

Prashanti Cancer Care Mission
Reaching out with excellence



NEWSLETTER

February

2021

Wishing you all a Happy New Year!!!

1. PCCM appeals for support and donations to help save breast cancer patients

We are ever grateful for your generosity and donations over the years that have helped save the lives of over 1000 young girls & women annually.

Many of them are alive with their families & loved one because of your generosity and big heart. Last year, because of your contributions we have been able to successfully treat over 3000 unaffording women with breast cancer through full freeships and major concessions in surgery, chemotherapy, radiation, free biopsies, diagnostics and much more, enabling them through the bewildering maze of challenges the disease brings through its wake & hand holding them to lead a normal life after cancer.

This year the unprecedented COVID-19 pandemic has presented challenges to the cancer patients and their families. Prashanti Cancer Care Mission has made every effort that no unaffording patient seeking our help is turned away.

This pandemic period has posed a huge challenge to needy patients, their care givers and Prashanti. We are striving to be able to take care of each and every woman coming for freeships and treatments.

We are now appealing to you for your support and generous donations, to help these young women battling with breast cancer to be able to get free treatment from us, so that no patient is turned away without help.

Every small amount from you would help save the lives of these women and allow them to live a healthy life with their loved ones.

Following are the details through which you can donate to Prashnati
You may donate via either of the two options:

1. Bank Transfer to the account given below

Name of Account Holder	Prashanti Cancer Care Mission
Bank Account Number	50100088296788
Name of the Bank	HDFC BANK
IFSC Code	HDFC0000223
MICR Code	411240006
Branch Code	0223

or

2. Send us a cheque in favour of “Prashanti Cancer Care Mission”

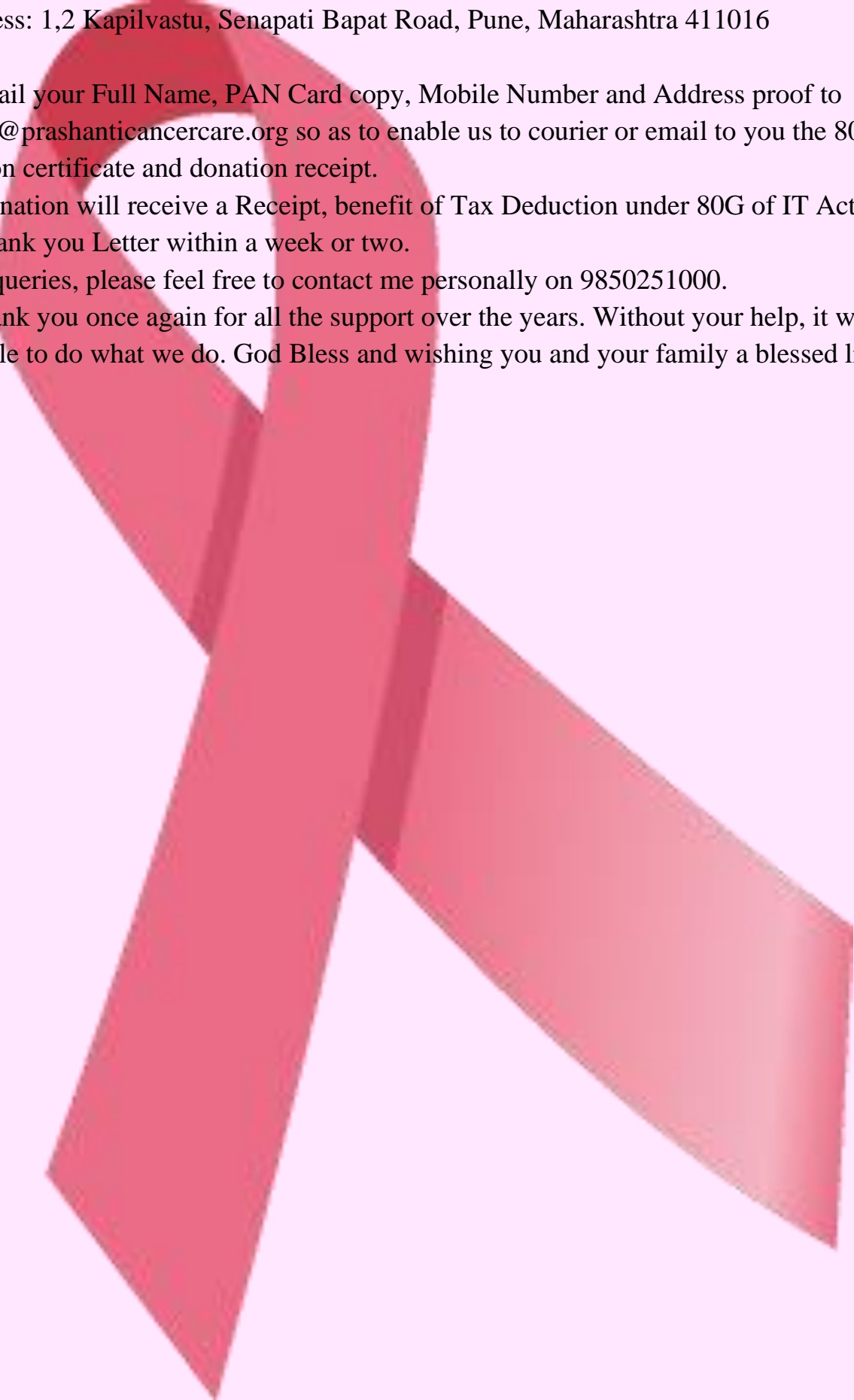
Address: 1,2 Kapilvastu, Senapati Bapat Road, Pune, Maharashtra 411016

Please mail your Full Name, PAN Card copy, Mobile Number and Address proof to accounts@prashanticancercare.org so as to enable us to courier or email to you the 80G tax exemption certificate and donation receipt.

Every donation will receive a Receipt, benefit of Tax Deduction under 80G of IT Act 1961 and a Thank you Letter within a week or two.

For any queries, please feel free to contact me personally on 9850251000.

A big thank you once again for all the support over the years. Without your help, it would be impossible to do what we do. God Bless and wishing you and your family a blessed life.



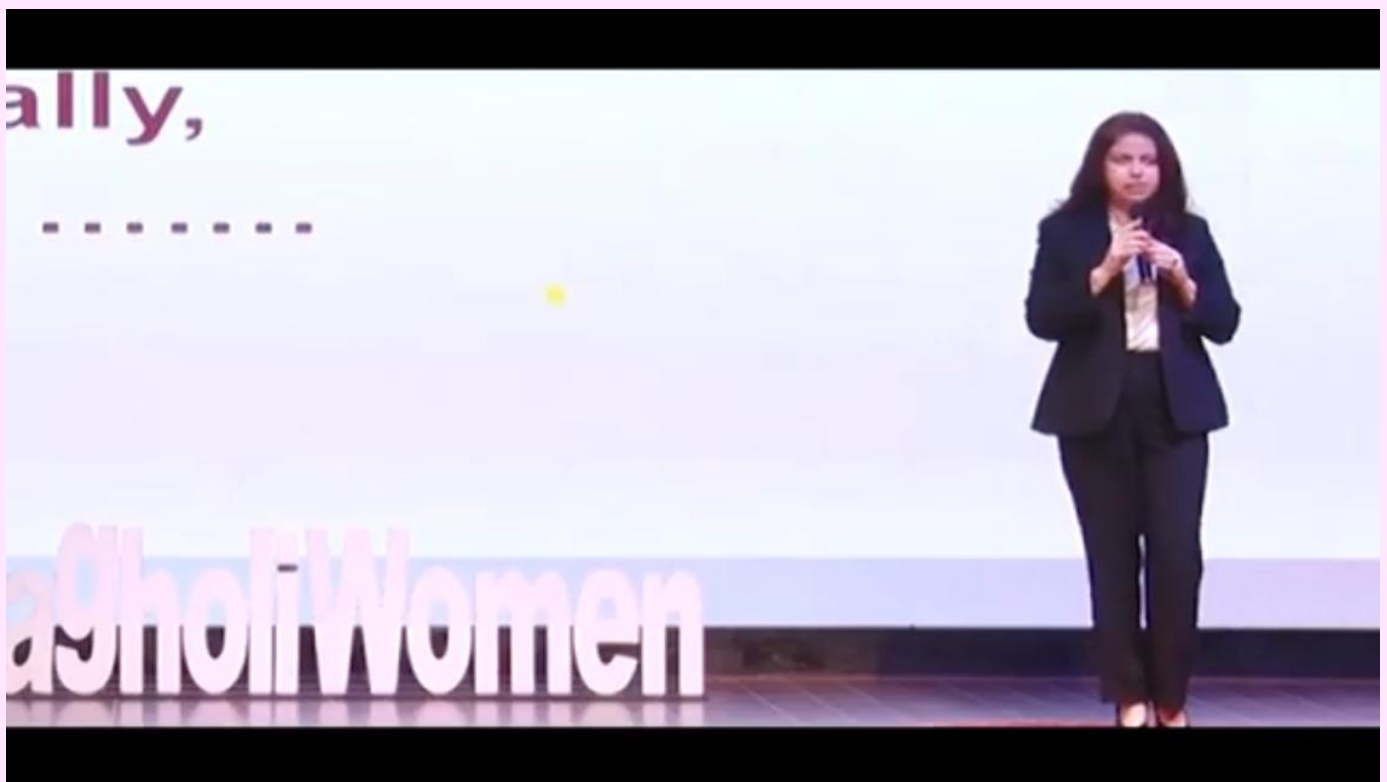
2. Ms. Laleh Busheri was invited to be a speaker at TEDx Talk

Ms. Laleh Busheri was invited to be a speaker at the TEDx Talk hosted by Lexicon International School, Wagholi on December 19, 2020. She narrated the journey of Prashanti from its idea and inception. She talked about the need for breast cancer awareness in the community. Different activities involving people like Marathons, Symposiums, screening drives in slums through well-equipped mammography buses have been a part of Prashanti's community-based work. She went through the journey of identifying the need of having a centre of affordable excellence where people from all classes of the society would have access to world class treatment. This thought created Orchids Breast Health, India's first stand alone breast cancer centre, with state-of-art equipment, unmatched anywhere in the country at that time. Later, she went on to explain how the vacuum in the field of breast surgeries was identified and Oncoplastic training program was initiated by Dr. C.B. Koppiker. This program enables surgeons all over the world to be trained for breast oncoplastic procedures and thus has reduced the rate of mastectomies. Over 70 surgeons in Asia have been a part of the M.Ch. Breast Oncoplasty program which is in collaboration with East Anglia University, UK. She also talked about the formation of Pink Support Group, which is a group by the patients and for the patients. The group has been a family to each of the patients and has provided them with moral support and strength to deal with the disease. Ms. Laleh Busheri also narrated inspirational stories of survivorship and humanity that have motivated her to dream bigger and better.

Live webcast of the entire show was also available on December 19, 2020. The link to view the show online is as below:

<https://youtu.be/OBmGWheBFz4>





3. Ms. Laleh Busheri was a judge at Glamour India 2020 Grand Finale





Ms. Laleh Busheri was invited as a judge at Glamour India 2020 Grand Finale by FourFox. The walk was scheduled on January 20, 2021 at Hotel Lemon Tree. This show supported the awareness of Breast Cancer and the 13 cancer survivors from Orchids Breast Health Clinic also walked the ramp to showcase to the community that you can have a normal life after cancer if picked up at an early stage and treated right as a complete cure. Their presence on stage was a symbol of strength and determination where all of them smiled their way amongst the audience. The show was also covered by media.

A promotional poster for the "MR. MISS MRS GLAMOUR INDIA -2020-" Grand Finale in Pune. The poster is dark blue with gold and white text. It features a portrait of Laleh Bhusheri, Founder of Orchids Breast Health and CEO of Prashanti Cancer Care Mission, as the official NGO partner. The poster also lists the venue (Lemon Tree Premier), date (20th Jan, 2021), and prize details: Winner (RS.1 Lakh), 1st Runner Up (RS.50K), and 2nd Runner Up (RS.25K). At the bottom, it encourages registration for a chance to become the face of a webseries and music album, providing a contact number (8378989822, 8291525522) and the website (www.fourfoxproduction.in).





MR MISS MRS GLAMOUR INDIA - 2020 -

JURY OF GRAND FINALE

 Shweta Avasthi ACTOR	 Dr. Sanjana Jon INTERNATIONAL FASHION ICON DESIGNER MOTIVATIONAL SPEAKER	 Ruchita Jadhav ACTOR
 Laleh Bhusheri FOUNDER ORCHIDS BREAST HEALTH CEO PRASHANTI CANCER CARE MISSION	 Varsha Rajkhwa MISS SCUBA INTERNATIONAL 2016-17 INTERNATIONAL BEAUTY QUEEN AND MODEL OWNER AND FOUNDER "OCEANIC DIVAS"	 Amay Yeravdekar HEAD OVERSEAS OPERATIONS SYNDICUS

HOST FOR THE FINALE

 Abhishek Kulkarni PUBLISHER - JUST URBANE MAGAZINE CMD - URBANE LUXURY	 Rahil	 Sunny Sankla A BUSINESSMAN BY PROFESSION AND FASHION DESIGNER BY PASSION
--	---	--





4. A SALUTE AND TRIBUTE TO MRS. RASHMI HARESH PATEL

Mrs Rashmi Hareesh Patel

Vice President of Shree Mumbai Patidar Samaj

President of Shree Mumbai Patidar Stree Samaj

Both charitable trusts were established over 100 years ago.

The trusts grant education aid and medical aid to the needy.

Mrs Rashmi Patel was a highly educated professional and yet a kind, compassionate and gentle lady. She emotionally counselled and financially helped innumerable people who came to her for advice and aid. She devoted her life to social service and turned around the management of several trusts to make them more transparent and efficient.

In the year 2016, while her daughter was going through expensive treatment for breast cancer, Mrs Rashmi Patel decided to initiate a fund with Prashanti Cancer Care Mission, for Herceptin (trastuzumab) an expensive medicine that is the gold standard in HER2+ cancer treatment, for those who could not afford it.

Up to January 15, 2021 Mrs. Rashmi Patel has been able to save lives of 77 young women suffering from breast cancer. In her remembrance, we would like to create a mass scale awareness among the community to be able to pick up early breast cancers so as to avoid high mortality rates and morbidities.





5. Genome India Project calls for healthy volunteers

Genome India National Mission Project is a government-initiated project aimed at cataloging genomic variations in healthy Indian population across different ethnicities.

CTCR is one of the 12 clinical sample collection sites across the nation for this project . We started recruiting volunteers since August 2020 and have achieved our given targets even in the pandemic times. We appeal healthy volunteers and Trios (both parents and children) from Maratha, Deshastha Brahmin, Koknastha Brahmin and Koli sub-ethnicities to actively participate in this project.





Prashanti Cancer Care Mission
Reaching out with excellence



PROJECT GenomeIndia



An initiative of Department of Biotechnology, Ministry
of Science & Technology, Government of India

Call for Healthy Volunteers for National Research Project

GenomeIndia: Cataloguing the Genetic Variations in Indians

Centre for Translational Cancer Research (CTCR : a joint initiative of IISER Pune and Prashanti Cancer Care Mission) is conducting an ethically approved, medically supervised research study in Maharashtra at the behest of Department of Biotechnology, Government of India.

This national mission project aims to establish a reference genome specific to Indian population by whole genome sequencing of 10,000 healthy individuals representing various Indian sub-groups. This research will lay the foundation for making personalized medicine a reality in India in near future and contribute to the global genomics knowledge base.

You are eligible for this study if you are:

- A male or female
- Of age group 18-70 years
- A healthy individual with no overtly major health condition
- From the **Maharashtrian community** (i.e., **Maratha, Deshastha Brahmin, Koknastha Brahmin, Koli**)
- Willing to provide **informed written consent**

For eligible study volunteers, we will:

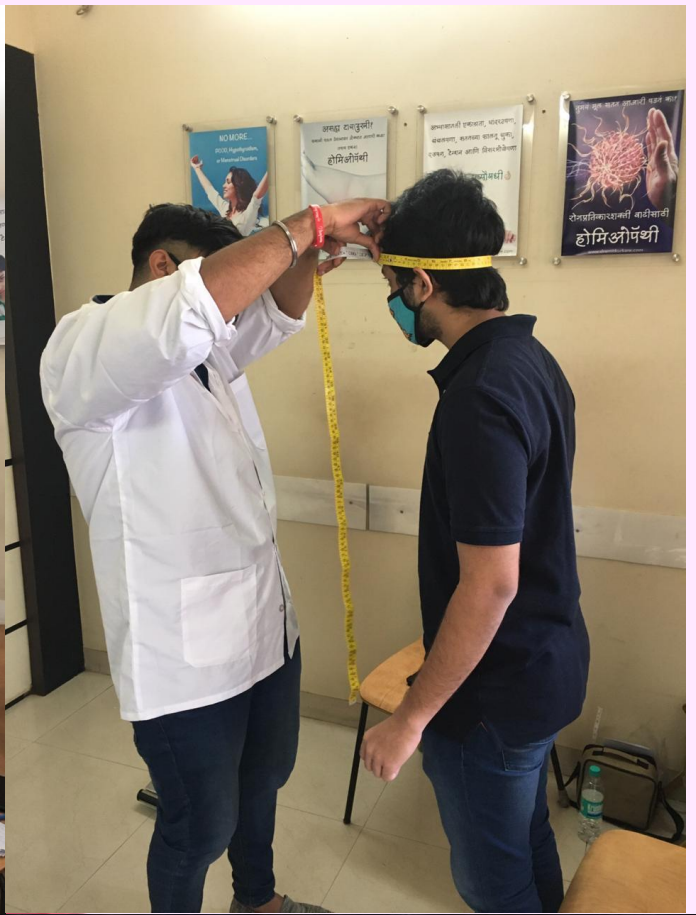
- Arrange **phone counseling session**
 - Organize **local recruitment camps** with appropriate COVID-19 risk management
 - Collect **health-related data**
 - Collect **anthropometry parameters***
 - Collect **Blood samples (10 ml)***
 - Utilize **30-40 mins** of your time only once
- * By trained paramedical professionals only

- Being a study participant will ensure you receive a **free complete health check up with signed laboratory reports**.
- There is **no cost involved** for participants for any study related activities.
- No monetary compensation will be provided for being a study volunteer.
- All safety precautions for COVID-19 risk will be followed as per Government of India guidelines.

For further details, please contact:

Dr. Santosh Dixit (020-2565 0269); **Siddharth Gahlaut** (8698567315); researchadmin@prashanticancercare.org

This clinical research study has been approved by the Ethics Committee of IISER Pune and Prashanti Cancer Care Mission



6. Freeships for Diagnostics, Surgery, Chemotherapy, Onco-Pharmacy, Clinical Procedures and Consultations at Orchids Breast Health in January 2021

❖ 14 PATIENTS RECEIVED FREESHIP AND MAJOR CONCESSIONS ON BREAST SURGERY



❖ 41 PATIENTS RECEIVED FREE CHEMOTHERAPY AND 101 PATIENTS RECEIVED MAJOR CONCESSIONS AT OUR DAY CARE CENTRE FOR CHEMOTHERAPY



❖ **225 PATIENTS RECEIVED FREE & CONCESSIONAL MEDICINES FROM OUR ONCO-PHARMACY**



❖ **82 PATIENTS RECEIVED FREE AND CONCESSIONAL MAMMOGRAPHY**



❖ 116 PATIENTS RECEIVED FREE AND CONCESSIONAL SONOGRAPHY



❖ 11 PATIENTS RECEIVED FREE AND CONCESSIONAL BIOPSY & VAB PROCEDURES (FOR REMOVAL OF FIBROIDS ETC).

7. Testimonials of a few patients who were adopted for Freeship in January 2021

1. Mariya Jariwala

I was feeling a lump in my right breast which is when my family friend referred me to Dr. Koppiker. I came for a primary check-up here. I was recommended mammography and sonography. I was anxious but Ms. Rashmi, working at Orchids Breast Health Clinic was very helpful and made me very comfortable. I was further advised biopsy to remove the lump. The biopsy report confirmed the diagnosis of breast cancer. I underwent surgery and treatment as per Dr. Koppiker's advice. He has been like a life saver for me. I sincerely thank Dr. Koppiker and the staff at Orchids for all the support, love and care they have offered towards me and other patients.

2. Mrs. Rozienna Dias

My name is Rozienna Dias and I am diagnosed with breast cancer. It was a big shock for me to accept this reality. I experience a severe mental distress than the physical pain which got me scared to approach any treatment. But after meeting Dr. Koppiker, I am convinced to undergo treatment. I personally want to thank Dr. Koppiker and Laleh Ma'am for giving me time in spite of their busy schedules. The fact that they make time for each and every patient is worth acknowledging.

3. Rajshri Sonawane

My name is Rajshri Sonawane. I am thankful to Prashanti and specifically Dr. Koppiker and Laleh ma'am. They are extremely supportive and have always been very caring towards the patients. I am diagnosed with breast cancer and have received financial aid and freeship for my hormonal therapy through Prashanti.

I would like to thank Laleh ma'am for being considerate of my condition and for helping me through these tough times.

4. Meera Agarwal

I am a 56-year-old, residing in Bangalore. I was diagnosed with a BRCA positive pathogenic mutation. According to the recommendation, I underwent bilateral mastectomy with immediate implant reconstruction. Keeping in mind the pandemic situation, I decided to have a video call with Dr. Koppiker. I was very happy and comfortable talking to him about my condition. I then travelled to Pune for my surgery. According to my BRCA positive status, I was also recommended oophorectomy and Dr. Koppiker suggested an open surgery for oophorectomy. Dr. Koppiker explained me the procedure and was extremely patient to solve my queries. I would also like to thank Dr. Dhar from Jehangir hospital. The Orchids staff was wonderful and supportive through my follow ups. I cannot thank Dr. Koppiker enough for giving me a chance to lead a second full life.

We would like to ~~THANK~~ our
Donors & Supporters

Prashanti Cancer Care Mission
Reaching out with excellence



Warm Regards,
Ms. Laleh Busheri
CEO

Prashanti Cancer Care mission

Visit us at : www.prashanticancercare.org / www.orchidsbreasthealth.com
<https://www.facebook.com/orchidsbreasthealth>