

Cancer Awareness and Detection Camps

Hitachi Payment Services associated with the NGO – ROKO Cancer Charitable Trust for its CSR initiative for the FY 2014-15. ROKO conducts cancer awareness programs on a pan India basis and is committed to identifying and eliminating breast, cervical, oral and prostate cancer in an institutionalized and structured manner by creating awareness amongst people of the nuances of this dreadful disease and its early detection through screening processes and self examinations.

As part of this initiative approximately 44 camps were organised across 7 states - Maharashtra, Uttar Pradesh, Bihar, West Bengal, Tamil Nadu, Andhra Pradesh and Delhi in primarily semi-urban and rural areas for individuals above 20 yrs of age. One of the most important objectives of this CSR initiative was to encourage people to go in for Regular Screening Checkups. These Camps are organised in collaboration with local organisations / health set ups / schools / individuals. The Camp setup includes a Mobile unit, physical check up units – 3 to 5 rooms as well as separate area for awareness talks. Awareness about the camps were also conducted at Money Spot ATMs near the camp locations.



The preventive health check-up services offered to the general public include:

- Awareness session on Breast, Cervical and Oral Cancer
- Breast Cancer screening: Breast Physical Examination and Mammography
- Cervical Cancer screening: Pap Smear test
- Oral Cancer screening: Clinical Oral Examination
- Prostate Cancer screening: PSA Test
- Blood Pressure check up
- Random Blood Sugar check up
- ECG check up