

Short Communication

## **Fight Against Cancer: Sharing an Experience at a Medical College & Teaching Hospital in North Gujarat, India**

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In India, Non-communicable diseases including cancer are currently major public health problems as Epidemic Transition shows shifting of the trend of mortality and morbidity from Communicable diseases to Non-communicable diseases. These diseases are lifestyle-related, have a long latent period and need specialized infrastructure and human resources for treatment.

Cancer is a leading cause of chronic-disease related death all over the world. For control of cancer, implementation of four basic components, which all should be carried out holistically and synergistically.

1. Prevention
2. Early Detection
3. Diagnosis & Treatment



## 4. Palliative Care

One significant observation is that more than 30% of cancers are preventable so, Primary prevention is the most cost-effective prevention program for Cancer. It aims to reduce the incidence of cancer by risk factor identification and modification of lifestyle.

Nootan medical college and hospital, Visnagar, Dist. Mehsana, Gujarat, India ([www.mbbs.spu.ac.in](http://www.mbbs.spu.ac.in)) runs various outreach activities at the village level for screening as well as early identification of various cancers which has been helping the needy people of rural areas of North Gujarat region to identify cancer at an early stage and prompt initiation of treatment. Various health education and awareness camps are conducted to educate people regarding identifying high-risk factors and behaviors, which can lead to cancer as well as they are guided regarding how to do self-examination and how to identify early warning signs of any cancer. Tobacco consumption, alcohol consumption and spicy-food consumption are very common in these areas. So, anti-Tobacco activities, focus on proper diet, exercise, stopping Alcohol Consumption Activities, Health camps for screening are the routinely organized activities that enable the community to promote and adopt healthy lifestyle strategies.

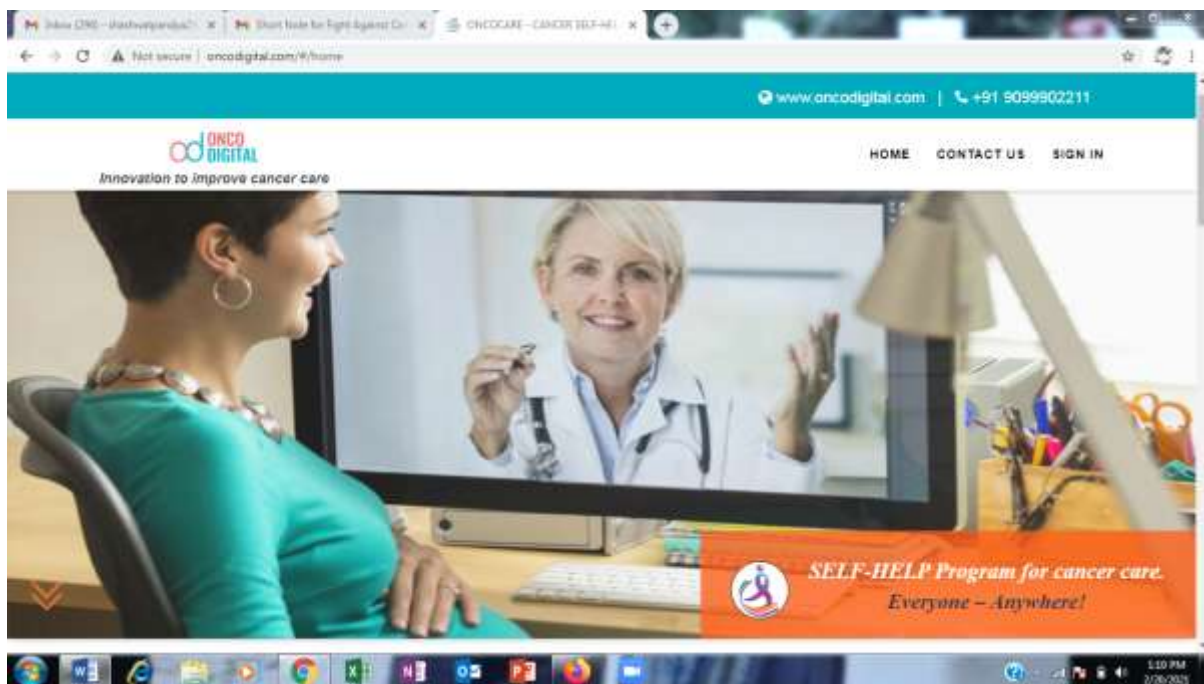
Our Nootan General Hospital is going to establish separate oncology and Onco-surgery department with state-of-the-art equipment facilities and well qualified and highly motivated staff who will be dedicated to prevention and cure for all types of cancers as well as provide palliative care to decrease cancer-related morbidity. At present we are having all medical specialty services with super specialty OPD services.

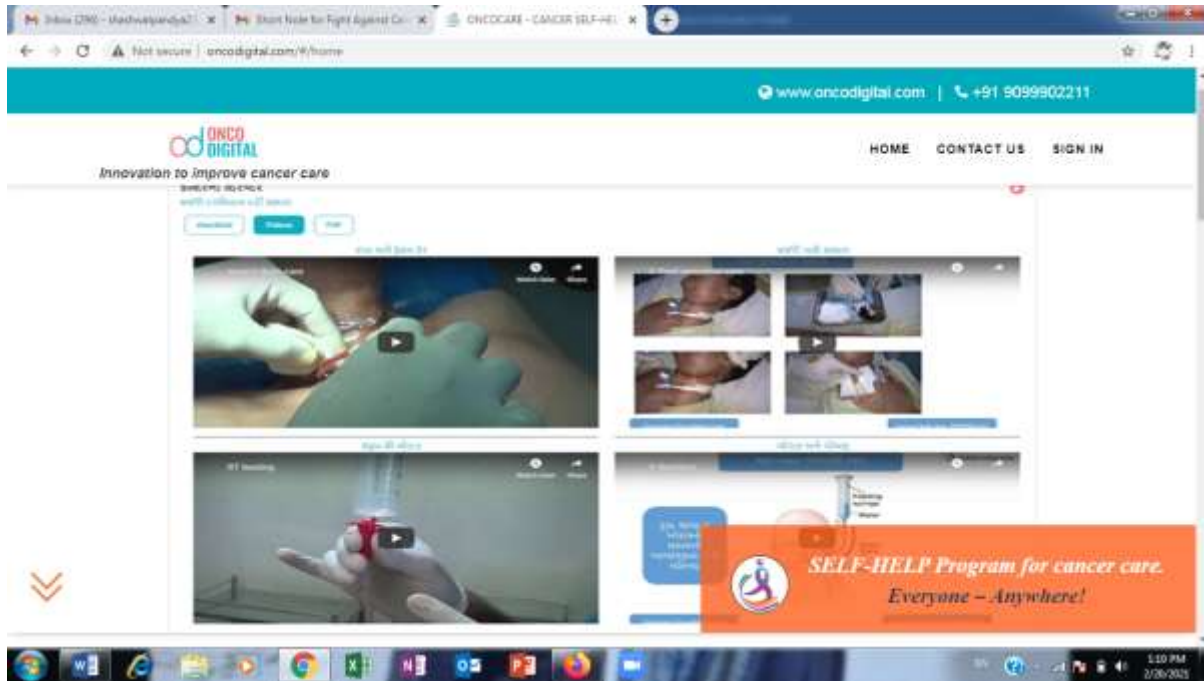
One more approach which can be helpful in the present era of the Internet and Social media is various online-based platforms that can give authentic information regarding all cancer-related queries and also provide guidance to the person regarding all the primary screening activities It provides a connection with specialists as well as other self-help groups. Recently, we have started using one such tool named, 'Onco-digital' ([www.oncodigital.com](http://www.oncodigital.com)) which is designed by a well-known Oncologist of our area Dr. Nirav Trivedi & the team of Shankus Hospital, Mehsana. This platform is exclusively designed for providing authentic information in the local language.

By Using this tool, training is started to be provided to doctors, health workers as well as the community by using videos. Interactive sessions are conducted for cancer awareness. Trainings for doctor/health care worker of Government healthcare system are also incorporated in such strategies which can appeal to mass population and helps the government to spread the benefits of the services in every corner of the country.



Thus, Nootan Medical College and Hospital will surely make a difference in the fight against cancer in the entire North Gujarat region with all kinds of support from our own non-profit based organization 'Nootan Sarv Vidyalaya Kelavani Mandal Trust' and our Sankalchand Patel University, Visnagar.











**Nootan Sarva Vidyalaya Kelavani Mandal (NSVKM)**  
 The Nootan Sarva Vidyalaya Kelavani Mandal (NSVKM) was established in 1952 with an objective of working towards educational and socio-cultural needs of the people of North Gujarat. Today, the Trust successfully manages educational institutions from primary schools to graduate and post graduate colleges and other professional courses. The Trust's constant efforts have earned several merits to its affiliated colleges and formed a stronghold in the academic movement in the State.

**Sankalchand Patel University**  
 Sankalchand Patel University is a state private university established in 2016 vide Government of Gujarat Legislative Act. The University offers Diploma, Bachelor, Master and Doctoral level courses in various disciplines as recognized by University Grants Commission (UGC). Currently, the 80 acres of lush green campus of University is the preferred learning destination for more than 6000 students.



**Shri Sankalchand Patel**

**:Our Vision:**  
 "To become world-class university through philanthropic practices"

**:Our Mission:**  
 "We serve society to develop and prosper by building human capital"

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I welcome you to Nootan Medical College & Research Centre at Visnagar. Our College is aimed to be a leading medical college, with all the high tech facilities to provide best medical professionals to the society.  
 We are committed to our vision of helping the community through effective education and successful career which ultimately results in social improvement and transformation. Now, with establishment of this Institute, we are one step closer to fulfill our vision. Today, I am glad to invite you to be part of the Sankalchand Patel University family.  
**"Let's bring the transformation together!"**



**PROF. (Dr.) V. K. SRIVASTAVA**  
 Professor, Sankalchand Patel University

Sankalchand Patel University (SPU), Visnagar is known for its commitment to academic excellence and intellectual capital. The unique academic culture of SPU addresses each area of our vision and mission statement by producing employable professionals who are ready to work in industry and also to serve our society and Nation.  
 I am elated to work with our talented, dynamic and experienced team of faculty members who are dedicated for effective teaching and passionate about their research work which helps us in disseminating advance knowledge and recent trends of their respective disciplines among our students.

Nootan Medical College is one of the jewels in the crown that glitters among other prestigious Institutions of Sankalchand Patel University. I believe that the success of a premier medical institute lies in the perfect combination of having dedicated and knowledgeable faculty, state of the art infrastructure and students having an urge to learn and create something new everyday. Our college is the combination of three essential components that will surely touch the pinnacle in the field of medical education.  
 Visualizing to see an enlightened, cultured and economically vibrant INDIA, developed through education in diverse disciplines, we will keep up our commitment to contribute towards the GROWTH of our Nation, the PURPOSE of our UNIVERSITY and also our DREAM to make Nootan Medical College a hub for academic excellence in the field of medical education.



**Dr. Bharat J. Shah**  
 Dean, MMC & RC

[www.mbbs.spu.ac.in](http://www.mbbs.spu.ac.in)

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