



Colorectal Cancer March Awareness Campaign 2025 (Part 2)

Multistakeholder Roundtable Forum, 28th February 2025

Colorectal Cancer (CRC) March Awareness Campaign 2025 was conducted to commemorate the global CRC awareness month and increase public awareness in Coimbatore District, Tamil Nadu.

Under the Campaign, the Multistakeholder Forum to accelerate the colorectal cancer (CRC) response was organized on 28th February 2025, 9:30 am – 1:30 pm, at the ITC hotel, Coimbatore District. The Multistakeholder Forum brought together key players from the state and district government, healthcare, industries, civil society and cancer survivors to discuss collaborative strategies to unite against colorectal cancer.

Dr. S. Vineeth, I.A.S., the Project Director, Tamil Nadu Health Systems Project (TNHSP), delivered the opening remarks to stress the urgency of strengthening the responses to curb the devastating impact of colorectal cancer and welcome the collaborative efforts of various stakeholders.



Dr. S. Vineeth, I.A.S., Project Director, TNHSP delivering a speech

Representatives from the state government health administrators and Coimbatore Medical College Hospital presented the current government initiative on cancer response and major achievements and challenges for the provision of necessary medical care.



Representatives of NGOs, healthcare professionals and corporate leaders

Healthcare professionals, NGOs and corporate leaders stated their activities, experiences and challenges for early detection, care and support and survivorship. The colorectal cancer survivors shared their experiences, struggles and requests/suggestions to the government as well as to the public, including the necessity of affordable colostomy care

products and counselling, expansion of financial aid programs beyond treatment, and the importance of awareness-raising.

After the active discussion, the forum agreed on several key issues, e.g., the importance of awareness raising among the public and the enhancement of appropriate psychological support/counselling and attendants for the patients and their families.



Discussion among participants

Moving forward, stakeholders committed to fostering stronger collaborations to accelerate progress in cancer response. The way forward included the corporate leaders, government experts and NGOs working together to identify how corporate human resources can assist in the provision of care and support for those in need as part of the CSR.



Forum Participants