

National Congress on **Cervical Cancer**

A Race To Overcome The Killer Disease

January 18, 2018 – Hotel The Royal Plaza, New Delhi



THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA

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Worldwide, Cancer of the Cervix is the fourth most common cancer in females. Every year cervical cancer is diagnosed in about 5,00,000 women globally and is responsible for more than 2,80,000 deaths annually.

As per ICMR, Cervical Cancer is the leading cause of cancer mortality in India, accounting for 24% of all cancer deaths among women age 30 to 69 years. India accounts for one-third of the cervical deaths globally. In absolute terms, there are over 132,000 new cases of cervical cancer and nearly 74,000 deaths every year, with Indian women facing 2.5% cumulative lifetime risk and 1.4% cumulative death risk from cervical cancer.

Although primary prevention through HPV vaccination has been endorsed by WHO, under certain conditions, in low- and middle-income countries (LMICs), its cost, partial efficacy and safety have been intensely debated in India. Further research and advocacy efforts are needed to determine the optimal strategies for its introduction and sustained use in the country. However, there is considerable research and programmatic evidence in support of secondary prevention of cervical cancer through screening and treatment. Regardless of screening approach, research and prevention programs have underscored the importance of ensuring strong linkages between screening, diagnosis, and treatment services for program and cost effectiveness. Available evidence also emphasizes that programs that are 'women-centered,' or actively respond to women's concerns and constraints are likely to be the most successful. Research and prevention program experiences provide a strong rationale for investments in cervical cancer prevention in India.

Cervical cancer is an important cause of premature death and disability among women in India. Because it primarily affects women during their most productive years when they are also caregivers, cervical cancer has adverse social and economic impacts on families and communities. Diagnosis of advanced cervical cancer is also likely to have a catastrophic economic impact on households

In view of this and to celebrate Cervical Cancer Awareness Month, ASSOCHAM is organizing **National Congress on Cervical Cancer : A Race to Overcome the Killer Disease on 18th January, 2018 at Hotel The Royal Plaza, New Delhi** with an aim of advocating increased awareness on cervical cancer reducing the stigma of people suffering and living with the disease and mobility resources for development of policies, strategies and actions to fight the disease.

OBJECTIVES OF THE CONFERENCE

- ⊙ Disseminate essential new information and help identify unmet challenges in cervical cancer in India.
- ⊙ Understand Government's role and private initiatives in creating cervical cancer awareness and prevention.
- ⊙ Review primary and secondary prevention of the disease; opportunities and challenges
- ⊙ Potential models for creating awareness and prevention of cervical cancer
- ⊙ New & emerging technological innovations in cervical cancer screening and also understanding cost effective service delivery
- ⊙ Analyzing rationale for investments in cancer research in India
- ⊙ Discuss ethical issues in screening trials in India

MUST ATTENDEES

- ⊙ Governments and Health Authorities
- ⊙ International Aid Agencies
- ⊙ Healthcare Providers
- ⊙ Doctors
- ⊙ Managed Care Service Providers
- ⊙ Medical Centres/Institutes/Clinics, R&D and Laboratories
- ⊙ Medical, Biomedical, Pharmaceutical Companies
- ⊙ NGOs/CSOs/VSOs-Fund raisers, Partnership Managers
- ⊙ Technology Experts and Solutions Providers
- ⊙ Legal and Consulting firms
- ⊙ Medical, Life Science Students & Academicians
- ⊙ Life Insurance & Health Insurance Companies
- ⊙ CSR Fraternity



A W A R D S

ASSOCHAM is offering Awards in different Categories in the area of Cervical Cancer Awareness & Prevention initiatives:

Outstanding
Cervical Cancer Care Centre

Outstanding Cervical Cancer
Research Initiative

Outstanding Cervical Cancer
Diagnostic Laboratory

Outstanding CSR Initiative in
Cancer Awareness

Outstanding Cervical Cancer
Awareness/ Prevention Program

Outstanding Cervical Cancer
Awareness Advertising

Outstanding NGO in
Cervical Cancer Awareness

Best use of Technology in
Cervical Cancer Screening & Treatment

Award Nomination Processing Fee : Rs. 20,000/Category +18% GST

PARTNERSHIP OPPORTUNITIES

Premier Partner: Rs. 5,00,000/-* (Exclusive)

- Status as "Premier Partner"
- Speaker Opportunity in the Inaugural Session
- Partner acknowledgement at Premier level on the sponsor board on "Event Day" and in the "Thank You" print ad in the Souvenir / Knowledge Report to be released by the Chief Guest
- Company logo to be featured in a predominate location on backdrop of event
- Company Logo to be placed on the Event Webpage including link to company website.
- Recognition of sponsorship in all promotional materials, including brochures, posters, print ads and press releases.
- Ten (10) complimentary delegate passes.
- Priority placement of company's banner (provided by sponsor) on Event Day
- One complimentary Exhibit booth of 6 sq. m
- Promotional materials (provided by sponsor) included in "swag bag" to be distributed to all participants.
- Running of corporate film during the break
- Public announcements during the event

Platinum Partner: Rs. 3,00,000/-*

- Status as Platinum Partner
- Speaker Opportunity in the Technical Session
- Partner acknowledgement in the "Thank You" print ad in the Souvenir /Knowledge Report to be released by the Chief Guest
- Company logo to be featured on the backdrop of event
- Company Logo to be placed on Event webpage including link to company website.
- Recognition of sponsorship in promotional materials including brochures, posters, print ads and all press releases
- Eight (8) complimentary delegate passes
- One complimentary Exhibit booth of 6 sq.m.
- Public announcements during event

* GST will be applicable @ 18%

Lunch Partner: Rs. 2,00,000/-* (Exclusive)

- Company logo on backdrop of event
- Panel acknowledging as "Lunch Partner" at the lunch venue
- Company Logo to be placed on the Event Webpage including link to company website.
- Partner acknowledgement at Premier level on the sponsor board on "Event Day" and in the "Thank You" print ad in the Souvenir/ Knowledge Report to be released by the Chief Guest
- Eight (5) complimentary delegate passes

Delegate Kit Partner: Rs.1,00,000/-*

- Company logo listed on backdrop of event
- Company Logo to be placed on the Event Webpage including link to company website
- Partner acknowledgement in the "Thank You" print ad in the Souvenir /Knowledge Report to be released by the Chief Guest
- Three (3) complimentary delegate passes

Supporter Rs.50,000/-*

- Company logo listed on backdrop of event
- Company Logo to be placed on the Event Webpage including link to company website
- Two (2) complimentary delegate passes

Exhibition Opportunities

Fully built stall measuring 3 x 2 mtr.
available for Rs. 50,000/-*

Advertisement Opportunities

Full page (A4 size) color advertisement in the
Knowledge Report for Rs. 45,000/-*

Delegate Registration Fee Rs. 3,000/-* GST will be applicable @18%

For more information, please contact Pharma & Healthcare Division

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