

Cancer Aid Society ^[PG1]

Cancer Aid Society, is an ISO 9001 NGO in [Special Consultative Status with the United Nations Economic and Social Council since 2012](#) and [Member Participant of World Health Organisation's Global Coordination Mechanism on Non Communicable Diseases](#). Since 1987 engaged in advocacy and control of Tobacco, Cancer & NCDs and Palliative Care across [Globe](#) and India with offices Delhi, Mumbai, Chennai, Kolkata, Ahmadabad, Hyderabad, Bangalore and Lucknow. [Goal 3 of SDGs 2030 is "Good Health and Well Being"](#) matches our vision where good health aims at healthy masses and well being points towards Palliative Care which is being targeted by us through multi sectoral action plan integrating community, medical fraternity, government and other institutions.

Keeping up with the ages old adage "Prevention is better than cure" we organize community awareness campaigns in thousands of educational institutions mobilizing about 0.7 million Volunteers every year generating awareness among twenty million of people all over India by organizing public awareness campaigns on the harmful effects of Tobacco including Passive Smoking, Alcohol, Drugs, Obesity, Carcinogens, Pollution of Air, Water & Land along with the benefits of Healthy Lifestyle such as Balanced Diet rich in antioxidants & roughage, Physical Activity/ Exercise, Clean drinking Water, Genital and Personal Hygiene along with early symptoms of Cancer etc.

We received [Best Cancer Awareness NGO/ Program](#) ^[PG2], [Best NGO in Health Care](#), [Best Award for Cancer Prevention, NGO Leadership Award](#) & many more. On 7/11/2001 we got Stamp on Cancer Awareness released & is observed as Cancer Awareness Day. Special Cover released on 8/12/2012 and declared NCD Awareness Day.

Our Eagle Eyed Vision perceived threats early and initiated self sustainable **three decades of fight against Cancer & [NCDs causing 71% deaths](#)** -WHO, [Mr. MK Gupta](#), [Founder received BWW Inspire Award](#) for the same. Our foresight got reflected in [WHO NCCP](#) in 1995 & under [Charter of Paris](#) in 2000. In 2007 UICC launched [World Cancer Campaign](#) themed "Today's Children, tomorrow's world", in line with our philosophy practiced since 1987 for Prevention & Control of Cancer by inculcating healthy lifestyle and grooming

the future generation when they are most vulnerable, receptive and developing habits. Students educate community multiplying awareness manifold improving overall health. 80% cancer patients are detected when incurable leading to financial breakdown of families and loss of life. We promote health education by pamphlets in 12 Indian Languages & pictorial illustrations.

We participated in the [2011 High Level Meeting](#) on NCDs & [2014 Review Meeting](#) at United Nations, 2 Dialogues under [WHO's GCM/NCD](#) in 2015 at Geneva, 1 in 2016 at Mauritius & NCD Conference 2017 at Uruguay along with several others. Our PEO [Dr. Piyush Gupta](#) received "Jewel of India" Award and our Director [Ms. Neha Tripathi](#) got title of "World Young Cancer Leader" by UICC.

Our 3 decades old self sustainable community awareness model stands unmatched globally and has been replicated through adaptability across India, efficiently addressing the problem by initiating chain reaction multiplying the awareness manifold. The activities have been scaled up Nationally & Internationally by incorporation in U.S.A. and instituting International Awards for SAARC Countries on [Palliative Care](#), [Tobacco & Cancer Control](#).

Achievements at a Glance:

Awareness Campaigns on Tobacco, Cancer & NCDs:

Year	Institutions Covered	Students Covered	Population Covered	No Smoking Zones
2018-19	1338	681439	20443170	1892
2017-18	1381	663867	19916010	3466
2016-17	1457	683457	19429650	5659

Palliative Care:

Organised [18th International Conference of IAPC 2011](#) at Lucknow along with [34 Palliative Care Workshops](#) in Govt. Medical Colleges and Hospitals across India since 2007.

Advocacy:

Member Government of India Committee for the [Amendment of NDPS Act](#) easing availability of Oral Morphine.

Member Technical Support Group, [Health Partners Forum](#), NHM Govt. of UP

Induced the policy on Cervix Cancer in UP

Provided Inputs to the Parliamentary Committee on Amendment of COTPA (Tobacco Regulation Act).