

**Bharati Vidyapeeth
(Deemed to be University), Pune (India)
Institute of Management and Entrepreneurship Development, Pune**

PINK RIBBON DAY at IMED

Imed organised PINK RIBBON DAY on 5th of October 2018, wherein awareness and Checkup camp for breast cancer was conducted in collaboration with "Aastha Breast Cancer Support Group". For this initiative, Dr Shekhar Kulkarni and Dr Ojus Deshpande Wadhwa from Aastha Breast Cancer Support Group, came out as an immense support.

Every one woman out of 22 in India, is prone to Breast Cancer, this event was made as the first step for them to come forward and give themselves and their health a chance.

Before beginning with the event, the volunteers badged the Faculty members, the non-teaching staff and some students with pink ribbon not only around IMED, but the entire Erandwane Campus of Bharati Vidyapeeth.

The event began in the Bharati Vidyapeeth Erandwane Campus Girls' Hostel at 11 am, with inauguration by cutting ribbons at the hands of Principal Dr KD Jadhav Joint Secretary Bharati Vidyapeeth, Dr Shekhar Kulkarni MS Breast Surgeon, Magnolia Breast health, Dr Ojus Deshpande Wadhwa, MS, General Surgeon, Poona Hospital and research center along with Dr Sachin S Vernekar Director IMED, Dean Faculty of Management Studies Bharati Vidyapeeth, Dr K.R Madhik, Principal Poona College of Pharmacy, Dr A.P Pawar Vice Principal Poona College of Pharmacy along with the entire Bharati Vidyapeeth family and the support group members and survivors of breast cancer.

The Dr Wadhwa and Dr Kulkarni helped us set up this camp where we can successfully call up ladies for a checkup using iBE machines in the lowest possible rates. We started receiving entries for the test by the first moment. The support group members and our volunteers along with the volunteers from Poona College of Pharmacy helped them do their registration, following which the checkups began.

The Aastha Support group also brought their Mobile Van where the checkups parallely happened along with the Girls' Hostel guest room.

The event continued with more than 160 women getting checked up.

The Event organising Initiative was taken by :

Students : Bhuvan Puri, Navaneet N Gandhi, Meghana and Team.

Faculty: Dr. Seema Tarnekar, Dr.Pramod Kadam

With the support and guidance of Dr.Sachin S. Vernekar, Director IMED, Dean Faculty of Management Studies, Bharati Vidyapeeth (Deemed to be University), Pune



'Breast Cancer Awareness and Checkup Camp' organized by IMED NSS Team in collaboration with "Aastha Breast Cancer Support Group" for the Erandwane campus of Bharati Vidyapeeth on 5th October 2018. Hon'ble Dr. K.D. Jadhav, Jt. Secretary Bharati Vidyapeeth inaugurating the event accompanied by Dr. Dr. Sachin Vernekar Director IMED, Dean FMS BVDU, Dr. Shekhar Kulkarni, Head, Aastha Breast Cancer Support Group, Dr. Ojas Wadhwa, Principals/Directors of colleges in BV Erandwane campus and NSS Volunteers of IMED.

