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Blue Star launches free diagnostic programme for underprivileged women

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The said programme has been rolled-out in partnership with eminent cancer centres in India from February 2021, which is the National Cancer Prevention Awareness Month, and will go on till June 2021



Air conditioning and commercial refrigeration major, Blue Star Limited's wholly owned subsidiary Blue Star Engineering & Electronics Limited has announced, as a part of its CSR initiative, the launch of its free diagnostic programme, 'Blue Star Engineering & Electronics Diagnostic Support Programme,' through which it intends to partner with diagnostic centres across India to help women from the underprivileged sections of society by providing them with free diagnostic support to detect chronic diseases.

Currently, under this programme, the company by partnering with diagnostic centres, is providing free diagnostic support to women from economically challenged families, who are in need of cancer related diagnostic tests and screenings (free diagnostic services comprising MRI and CT scan costing up to Rs 4,500 in any of the three partner hospitals).

The said programme has been rolled-out in partnership with eminent cancer centres in India from February 2021, which is the National Cancer Prevention Awareness Month, and will go on till June 2021, during which support will be provided to around 900 women, in total.

With cancer cases on a continuous rise in India, and with 'cancer diagnosis' being the critical factor in 'cancer treatment,' this time, the company decided to support the cause of 'cancer diagnosis,' as early diagnosis will help these women receive timely treatment.

For this initiative, Blue Star Engineering & Electronics has partnered with the following hospitals where women in need can avail free diagnostic services pertaining to cancer detection:

- All India Institute of Medical Sciences (AIIMS), Rishikesh, Uttarakhand (Northern Region)
- The Cancer Institute, Adyar, Chennai, Tamil Nadu (Southern Region)
- The Kailash Cancer Hospital, Goraj, Vadodara, Gujarat (Western Region)