

COMMUNITY CANCER SCREENING PROGRAMME IN BARODA DISTRICT.

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Course: MBA DM 05

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About

- Sun Pharmaceutical Industries Limited was founded in 1983 by Mr. Dilip Shanghvi. It started as small pharmaceutical company and has grow to become one of the largest pharmaceutical companies in India.
- CSR initiative Focus on Environmental Sustainability, Education and Community Development
- Strong focus on Quality, Research, Innovation and Affordable Healthcare.

CANCER SCREENING PROGRAMME

- Collected and analyses information from various sources.
- Prepared project presentation and contributed to the final report.
- Understand the importance of early detection and preventive healthcare.

STUDY AREA



SWOT ANALYSIS

STRENGTHS

- Community-based awareness and screening approach.
- Focus on early detection of oral, breast, and cervical cancers.

WEAKNESSES

- Limited internship duration and study period.
- Limited available data

OPPORTUNITIES

- Strengthen partnerships with government and NGOs.
- Increase community awareness through regular health camps

THREATS

- Social stigma and fear of cancer diagnosis.
- Limited access to healthcare facilities in remote areas.

KEY LEARNINGS

- CSR project Planning and Implementation.
- Research methodology and field surveys.
- Analysis and report writing.
- Community interaction and stakeholder coordination.
- Teamwork, communication and time management.
- Problem-solving and professional skill.



ABOUT THE ORGANIZATION

SUGGESTION FOR IMPROVEMENT

- Maintain updated digital records and use GIS tools for accurate mapping and monitoring.
- Increase awareness campaigns on cancer screening, health and sanitation.
- Ensure better coordination outreach and engagement activities.
- Conduct regular field monitoring and impact assessment for better results

SDGs ADDRESSED



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GOOD
HEALTH AND
WELL-BEING



4 QUALITY
EDUCATION

17 PARTNERSHIP
FOR THE GOALS