



Rajiv Gandhi Cancer Institute and Research Centre

A Unit of Indraprastha Cancer Society
Registered under "Societies Registration Act 1860"

Architect's Impression of RGCI & RC (post expansion)

News Letter

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A TRIBUTE TO Sh. MADAN AGARWAL



Sh. Madan Agarwal

HE only "takes the best"

On 25th August 2014, one of the brightest stars of our Governing Council faded away into the darkness. Today I am reflecting on my memories of Madan ji and what he left behind.

Born in Rawalpindi (Now in Pakistan) and MBA in Public Transport from Syracuse University, NY, USA, he joined Escorts in 1950 and worked till 1981, retiring then as Vice President, Marketing. After his retirement, Mr. H P Nanda entrusted in him setting up of the Escorts Heart Institute, a philanthropic project, which he did with pride and honour. Later on he got involved in Indian Cancer Society's upcoming project, Rajiv Gandhi Cancer Institute & Research Centre which he actively pursued till his last days. He was fondly known as "MA" in his professional circle.

I had known Mr. Madan Agarwal for 18 years after I joined Rajiv Gandhi Cancer Institute & Research Centre in 1996. But my first heart to heart interaction with him was in 81st Governing Council meeting on August 30, 2010. There was debate on whether we should have Robotic suite or not. Governing Council opinion was divided. He insisted on opinion of Medical Director and the worthiness of robot. He swung the pendulum in favour of Robot. It

was Mr. Madan Agarwal and Mr. K K Mehta's efforts and vision that we acquired robotic suite in 6 week's time. Rest is all history. He kept his hand on the pulse of the Governing Council better than anyone else I know. He saw opportunity where rest of us saw problems. He was a man of action and not just words.

He had the curious knack of taking photographs of people he met, getting them printed and posting them to who they belonged to. This was remembered by people who looked forward to newer pictures of theirs from him. MA was man full of life, a "Karamyogi" in true sense of word. MA was an amazing role model and provided me with valuable insight into the corporate world.

I will always think of Madan Ji as a humble, authentic leader who spoke with the powerful authority of well known and respected integrity and passion for doing what is right. Under his governance I learned a great deal about controlling perceptions, the value of treating people right and the hard knocks of just how much doing what is right can cost in the public arena.

His actions were steeped in humility, purpose, values and above all, we looked upto his wisdom and deep rooted character.

*God saw you getting tired
And a cure was not to be,
So he put His arms around you
And whispered, "come to me."
A golden heart stopped beating,
Hard working hands to rest.
God broke our heart to prove to us
He only "takes the best."*

Dr. Dewan AK
Medical Director

BREAKING DOWN BARRIERS TO CANCER PREVENTION AND SCREENING IN INDIA

There is a rising tide of the incidence of cancer in India with 7,00,000 deaths, a million new cases every year and 3.3 million patients at any given time. Cancer has now emerged as a leading killer in India, second only to heart disease. According to WHO forecasts it is expected to claim 20% more lives by 2020. These are alarming projections for a country and there is urgent need for effective interventions to control cancer. Prevention through lifestyle modifications and early detection through cancer screening are the most cost effective strategies to fight cancer. But success and effectiveness of any cancer screening program is largely dependent on high participation of community.

Barriers to cancer screening

Identifying and targeting the factors that deter or stimulate people to participate in cancer screening activities are very important, otherwise the best organized screening programmes get faced with poor compliance.

Cancer is still a socially stigmatized disease in many communities of India. Social taboos frequently prevent them from seeking medical advice leading to presentation at an advanced stage resulting in poor quality of life and higher mortality. Fear of finding cancer (cancer is still perceived as a death sentence) is another barrier to attending screening. Some other client oriented barriers are lack of knowledge about early signs and symptoms, screening procedures available, risk factors etc. Superstitions, Gender inequality are socio-cultural barriers in cancer control. Although these factors are more prevalent in rural India, they also exist in urban areas.

In India financially challenged people constitute 55% of the population, who do not have sufficient income for even their daily sustenance. Preventive health check up is not a priority for them. Screening services are not easily available. There is lack of infrastructure and trained health personnels especially in remote areas. Lack of transportation, difficulty taking time off from work adds further to low participation in screening.

INTERVENTIONS SUGGESTED

- Multimedia approach utilizing Pictorials/Audio-visuals to educate people regarding lifestyle modifications for preventable cancers.
- Screening procedures and awareness talks need to be culturally sensitive, in accordance with the health literacy of the community without any language barrier.
- More awareness among family physicians and local health workers to Increase recommendations for screening procedures.
- Developing and promoting Survivors' testimonials about the benefits of screening and early detection.
- Reducing out-of-pocket cost for screening services. Screening tests should be promoted by the government and should be covered under health insurance. It may be employer's responsibility / or made available to public free of cost as part of corporate social responsibility of big business houses.
- Promoting mobile screening services to decrease inequality in access to care.

Preventive Oncology Deptt. of Rajiv Gandhi Cancer Institute & Research Centre is committed to reducing suffering due to cancer by prevention and early detection. In O.P.D. we provide screening services at highly subsidized rates. Our Out-reach program provides Awareness talks and screening services free of cost to the underserved sections of the society.

Dr. J. G. Sharma / Dr. Indu Aggarwal
(Team Preventive Oncology)

CONGRATULATIONS Dr. ARVIND CHATURVEDI & Dr. S. K. GUPTA !!!



Dr. Arvind Chaturvedi, Director - Radiology & Imaging and Dr. S. K. Gupta, Sr. Consultant & Chief of Head & Neck Medical Oncology were invited as Faculty by Carolyn Taylor, Founder & President of GLOBAL FOCUS on Cancer, USA and Nguyen Dinh Tung, Vice Chief of Oncology Department, Hue Central Hospital, Vietnam for International meeting held on 27 - 29 Aug, 2014.

Dr. Gupta delivered talk on "Role of Bio-marker in Colon Cancer" and "Current Strategies in Management of Breast Cancer" while Dr. Chaturvedi deliberated on "Screening in Breast Cancer" and "Imaging in Colon Cancer".

CME – IMA ALIGARH



RGCI & RC organized a CME on "Oncology Update" in association with IMA Aligarh Branch, UP on 23rd August 2014.

The CME included three talks on Oncology by Specialists from RGCI & RC, Delhi. Dr. Kapil Kumar, Sr. Consultant - Surgical Oncology, who presented on "Changing Paradigms - Multimodality approach in Oncology", Dr. Ullas Batra, Consultant - Medical Oncology, delivered a talk on "Advances in Management of Lung Cancer- The way forward" & Dr. Ashish Goel, Consultant - Surgical Oncology, delivered a talk on "Surgery for Breast Cancer- Cure, Conservation & Cosmesis".

The session was chaired by Prof M.H. Raza, Chairman Dept of Surgery & Prof L.M. Bariar, Chairman, Dept of Plastic Surgery, J.N. Medical College, Aligarh. The lectures were followed by interactive discussion between speakers and delegates. It was attended by over 100 delegates from Aligarh and neighbouring districts. The program ended with a Vote of Thanks by Dr. Vinod Saxena, President & Dr. Manoj Kumar, Secretary IMA Aligarh Branch.

RGCI & RC LAUNCHES CASH CARD (SMART CARD)

RGCI & RC launched smart card, "RGCI Cash Card" on the 5th of September 2014. The smart card is convenient payment system that offers safe and secure way of making payments for clinical services utilized at the Institute. The Institute's pediatric patients Adarsh and Nandika unwrapped their very own smartcards to signify the beginning of this new facility at RGCI & RC. RGCI Team hopes to increase safety and convenience for patients and visitors to the Institute through the introduction of this smartcard.



"ONAM" CELEBRATING - MAHABALI'S VISIT



A Malayalam proverb has it that Onam must be celebrated even if one has to sell one's possessions to do so. Malayalis have been doing this for centuries to commemorate the golden period of king Mahabali's reign.

It is believed that Mahabali, who resides in Patala, the underworld, is allowed to visit Kerala once a year to reassure himself that everything is all right in the state. People make sure that they keep their houses tidy and dress well; so that Mahabali may return to his abode knowing in that all is well with his subjects.

Onam is also a harvest festival. It falls in Chingam (August-September), the first month of the Malayalam year. Kerala's was an agrarian society and the celebrations were essentially farm – centric. Over the decades, however, the nature of the revelry has changed.

The festival of Onam was celebrated in the Institute amidst much fanfare. The celebrations began with a colorful Rangoli competition on 4th of September 2014. Visitors and patients were delightfully surprised by the dazzling display of floral Rangoli in the Visitors' Area. Thirteen participating teams toiled since 7 AM to make everyone's morning fresh and colorful with their handcraft. The event saw enthusiastic visitors thronging the competition venue to get their pictures clicked with the beautiful Rangoli displays.

The festivities culminated with a big bang at the Onam feast prepared by the Nursing Team. The programme included thumping folk songs and a beautiful dance.

First Announcement

14th Annual International Conference

RGCON 2015



Changing Landscapes in HEAD & NECK ONCOLOGY Future & Beyond

February 27th - March 01st 2015 | Hotel Crowne Plaza, Rohini, New Delhi, India

Who Should Attend?

- Medical Oncologists
- Surgical Oncologists
- Radiation Oncologists
- ENT Surgeons
- Dental Surgeons
- General Surgeons
- Radiologists
- Pathologists
- Nuclear Medicine Specialists
- Post-Graduates in Concerned Specialities

Highlights of the Conference

- Live Workshops
- Panel Discussions
- Masterclass - Case Capsules
- Debates in Clinical Practice
- Quiz & Abstracts

Last Date for Abstract Submission : January 10th 2015

Registration Charges: For Consultants - ₹:3000/-, For Post-Graduate & Trainees - ₹1500/-, For International Delegates - USD 150/-

For Registrations & Further Details, Please Contact: **Manoj Chauhan**, Department of Marketing, Mobile : +91-8130245511, E-mail: rgcon2015@rgcirc.org

Sector-5, Rohini, Delhi-110 085, India, Web: www.rgcirc.org

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