



# Women's Health Confluence

*on*

## Prevention and Cure of Cancers and Thyroid Disorders

May 25, 2017 – Hotel Vivanta by Taj Ambassador, New Delhi



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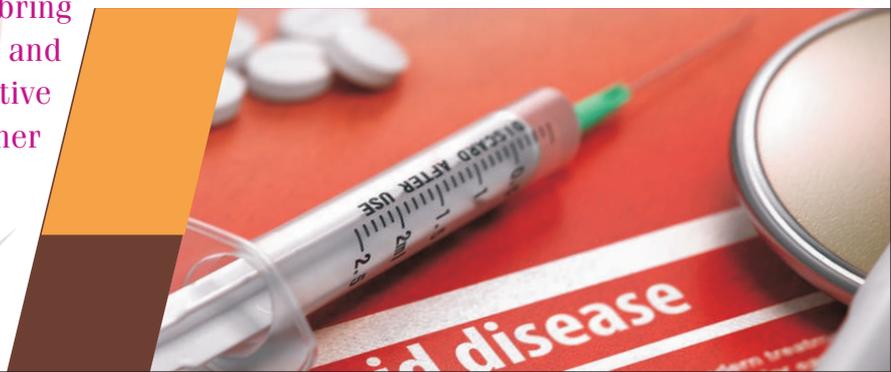


**W**omen are pivotal contributors to society in their roles as mothers, individuals, family members, and as citizens. When a woman's health is poor, her contribution to society is decreased. A woman's health is critical to the well-being of her family and to the economy of her community and her country. Investing in the health of women is not only the right thing to do; it also builds stable, peaceful and productive societies. It reduces poverty, & stimulates economic growth.

Cancer is one of the major morbidity causes for women. Two of the most common cancers affecting women are breast and cervical cancers. Detecting both these cancers early is important in keeping women alive and healthy. Besides, incidences of ovarian cancer among women of reproductive and growing age are also increasing in India. A vast majority of Indian women perish due to lack of financial resources & late detection of these 3 cancers. Prevention of these Cancers involves multi pronged approaches like regular screening/ diagnosis, healthy & balanced diet including nutritional products, etc.

Thyroid disorder is another area affecting women's health. Common manifestations of thyroid disease in women include hypothyroidism, hyperthyroidism, and thyroid cancer. Hypothyroidism and hyperthyroidism are 10 times more common in women than in men. Unfortunately, awareness about the disease and its diagnosis remains shockingly low and there is a pressing need to reach out and make women aware of the causes, symptoms, treatment and importance of testing for thyroid problems.

Hence, it is important to have healthy business practices and nourishing partnerships to bring out fruitful ventures with a human touch in order to effectively deal with these issues. This Confluence aims to bring out our endeavors for products and initiatives which have been effective for woman health care whether related to pharmaceuticals.



# OBJECTIVES

1. Creating Awareness on Prevention of Cancers like Breast, Cervical, and Ovarian Cancers
2. Creating Awareness on Thyroid disorders affecting women's wellbeing
3. To build a Public-Private model for a Sustainable and Profitable Model in Women Health
4. To create awareness on Consumer health goods and services offering state-of-art products on healthcare for woman health
5. Bringing the whole value chain together on a single platform to discuss the key bottlenecks in terms of improving the healthcare delivery for women wellness
6. Showcase case studies of various strategies adopted and demonstrate innovative products from public and private sector to curb diseases in women
7. Fosters partnerships and collaborations between the Society and industry in support of ASSOCHAM's mission to eradicate women's cancers.



## FOCUS AREAS

- **Medical Needs**
  - \* Diagnostics
  - \* Vaccines
  - \* Impact of HPV and other STI's
  - \* Healthcare Delivery
- **Consumer Health Goods & Services**
  - \* Nutraceuticals, Fortified Food, etc.
  - \* Hygiene
  - \* Health Insurance
- **Policy (Outlook and Change)**
  - \* Government Schemes
  - \* Private initiatives: A glance
  - \* Health Education & Awareness

## PARTICIPANT'S PROFILE

- Nutraceuticals
- Healthcare Institutes
- Pharmaceuticals Industries
- Biotech Industries
- Healthcare Diagnostics & Devices
- Hospitals (particularly having oncology specialization)
- Government Agencies
- Decision Makers in public and private sector
- CEOs/COOs, Business Development Directors & Entrepreneurs
- Medicine and Life Science Students
- Scientists, Research Fellows and Research Associates
- Technology Managers & Hospital Heads
- Business / Research Partners, Venture Capitalists and Representatives from Financial & Banking institutions/ Intellectual Property and Patent Service Officials.
- Social Scientists, NGOs
- Diplomats and Government Officials

# Partnership Opportunities

The Confluence will provide our partners direct access to a target group of audience. The programme has been designed as such to provide sponsors with a valuable opportunity to showcase their expertise and position them to further their business/research interests.

## Gold Sponsor (Rs. 5,00,000)

- Speaker Opportunity in Inaugural Session
- One complimentary exhibit booth of 6 sq meters
- Logo recognition in the Backdrop of the event
- Logo placement on website of the event with link
- One A4 size color advertisement in the congress program or book of abstracts (excluding cover pages)
- Eight complimentary delegate registrations

## Silver Sponsor (Rs. 4,00,000)

- Speaker Opportunity in Technical Session
- One complimentary exhibit booth of 6 sq meters
- Logo recognition in the Backdrop of the event
- Logo placement on website of the event with link
- One A4 size color advertisement in the congress program or book of abstracts (excluding cover pages)
- Six complimentary delegate registrations

## Lunch Sponsor (Rs. 3,00,000) (Special lunch sponsor panel logo)

- Speaker Opportunity in Technical Session
- One complimentary exhibit booth of 6 sq meters
- Logo recognition in the Backdrop of the event
- Logo placement on website of the event with link
- Five complimentary delegate registrations

## Bronze Sponsor (Rs. 1,50,000)

- Logo recognition in the Backdrop of the event
- One complimentary exhibit booth of 6 sq meters
- Four Complementary registrations

## Supporter (Rs. 50,000)

- Logo recognition in the Backdrop of the event
- Logo placement on website of the event with link

## Exhibition Opportunities

Standard Built-up stall is available at nominal cost 6 sq. m. Stall @ Rs. 60,000

## Advertisement Opportunities

Full page (A4 size) color Advertisement in the Souvenir for Rs. 25,000/-

**Delegate  
Registration  
Rs. 2,000/-  
per delegate  
(including  
Service Tax)**

**Case Study:** OPPORTUNITY TO SHOWCASE INITIATIVES AS CASE STUDY FOR KNOWLEDGE PAPER:

**Case study nomination: Companies: Rs. 50,000/- NGO: Rs. 45,000/-**

Kindly note that case study can be of **maximum 500 words** and at **max 2 pages including images** (if any)

## Women's Health Excellence Awards 2017

ASSOCHAM Women's Health Excellence Awards is a celebration that brings together various stakeholders working in the field of Cancer Care and Thyroid Disorders. It provides a platform to demonstrate capabilities in the direction of Women's health in 6 different categories.

★ Women's Cancer Care Centre of the Year

★ Diagnostic Laboratory of the Year in Thyroid Testing

★ Pharmaceutical Company/CRO of the Year in Oncology Drugs

★ Consultant of the Year for Women's Health Awareness

★ Diagnostic Laboratory of the Year in Oncology Testing

★ Social Organization of the Year (Cancer/Thyroid Disorders Awareness in Women)

**For further details, please contact**

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**THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA**

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