



## ASHAKIRANAM

(REALISE AND RETREAT FROM CANCER)

### Kindling the flame of Hope and Consolation

*A Novel Venture of Vijayapuram Social Service Society (VSSS) in collaboration with Caritas India Extending arms of support For the Cancer affected!*

Vijayapuram Social Service Society is making a step forward in Social Concern and Human Development. This is to make the battle easier for the cancer affected patients and their families. It is a fact that every year nearly 1.1 million new cases of Cancer are reported. In all the disease affects about 3.3 million people in India at any given point of time. Cancer incidence is increasing with age. Though people are aware of cancer, it instils a morbid fear. Cancer will bring death. The survival rates are either stagnating, or inching up very slowly, despite India having some of the better treatment facilities. The survival rates are the following in India:

- ✚ The number of people that survive for five years after being diagnosed with digestive system cancers seems to be particularly low in India.
- ✚ Stomach cancer 19%
- ✚ Colon cancer 37%
- ✚ Only 4% of liver cancer patients survive for five years
- ✚ Survival rates have dipped in the case of rectal cancer.

This being the situation Vijayapuram Social Service Society has launched a programme called ASHAKIRANAM.

The project proposes to pilot a prevention-to-care program for cancer in 50 villages of Kottayam district of Kerala state (India). The proposal calls for addressing inadequacies in the capacities among primary health care providers and communities such as general population, people at risk and those already afflicted by the conditions caused by cancer. The actions would result in increased access to and uptake of health promotion behaviours, primary, secondary and tertiary prevention. The service and facilities of Agencies and Organizations working in the areas of public health (government, non-government and private health care facilities) will be availed towards implementation, technical assistance, capacity building, information dissemination, advocacy actions and program implementations as envisaged in the proposal. Some of the components we propose in the project are:

Preventive health check-ups are good, but awareness and alertness is very important too. Therefore, we propose an intensive awareness building programme on prevention, detection and treatment.

Life style plays a major role in contriving cancer. Therefore, promotion of alternate life style is included in the campaign against cancer.

Food made from pesticide-laden agri-products cause cancer. Hence we propose organic production of food materials. Promotion of medicinal herbs, especially those proved to be reducing the pain and burden of cancer is also envisaged.

We propose to evolve a homecare medical service that can administer palliative care in the comfort of the patient's home while reducing the financial burden on the caregivers. This also includes financial support, programmes of income generation and counselling.

For further details, suggestions and support contact help desk with Phone number: 0481 2573291 and 9446563000

We wish to say you one thing, there are lots of young and old age people around you & me affected by cancer. We wish to have a personal concern for them and a palliative support. Our only aim is to support them and give them care as much as we can.

“if, in any occasion whether it is your or your loved once marriage, birthday, or anything that gives you happiness and in any other situation if you want to help these people at the same time you don't have time to spend for ... then (only then) we hope we can help you to work as a mediator to take you near to the needy people.”

It is our responsibility to give clarity to our message that, we don't want any source of financial support from you, anything that you wish to give, you can give directly to the people & we can help you to find essential logistic support only. Or else, if you wish that we do the work and you would support you are most welcome. You can deposit whatever amount you have into our bank account. Our account no. is 337002010004638 with Union Bank of India, Nagampadom, Kottayam 686 006. We guarantee 100% transparency in our operation and you will be informed periodically of our interventions in this sector.

We hope you all understand what we said...We wish we will get pleasing reply from all plateful hands...

Kindly share it to as much of your friends as possible