) & DNB, Head & Neck Oncosurgery

Senior Consultant, Head & Neck Cancer Surgeon,  
Apollo Hospital, New Delhi



## MEDICAL ADVISORY COUNCIL PANEL



**Dr. Raghavendra Rao**

PhD in yoga & life sciences

Director, Central Council for Research in Yoga and Naturopathy, Ministry of AYUSH Govt. of India, New Delhi

**Dr. Soumya Holla**

MBBS, MS (Gen Surg), MRCS (Glasgow),  
Senior Breast Cancer Surgeon &  
Director, Holla Breast Centre, Bangalore



**Dr. Rani Bhat**

MBBS, MS (Obs & Gyn), FRCOG (UK),  
Head & Senior Consultant - Division of Gynecological  
Oncology Apollo Hospitals, Bangalore  
Director, Gynaec Oncology Center, Bengaluru

**Dr. Pramod S Chinder**

MBBS, MS, Fellowship - Hand and Reconstructive  
Microsurgery, Fellowship - Musculoskeletal Oncology  
Director & Head, Dept of Orthopaedic Oncology, HCG  
Founder Director Yellow Ribbon



**Dr. Swaroop Revanna**

MD Radiation Oncology, DM Medical  
Oncology, MRCP SCE Medical Oncology  
Oncology Consultant, Sagar Hospital,  
Chinmaya Mission Hospital

**Dr. Suneetha N**

MD Radiation Oncology  
Radiation Oncologist, Aster group of institutions  
Bengaluru.



# Tarangini

PERFORMING ARTS FOR A CAUSE

“Tarangini” Performing Arts for a cause, is an initiative launched by Mitra CanCare Foundation featuring both upcoming and established artists from Indian Heritage Music, Dance, Drama and shows.

Aligned to our theme Changing lives together... the program encourages Veer Mitras (cancer survivors) to participate alongside with professionals, re-invent themselves to unleash their hidden talents, inspiring and fostering a positive influence on all others undergoing treatment. We believe with Tarangini, we promote pathways to holistic healing and a unique step to Changing lives together...

Funds raised will be used for community service projects focussing on Cancer awareness, Comprehensive cancer patient supportive care, and Aid for treatment to needy childhood-cancer patients.

Mitra CanCare Foundation program

**Tarangini**  
PERFORMING ARTS FOR A CAUSE

CELEBRATING THE RELENTLESS COURAGE OF VEER MITRAS (CANCER VICTORS)

Pt. Pravin Godkhindi  
Smt. Nishi Ratnam  
Vid. Anupama Bhagwat

**KATHAK RECITAL**  
SMT. NISHI RATNAM & STUDENTS  
(SHRI BONGLE PALLI (TARAL)  
(SHRI SARFARAZ KHAN (DAMPANI)  
(SHRI KERTHAN HOLLA (VOCAL))

**JUGALBANDI**  
VID. SMT. ANUPAMA BHAGWAT (GITAR)  
PT. SHRI PRAVIN GODKHINDI (FLUTE)  
(SHRI YASHWANT VISHWAKU (TABLA))

20th Jan 2023 | PRABHATH KALADWARAKA | 6pm

Bookings on: [bookmyshow](#) +91-84513 88474

The Koramangala Club, 2nd floor, 5th Cross, 6th Block, Koramangala, Bangalore 560095

Sponsor: LIC  
Co-Sponsor: THE BANGALORE PRESS  
Supporting Organizations: IQIUS

Thank You to our Donors



## Tarangini 2023



# Mitra Sandesh

## MITRA SANDESH

The monthly newsletter is compiled with the highlight of the activities during the month and summarises the monthly awareness program as presented by the oncologist speaker. The newsletter has several articles related to enhancing awareness and understanding the various signs and symptoms that should not be ignored. There are several useful tips for prevention and implementing a healthy lifestyle. Topics on general wellness and health are covered by experts in the field. The newsletter for the month is released on the 1st day of the month and highlights all the work carried out in the previous month. The new letter is maintained as a soft copy available free for all our audience who visit our website. The newsletter publication Mitra Sandesh was started in June 2022.

ISSUE #1

## Mitra Sandesh

June 1, 2022

### I Welcome to the Inaugural

Issue of Mitra Sandesh, the monthly update to our stakeholders and community at large, of happenings, news, views and insights, as we take the first steps in the journey of Mitra CanCare Foundation, a not-for-profit company with the mission of cancer awareness, prevention, and people-centric, non-medical support banks.

### Mitra CanCare conducted an exclusive interactive session with Dr. Niti Krishna Rai

Dr. Niti Krishna Rai is the Director for Medical Oncology and Hemato-Oncology at Fortis Group of Hospitals, Bengaluru.



During sessions on cancer, awareness of types of cancer that cause early warning and health-related issues to maintain a healthy life. The session was held on 15th May 2022, and was attended by online participants, 300+ views and views in live chat. Dr. Niti Krishna Rai highlighted the following:

awareness of cancer is made possible in youth/production workforce for the common types of cancer among women (the most important role of family prevention and medical care of the same in different age-groups including vaccination/HPV-vaccination and Screening for cervical cancer) and prevention and early medical efforts for a healthy lifestyle and wellness programs.

### World No Tobacco Day May 31, 2022

Tobacco is a proven cause of high incidence of cancer.

Awareness and Prevention of Cancer is one of the core initiatives of Mitra CanCare Foundation. Tobacco is a proven cause of high incidence of cancer. We did our bit to enlighten the population on the subject through posters and a short message from a renowned Oncologist.



World No Tobacco Day: This is a day to take a check to seek and understand the close relationship between tobacco consumption, in all forms, and incidence of cancer, and make a choice. A better choice is to follow the tobacco today and then every day for the rest of your life. Decide to quit. Listen to this message from Dr. Niti Krishna Rai, Senior Consulting Oncologist, Advisor & Mentor at Mitra CanCare Foundation. Thank you for your patient reading. Do send your feedback/ comments/ suggestions by writing to us at [contact@mitracancare.org](mailto:contact@mitracancare.org). If you find this meaningful, do share it with your family and friends and do inform us of their e-mail ID so that we can add them to the mailing list.



ISSUE #2  
**Mitra Sandesh**  
July 1, 2022

**I CAN I WILL**  
The month of June is dedicated to women's health and awareness of breast cancer. Breast cancer is the most common cancer among women. It is a disease that can be prevented and treated. The following tips can help you to prevent breast cancer and to get the best results from your treatment.

**Dr. Niti Krishna Rai**  
Senior Consulting Oncologist, Advisor & Mentor at Mitra CanCare Foundation

**Mitra CanCare webinar on Prevention of Cancer - Tips and Tricks**  
The webinar was held on 15th June 2022. The webinar was attended by 300+ participants. The webinar was a great success. The following tips can help you to prevent cancer and to get the best results from your treatment.

**Dr. Niti Krishna Rai**  
Senior Consulting Oncologist, Advisor & Mentor at Mitra CanCare Foundation

**International Yoga Day**  
June 21, 2022  
Yoga is a holistic approach to health and wellness. It is a practice that can be done by anyone, anywhere, at any time. The following tips can help you to practice yoga and to get the best results from your practice.

**Dr. Niti Krishna Rai**  
Senior Consulting Oncologist, Advisor & Mentor at Mitra CanCare Foundation

**Dr. Niti Krishna Rai's Corner**  
**LEARN & KNOW**  
The following tips can help you to prevent cancer and to get the best results from your treatment.

**Dr. Niti Krishna Rai**  
Senior Consulting Oncologist, Advisor & Mentor at Mitra CanCare Foundation

ISSUE #3  
**Mitra Sandesh**  
August 1, 2022

**I CAN I WILL**  
The month of July is dedicated to cancer awareness. Cancer is a disease that can be prevented and treated. The following tips can help you to prevent cancer and to get the best results from your treatment.

**Dr. Niti Krishna Rai**  
Senior Consulting Oncologist, Advisor & Mentor at Mitra CanCare Foundation

**Cancer and Coronavirus**  
The following tips can help you to prevent cancer and to get the best results from your treatment.

**Dr. Niti Krishna Rai**  
Senior Consulting Oncologist, Advisor & Mentor at Mitra CanCare Foundation

**Mitra CanCare launches Mitra Inaugural website**  
The following tips can help you to prevent cancer and to get the best results from your treatment.

**Dr. Niti Krishna Rai**  
Senior Consulting Oncologist, Advisor & Mentor at Mitra CanCare Foundation

**Dr. Niti Krishna Rai's Corner**  
**LEARN & KNOW**  
The following tips can help you to prevent cancer and to get the best results from your treatment.

**Dr. Niti Krishna Rai**  
Senior Consulting Oncologist, Advisor & Mentor at Mitra CanCare Foundation

ISSUE #4  
**Mitra Sandesh**  
September 1, 2022

**I CAN I WILL**  
The month of August is dedicated to cancer awareness. Cancer is a disease that can be prevented and treated. The following tips can help you to prevent cancer and to get the best results from your treatment.

**Dr. Niti Krishna Rai**  
Senior Consulting Oncologist, Advisor & Mentor at Mitra CanCare Foundation

**Maintaining Health in Women**  
The following tips can help you to prevent cancer and to get the best results from your treatment.

**Dr. Niti Krishna Rai**  
Senior Consulting Oncologist, Advisor & Mentor at Mitra CanCare Foundation

**Dr. Niti Krishna Rai's Corner**  
**LEARN & KNOW**  
The following tips can help you to prevent cancer and to get the best results from your treatment.

**Dr. Niti Krishna Rai**  
Senior Consulting Oncologist, Advisor & Mentor at Mitra CanCare Foundation

**Health is Wealth**  
The following tips can help you to prevent cancer and to get the best results from your treatment.

**Dr. Niti Krishna Rai**  
Senior Consulting Oncologist, Advisor & Mentor at Mitra CanCare Foundation



# Mitra Sandesh

October 1, 2022

## I CAN & I WILL

Feeling cancer tests has taught me many things in life. "What lies behind us and what lies ahead of us are tiny matters, compared to what lies within us", that is our inner strength, will and confidence to fight back and regain your own control.



### Women & Wellness

**Dr. Rani Bhat**   
 Head & Senior Consultant, Director of Gynaecological Oncology, Apollo Hospitals, Bangalore

In India, women's health is not an openly discussed topic. Always getting others first, the Indian women have a tendency to spare personal problems. In some cases, it might even be considered a virtue to talk about health irregularities of women. This often happens at the cost of their own health. If she is already suffering from stress and anxiety, this could make it worse and even lead to depression affecting of these

women be as well. Dr. Rani is a woman who is not a disinterested observer, common problems in women and signs and symptoms which should be addressed and should not be ignored. Women should eat healthy and get regular checkups done. Another, much needed awareness session about a largely ignored topic on women health was held by the Mitra CanCare Foundation. Large number of participants joined and participated in the Q&A session.

66 **More the checks of cancer diagnosis, more the, amount of change with determination, you will find your own way forward.**

**Anur Bhaskar**



### TARUNI MITRA LUNCH

Hosted by Ms. Lakshmi Venkatesh on September 17, 2022, Saturday

Understanding the specific needs for women in our society, we have designed a forum specially for women called Taruni Mitra which focuses on Women & health and well-being. The programs and topics are carefully planned to help women understand the importance and timely interventions in their health and well-being.

Taruni Mitra was launched with an inaugural address by Ms. Lakshmi Venkatesh, President, Inner Wheel Club of Hattar Bangalore West. Having worked extensively in health projects like Pulse Polio, Creating Breast Feeding awareness, Hemophilia and Thalassemia support services Lakshmi has significant experience in leading such long term initiatives and is looking forward to create social impact with such programs.

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# Mitra Sandesh

November 1, 2022

## I CAN & I WILL

Cancer awareness is the key to early detection and screening is an important preventive measure. Early detection of disease may help in early treatment and may either ease the disease or improve the outcome and quality of life of the patient.



### Taruni Mitra - Breast Cancer Awareness

**Dr. Saanya Haldar**   
 Senior Breast Cancer Surgeon & Director, Apollo Bangalore, Canara, Bangalore

"With the increasing incidence of breast cancer, the only silver lining is early detection, according to national data by World Endophos on prevention and early detection were the guiding factors behind this initiative to provide awareness for a moment of preventing health. By empowering women with the right knowledge and resources, Mitra CanCare Foundation was fortunate to have some of the best, highly experienced doctors and cancer victims share relevant knowledge taking us through the programme with an innovation by Ms. Anasuya Jayaram,

followed by the welcome address delivered by Dr. Manjula M. The Mitra CanCare Breast Cancer Awareness session was launched by Mrs. Sangeetha Kambhampati delivered the inaugural address, emphasizing on the importance of early detection along with the right attitude and support. Our guest speaker for the breast cancer awareness session, Dr. Saanya Haldar, Senior Breast Cancer Surgeon & Director, Apollo Breast Center shed light on the prevention, risk factors, treatment options in different stages of the illness and preventive measures, the obstacles about biological,

66 **Be Young, Be Alert, Be Attentive to your Body, Listen to your Body.**

**Anur Bhaskar**



social-cultural factors leading to changing patterns of the illness were open topics for many. Ms. Anuraj P, representative from our event sponsor WIPAC highlighted the presence in her organization that supported women to take care of their...



### Dr Lata's Corner LEARN & KNOW

1) Have you noticed any changes in your breast?

weaves and appreciated this initiative to talk about this often neglected topic of prevention. Ms. Anand Agarwal, Team lead, collaborating organization Lotus Diagnostic Centre, shared their vision to be a one stop solution for all health care requirements. Cancer victim, Ms. Shreekeetha asked how cancer support groups help various stakeholders during the treatment and recovery period. Veer Mitra Panel speakers Mrs. Gajja Madugoudar and Mrs. Shylaja Bhimraj shared about their own journey of overcoming the illness and becoming a source of support for other women. Everyone went back with valuable information about their health, along with relevant vouchers for screening assistance.

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# Mitra Sandesh

December 1, 2022

## I CAN & I WILL

Research has shown that four healthy lifestyle factors are associated with 10% reduction in the risk of developing deadly chronic diseases. The four healthy lifestyle factors are: Maintaining a healthy weight, Exercising regularly, Following healthy diet, Limiting alcohol and not smoking.



### How to Prevent Lung Cancer

**Dr. Sachchidan Ram**   
 Senior Medical Oncologist & Assistant Surgeon, IAS Hospital, Senior Medical Director, Samitika - Rajarajeshwari Multi Specialty Hospital

"Prevention is the best cure for this disease", 30-75% of screening for lung cancer is cancer-free, government's support. The eligibility for this screening are as follows age group 50-80, those who had before 15-20 years for cancer by smoking for over 20 pack-years, those who are present smokers, and those who have quit smoking less than 15 years ago. After screening, oncologists, pulmonologists and take the appropriate steps. Large number of participants joined the session.

Early diagnosis and CT scan screening for lung cancer is cancer-free, government's support. The eligibility for this screening are as follows age group 50-80, those who had before 15-20 years for cancer by smoking for over 20 pack-years, those who are present smokers, and those who have quit smoking less than 15 years ago. After screening, oncologists, pulmonologists and take the appropriate steps. Large number of participants joined the session.

66 **It's never too late to make your healthy lifestyle choices, to lower the risk of getting cancer. The choices you make.**

**Anur Bhaskar**

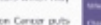
### Lung Cancer Awareness month of November



As per Indian Council of Medical Research (ICMR) report, India is likely to witness an over seven fold rise in lung cancer cases by 2025 compared to situation in decade ago. Studies have shown that in 75% of the cases, lung cancer is detected late, leading to severe challenges for treatability and thus poor outcomes. The best preventive measure is to avoid smoking risk factors and accessing protective factors which may lower your risk of getting cancer.

The International Agency for Research on Cancer puts Lung Cancer on top of the list of most common cancers along with Breast Cancer.

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# Mitra Sandesh

January 1, 2023

## I CAN & I WILL

There is nothing power is positive thinking. The power of positive thinking is so powerful, that most oncologists recommend their patients to develop a positive mental attitude to help overcome the setbacks and side effects during treatment of cancer and assist in their recovery.



### Kick cancer before it kicks you : Tips to Kick the Final

**Dr. Prabhu Hemraj**   
 Consultant, Upper Gastrointestinal, Gastroenterology & Hepatology, Apollo Hospital

"While the incidence of cancer has increased worldwide, Cancer is a disease, which has moved from being a death sentence to now being a chronic disease where patients live longer lives than before. Cancer is like a thief you can't ignore but you can't sense intuitively, your own gut, your plans, your next year sleep, and your relationships. You need to muster enormous amount of energy self-discipline, resilience,

and courage to endure the grueling and spurge about visit stages - Diet, Physical Wellbeing, Observation, and Social Wellbeing which could be important factors in increasing or decreasing the chances of disease. Obesity and Cancer Coexistence  
1) **Obesity** - causes more oncogenic production  
2) **Impacts** Breast, kidney, bowel, womb, etc.,  
3) **Don't** let healthy weight pyramid crumble.

66 **Strained yourself with people, you lose positivity all around you.**

**Anur Bhaskar**

Actually we have maintenance contract for periodically servicing for everything in our household and ignore the most important person in the house, that is you! Many people keep asking why should I go for screening when I am healthy and there are no adverse signs or symptoms. Dr. Prabhu explained previous lives can be saved if screening is done regularly, cancer free disease early detection is the key for treatability. Screening is the best tool we have to detect many cancers early. Lastly Dr. Prabhu summarized with a very nice quote, It is not just the length of life, quality of life matters, cancer could affect both. There are many ways to reduce the risk of cancer, ensure you pick the right habits and the right lifestyle and empowered them.



### Dr Swaroop's Corner LEARN & KNOW

1) Have you noticed any changes in your voice?

Change of voice can be due to pathology near your voice box. I have an vocal cord cancer which has spread to my neck and it is a warning sign of voice with pain and cough, due to lymph node involvement.

Gastric Cancer - Early detection saves lives  
Gastric cancer which develops early stages often lead to poor survival. It is the second most common cause of death in India. The survival time, with early medical report, and several therapies are better. Advise to have endoscopy.  
Cancer, indirectly causes in one of the most common, early stages of being cancer in India is, Obesity of patients diagnosed with gastric cancer. It is important that they realize that symptoms of gastric abdominal pain, nausea, discomfort with eating, indigestion, bloating, etc. also with a self-aware diagnosis of gastric health in gastric patients. Thus, the diagnosis, prevention, and management of obesity in gastric patients. Thus, the diagnosis, prevention, and management of obesity in gastric patients. Thus, the diagnosis, prevention, and management of obesity in gastric patients. Thus, the diagnosis, prevention, and management of obesity in gastric patients.

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## I CAN & I WILL

Just like in management, they say you must take a risk if you want to win, the willingness to take the risks helps in your mind. Hope is an emotional and mental state that helps in maintaining a positive attitude during cancer treatment with enhanced determination and enhanced coping.

66 **Alpika becomes vital legislator in the WHO to Live - Anur Bhaskar**



**Dr Swaroop's Corner**  
LEARN & KNOW

**Cervix Cancer: A preventable Malady**  
Cervical cancer originates in the cervix, the lower part of the uterus that opens to the vagina. It is caused by the human papillomavirus (HPV), a sexually transmitted infection.

Symptoms of cervical cancer can include abnormal vaginal bleeding, pain, and vaginal discharge. However, these symptoms are often not present in the early stages of the disease. Regular cervical cancer screening, such as Pap smears and HPV tests, can help detect and treat it.

Treatment options for cervical cancer include surgery, chemotherapy, and radiotherapy. The type of treatment chosen depends on the stage of the cancer. Some stage advanced cancer can often be cured with surgery alone while advanced stages require a combination of chemotherapy and radiotherapy.

Cervical cancer is largely preventable with proper screening and vaccination. Regular screening includes getting a cervical smear test (Pap test) and HPV test. Early detection through cervical cancer screening decreases the likelihood of a cure.

## Tarangini 2023 Performing Arts for a Cause



Mitra CanCare Foundation launched Tarangini, Performing Arts for a Cause, and the first show in the series was held on Friday, January 20, 2023 from 6:00PM to 9:00PM at Prabhat Kala Bhavan, Kanasangola Club.

Tarangini is an initiative to foster opening and established artists performing Arts of Indian heritage. The program consisted of special Kathak Recital by Mahi Ratnam and Students followed by a mesmerizing Jugalbandi of Sitar and Bansuri by Vidushi Anurupa Bhagwat and Harish Prasad Gokhale.

The event started with lamp lighting and melodious invocation song. The Kathak recital was enthralling by Tabla played by the Shreegopi Pad, Saregi played by Sri Saravathi Khatu and veena by Sri Kanthak Holla.

After a sangeet bhava, started the spellbound Jugalbandi by eminent artists Vidushi Anurupa Bhagwat on Sitar and Harish Prasad Gokhale on Bansuri, accompanied by Yaswanth Venkatesh on Tabla.

The 200 plus audience consisted of special invitees, donors and art lovers who bought tickets online.

The event was sponsored by Life Insurance Corporation of India and The Bangalore Press, supported by Lotus Diagnostic Center, the Kanasangola Club and the Child University.

For more information, please contact us at 080-2661-1111



## I CAN & I WILL

Studies have shown that overall uncertainty has been the key source of psychological distress in people diagnosed with cancer. Patients first experience a sense of shock and denial followed by emotional turmoil and the inability to function. Eventually they all adapt to coping strategies with help from family and support groups.

66 **The best way to stay strong during cancer treatment is to stay physically active**  
Anur Bhaskar

## World Cancer Day 2023 IN CONJUNCTION WITH THE MITRAS Dr. Nalini Das, Pediatric Hematology Consultant



4th February, 2023 was observed internationally as World Cancer Day to unite the world together in the fight against cancer. Close the Cancer to the current 2022-2024 theme, which aligns with the vision and mission of Mitra CanCare Foundation.

To celebrate psychological and physical with ever Cancer, an hour of joint discussion was organized on the World Cancer Day with Mrs. Mitras, these special individuals who have dared to meet cancer face-to-face and emerge victorious. The panel discussion was led by Dr. Nalini Das, to inspire patients to take up cancer care with a positive attitude to emerge a victor themselves.

## International Childhood Cancer Day

The Mitra CanCare Foundation organized a program for kids going through treatment, at Koper Children Block, Department of Pediatric Oncology, Kidwai Memorial Institute of Oncology on 18th Feb 2023.

A Magic Show was performed by Prof. S. Sathyanarthy, Parent Magician of India. Around 125 kids who were taking treatment on that day, eagerly waited for the event and overjoyed to participate in the show.

The program started with Invocation Song by Ms. Nanditha - followed by Mitra CanCare welcome and address from Dr. Arun, MD - Pediatric Oncology, Kidwai Memorial Institute of Oncology. Dr. Saranthea representing Mitra Medical Advisory Council, also addressed the gathering with crisp messages for children's parents to stay positive and complete the full prescribed treatment, as most childhood cancer cases are curable to long extent. After the show, Mitra Teams distributed some toys and goodies to all the children.

## Dr Swaroop's Corner

**LEARN & KNOW**  
COLORECTAL CANCER: CLUES NOT TO MISS

The colon and rectum are vital parts of the digestive tract. Colorectal cancer usually develops slowly, starting with small polyps called pre-cancerous lesions. These lesions are often not present in the early stages of the disease. Regular colorectal cancer screening, such as colonoscopy and sigmoidoscopy, can help detect and treat it.

Signs for colorectal cancer usually include: family history, a personal history of inflammatory bowel disease, and a diet high in red and processed meats. Screening tests, such as colonoscopy and stool tests, can help detect colorectal cancer early when it is most treatable.

Treatment for colorectal cancer typically involves surgery to remove the tumorous tissue and may include chemotherapy, radiotherapy, targeted therapy, and immunotherapy. Early detection and treatment can lead to improved long-term outcomes.

For more information, please contact us at 080-2661-1111

**Invocation Song**

**Lamp Lighting**

**Inaugural Speech**

**Kathak Recital**

**Jugalbandi**

**Thanking all**

**Team of volunteers**

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## International Childhood Cancer Day

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Mitra CanCare Foundation gratefully acknowledges the significant financial contributions of our donors from 01 April 2022 to 31 Mar 2023.

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We are deeply grateful to all the following organizations associated with us for providing their professional service. We are excited to continue growing and evolving together.



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Cancer Victor & Activist

Ex COO IBM Global Business Services

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# MITRA TEAM



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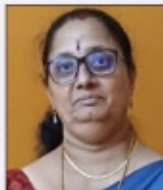
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