

The idea is to generate awareness for regular breast screening for early detection of breast cancer-a killer disease

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New Delhi,

Breast Imaging Society, India (BISI) proudly announced 30th October as National Mammography day in India through a virtual conference, organised at AIIMS Delhi. It is an initiative to commemorate the International Breast cancer awareness month and to increase awareness of the disease, regular screening and early detection. In 2018, a report on Breast Cancer statistics logged 1, 62, 468 new registered cases and 87, 090 deaths were reported. The chances of survival get lower as the stage of cancer advances, and upon detection, it is found that more than 50% of Indian women suffer from stage 3 and 4 of breast cancer. Post cancer survival for women with breast cancer amongst Indian women was reported to be 60%, it is 20% less in comparison to 80% in the U.S.

The event was presided by the eminent guests and members of Breast Imaging Society, India (BISI) Including Dr N Khandelwal - President, Dr Jyoti Arora General - Secretary, BISI, Dr Col. Pant - Founder, President of BISI along with Dr Bijal Jhankaria from Mumbai, Dr Madhavi Chandra - Sr. Consultant, SGRI and Dr Smriti, Professor in Radiology, AIIMS and Dr Jwala Srikala from Kims Hyderabad

While addressing the attendee's Dr N Khandelwal President, BISI said, "Its a big day in the history of Breast Imaging Society, India to announce 30th Oct as National Mammography day. The idea is to generate awareness for regular breast screening for early detection of breast cancer-a killer disease in our country".

Dr Jyoti Arora General - Secretary, BISI, said "I am privileged to be associated with the launch of National

mammography day on BISI platform. With everyone's support, we can show every woman that her life is important. By working together, we can inspire hope that she need not lose her breast to this deadly cancer but she can lose the cancer by early detection and regular screening mammography. National Mammography Day would be a reminder to her to take this small step towards her healthy future".

During the lightning ceremony at AIIMS Dr. Smriti Hari, Professor Radiology said that "This Day will play a very vital role in creating awareness about mammography and going forward we will also plan mammography camps, talks, sessions, and awareness through social media platforms not only on this day but throughout the year".

Also present was Dr Madhavi Chandra from SGRI, New Delhi who said "Breast cancer is the leading cause of cancer deaths amongst women in India, and the Covid19 Pandemic does not change that fact. It is important for women over 40 to continue to have their mammogram once a year, in order to detect cancers early and save lives. Today, the 30th of October is being celebrated as the "National Mammography Day" by the Breast Imaging Society, India, to drive home this important message. Don't delay, get a mammogram today"

Through this virtual platform doctors had scientific sessions to discuss the cause.

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