



S2 Realty & Developers Pvt. Ltd. in Association with Shree Sankalp Pratishthan Sponsors A Cancer Detection Drive by Prashanti Cancer Care Mission

Mumbai, February 2nd, 2013: Suniel Shetty's S2 Realty & Developers Private Limited in association with Sankalp Pratishthan sponsors a cancer detection drive by Prashanti Cancer Care Mission on Saturday, 2nd Feb 2013, for the residents of Jijamata Nagar at 9:00 am at Jamboori Maidan, Worli, followed by at 11 am was an inspiring talk on this humanitarian CSR initiative of his company, by Mr. Suniel Shetty and Shree Sachin Bhau Ahir of Sankalp Pratishthan, on the importance & benefits of early detection of Cancer.

With this Drive S2 Realty & Sankalp, will be inaugurating Prashanti's brand new mobile "Medical & Surgical Bus" being used for the first time ever in India as a mobile cancer awareness, detection & surgical center.

The main concern & thought behind this initiative is to, encourage the lower class in slums, chawls & lower class societies etc., to come forward fearlessly for early detection for the two most commonly prevalent Cancers amongst them; The ORAL Cancer amongst men, and The CERVICAL Cancer amongst women.

A lot of Cancers can be prevented with regular check-ups, early diagnosis and we have joined hands with Prashanti Cancer Care Mission in spreading awareness for the same. This drive will be focused on Detection tests, which will be sponsored by S2 Realty & Developers and executed by Prashanti Cancer Care Mission. Men above the age of 18 yrs will be tested for oral cancer. Women above the age of 25 yrs will be tested for cervical cancer. Breast Cancer is not very prevalent among this category of people, as they Breast feed children and are not prone to the disease as much as urban women and thus it has not been incorporated in the Detection Drive. The reports of all the 200 targeted, detection tests will be submitted by Prashanti, after 5 to 7 working days.

For those who are detected with cancer, during this drive, Prashanti shall provide complete free treatment (including surgeries) at the Tata Memorial Hospital in Mumbai. A list of counselors based in Mumbai & Pune will be given to the social worker of the Basti. For all those who are detected, the person and their family members or care-givers can contact the counselors on telephone for any queries, or counseling services that may be required from time to time.

Awareness talks will be held by Prashanti Doctors, Survivors and Counselors and there will be trained Volunteers in Hindi for the Basti residents to make them aware of symptoms of both the cancers and of the fact that there is a healthy long life after treatment of cancer that can be possible due to early detection and diagnosis. There will be separate awareness pamphlets, in Hindi, which will be distributed by Prashanti Cancer Care Mission; Pamphlets with symptoms of Oral Cancer for men and Pamphlets with symptoms of Cervical Cancer for women.

To cover a larger number of people in the day's event, Sankalp is also organizing a normal blood & routine check up for the Basti dwellers.

Says, Mr. Suniel Shetty, Chairman & M.D., S2 Realty & Developers Pvt. Ltd. *"At S2 we support responsible social & business practices that are committed to giving back to the society we live and work in. The importance of such an initiative as this "Mobile Cancer Detection Bus" is the need of the hour, as it is the lowest denominator of our society that needs to be helped, educated and awakened on benefits of early detection of this dreaded disease which not only impacts the person having it but the entire circle of family and kin."*

Mrs. Sujata Shetty-Hegde, Joint M.D., S2 Realty & Developers Pvt. Ltd. adds on to say; *"We hope this CSR initiative started by us at S2, grows into a consortium of companies who come together on a regular basis to sponsor such cancer awareness drives at the various Bastis in Mumbai & across Maharashtra. The endeavor is also to support Prashanti through Corporate Medical Camps, whereby a company can assign this "Mobile Medical Bus" to come to their doorstep for employee medical checkups at subsidized rates, whereby, the corpus from all such activities is pumped back, into the Basti Awareness Events and other similar activities."*

Says; Mrs. Sangeeta Ahir, of Shree Sankalp Pratishthan; " "

Dr. C.B. Koppiker, Founder, Director & Managing Trustee of Prashanti Cancer Care Mission, says, *"This initiative is designed to take cancer diagnosis to the doorstep of as many people as possible whether in Bastis or for working men and women.*

This initiative is to create awareness about early diagnosis of disease, which is the mainstay in ensuring cure of chronic diseases like oral cancer, cervical & breast cancer among women and other cancers. The bus is equipped with a mammogram machine, lab work and biopsy procedure facilities."

About S2 Realty & Developers Private Limited: The vast experience and success of its Directors in the world of business, real estate, retail, design, lifestyle, and entertainment brought confidence leading to the formation of a boutique real estate company, S2 Realty & Developers Private Limited. Headed by the core Directorial team of Mr. Suniel V. Shetty, Chairman & MD; Sujata Shetty-Hegde, JMD; Mana Shetty; and Sumita Shetty-Pratap the company is poised to participate in the niche real estate & market sector of second homes and retail of high end Home Furnishings & Décor with their Flagship Store, R House in Worli, Mumbai.

About Shree Sankalp Pratishthan: It is a charitable Institution registered under the Indian trust act with a mission to impact the lives of people across communities, enabling them to maximize their potential and transform their lives. Since its inception Shree Sankalp Pratishthan has been working in the areas of Socio-Economic welfare of the people, humanitarian aid, Children education, Medical Help, Youth and women development, non-formal employment training for youth, community technology services, Cultural Activities to name a few. Shree Sankalp Pratishthan is highly professional in its approach and its methods are underpinned by a strong academic research ethos.

About Prashanti Cancer Care Mission: Prashanti was started in 1996 by a group of Doctors due to the unfulfilled needs of cancer patients and care-givers. Prashanti is a charitable trust based in Pune and Dr. C. B. Koppiker is the Founder, Director & Managing Trustee, who started it all, with a vision dedicated to fighting and dealing with the trauma of cancer in the community. Their team of Doctors and volunteers work tirelessly, free of any charge, for the patients. Every year they provide free medicines and surgeries for underprivileged patients. This year they have provided free medicines and surgeries for over 3000 patients all over India. They are the only Cancer Institute which gives a complete closure to the patient, by giving them, detection, medicines, surgeries, counseling, monthly food / ration, availability of a blood bank and emotional support, all free of cost for the patient & their immediate family, throughout their medication process. The Mobile Detection & Surgical Bus is their latest initiative in reaching out to the doorstep of Basti & Chawl dwellers, encouraging them to step ahead for early diagnosis & receive complete treatment and support from Prashanti.

**FOR FURTHER MEDIA INQUIRIES & CORPORATE PARTICIPATION FOR THE
CONSORTIUM OR EMPLOYEE MEDICAL CHECK UP - PLEASE CONTACT:**

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THANK YOU
