



RASHTREEYA SIKSHANA SAMITHI TRUST

R V INSTITUTE OF MANAGEMENT

CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar

Bengaluru, Karnataka 560 041

World Cancer Day 2023 - Hair Donation in association with HCG Hospital- the specialist in Cancer care

Date: February 2, 2023

Venue: Quadrangle, RV Institute of Management, Bangalore

Time: 10:30 am. to 2:00 pm.

Staff members, I Semester & III Semester students

No. of Participants: 25

Event Coordinator: Prof. Sowmya D S

Objective of the program

- To sensitize students about the cancer care and help patients by donating hair for the purpose of a well-made wig thereby, boost self-esteem and improve a person's outlook, which goes a long way to helping them manage other symptoms and recover.

About the event:

RV Institute of Management in association with HCG Cancer Centre Bangalore organised World Cancer Day through the "**Strands of Hope**" hair donation drive as part of the **#BaldAndBold** campaign. Cancer indeed poses a significant challenge to both physical and mental well-being, and any efforts to support cancer patients are commendable.

The act of hair donation symbolizes an act of kindness and empathy towards cancer patients who often lose their hair due to treatment. It's a gesture that not only provides physical comfort but also emotional support, showing solidarity and care for those battling this challenging disease.

Recognizing the generosity of around 16 hair donors including staff members and students was a wonderful way to acknowledge their selfless contributions. These donors have indeed contributed strands of love, joy, and best wishes to cancer patients, making society a better place to live by fostering a sense of community and compassion.

Efforts like the Strands of Hope initiative help raise awareness about cancer, reduce stigma, and provide tangible support to those affected by the disease. It's a reminder that small acts of kindness can have a significant impact on the lives of cancer patients and their families.

About the Collaboration:

The HCG Cancer Centre Bangalore is a multi-specialty hospital having NABH, NABL, DSIR, FDA, CAP, and ISO: 9001 accreditation. Furthermore, HCG offers 20 cancer treatment centers in India, including four in Bangalore: Koramangala, Double Road, Kalinga Rao Road, and MSR Nagar. The HCG Foundation is a unique not-for-profit initiative of HCG, South Asia's largest cancer care network that raises funds through donations towards helping economically marginalized cancer patients.

HCG has been instrumental in shaping the course of cancer therapy in India for 20 years with the world's most advanced therapies. The Foundation was constituted and registered as a public charitable trust on 4th December 2006 with the single-minded aim of improving the quality of life of cancer patients by empowering them to avail the best that medical science can offer. It has helped over 3,000 patients since its inception, from providing partial aid to covering the entire cost of cancer care.

The Foundation has embarked on a journey of creating its identity by mobilizing funds by organizing interesting events, art shows and optimizing various visibility opportunities to increase awareness, and aiding patients who are on the road to swift recovery. From the patient's assessment to their activities following treatment, the Foundation strives to be there every step of the way.

Cancer treatment is a very costly affair and is out of reach for most poor patients. Cancer is both a psychological and economic burden. The core goal of the Foundation is to alleviate the economic burden and thus in turn the psychological burden of bearing the cost of the disease by providing quality treatment. The fund is utilized only for general ward patients on a case-by-case basis. Only those patients who show critical economic need and who cannot afford treatment are helped in this program.

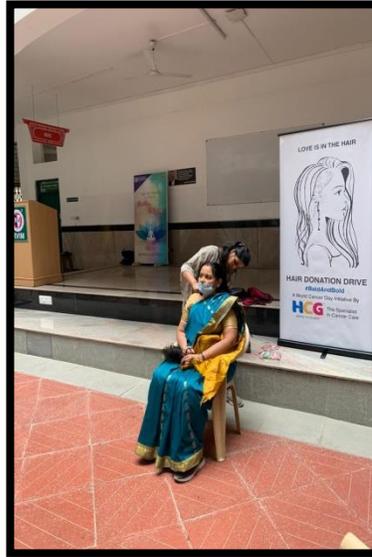
HCG believes in prevention before cure, so the Foundation also focuses on prevention and awareness activities related to cancer.

Outcome Achieved/ Attained:

The hair donation drive recognized the generosity of so many hair donors who have come forward to donate their strands of love, joy, and best wishes to cancer patients, to make society a better place to live.

Photo Gallery







A handwritten signature in green ink, appearing to read "Manisha Kumar".

Director