

Public Relations and Media Centre

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## Awareness Programme on Breast Cancer organized at IUST

Awantipora, March 6, 2024 - An awareness programme on Breast Cancer Awareness was organized today under the aegis of Interdisciplinary Research on Chronic Diseases sponsored by PURSE. Attended by faculty members, students, scholars, and staff, the event aimed to raise awareness about breast cancer and emphasize the importance of early detection and proactive healthcare measures.

Dr Natasha Thakur Associate Professor Department of Surgery and Dr Qayinat from Department of General and Minimal Invasive Surgeries, SKIMS were the experts who talked about the rising incidence, causal factors, importance of early screening, and new treatments etc.

As part of the program, Prof. Shakil A Romshoo, Vice Chancellor chaired the interactive session of the Interdisciplinary PURSE researchers team with the experts. Prof Romshoo talked about the scope and importance of collaboration for research in such areas. He said that early detection plays a pivotal role in the prognosis of such diseases and advent of new technologies such as AI, DNA screening, immunotherapy medical Sciences offers hope and promise.

Prof. A.H. Moon, Dean of Academic Affairs, and Prof. Ayub Qadri, Director of the Abdul Kalam Chair for Translational Research at IUST also interacted with the attendees of the program.

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