

Manisha Koirala

GrameenSneh Foundation (GSF) today is a well known name in the field of generating health consciousness centred on Cancer including many other related health menaces in India. Their meteoric rise, beginning from an occasional health camp organiser to a permanent and effective palliative treatment centre, has been exemplary. Their work ranging from the remotest rural clusters to the deprived urban blocks are becoming quite a permanent feature, which people of the surroundings are heavily dependent. At present the Foundation is working with its full potential in the eastern part of the country, however, their propensity to expand their operations to pan India doesn't seem impossible.

GSF's Cancer Awareness programme is designed in such a way that it becomes quite effective in creating health consciousness, create awareness, and ultimately reduce the participants' risk of cancer through early detection and intervention. Their programme is developed on the basis of priori information of the participants, viz. demographics, claims history, and proprietary data-management. Similarly, GSF is actively engaged in screening of the patients, investigating into causal-effect of the diseases. This helps the Doctors to detect and treat some cancers in its early phase of evolution.

Besides, GSF's team identifies those participants who have not completed their target activity. Target activities consist of preventative cancer screenings, as appropriate for specific age and gender populations based on national health guidelines. Foundation's Cancer Awareness team explains the importance and benefits of the target activity to the participants.

I, have personally witnessed some of their screening activities/awareness campaigns at one of their centres and was thoroughly impressed with their sheer professionalism, sensitivity and detailing. Their campaigns have had quite and effective change to the locality they work.

I really appreciate the efforts of GSF and my heartfelt appreciations are manifested to MsSnehaRoutray and Shri Ganga Kumar, who has been working tirelessly to achieve a goal of Cancer Free India in the years to come. I wish him great success in all their endeavours.

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