

**A REPORT ON SOCIAL
IMMERSION AT
INDIAN CANCER SOCIETY, BENGALURU**

**SUBMITTED TO
RV INSTITUTE OF
MANAGEMENT**

*(Autonomous Institution
Affiliated to BCU)*

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
THE DEGREE OF

**MASTER OF BUSINESS
ADMINISTRATION**

SUBMITTED BY

HARSHITHA S L

REG. NO: **P18FW22M015020**

**UNDER THE GUIDANCE
OF**

External Guide

Dr. GURU SUHAS P
CHIEF OPERATIONS MANAGER
INDIAN CANCER SOCIETY

Internal Guide

Dr. DILEEP
ASST. PROFESSOR
RV INSTITUTE OF MANAGEMENT



RV INSTITUTE OF MANAGEMENT

CA 17, 36th Cross, 26th Main, 4th "T" Block, Jayanagar, Bangalore-560041. (Autonomous
Institution Affiliated to BCU)
Year 2022-24

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Year 2022-24

DECLARATION

I, **Harshitha S L** hereby declare that the Report on Social Immersion Programme at Indian Cancer Society, Jayanagar, Bangalore submitted in partial fulfilment of the requirement for the award of the degree of Master of Business Administration is my original work under the guidance and supervision of Dr.Dileep, Asst. Professor RV Institute of Management (Autonomous Institution Affiliated to BCU)

This report has not been submitted to any other institution or university for the award of any other degree or diploma or any other similar titles.

Date:

Harshitha S L

Place: Bangalore

Reg.No: P18FW22M015020

Chairman
Mr. Kishore S. Rao

Hon. Secretary
Kanchan Bannerjee

Hon. Treasurer
Ms. Sujatha R. Krishnaswamy



CERTIFICATE

This is to certify that HARSHITHA S.L bearing Register Number P18FW22M015020 of RV Institute of Management, Bengaluru, (Autonomous Institution Affiliated to BCU) had undertaken a Social Immersion at our NGO from 18/01/2023 to 31/01/2023

She has completed the Social Immersion Programme successfully and her conduct during the immersion at the organisation was good. During the internship, we found Ms. Harshitha to be a potential and hardworking person.

We wish her all the best in her future endeavours.

Date: 01/02/2024

Place: Bangalore

KANCHAN BANNERJEE
HONORARY SECRETARY

Bengaluru Office: 268/1-4, Ground Floor, 9th 'A' Main Road, 2nd Block, Jayanagar, Bengaluru 560 011
icsblr@indiancancersociety.org | www.indiancancersocietybangalore.org | +91 9513074567

Headquarters: 74 Jerbai Wodia Road, Parel, Mumbai 400 012

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CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar
Bengaluru, Karnataka 560 041
(Autonomous Institution Affiliated to BCU)



GUIDE CERTIFICATE

This is to certify that Harshitha S L bearing Register Number P18FW22M015020, student of III semester MBA Programme has satisfactorily completed the Social Immersion programme and prepared the Report under my guidance and supervision.

This Social Immersion Programme Report has not been submitted to any other institution or university for the award of any other degree or diploma or any other similar titles.

Date:

Dr.Dileep

Place: Bangalore

Assistant Professor



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contact.rvim@rvei.edu.in
www.rvim.edu.in
Tel: 080 42540300
080 26547048

Certificate

This is to certify that **HARSHITHA S L** bearing Register Number **P18FW22M015020** student of III semester MBA Programme, had undertaken an Social Immersion programme at **Indian Cancer Society**, under the guidance of **Dr.Dileep, Assistant Professor**, RV Institute of Management, Bengaluru.

This Social Immersion Report has not been submitted to any other Institution or University for the award of any degree or diploma or any other similar titles.

Date: 09.February.2024

Place: Bangalore

Director

ACKNOWLEDGEMENT

I am grateful to our honorable Director Dr. Purushottam Bung and faculty members of RVIM. I thank them with all sincerity for their valuable assistance, guidance, and support.

I am grateful to my project guide Dr Dileep, Asst. Professor RVIM, for his valuable guidance and encouragement throughout the study.

I would like to extend my heartiest thanks to my external guides Dr.Guru Suhas. P, Chief Operations Manager at Indian Cancer Society for permitting me to undertake a project in their organization.

I would also like to express my devoted thanks to all my friends, and my parents who have encouraged and helped me in the endeavors

Finally, I thank all the staff of organization who directly and indirectly gave support and assistance while conducting the study.

Date:

Harshitha S L

Place: Bangalore

Reg.No: P18FW22M015020

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CHAPTER – 1

INTRODUCTION TO NON-GOVERNMENT ORGANIZATION

INDIAN CANCER SOCIETY (ICS)



India, with a per capita GDP of USD \$2301 (in 2022), is a low-income nation. There are currently 1.35 billion people on the planet, and of them, almost 1.3 million receive a cancer diagnosis annually. 2020 saw nearly 850,000 cancer-related deaths. In their lifetime, one in ten Indians will get cancer; this percentage will rise as more instances are found. Changes in lifestyle and other variables amplify the risk factors. There are up to 1.2 million cancer deaths annually, with a total of 2.7 million cases reported at any one time. Nowadays, most malignancies are curable with early detection and treatment. But many people are discouraged from seeking regular medical care due to a lack of knowledge, numerous myths surrounding this dreadful illness, and the exorbitant expense of therapy.

The Indian Cancer Society of Bengaluru raises awareness and encourages early identification and intervention to reduce the incidence and death rates of cancer in the region with the aid of a volunteer community. It also provides emotional support to cancer patients and their careers.

They have also started a project called Bridge Fund, which provides low-income group patients who require first financial assistance. They also provide free wigs and breast prostheses as well as emotional therapy as post-treatment care to help cancer patients regain their sense of self.

ICS has also approached people who live in rural or urban areas but have limited access to services or information.

Report of Social Immersion at Indian Cancer Society

Key People

- Kishore Rao: Chairman
- Dr Guru Suhas P: Chief Operations Manager
- Dr Javeria Fathima: Programme Coordinator
- Amarinder Kaur: Communication Consultant
- Chandrakala B.K: Manager Admin
- Alpa Dharamshi: Lead Volunteer, Emotional Support

Vision

To be the Beacon of Hope against Cancer

Mission

- To create awareness that Cancer is preventable and curable
- To facilitate early detection of Oral, Breast and Cervical cancer
- To offer early financial assistance to cancer patients
- To offer emotional support to cancer patients
- To establish and encourage cancer survivorship programmes for childhood patients
- To reintegrate cancer survivors back into society through confidence-building aids
- To facilitate advocacy and research against cancer

Objectives

1. Increase cancer awareness for early detection.
2. Provide financial assistance to low-income patients.
3. Offer emotional support and counselling.
4. Establish survivorship programs and contribute to cancer advocacy and research

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NGO Structure



Fig 1.

Target Beneficiaries

- **Cancer Patients and Survivors:** Families and Careers: Provide counselling and support to families and careers so they can deal with the difficulties of taking care of a loved one who has cancer.
- **Public:** Use campaigns, workshops, and educational initiatives to spread awareness about healthy lifestyle choices, early detection, and cancer prevention.
- **Healthcare Professionals:** Work together to improve their understanding of cancer support services, treatment, and prevention.
- **Low-Income and Underserved Communities:** Focus on implementing programmatic initiatives to offer targeted resources, treatment assistance, and screenings to residents living in locations with inadequate healthcare infrastructure.
- **Research Community:** Fund projects, work with research institutes, and contribute to improvements in care, prevention, and treatment to support cancer research activities.

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Source of Funding:

No.	Source of Fund	No. of Donors	Donation Rs. In Lakhs	% of Donors	% of Donation AMT
1	Trust / Foundations Corporate / CSR	25	1183.67	3%	24%
2	Non-CSR Donation Individual Retail	28	3653.86	4%	73%
3	Donation	732	175.72	93%	4%
	Total	725	5013.25	100%	100%

Table 1:

Most donations came from non-CSR individual retail donors, at 73% of the total amount. Trust/Foundation and Corporate/CSR donations made up 24% and 4% respectively, while other donations made up the remaining 4%.

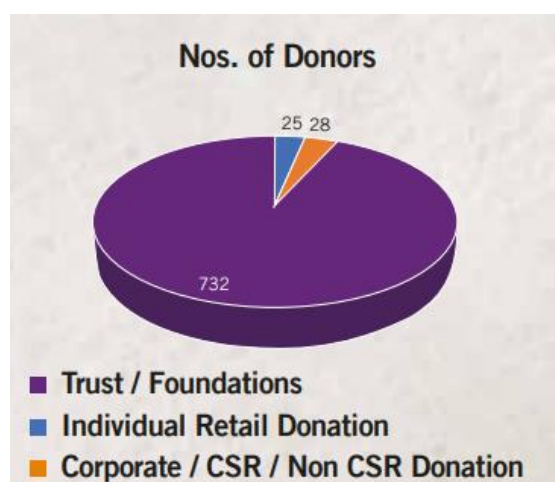
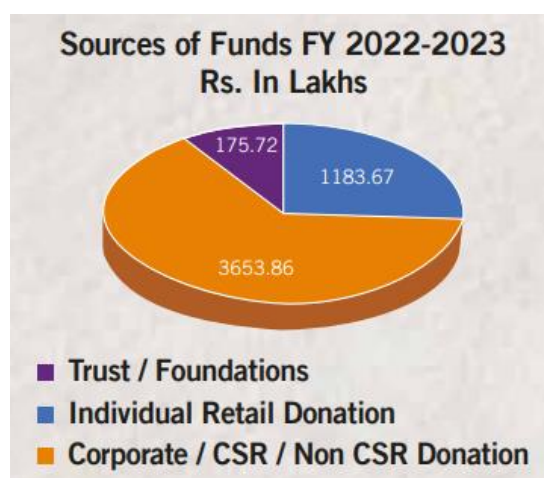


Fig 2,3

Individual retail donations were the largest source of funds, accounting for 73% of the total, followed by trust/foundations (24%) and corporate/CSR donations (4%).

Geographic Coverage of NGO's services

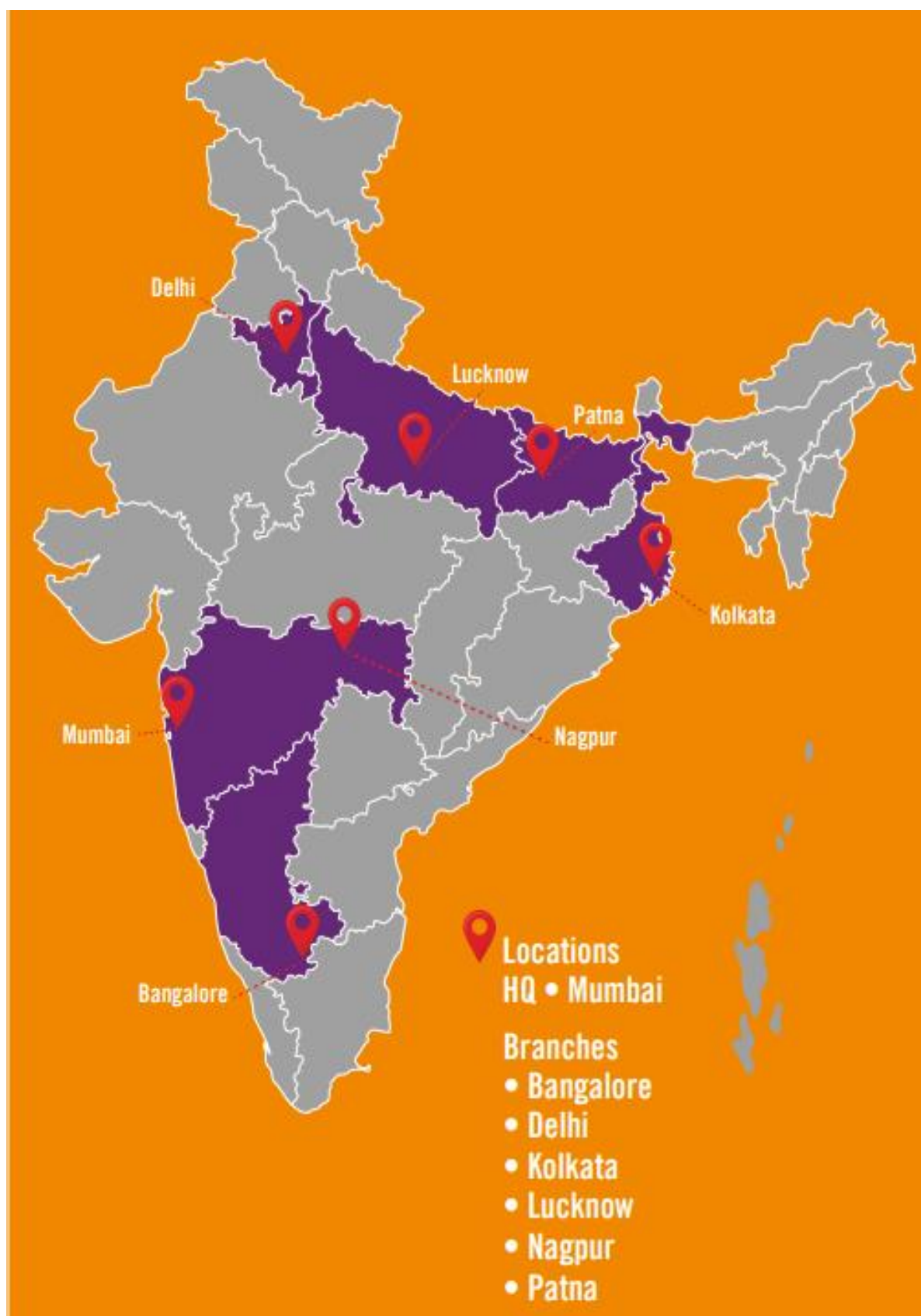


Fig.4

Report of Social Immersion at Indian Cancer Society

Recognition and Achievements of the NGO

- ICS received the renowned Gold Award for "NGOs Providing Financial Support to Needy Patients" at the 8th Indian Health and Wellness Summit and Awards (IHW), held on 19th January 2023.
- The Chamber of Commerce and Industries (CCI) India and BIG FM awarded ICS as the BIG Impact Creator in the social services category for outstanding awareness efforts on 24th February 2023.
- The Asian Centre for Corporate Governance and Sustainability awarded in January 2023 the "Best Civil Society Organization Award - 2021" to ICS with a Silver Salver and Citation.

Partnering Corporates

Major Partners

- AJ Dental College and Research Centre
- A J Hospital & Research Canter
- Arogya Bharati
- Ave Maria Palliative Care
- DHO Chikkabalapur
- NCDC Gulbarga
- DMO Chikkabalapur
- Karuna Trust

Corporate Supporters

- Charities Aid Foundation India
- L&T Technology Services Limited
- Brocade Communication Systems Pvt Ltd
- Sundaram BNP Paribas Home Finance Limited
- Oracle
- Rubrik India Pvt Ltd
- Tommy Hilfiger
- AstraZeneca

Major Activities of the NGO

- **Awareness:** Utilizing mass media, including print, television, digital, radio, and film, to increase public knowledge of cancer and its risk factors across the nation while encouraging routine tests to stay two steps ahead of the disease. The mission is to increase public knowledge of the fact that certain cancers are treatable and preventable.

Report of Social Immersion at Indian Cancer Society

- **Screening:** By setting up community-based cancer detection camps across India, with an emphasis on the poor, they want to help in the early diagnosis of common diseases. When a person tests positive for screening, ICS helps them get treatment support.
- **Cancer Cure Fund:** In order to enhance the return on financial support, The Cancer Cure Fund collaborates with carefully selected hospitals around the country to save as many lives as possible.
- **Cancer Diagnostics and Treatment:** The emergency fund for tests and basic care enables the authorized hospitals to start diagnosis and treatment immediately.
- **Survivorship and Rehabilitation:** Survivorship provides those who have survived childhood cancer with all-inclusive assistance. By giving survivors financial assistance for education, counselling, treatment, and late-effects mitigation, the intention is to mainstream survivors.

1 B – SPECIFIC CAUSE IDENTIFIED IN THE NGO

Cause: Awareness of the disease Cancer in Urban as well as in Rural areas in INDIA

Problem Identified: Limited awareness and understanding of cancer in both urban and rural areas of India, leading to delayed diagnosis, insufficient preventive measures, and inadequate access to essential healthcare services, thereby exacerbating the impact of the disease on individuals and communities.

CHAPTER – 2

PLAN OF ACTION

1.How the NGO is Currently Addressing Awareness of Cancer in Urban as well as in Rural areas in INDIA?

In India, where over a million people are diagnosed with cancer annually, the need for awareness and early detection has never been more crucial. The initiatives undertaken by the Institute for Cancer Awareness (ICA) to combat this escalating crisis is truly appreciative. Through a series of workshops, talks, events, and media campaigns, ICA aims to empower individuals with knowledge about cancer prevention, early detection, and dispelling misconceptions.

ICA's proactive approach encompasses a range of awareness programs targeting diverse demographics. From anti-tobacco workshops in educational institutions to cancer awareness talks in corporate settings, ICA leaves no stone unturned in its mission. The organization conducts impactful events such as

1. Anti-tobacco rallies
2. Walkathons
3. Engaging activities like skits and flash mobs to captivate audiences and drive home the message of cancer prevention and early intervention.

Objectives of ICA's Awareness Sessions

- At the core of ICA's endeavors lie clear-cut objectives aimed at enlightening and empowering communities.
- Through educational sessions, the organization seeks to elucidate the distinction between modifiable and non-modifiable risk factors associated with cancer.
- By advocating for healthy lifestyles and regular screenings, ICA endeavors to reduce mortality rates and facilitate early detection.
- Moreover, the dissemination of simple self-examination techniques and the debunking of cancer-related myths are pivotal in fostering a culture of proactive health consciousness.

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In its concerted effort to raise awareness, ICA leverages significant dates and observances throughout the year. From Cervical Cancer Awareness Month in January to World No Tobacco Day in May, these designated occasions serve as poignant reminders of the ongoing battle against cancer. By commemorating events like World Cancer Day and International Women's Day, ICA underscores the importance of collective action and solidarity in confronting this formidable adversary.

As ICA continues to traverse urban and rural landscapes, its impact reverberates across communities, fostering a culture of proactive health engagement. By equipping individuals with knowledge and resources, the organization catalyzes tangible shifts in behavior and attitudes towards cancer prevention and early detection. With each workshop conducted, each talk delivered, and each event organized, ICA inches closer to its overarching goal of reducing the burden of cancer in India.

Looking ahead, ICA remains steadfast in its commitment to amplifying cancer awareness and advocacy efforts. Through sustained collaboration with stakeholders and the harnessing of innovative technologies, the organization envisions a future where cancer ceases to be a looming threat. By fostering a continuum of care that spans prevention, early detection, and treatment, ICA endeavors to chart a path towards a healthier, cancer-free India.

Brief Explanation of Planned Activities for the Student's Two-Week Involvement:

- **Activity: Awareness Campaign**

Scheduled Dates: 24-01-2024 / Monday

Location: Vonaknahalli (Anekal)

Duration of Activity: 9:00 AM to 4:30 PM

Nature of Activity: Conducting awareness sessions in local communities, hospitals, or public spaces to inform people about the Bridge Fund and its role in facilitating timely cancer treatment for those in need.

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- **Activity: Walkathon of 5km on February 4th on behalf of World Cancer Day**

Scheduled Dates: 4/2/2024 / Sunday

Location: Ground near Surena college, Kengeri

Duration of Activity: 6:00 AM to 10:30 PM

Nature of Activity: All the members of Rotary clubs came together even the kids, where there was a 5 km Walkathon or Cyclotron, in association with Decathlon Kengeri as well as Kengeri Cancer Hospital. Also, there was a free cancer screening arranged by the Kengeri Cancer Hospital for all the women.



Fig 5. Walkathon to bring awareness



Fig 6. Awareness campaign conducted in one of the villages near Bangalore

CHAPTER – 3 **IMPLEMENTATION REPORT**

- Volunteering for the Camp conducted in ICS

During our internship at ICS, we were presented with numerous opportunities to actively engage in meaningful initiatives aimed at addressing pressing issues. One such impactful endeavor was our involvement in organizing a camp in Vonaknalli, situated in Anekal Taluk, in collaboration with OBLF. This camp was specifically designed to offer free cancer screenings, with a focus on breast and cervical cancer detection, targeting the women within the village.

Our efforts during this camp were pivotal in raising awareness about these critical health concerns among the women of Vonaknalli. By providing accessible and cost-free healthcare services, we not only addressed immediate health needs but also played a significant role in educating and empowering the community. Through various educational sessions and discussions held during the camp, we imparted knowledge about preventive measures, early detection techniques, and the importance of regular screenings.

Moreover, the camp served as a platform for fostering community solidarity and support. The collaborative efforts of ICS, OBLF, and the local community members demonstrated the power of collective action in addressing healthcare disparities. Witnessing the positive impact of our initiative firsthand was immensely gratifying and reinforced our commitment to contributing to the well-being of underserved communities.

In conclusion, our involvement in organizing and volunteering for the camp in Vonaknalli was a rewarding experience that not only provided essential healthcare services but also promoted awareness, education, and empowerment. It underscored the significance of grassroots interventions in effecting positive change and highlighted the transformative potential of community-driven initiatives in enhancing overall well-being.

Report of Social Immersion at Indian Cancer Society



Fig:7,8

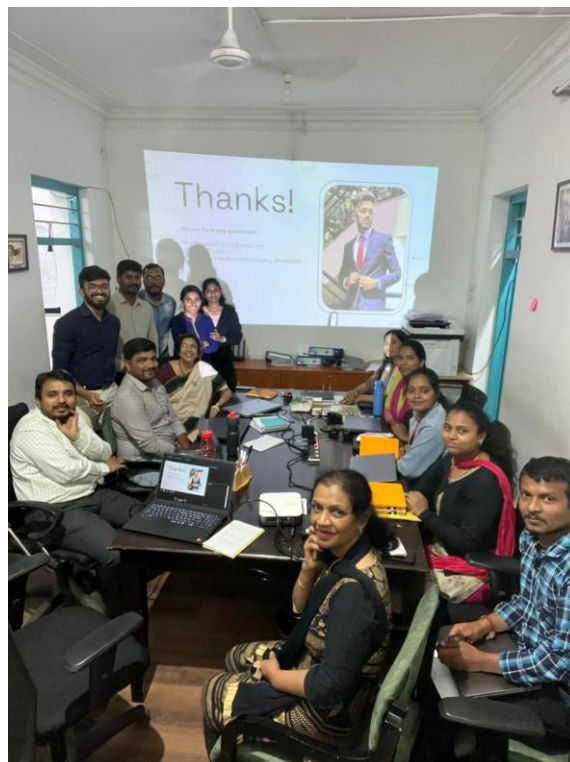
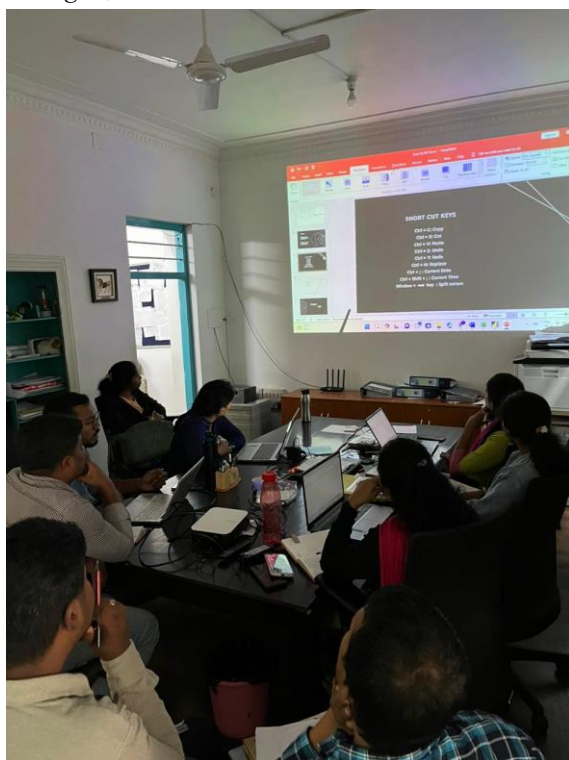


- Workshop conducted in ICS

During our time at ICS, we organized workshop focused on AI and Prompt Engineering, providing insights into recent trends. We also conducted sessions on essential tools like MS Word, MS Excel, and 'Canva', enhancing digital literacy and productivity. These workshops facilitated knowledge exchange, skill development, and strengthened the workforce's capabilities, supporting the mission of combating cancer and improving healthcare outcomes. Overall, the workshops proved highly beneficial, equipping workers with adaptable skills and fostering a culture of learning and innovation within the organization. Also reviewing their social media accounts like YouTube and recognizing the place of improvement was also done.

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Fig: 9,10



- Walkathon conducted in Kengeri as well as in association with RV institute of management.

On February 4th, World Cancer Day, a walkathon was held in Kengeri, accompanied by the launch of the 'Rise against Cancer' mobile app. The event saw the participation of several Rotary Clubs from Kengeri and collaboration with Kengeri Cancer Hospital, offering free cancer screenings for women all day. Decathlon Kengeri's involvement further enhanced community engagement and visibility. And Walkathon was conducted in and around Jayanagar in association with RVIM (Photos attached in Annexure). The initiative aimed to raise awareness about cancer and its prevention. Women in Kengeri benefited from free screenings, empowering them with knowledge about their health status. The event highlighted the importance of early detection and intervention. Through collective efforts, the event symbolized a united front against cancer. Partnerships between civic organizations, healthcare providers, and corporates showcased a comprehensive approach to combating the disease. Overall, the event exemplified the power of community collaboration in addressing healthcare challenges.

Report of Social Immersion at Indian Cancer Society



Fig:11,12,13



CHAPTER – 4 **LEARNING OUTCOMES FROM SIP**

- **Impact of Cancer: Understanding the profound effects of cancer on individuals and communities.**

Recognizing the personal and societal impact of cancer diagnoses and treatments. Appreciating the importance of raising awareness and supporting initiatives for cancer prevention and treatment.

- **NGO's Contribution:**

Recognizing the exceptional contribution of the NGO towards addressing the genuine cause of combating cancer. Acknowledging the significance of NGOs in providing support, resources, and advocacy for cancer patients and their families.

- **Transparency in Organizational Hierarchy:**

Understanding the importance of transparency from lower to higher levels in organizational hierarchies. Recognizing the role of transparency in fostering trust, accountability, and efficiency within organizations.

- **Dedication of Frontline Workers:**

Appreciating the dedication of workers within the organization towards their mission. Recognizing the value of committed and passionate individuals in driving organizational success and impact.

- **Timeliness and Efficiency:**

Highlighting the importance of timeliness and efficiency in organizing events like the healthcare camp. Understanding how effective planning, coordination, and execution contribute to the success of initiatives aimed at combating cancer and improving healthcare outcomes.

CHAPTER – 5
FUTURE COURSE OF ACTION

As a part of future course of Action, I would do the following:

- Identify community challenges: Collaborate with others to brainstorm innovative solutions to local problems.
- Participate in hackathons: Contribute my skills and ideas to develop tech-driven solutions for social good.
- Raise awareness: Organize fundraising events, participate in rallies, or share informative content on social media.
- Policy engagement: Research and contact my local representatives to advocate for causes that I associate with.
- Educate others: Organize information sessions or workshops to raise awareness about social issues in my community.
- Develop relevant skills: Take courses, attend workshops, or gain certifications to enhance my impact in chosen areas.
- Network with changemakers: Attend conferences, join online communities, or connect with individuals working in similar fields.

REFERENCES

1. <https://www.indiancancersocietybangalore.org/>
2. <https://www.indiancancersociety.org/>
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4. <https://www.facebook.com/IndianCancerSocietyUPbranch>
5. https://twitter.com/i/flow/login?redirect_after_login=%2Findiancancersoc
6. <https://www.youtube.com/channel/UCy2MoMOaCuN0gZXrCqvZjJQ>

ANNEXURES

Report of Social Immersion at Indian Cancer Society

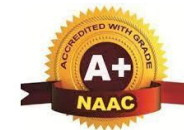


Report of Social Immersion at Indian Cancer Society





RASHITREEYA SIKSHANA SAMITHI TRUST
R V INSTITUTE OF MANAGEMENT
CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar
Bengaluru, Karnataka 560 041
SOCIAL IMMERSION WORK DONE DIARY



Name of the Student: Harshitha S L
Section: A
Name of NGO : Indian Cancer Society
Cause : Cancer awareness

Date, Time & Place of Activity	Activity Title	Activity Details -Explain what is the Activity	Document or URL or Video or Audio link	In-charge Person
16 – 01 - 2024	Visited the NGO	Introduction to the NGO	https://drive.google.com/drive/folders/1i7svcCepUX3L7qcGP-KDrb2sHa9-3E-	Nil
17 -01- 2024	VisitedVara Foundation	Introduction to the NGO	https://drive.google.com/drive/folders/1i7svcCepUX3L7qcGP-KDrb2sHa9-3E-	Nil
18 – 01 - 2024	Visited ICS	Introduction to the NGO and reviewed the articles of the NGO.	https://drive.google.com/drive/folders/1i7svcCepUX3L7qcGP-KDrb2sHa9-3E-	Dr. Guru Suhas
19 – 01 -2024	Review and Scan	Reviewed the YouTube channel of the NGO and scanned some documents related to camp.	https://drive.google.com/drive/folders/1i7svcCepUX3L7qcGP-KDrb2sHa9-3E-	Dr. Guru Suhas
22 – 01 - 2024	Scanning	Scanned the applications and reports of the patients of Mysore camp conducted in 2024.	https://drive.google.com/drive/folders/1i7svcCepUX3L7qcGP-KDrb2sHa9-3E-	Dr. Guru Suhas

23 – 01 -2024	Scanning	Scanned the documents of the KR hospital and did data entry of the patients of the camp conducted on 17 th .	https://drive.google.com/drive/folders/1i7svcCepUX3L7qcGP-KDrb2sHa9-3E-	Dr. Guru Suhas
24 – 01 - 2024	Attended Camp	Volunteered to attend a camp in Vonaknalli , Anekal Taluk as a part of free Cancer screening camp in association with OBLF.	https://drive.google.com/drive/folders/1i7svcCepUX3L7qcGP-KDrb2sHa9-3E-	Dr. Guru Suhas
25 – 01 -2024	Workshop	Conducted workshop on useful tools like AI and MS word and excel and Canva.	https://drive.google.com/drive/folders/1i7svcCepUX3L7qcGP-KDrb2sHa9-3E-	Dr. Guru Suhas
30 – 01 -2024	Data entry	Data entry for the camp conducted in Textport garment factory	https://drive.google.com/drive/folders/1i7svcCepUX3L7qcGP-KDrb2sHa9-3E-	Dr. Guru Suhas
04 – 02 - 2024	Walkathon	Did walkathon in Kengeri as regards to World Cancer day.	https://drive.google.com/drive/folders/1i7svcCepUX3L7qcGP-KDrb2sHa9-3E-	Dr. Guru Suhas
10 – 02- 2024	Walkathon	Conducted Walkathon at RVIM in association with ICS	https://drive.google.com/drive/folders/1i7svcCepUX3L7qcGP-KDrb2sHa9-3E-	Dr. Guru Suhas

Signature of the Faculty Guide