

Fujifilm India, Indian Cancer Society launch 'Cancer Mukh Dilli campaign

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Under the campaign, 1000 individuals will be screened for different types of cancer in Delhi NCR



Fujifilm India has partnered with the Indian Cancer Society in its flagship programme titled 'Cancer Mukh Dilli' programme. Emphasizing on the importance of 'Early Detection; Early Cure', the campaign will reach individuals living in semi-rural villages of Delhi NCR and belonging to the economically weaker sections of society.

Under 'Cancer Mukh Dilli', Fujifilm India along with ICS will screen 1000 individuals across camps in Delhi NCR, while 10 individuals will receive financial support depending on the fund utilisation. The company will offer financial assistance of up to Rs 1 lakh per annum for curative cases. Trained volunteers will deliver cancer awareness talks and distribute informative pamphlets. ICS will amplify the campaign through social media and radio channels, electronic media and social networks to disseminate knowledge and spread awareness of the disease and its prevention.

Under the campaign, Fujifilm and ICS will set up around 10 camps across Delhi NCR where professionals will screen 100 persons at each Camp. Indian Cancer Society volunteers will also visit 16 leading hospitals in Delhi NCR to provide emotional and financial support to individuals affected with cancer. So far, eight camps have been set up across Jwalapuri, Gurugram, Greater Kailash, Bhajanpura and Najafgarh areas of Delhi/NCR and have screened around 900 people.