

### 7.3.1.A –

#### **Institutional Distinctiveness**

#### **Outreach Camps for Breast Cancer Sensitization and Early Screening in Rural Western Maharashtra**

Krishna Vishwa Vidyapeeth (DU) provides comprehensive services to communities, including medical, dental, physiotherapy, nursing, and pharmacy care. Breast cancer is prevalent in Indian women, with 25.8 cases per 100,000. Rural areas face higher mortality due to a lack of awareness, resources, and mammography screening. KVV (DU) has been instrumental in bridging the gap in innovative health science application in rural areas. One such distinctive effort is the continuous sensitization of rural women across western Maharashtra about the ill effects of breast cancer and the large-scale initiative undertaken in early screening through the non-invasive handheld Intelligent Breast Exam (iBE). These outreach camps sensitized 24000 women, out of whom 5476 underwent iBE screening, of which 276 women have been detected with abnormalities till date. Staff of Krishna Institute of Nursing performed sensitization and screening, whereas the Dept. of Oncology at Krishna Hospital & Medical Research Centre assisted these women through mammography screening and treatment processes after clinical confirmation, ensuring awareness of the critical health concern of breast cancer. This approach encompasses awareness creation, innovative screening methods, follow-up support, and access to advanced medical resources.

  
**REGISTRAR**  
Krishna Vishwa Vidyapeeth  
(Deemed to be University),  
Karad