

## Fujifilm India joins hands with Indian Cancer Society

31 August 2018 | News

**Aims to highlight the importance of early detection of breast cancer and to provide medical support for women.**



Fujifilm India Pvt Ltd, a leader in the development and application of imaging and information innovations in healthcare technologies has announced its association with the Indian Cancer Society (ICS), one of the oldest registered healthcare NGO in the country. Purpose of the initiative is to communicate that early detection of breast cancer can save lives.

Under the association Fujifilm will conduct 18 medical camps to generate awareness about breast cancer and breast self-examination. Free breast cancer screenings will be organized for women above 40 years. One of the many objectives of the campaign is to provide practical knowledge and quality screening for women of Delhi and NCR who are residing in slums and cannot afford quality treatment. A Mobile Van facilitating Mammography Screening would be available at the venues where such camps will be conducted.

The campaign is strongly backed by the vision of ICS that the conquest of cancer should be by choice and not by chance. In India 50-60% of the patients die of breast cancer because of late diagnosis. This clearly proves that an informed individual is the most effective key to cancer control.

**Commenting on the occasion, Mr. Haruto Iwata, MD, Fujifilm India said** “We at Fujifilm have a keen desire to give back to society. Cancer is one issue where we strongly feel the need to engage with the community, and to raise awareness towards the disease in order to promote preventive measures and early detection. Our association with Indian Cancer society is an endeavour to utilize Fujifilm’s state-of-the-art technology for the betterment of people at large. ”

“Our association with the Indian Cancer Society is to sustain our vision, to spread awareness about early detection of breast cancer in Delhi and NCR. Our technology & innovation with the support of Indian cancer society will reach to the people who cannot afford the best of the treatments.” **said Mr. Chander Shekhar Sibal, Senior Vice President and Head of Medical Division at Fujifilm India.**

**Vice Chairperson of the Indian Cancer Society, Jyotsna Govil, said** “With the increasing incidence of cancer cases in women, there is a pressing need to raise awareness about early cancer detection at grass-roots level. Therefore, with this partnership, we aim to strengthen our reach with a shared vision of helping people fight cancer.”

Under the association, three mobile cancer screening camps have been concluded in Delhi where over 180 screenings took place. In the coming days we are planning many more such camps in and around the Delhi and NCR region targeting 900

screenings.