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Xiaomi India announces breast cancer screening initiative with Yuvraj Singh Foundation

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Swasth Mahila Swasth Bharat project aims to screen 1,50,000 women for breast cancer



Marking a decade of innovation and contribution to community welfare in India, Xiaomi India, a global technology leader, has announced a landmark partnership with the Yuvraj Singh Foundation (YouWeCan), a non-profit organisation established by cricketer and cancer survivor Yuvraj Singh.

The 'Swasth Mahila Swasth Bharat' project aims to screen 1,50,000 women for breast cancer over 12 months across 15 states, focusing on under-represented and under-resourced communities. This initiative represents Xiaomi's most extensive effort in India so far, in terms of impact and reach.

Muralikrishnan B, President of Xiaomi India, said, "The stark reality that a woman in India dies of breast cancer every 6 minutes, with 70% of cases diagnosed in advanced stages due to lack of screening, underscores the urgency of our mission."

The initiative aims to provide access to safe breast cancer screening, create awareness about risks and self-examination techniques, and ensure early detection and timely treatment. It aligns with UN Sustainable Development Goals, emphasizing health and gender equality.

Yuvraj Singh Foundation (YouWeCan), with support from Xiaomi India, will implement this project by collaborating with grassroots organisations and leveraging existing healthcare infrastructure. The programme features:

- A community-based screening model using cost-effective, reliable technology
- Screenings in safe, accessible spaces like government schools and anganwadis
- Partnerships with local Primary Health Centres (PHCs), Community Health Centres (CHCs), and Government District Hospitals
- Comprehensive patient support, including education, counseling, and healthcare system navigation