

EXPERIENCES FROM A BREAST CANCER AWARENESS AND SCREENING PROGRAMME, UTTARAKHAND, INDIA SHE – SCREENING AND HEALTH EDUCATION



2017-2025: EIGHT YEARS OF WORK

Maina
Foundation



IN COLLABORATION WITH MAINA FOUNDATION

DEPARTMENT OF COMMUNITY MEDICINE
AIIMS RISHIKESH, UTTARAKHAND
AUGUST 2025

AIIMS RISHIKESH: EXCELLENCE IN HEALTHCARE AND RESEARCH

Situated on the bank of sacred Ganges, amidst mountains and woods in the Yoga Capital of world-Rishikesh, All India Institute of Medical Sciences aims to serve country by imparting knowledge, providing excellent health-care at affordable cost and investing in the area of medical research. It was established under the Pradhan Mantri Swasthya Suraksha Yojna's first phase and supported to be an autonomous body by the All India Institute of Medical Sciences (Amendment) Bill, 2012.

The institute provides the best possible medical facilities to the poorest of the poor without any discrimination through more than 40 departments and 85 specialty clinics⁴. At present, institute has 1060 inpatient beds divided across various specialties with separate Trauma Surgery and Emergency Medicine services. Air-ambulance facility is also available in the institute.

AIIMS Rishikesh has established the game changer, one-stop clinic providing comprehensive health care for women health with a multidisciplinary approach. INTEGRATED WOMEN CANCER CENTRE (IWCC) Offers various diagnostic and therapeutic procedures, including imaging-guided interventions and diagnostic imaging related to cancer Pathology.

ABOUT MAINA FOUNDATION



Maina Foundation was established in 2008, by writer and poet Shri Shankar Pandit in the memory of his beloved wife Smt.Shailja Pandit,fondly known as Maina

Vision:

No Lives Lost to Breast Cancer.

Maina Foundation, a non-profit group is dedicated to the fight against breast cancer globally with the initiative being started in India.

By working at a grass root level, the foundation run by volunteers donates majority of the funds raised to hospitals and medical colleges for setting up programs to benefit women. It provides critical funding for increasing awareness of breast cancer and promoting early detection to women in underserved communities. It also works with hospitals and doctors who have identified breast cancer patients in need of funding for further treatment, such as chemotherapy and radiation.

By collaborating with established hospitals, we have been able to work towards these goals particularly helping women from underserved communities. While the journey has been long and remains ongoing, our success thus far has given us hope. Access to affordable healthcare should be a fundamental right of every citizen. By continuing to work for promoting health equity, together, we can make a difference by creating healthier communities.

Mrs. Alka Shrikhande, President, Maina Foundation

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माझा डाव

हे निळे आकाश माझे,
घांवणारा चंद्र माझा
व्योम गंगेच्या किनारी खेळती माझ्याच
तारा उदयगिरीला रोज भरतो सोनसळीचा हाट माझा
मलयगिरीच्या चंदनाने माखलेला श्वास माझा
पावसाने छेडलेल्या मातीचा निश्वास माझा
केतकीने गर्भकोशी लपवलेला गंध माझा
रोज माझ्या अंगणात रंगणारा खेळ माझा
रोज राती परतणारा स्वप्न चाळा फक्त माझा
हे गीत माझे
प्रीत माझी, स्पंदनाचा ताल माझा
हे विश्व माझ्या ओजळीत हा डाव माझा ना कुणाचा

Translation In English:-

My turn

This blue sky, it is mine,
And the moon, a swift runner, is mine.
By the banks of the celestial Ganges, my own stars play.

Every day, a market of golden hues fills the eastern peak, it is mine.
My breath is imbued with the sandalwood of the Malaya hills, it is mine.
The fragrance hidden in the ketaki's (earth's) womb, it is mine.

The breath of the earth, stirred by the rain, is mine.
The play that colors my courtyard every day, it is mine.
The dream-dance that returns every night, solely mine.

This song, it is mine, this love is mine, the rhythm of my pulse is mine.
This universe rests in my palms, this game is mine.
It belongs to no one else.

Shri Shankar Pandit, Founder of Maina Foundation

Maina
Foundation



ABOUT SHE PROJECT

The project is named “SHE- Screening and Health Education” is a collaborative effort of AIIMS,RISHIKESH and the Maina Foundation, s a significant initiative aimed at addressing breast cancer in women. This project not only focuses on screening and early detection but also emphasizes health education to create awareness about breast cancer. By educating women on self-breast examination and the importance of regular clinical check-ups, the SHE project empowers women to take charge of their health. Through community outreach programs, health camps, and training sessions are organised in underserved areas, we also link cases found to be positive on screening to AIIMS Rishikesh and further to diagnosis and management. This initiative not only saves lives but also celebrates womanhood by promoting health and well-being among women.

2025 is a wonderful landmark year for the 'Breast Cancer Project' has reached its 8th year milestone. Through the span of 8 years this project has made an indelible impression on both the rural and urban communities. The project not only created the awareness about breast cancer but also those requiring mammography for further screening and follow ups are being provided the service at AIIMS Rishikesh under project free of cost.



MESSAGE FROM PI DESK

Since its inception in 2018, Project SHE has been a remarkable journey of hope, health and empowerment. The initiative, dedicated to breast cancer screening and health education, has reached over 3,000 women through community-based camps in various areas. Beyond early detection efforts, we have referred more than 70 women for mammograms in hospitals, leading to timely interventions and even saving lives. Two women were successfully treated through this program, showcasing the critical importance of early diagnosis and care.



A key aspect of Project SHE is not just about screenings—it's about empowering women with knowledge. We provide hands-on education about self-breast self-examination, enabling women to take charge of their health and well-being proactively.

This journey has been profoundly enriching. Working within the community, meeting resilient women, and spreading awareness about breast health has underscored the importance of grassroots efforts in building healthier futures. None of this would have been possible without the invaluable support and vision of the Maina Foundation, whose funding and commitment to ensuring every woman is screened has been the cornerstone of our work.

As Project SHE continues, we remain steadfast in our mission to touch more lives, educate more hearts, and create a world where every woman has access to essential breast health care.

Dr. Meenakshi Khapre
Principal Investigator, SHE Project
AIIMS Rishikesh

MESSAGE FROM HOD DESK

It gives me great satisfaction to acknowledge the Breast Cancer Screening Project, an initiative of immense value to the community. Women are the cornerstone of every society, and their empowerment through health and well-being directly contributes to the strength and progress of the nation. This project is dedicated to the prevention of the most common cancer among women breast cancer through appropriate education, systematic screening, and timely evaluation.



In underserved and remote areas, awareness of personal health remains limited. By extending services directly into these communities, this project ensures that women have access to essential health care within their own environment. Awareness is fundamental to prevention and early detection.

Through structured education programs, women are encouraged to better understand their own health. Clinical Breast Examinations (CBE) and Imaging Breast Examinations (IBE) form the backbone of early diagnosis, while instruction in Self-Breast Examination (SBE) equips women with the ability to identify potential concerns independently. Further, the project facilitates access to appropriate diagnostic investigations, enabling accurate diagnosis and timely treatment. This comprehensive approach has been made possible through the generous support of the Maina Foundation.

A well-trained and dedicated team led by Dr. Meenakshi Khapre, additional Professor, Department of Community Medicine, remains central to the successful implementation of this initiative. Their expertise and commitment are instrumental in advancing the goals of the program. Collectively, these efforts represent more than a health service; they embody a vision of empowerment, equity, and nation-building.

This project underscores a fundamental truth: the treatment of disease begins with awareness and education. To serve humanity is among the highest callings, and through the SHE Project, we strive to fulfill this responsibility with dedication and purpose.

Dr. Vartika Saxena
Professor and Head
Department of Community Medicine
AIIMS Rishikesh

MESSAGE FROM PARTNERS



DR. FARHANUL HUDA
PROFESSOR
DEPT. OF GENERAL SURGERY
AIIMS RISHIKESH

This project strengthened my belief in the power of preventive healthcare and community engagement. It was rewarding to witness a gradual shift in attitudes and to know that our efforts may lead to early diagnoses and potentially save lives.



DR. RANJEETA KUMARI
PROFESSOR
DEPT. OF COMMUNITY MEDICINE
AIIMS RISHIKESH

SHE Project is indeed a great step to empower community women and create awareness among one and all. Well being and good health of women in our society is all that we want and this is getting fulfilled with the help of this initiative.



DR. ANJUM SYED
PROFESSOR & HEAD
DEPARTMENT OF DIAGNOSTIC &
INTERVENTION RADIOLOGY, AIIMS
RISHIKESH

Breast Cancer is now the commonest cancer in women in India. Unfortunately, most are detected at a late stage here due to socio-economic factors. I am proud to be a part of this initiative for early detected of breast cancer. It is a pleasure to work with the dedicated team of this initiative.

"Strength in Her Hands"

*She learns to heal, she learns to fight,
In silent whispers or the morning light.
Her hands explore, her heart aware,
Early hope can ease despair.
No fear, no pause, no silent cries,
She stands empowered, she will rise.*





TESTIMONIAL

Community Women/Beneficiary's Perspective:

◆ **Shanti Devi, 48 years, Raiwala**

"I had never thought much about breast health before attending the health camp. The doctors and ASHAs explained everything so well, and I learned how to check myself regularly. During the screening, they found something unusual and referred me to AIIMS Rishikesh. Thankfully, it was not serious, but now I understand how important early detection is. I encourage all women in my village to attend these camps."

◆ **शांति देवी, 48 वर्ष, रायवाला**

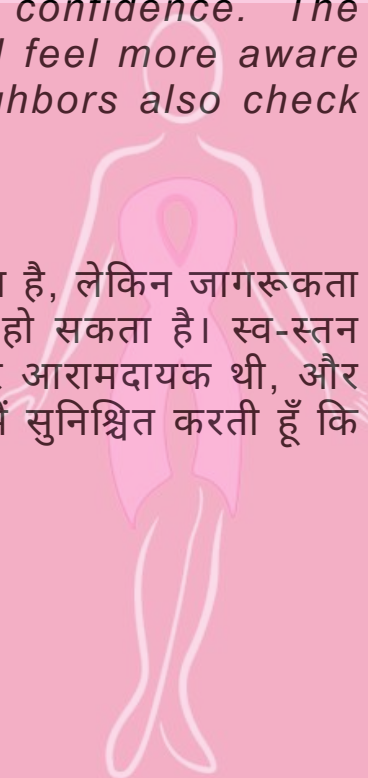
"स्वास्थ्य शिविर में भाग लेने से पहले मैंने स्तन स्वास्थ्य के बारे में कभी ज़्यादा नहीं सोचा था। डॉक्टरों और आशा कार्यकर्ताओं ने सब कुछ बहुत अच्छी तरह से समझाया, और मैंने नियमित रूप से खुद की जाँच करना सीखा। स्क्रीनिंग के दौरान, उन्हें कुछ असामान्य लगा और उन्होंने मुझे एम्स ऋषिकेश रेफर कर दिया। शुक्र है कि यह गंभीर नहीं था, लेकिन अब मैं समझ गई हूँ कि समय रहते इसका पता लगाना कितना ज़रूरी है। मैं अपने गाँव की सभी महिलाओं को इन शिविरों में भाग लेने के लिए प्रोत्साहित करती हूँ।"

◆ **Pooja Kumari, 35 years, Pratitnagar**

"I used to think breast cancer only happens to older women, but after attending the awareness session, I realized it can happen to anyone. Learning self-breast examination has given me confidence. The screening process was easy and comfortable, and I feel more aware of my health now. I make sure my sisters and neighbors also check themselves regularly."

◆ **पूजा कुमारी, 35 वर्ष, प्रतीतनगर**

"मुझे लगता था कि स्तन कैंसर केवल बड़ी उम्र की महिलाओं को होता है, लेकिन जागरूकता सत्र में भाग लेने के बाद, मुझे एहसास हुआ कि यह किसी को भी हो सकता है। स्व-स्तन जाँच सीखने से मुझे आत्मविश्वास मिला है। जाँच प्रक्रिया आसान और आरामदायक थी, और अब मैं अपने स्वास्थ्य के बारे में ज़्यादा जागरूक महसूस करती हूँ। मैं सुनिश्चित करती हूँ कि मेरी बहनें और पड़ोसी भी नियमित रूप से अपनी जाँच करें।"



ASHA /field worker's Perspective

◆ **Sunita Rawat, ASHA, Gauri Mafi**

"When I first started talking to women about breast cancer, many were hesitant and even scared. But after repeated discussions and awareness sessions, they started opening up. The iBreast device made screening more accessible, and women began trusting the process. It feels rewarding to know that our efforts are helping detect issues early and potentially saving lives."

◆ **सुनीता रावत, आशा, गौरी माफ़ी**

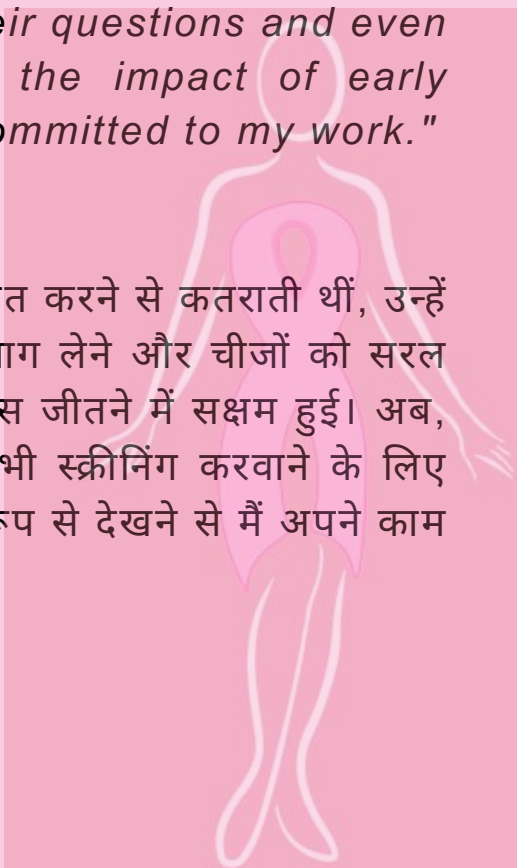
"जब मैंने पहली बार महिलाओं से स्तन कैंसर के बारे में बात करना शुरू किया, तो कई झिझक रही थीं और डरी हुई भी थीं। लेकिन बार-बार चर्चा और जागरूकता सत्रों के बाद, उन्होंने खुलना शुरू कर दिया। आईब्रेस्ट डिवाइस ने स्क्रीनिंग को और अधिक सुलभ बना दिया, और महिलाओं ने इस प्रक्रिया पर भरोसा करना शुरू कर दिया। यह जानकर अच्छा लगता है कि हमारे प्रयास समस्याओं का जल्द पता लगाने और संभावित रूप से जीवन बचाने में मदद कर रहे हैं।"

◆ **Meena Devi, ASHA, Khand Gaon**

"At first, women in my community were reluctant to talk about breast health, thinking it was unnecessary. But after attending training sessions and learning how to explain things simply, I was able to gain their trust. Now, they come to me with their questions and even encourage others to get screened. Seeing the impact of early detection firsthand has made me even more committed to my work."

◆ **मीना देवी, आशा, खंड गांव**

"पहले तो मेरे समुदाय की महिलाएँ स्तन स्वास्थ्य के बारे में बात करने से कतराती थीं, उन्हें लगता था कि यह अनावश्यक है। लेकिन प्रशिक्षण सत्रों में भाग लेने और चीजों को सरल तरीके से समझाने का तरीका सीखने के बाद, मैं उनका विश्वास जीतने में सक्षम हुई। अब, वे अपने सवाल के साथ मेरे पास आती हैं और दूसरों को भी स्क्रीनिंग करवाने के लिए प्रोत्साहित करती हैं। शुरुआती पहचान के प्रभाव को प्रत्यक्ष रूप से देखने से मैं अपने काम के प्रति और भी अधिक प्रतिबद्ध हो गई हूँ।"



◆ **Anjali Saini, Volunteer, Bhagwanpur**

My name is Anjali Saini. I work in Ambuja Foundation as a volunteer. I often got a chance to work with Dr. Meenakshi and Surbhi ji on breast cancer, where in our workshop we made women aware and called them to the camp for their checkup. And in all this work we saw that the women of our village became aware and everyone was ready to get themselves tested. The best thing was that the women who had some problems were examined and treated for free at AIIMS Rishikesh. Even today, the women who could not get their tests done come to our house and ask us to get them examined. We feel very good doing this work.

◆ **अंजलि सैनी, स्वयंसेवक, भगवानपुर**

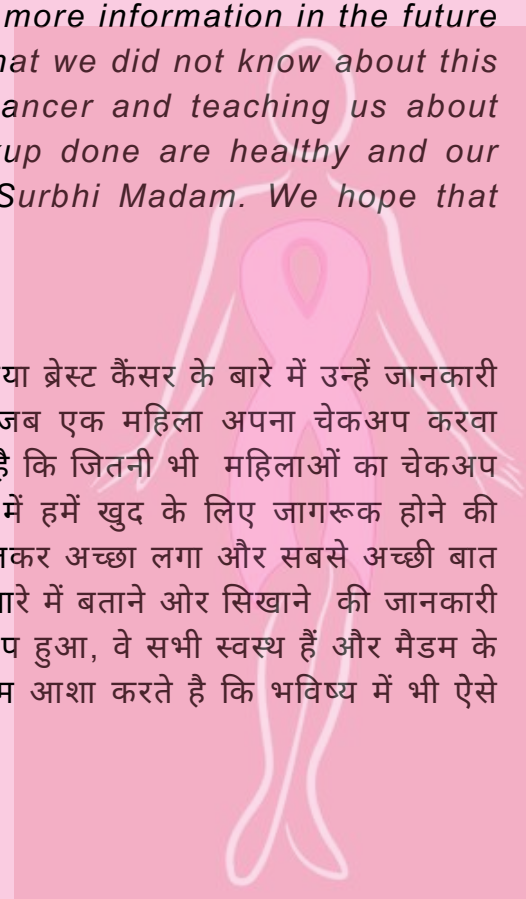
मेरा नाम अंजलि सैनी है मैं अम्बुजा फाउन्डेशन में कार्य करती हूँ स्वयं सहायक के पद पर। मुझे डॉ मिनाक्षी व सुरभि जी के साथ मे कार्य करने का अवसर मिला ब्रेस्ट कैंसर पर, जहाँ पर अपने कार्यशाला मे हमने महिलाओं को जागरूक किया और उन्हें कैम्प में बुलाकर उनकी जाँच कराई और इस सब कार्य में हमे देखने को मिला हमारे गाँव की महिलाये जागरूक हुई और सभी अपनी-अपनी जाँच कराने को भी तैयार थी। सबसे अच्छा ये हुआ को जिन महिलाओं को थोड़ी परेशानी थी उनकी जाँचे और इलाज एम्स हस्पताल ऋषिकेश में मुफ्त में हुआ। आज भी जिन महिलाओ की जाँच नहीं हो पायी थी वो महिलाये हमारे घर पर आकर जाँच करवाने को बोलती है हमे इस कार्य को करकर बहुत अच्छा लगा।

◆ **Puja Rani, Volunteer, Bhagwanpur**

When we first gathered the women of our village and made them aware about breast cancer, when screening was done at our place, many women got excited that when a woman can get herself checked then why shouldn't we also get ourselves checked. After the examination, the results came that all the women who were checked up were absolutely fine, all the women said that just like we got information about being aware about ourselves in this camp, we are interested in getting more information in the future as well. It was nice to meet madam and the best thing is that we did not know about this subject, we got information from madam about breast cancer and teaching us about it. We are happy that all the women who got their checkup done are healthy and our checkup was done by Madam and it was nice to meet Surbhi Madam. We hope that such camps are organised in our village in future also.

◆ **पूजा रानी, स्वयंसेवक, भगवानपुर**

जब पहले हमने अपने गाँव की महिलाओ को इकट्ठा करके उन्हें जागरूक किया ब्रेस्ट कैंसर के बारे में उन्हें जानकारी दी, हमारे यहाँ स्क्रीनिंग हुई तो बहुत सारी महिलाओ में उत्साह हुआ कि जब एक महिला अपना चेकअप करवा सकती है तो हम भी क्यों न अपनी जाँच करायें, जाँच के बाद परिणाम आते है कि जितनी भी महिलाओं का चेकअप हुआ सभी बिल्कुल सही थी, सभी महिलाओ का कहना कि जैसे इस कैम्प में हमें खुद के लिए जागरूक होने की जानकारी मिली, ऐसे ही हम आगे और भी जानकारी के इच्छुक है। मैम से मिलकर अच्छा लगा और सबसे अच्छी बात है कि इस विषय में हमे जानकारी नहीं थी, मैडम के द्वारा हमे ब्रेस्ट कैंसर के बारे में बताने ओर सिखाने की जानकारी प्राप्त हुई और हमें इस बात की खुशी है कि हम जितनी महिलाओ का चेकअप हुआ, वे सभी स्वस्थ हैं और मैडम के द्वारा हमारा चेकअप हुआ और सुरभि मैडम से मिलकर बहुत अच्छा लगा हम आशा करते है कि भविष्य में भी ऐसे कैम्प हमारे गाँव में लगे।

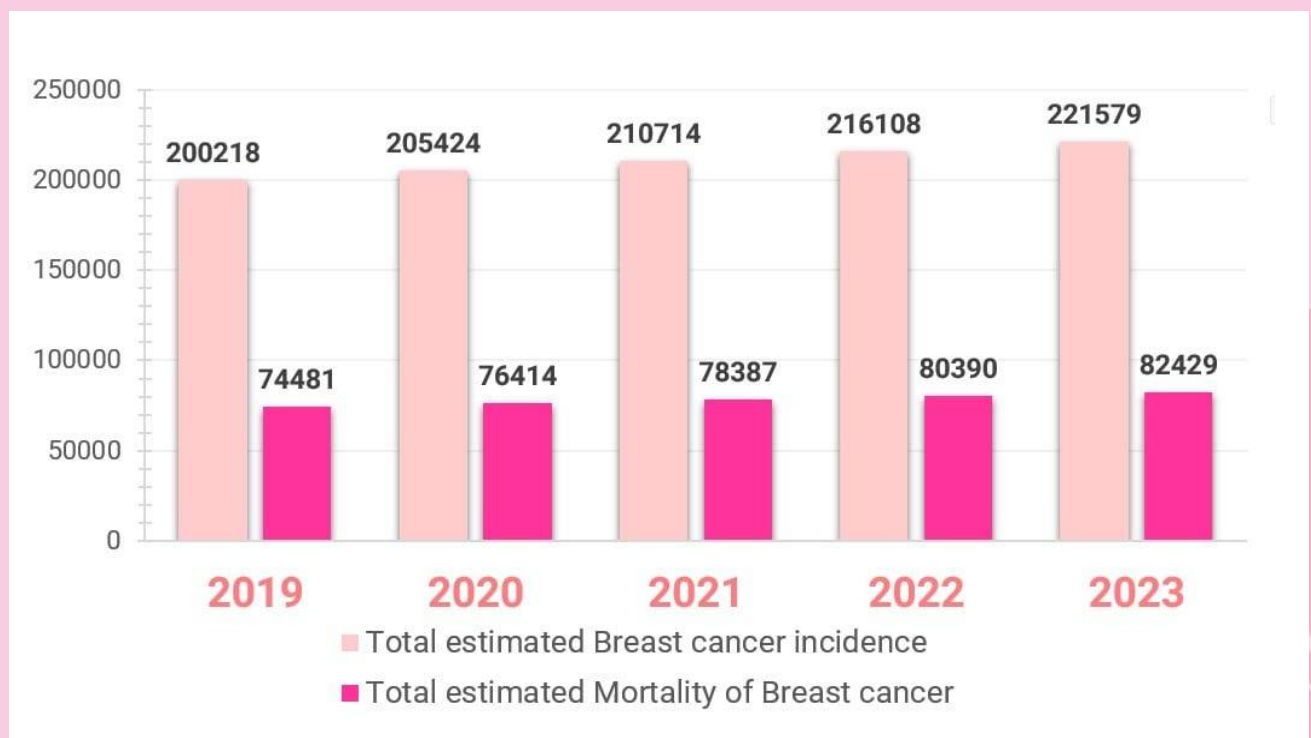


BREAST CANCER STATISTICS IN INDIA

- Breast cancer is the most common cancer in women in India and accounts for 27% of all cancers in women.
- Breast cancer contributes to one fourth of all the cancer cases in females.

Year 2022

- Number of newly detected breast cancer cases were 1,92,020 which contributed to 13.6% of all the cancer cases.
- 98,337 deaths were due to breast cancer which accounts for 10.7% of all the cancer deaths.
- Breast cancer occurs at a younger age than the Western countries.
- Early age of onset, diagnosis at late stage of disease and delayed initiation of treatment lead to poor survival rate in India.
- The most efficient intervention for Breast Cancer control is early detection and rapid treatment.
- **Figure : Estimated number of Breast Cancer incidence and mortality rate from (2019-2023) in India among female**



Reference :

- Ferlay J, Ervik M, Lam F, Laversanne M, Colombet M, Mery L, Piñeros M, Znaor A, Soerjomataram I, Bray F (2024).
Global Cancer Observatory: Cancer Today. Lyon, France: International Agency for Research on Cancer.

IMPLEMENTATION STRATEGIES



Awareness of Breast Cancer



Teaching Self Breast Examination



Clinical Breast Examination and I breast Examination



Mammography / USG



Referral for further investigations and treatment

TIMELINE OF SHE PROJECT

(Screening & Health Education for Breast Cancer Awareness and Early Detection in Uttarakhand)

17 **2017: Project Initiation & Planning**

- ◆ Need Assessment – Understanding breast cancer awareness levels in rural Uttarakhand.
- ◆ Collaboration Setup – AIIMS Rishikesh partners with Maina Foundation for community outreach.

17 **2018-2019: Phase 1 – First Wave of Screening & Awareness**

- ◆ Launch of Breast Cancer Awareness Camps in underserved areas.
- ◆ First Health Education Sessions on Self-Breast Examination (SBE) and Clinical Breast Examination (CBE).
- ◆ Training of 15 ASHAs & Health Workers for community-based awareness.

17 **2020: Expansion of CBE Camps & ASHA Training**

- ◆ Increase in CBE Camps across new outreach locations.
- ◆ Advanced Training for ASHAs & Healthcare Staff to conduct screenings.
- ◆ Integration with AIIMS for Referrals & Follow-Ups for high-risk cases.

17 **2021: Strengthening Community Engagement**

- ◆ Behavioral Change Interventions – Use of survivor stories & digital awareness (WhatsApp videos, flipcharts).
- ◆ More Structured Educational Sessions for women aged 30+ years.

17 **2022-2023: Phase 2 – Integration of iBreast Technology**

- ◆ Introduction of iBreast Device for enhanced early detection.
- ◆ Improved Referral Mechanism – Women with abnormal findings linked to IWCC.

17 **Aug./2024 - Dec/2024: Ongoing Expansion & Future Goals**

- ◆ Extending iBreast Screening to More Regions.
- ◆ Strengthening Digital Awareness Campaigns through social media & community networks.
- ◆ Research & Publications – Contributing to breast cancer screening best practices in India.

FLIPCHARTS USED IN HEALTH EDUCATION SESSIONS

Front Page

अखिल भारतीय आयुर्विज्ञान संस्थान, ऋषिकेश, उत्तराखंड - २४९२०३
All India Institute of Medical Sciences, Rishikesh, Uttarakhand- 249203

SHE – Screening and Health Education for Breast cancer

आशा

- A- Awareness - जागरूकता
- S – Self Breast Exam - स्व स्तन परीक्षण
- H – Health checkup - स्वास्थ्य जांच
- A – Advocate – समर्थन

Maina Foundation

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Back Page

स्तन कैंसर

मैं तुम्हें डराने के लिए यहां नहीं हूँ...

मैं यहाँ आपको अपने बारे में जागरूक करने के लिए हूँ...

Maina Foundation

2

अखिल भारतीय आयुर्विज्ञान संस्थान, ऋषिकेश, उत्तराखंड - २४९२०३
All India Institute of Medical Sciences, Rishikesh, Uttarakhand- 249203

स्तन स्व-परीक्षण कब? क्यों? कैसे?

Maina Foundation

Ambuja Cement

3

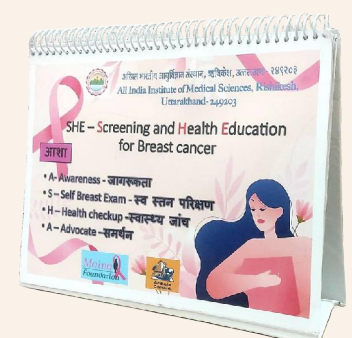
स्तन - शरीर रचना:

- **निप्पल:** निप्पल स्तन के केंद्र में स्थित एक उभरी हुई संरचना है। इसमें छोटी मांसपेशियां होती हैं जो उत्तेजना के जवाब में तिकुड़ती हैं।
- **एरिओला:** एरिओला निप्पल के आस-पास का गहरा रंग वाला क्षेत्र है। इसमें वसामय ग्रंथियां होती हैं जो स्तनपान के दौरान निप्पल को सुरक्षा के लिए एक तैलीय पदार्थ का स्राव करती हैं।
- **लौब:** स्तन 15-20 लोबों से बना होता है, जो छोटे लोबुल में विभाजित होते हैं। प्रत्येक लोबुल में दूध बनाने वाली ग्रंथियां होती हैं जिन्हें एलिवाली कहा जाता है।
- **नलिकाएं:** एलिवाली नलिकाओं के एक नैटवर्क से जुड़ी होती हैं जो स्तनपान के दौरान दूध को निप्पल तक पहुंचाती हैं।
- **वसा और संयोजी ऊतक:** स्तन में पर्याप्त मात्रा में वसा और संयोजी ऊतक भी होते हैं, जो उसे आकार और सहारा देते हैं।
- **लिम्फ नोड्स:** स्तन की बगल में लिम्फ नोड्स स्थित होते हैं, जो प्रतिरक्षा प्रणाली में महत्वपूर्ण भूमिका निभाते हैं।

स्तन का आकार और आकृति प्रत्येक व्यक्ति में अलग-अलग हो सकती है, जो कि आयु, आनुवंशिकी और हार्मोनल परिवर्तन जैसे कारकों पर निर्भर करता है।

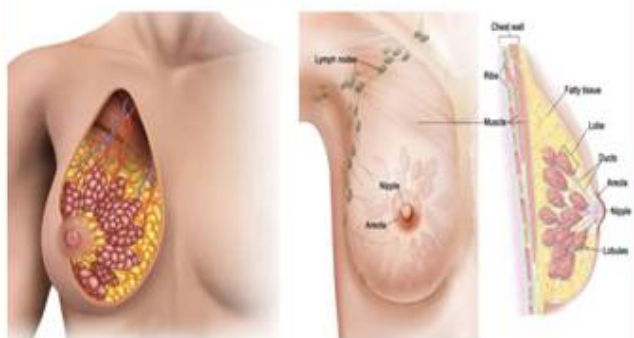
Maina Foundation

4



Front Page

स्तन - शरीर रचना:



Maitra Foundation



5

Back Page

स्तन कैंसर क्या होता है ?

स्तन की कोशिकाओं का अनियंत्रित विकास, जिसके परिणामस्वरूप स्तन के भीतर गांठों का गठन होता है।

स्तन कैंसर: प्रारंभिक जांच

स्व-स्तन परीक्षण: 20 साल से मासिक

नैदानिक स्तन परीक्षण (डॉक्टर की जाँच)

20-39 साल: हर 3 साल में एक बार

40 साल से आगे: वार्षिक

मैमोग्राफी- 40 साल से आगे : वार्षिक



Maitra Foundation



6



जनवरी	फरवरी	मार्च	अप्रैल
✓	✓	✓	✓
मई	जून	जुलाई	अगस्त
✓	✓	✓	✓
सितंबर	अक्टूबर	नवंबर	दिसंबर
✓	✓	✓	✓

स्तन स्व-परीक्षण: 20 साल से मासिक



Clinical breast exam by doctor



I-BREAST EXAMINATION



मैमोग्राफी

40 साल से आगे: वार्षिक



Maitra Foundation



7

स्तन स्व परीक्षण की आवश्यकता

घर में खुद स्तन की परीक्षा करते रहने से-

- ब्रेस्ट कैंसर होने की संभावना को कम किया जा सकता है।
- क्योंकि अगर आप नियमित तौर पर स्तन की परीक्षा करते हैं तो ब्रेस्ट में गांठ होने पर या उसके साइज-शेप में बदलाव होने पर तुरन्त पकड़ में आ जाता है।
- यानि ब्रेस्ट कैंसर का पता अगर प्रथम चरण में चल जाये तो पूरी तरह से ठीक होने की संभावना ज्यादा रहती है।
- इसलिए स्तन की नियमित परीक्षा जरूरी होती है।



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8



Front Page



9

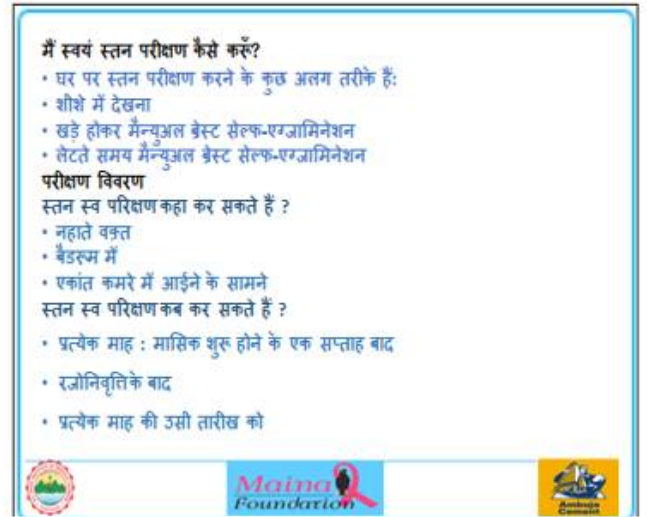
Back Page



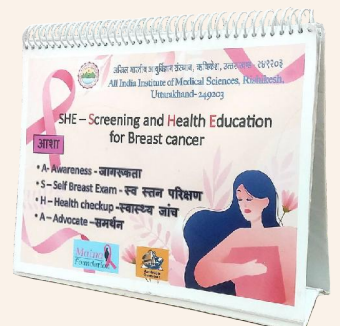
10



11



12



Front Page



13

Back Page

स्तन कैंसर की सम्भावना बढ़ती है जब:

- उम्र 40 साल अधिक हो
- समय से पहले मासिक रूखाव (12 वर्ष से पूर्व) एवं देर से रजोनिवृत्ति (50 साल के बाद)
- विलम्ब से शादी
- स्तनपान नहीं कराना
- आनुवंशिक पूर्ववृत्ति
- स्तन कैंसर का पूर्व-इतिहास
- विकिरण चिकित्सा (radiation therapy)

14



15

स्तन कैंसर की रोकथाम कैसे करे?

- खाने में वासा इत्यादि कम लेकर
- मोटापे में कमी लाकर
- नशीले पदार्थ का सेवन न करके
- शारीरिक क्रिया-कलाप बढ़ाकर
- नियमित स्तन परीक्षण के द्वारा

16



Front Page

स्तन कैंसर की रोकथाम

17

Back Page

• स्तन कैंसर के चेतावनी संकेत क्या हैं?

• स्व-स्तन परीक्षण स्तन कैंसर के लिए निदान उपकरण नहीं है। केवल एक प्रशिक्षित स्वास्थ्य सेवा प्रदाता ही पुष्टि कर सकता है कि स्व-परीक्षण के दौरान आपको जो गांठ महसूस होती है वह संभावित रूप से हानिकारक है या नहीं। स्तन कैंसर के लक्षणों के बारे में जागरूक होना भी सहायक हो सकता है क्योंकि आप अपने स्तनों को जानते हैं।

स्तन कैंसर के कुछ चेतावनी संकेत हैं:

- उलट निप्पल या ऐसे निप्पल जो बाहर निकलना बंद कर देते हैं।
- आपके स्तनों पर लालिमा, दर्द, दाने या सूजन।
- आपके स्तनों की त्वचा पर गड़ढे या सिकुड़न (सतरे के छिलके की तरह) होना।
- अनियमित निप्पल साव।

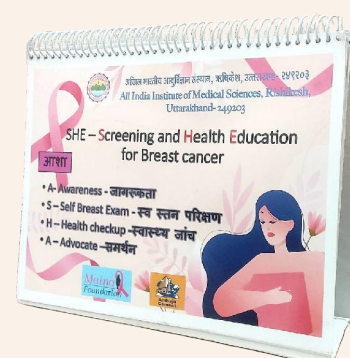
18

स्तन कैंसर की पहचान कैसे करे

19

1. स्नान के दौरान अपने स्तन की जांच करें
2. दर्पण के सामने खड़े होकर, अपनी बांहों को निचे, ऊपर और अपने कूल्हों पर रखके, अपने स्तनों के आकर हत्यादी की जांच करें
3. खड़े होकर अपनी उंगलियों के अग्रभाग के द्वारा अपने स्तनों को मध्यम दबाव देते हुए, गोलाई में घूमते हुए पूरे स्तन की जांच करें
4. लेटकर वरुण ३ दोहरावे
5. निप्पल दबाकर किसी भी तरह के रिसाव की जांच करें आखिरी में निप्पल के निचले हिस्से की जांच करें

20



PROJECT SITES



1. TEHRI GARHWAL

2. RAIWALA , DEHRADUN

3. BHAGWANPUR, HARIDWAR

<i>Period</i>	<i>Name Of Area</i>	<i>Trainers trained</i>	<i>Number of beneficiaries educated</i>	<i>Number of beneficiaries screened by clinical breast examination / I breast</i>
2017-2019	Tehri Garhwal, Uttarakhand	15	1061	591
2023-2024	Raiwala , Uttarakhand	13	1030	568
2024-2025	Bhagwanpur , Uttarakhand	10	820	500

PHASE 1 : INSIGHTS & ACHIEVEMENTS

Site : Ten subcentres under Fakot Primary Health Centres, Tehri Garhwal, Uttarakhand

Duration : November 2019 to December 2020

Beneficiary: women above 30 years

Trained Health workers: Two female doctors and twenty Accredited Social Health Activist

Strategy :

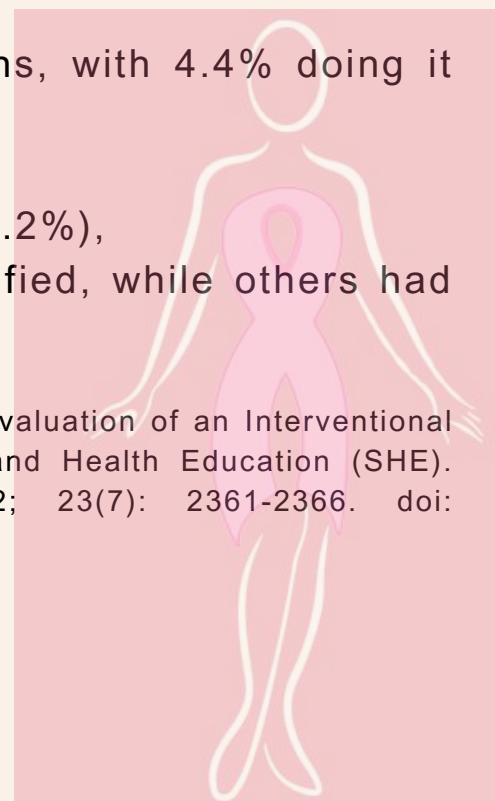
- Health education camps focusing on breast cancer risk factors, early signs, SBE techniques, and the importance of early detection.
- Using visual aids, cloth breast models, and placards with SBE steps .
- Behavioral change interventions, including WhatsApp videos and survivor stories.
- Follow-ups were conducted after three months to assess knowledge and practice changes. Organize CBE camps
- Referral for high-risk cases to AIIMS Rishikesh for further diagnostics.

Achievements :

- 1061 participants were educated
- Post-intervention results showed significant improvements in knowledge and practice.
- 89% practiced SBE in the last three months, with 4.4% doing it monthly and 58% once.
- 591 (55.7%) attended CBE camps.
- Abnormalities were detected in 19 women (3.2%),
- One case of stage 1 malignancy was identified, while others had varying Bi-rads scores.

Reference :

- Khapre, M., Ravi, B., Sharda, P., Mehta, A., Kumari, R. Evaluation of an Interventional Health Education Project: Screening of Breast Cancer and Health Education (SHE). Asian Pacific Journal of Cancer Prevention, 2022; 23(7): 2361-2366. doi: 10.31557/APJCP.2022.23.7.2361



GLIMPSES OF PHASE 1



CLINICAL BREAST EXAMINATION CAMPS

SN.	Date	Place	Number of beneficiaries	No. of referral
1	13/1/2019	AWC Bhaitan	43	0
2	26/1/2019	AWC Kumarkheda	36	4
3	16/2/2019	AWC Katkod	37	2
4	03-09-2019	AWC Dhalwala	65	5
5	04-05-2019	AWC Aagar	43	3
6	27/5/2019	PS Badeda	40	4
7	14/7/2019	Panchayat Ghar Ghughtani	43	5
8	14/7/2019	PS Dhalwala	42	5
9	24/8/2019	AWC Sheeshamjhadi	40	7
10	09-08-2019	Gramothan Santhan Dhalwala	40	5
11	09-10-2019	AWC Kumharkheda	42	6
12	10-02-2019	AWC Sheeshamjhadi	44	4
13	22/12/2019	SC Dhalwala	36	2
14	01-12-2020	AWC Sheeshamjhadi	38	5
15	02-02-2020	SC Dhalwala	35	3
16	02-08-2020	AWC Kharashrot	37	6
17	10-09-2019	Thano	34	3
18	19/10/10	Railwala	38	7
19	26/11/19	Visthapit	38	5
20	10-05-2019	Sarvahara nagar	38	6
21	30/05/2019	Krishna nagar	35	0
		Total	844	87

- Includes camps organised in areas other than Tehri Garhwal

PHASE 2 : INSIGHTS & ACHIEVEMENTS

Site: PHC Raiwala

Duration: September 2022 to March 2023

Beneficiary: women above 30 years

Trained health workers: 13

Strategy:

Same as Phase 1.



Introduced I breast device in our screening camps.

iBreast Device:

The iBreast device is a portable, radiation-free, and non-invasive tool designed for early breast cancer detection in low-resource settings. Unlike traditional mammography, it enables quick, painless screening, making it ideal for use in community outreach programs. By introducing iBreast in Phase 2, the SHE project has enhanced accessibility to breast health screening for women who may otherwise lack access to diagnostic facilities.

Maina Foundation purchased device from UV Life sciences.

Achievements:

- 1,030 women with structured breast health education
- 28 health camps were organized, reaching 568 women underwent CBE and i-breast screening
- 42 identified as suspected cases and referred to IWCC
 - 1 case classified as BIRADS 5, highly suggestive of malignancy.
 - 3 cases as BIRADS 4A, indicating low (2-10%) suspicion of malignancy.
 - 2 cases as BIRADS 3, suggesting probable benign findings.

Reference:

- Khapre, M., Huda, F., Kumari, R., Syed, A., Ajith, A. V Enhancing Breast Cancer Awareness and Uptake through Educational Interventions, Uttarakhand, India. Asian Pacific Journal of Cancer Prevention, 2025; 26(4): 1111-1116. doi: 10.31557/APJCP.2025.26.4.1111

GLIMPSES OF PHASE 2

TRAINING



HE SESSION

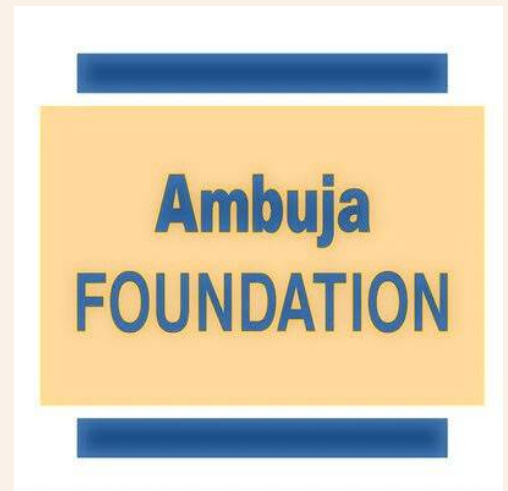


I BREAST EXAMINATION AND CBE FROM SCREENING CAMPS

SN.	Date	Place (Outreach Area)	Number of Beneficiaries	No. of Referrals
1	02-10-2022	Gauri mafi aganwadi	30	2
2	05-10-2022	Khand goan 1	28	3
3	12-10-2022	Prateetnagar aganwadi	25	1
4	18-10-2022	Sainik colony	27	2
5	25-10-2022	Khand goan 2	28	2
6	06-11-2022	Railway colony	20	2
7	10-11-2022	Khand goan 1	18	1
8	15-11-2022	Haripur	22	2
9	22-11-2022	Gauri mafi	21	1
10	28-11-2022	Prateetnagar	20	1
11	02-12-2022	Khandgoan 2	23	1
12	08-12-2022	Railway colony	24	2
13	14-12-2022	Prateetnagar	22	2
14	20-12-2022	Haripur Kalan	25	1
15	28-12-2022	Raiwala PHC	27	1
16	03-01-2023	Khand ganv 1	30	3
17	07-01-2023	Kali mandir colony	27	2
18	12-01-2023	Haripur kalan	29	2
19	18-01-2023	Railway colony	32	3
20	22-01-2023	Prateetnagar	31	2
21	26-01-2023	Gauri mafi	28	1
22	30-01-2023	Sainik colony	29	1
23	05-02-2023	Haripur Kalan	27	2
24	11-02-2023	Bhogpur	26	1
25	18-02-2023	Kali mandir colony	30	2
26	25-02-2023	PHC Raiwala	28	2
27	03-03-2023	Khand goan 2	31	3
28	10-03-2023	Gauri mafi	32	1
29	17-03-2023	Raiwala PHC	35	2
30	25-03-2023	Sainik colony	30	1
Total			568	42

PHASE 3: INSIGHTS & ACHIEVEMENTS

Site: Bhagwanpur , Haridwar
Duration: July 2024 - Feb 2025
Beneficiary: women above 30 years
Trained health workers: 10



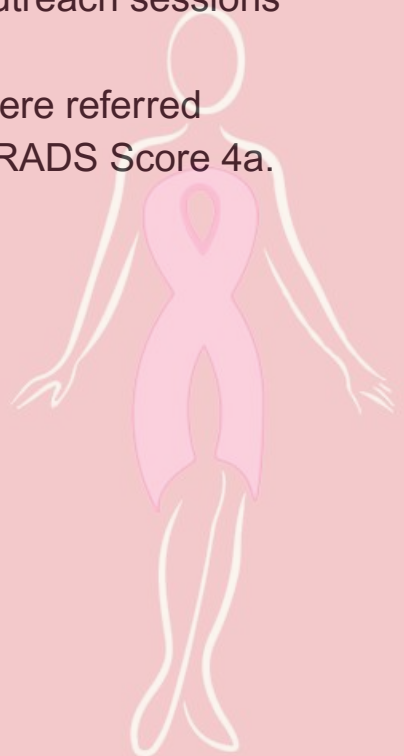
Strategy:

Same as Phase 1.

Coordination with Ambuja cement foundation

Achievements:

- 820 women received breast cancer education.
- 500 women underwent CBE and i-breast screening,
 - August: 107 women screened and educated through 3 outreach areas.
 - September – October: 280 women, through 8 outreach sessions.
 - November – December: 111 women through 4 outreach sessions
- 37 women were identified as suspected cases and were referred
- 17 screened with mammography, one was having BIRADS Score 4a.



GLIMPSSES OF PHASE 3



CLINICAL BREAST EXAMINATION AND IBE CAMPS 2024

<i>S.No.</i>	<i>Date</i>	<i>Place</i>	<i>No. Of beneficiaries</i>	<i>No. of Referral</i>
1	14/08/24	Khubbanpur	42	5
2	24/08/24	Ghee	35	7
3	29/08/24	Mohitpur	30	2
4	03/09/24	Lavva	32	3
5	09/09/24	Khubbanpur	31	2
6	20/09/24	Chhapur	35	0
7	26/09/24	Sikenderpur	36	2
8	06/10/24	Daurbasi	36	5
9	09/10/24	Sisona	35	4
10	18/10/24	Raipur	41	1
11	28/10/24	Khelapur	36	3
12	08/11/24	Chanchak	34	2
13	15/11/24	Khelapur	34	0
14	04/12/24	Sherpur	20	1
15	18/12/24	Chhapur	23	0
Total			500	37

MEET THE TEAM



RADHIKA YADAV
Project Coordinator-Phase II

"This was my first job, and I couldn't have asked for more meaningful work. Coordinating Phase II gave me the chance to work closely with the community, and I did it with complete sincerity and passion. This project taught me that health education isn't just about giving information — it's about listening, building trust, and creating safe spaces. I feel truly grateful to have been part of something that had such real impact on the ground.*

*Through every field visit, team discussion, and feedback session, I grew — both professionally and personally. Watching women open up, ask questions, and take ownership of their health was deeply fulfilling. It made me realise the power of collective effort and empathetic communication in public health. This journey will always stay close to my heart."



SURBHI CHAUDHARY
Project Coordinator-Phase III

Being a part of this Project is a blessing for me as I got an opportunity to serve mankind. I personally feel grateful that technology, awareness and right education that we are providing to community women is the key to their happy & healthy future. A woman is the pillar of strength for the entire family & we are empowering her to create a better nation.

I-breast scan device is definitely a boon in this fast growing modern world which has helped in timely diagnosis & treatment.

This initiative is an opportunity to provide health facilities to all who restrain themselves just because of myths related to the condition named as Breast Cancer, which can surely be treated well by early diagnosis. This has helped women open up about themselves. I can feel the difference in their perspective after getting right knowledge by attending camps & Health Education sessions.

I truly believe that we should never dwell on the dark side of things, but look for the light and build around it.



HIIVEIREI CHAO
Senior Nursing Officer

As a Senior Nursing Officer in the Breast Radiology Room at AIIMS Rishikesh, I've been involved in a community-based breast screening project using a i-breast scan device. The project team organized health camps in villages to educate and encourage women to get screened, resulting in a good response—around 70–80% of those reached came for screening. The i-breast device has proven useful as a safe, non-invasive tool for early detection, especially in rural settings. While it has limitations in accurately differentiating all lesions and some patients didn't follow up, the initiative has significantly increased awareness and early identification of breast conditions in the community.

MEET THE TEAM



DEEPTI RAWAT
Senior Nursing Officer

As a healthcare provider involved in women's health and preventive oncology, I had the opportunity to use the iBreast Scanner (iBreastExam) in community-based and clinical settings for breast cancer screening. This handheld, non-invasive device significantly enhances early detection efforts, especially in low-resource or outreach environments where conventional mammography may not be accessible. In several screening camps, we had detected suspicious lesions in women who have never undergone any breast examination before. These women were referred to Integrated Women's Cancer Centre (AIIMS Rishikesh) for further clinical, radiological & histopathological investigations to improve the outcomes through early detection.



SAPNA
Senior Nursing Officer

The i-breast device is very beneficial for all women and we can diagnose quickly with it. So far, all the women on whom we have done i-breast scan have had a good experience.

And it encourages more women to go for breast scans and women have started trusting the process. i-Breast scans are a must in every community field.



MAMTA DAHIYA
Senior Nursing Officer

As a Senior nursing officer I am glad that I have got this opportunity to serve women for their well being. Focusing on breast care we have screened women with complaint of any abnormality in their breast and this project has helped women in many aspects as its community based services provide an opportunity to get themselves treated timely so as to avoid any serious conditions in future. Early detection and treatment has helped many women till date and this project enabled us to create awareness among one and all in the best way possible.

DID YOU KNOW: COMMON MYTHS VS FACTS ABOUT BREAST CANCER IN INDIA

✗ Myth: Breast cancer only affects older women.

✓ Fact: While the risk increases with age, breast cancer is being detected in younger women in India, often in their 30s and 40s. Early detection is crucial.

✗ Myth: Breast cancer is contagious.

✓ Fact: Breast cancer does not spread from person to person. It is caused by abnormal cell growth, not an infection.

✗ Myth: Only women get breast cancer.

✓ Fact: While breast cancer is rare in men, it does occur. 1 in 833 men is diagnosed with breast cancer. Men should also be aware of any breast lumps or changes.

✗ Myth: Breast cancer is always painful.

✓ Fact: Early-stage breast cancer is usually painless. Waiting for pain can delay diagnosis. Regular self-breast examination (SBE) to understand your breast and clinical check-ups are essential.

✗ Myth: Mammography is only needed if you have symptoms.

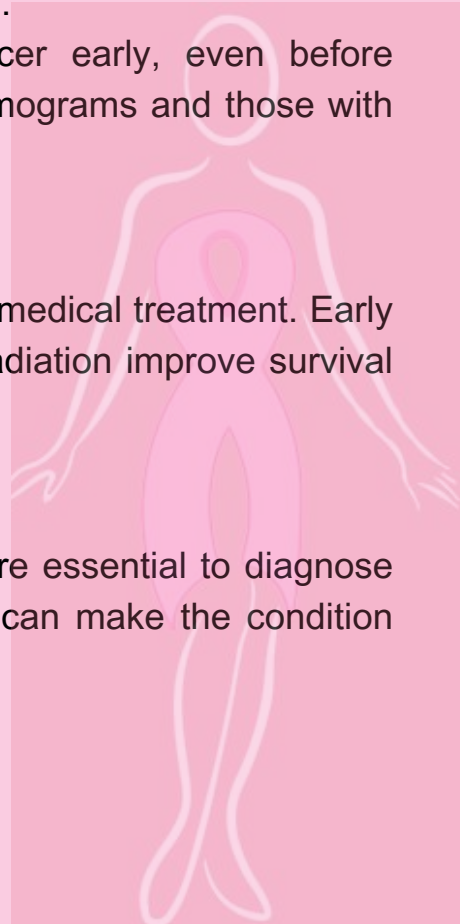
✓ Fact: Regular mammograms help detect breast cancer early, even before symptoms appear. Women over 40 should get annual mammograms and those with risk factors should start earlier.

✗ Myth: Ayurvedic/home remedies can cure breast cancer.

✓ Fact: No home remedy or alternative therapy can replace medical treatment. Early diagnosis and treatments like surgery, chemotherapy, and radiation improve survival rates.

✗ Myth: Surgery or biopsy spreads cancer faster.

✓ Fact: Biopsy and surgery do not spread cancer. These are essential to diagnose and treat the disease. Delaying treatment due to this myth can make the condition worse.



✗ Myth: Breast self-exams enough for breast cancer screening

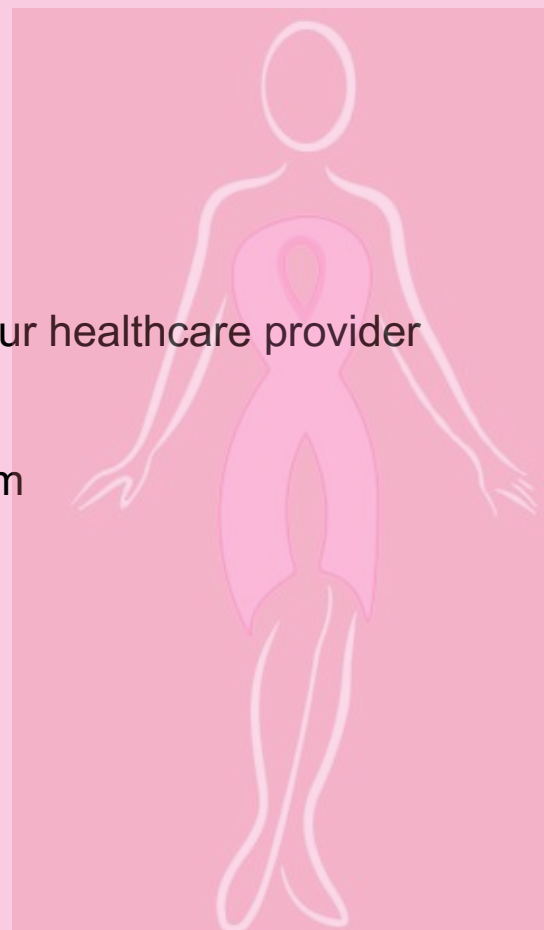
✓ No, self-exams don't replace mammograms or doctor check-ups. They're a way to stay aware of your body between professional screenings.

✗ Myth : Lump is due to hormonal changes and non cancerous

✓ No : Though most of lumps are non cancerous but every lump should be examined and investigated by doctors. Also not every individual with cancer will have lumps.

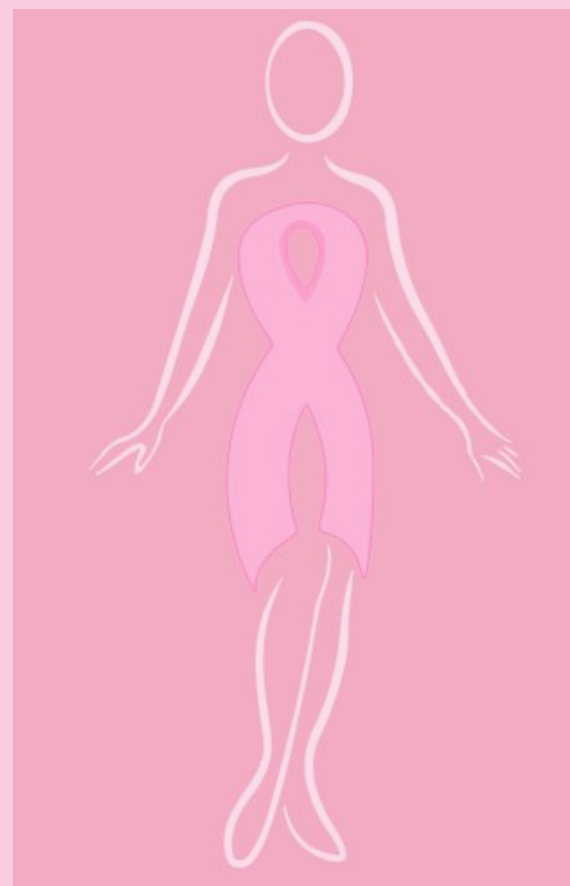
Call to Action:

- ✓ Know your risk factors
- ✓ Perform monthly breast self-exam (SBE)
- ✓ Schedule clinical breast exam (CBE)
- ✓ Get screening mammograms
- ✓ If high-risk, discuss additional screening
- ✓ Report any breast changes immediately to your healthcare provider
- ✓ Keep a screening record
- ✓ Set reminders for SBE, CBE and mammogram



“Breast cancer is not just a disease—it’s a fight we can win with awareness, early detection, and action. Stay informed. Stay empowered.”

"स्तन कैंसर सिर्फ़ एक बीमारी नहीं है - यह एक ऐसी लड़ाई है जिसे हम जागरूकता, शुरुआती पहचान और कार्रवाई से जीत सकते हैं।
जानकारी रखें। सशक्त बने रहें।"





**BREAST
CANCER
AWARENESS**

