

BCYW Foundation's Team Expands Pink-Purple Ribbon Initiatives in India to Address Rising Breast Cancer Among Young Women

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DENVER, CO, UNITED STATES, October 9, 2025 /EINPresswire.com/ -- In a significant step toward addressing the rising incidence of breast cancer among young women in India, the [Breast Cancer in Young Women Foundation \(BCYW Foundation\)](#) is expanding its awareness and prevention programs through the launch of ongoing collaborative efforts with the BCYWF's national partners, partner NGOs, and global ambassadors in India. The Pink-Purple Ribbon Awareness Initiative is dedicated to empowering young women with the knowledge, confidence, and access to early detection resources necessary to protect their health.

RISING URGENCY AMONG YOUNGER WOMEN

India faces a growing challenge: a rising number of breast cancer diagnoses among women under 40. Due to limited breast health education, social stigma, and lack of regular screening, many cases are detected

BCYW Foundation Turning "Why Me?" into Strength, Support & Research for Young Women

Unique Challenges For Young Women

 Psychological Issues
  Economic, Career Issues
  PsychoSocial Issues
  Young Family
  Fertility Concerns
 + Medical and Long-Term Concerns



2040 Mean Age
33.61, World, 34.33, USA,
33.73 India

2024 ----- BCYW -----> 2040 -> 2050

Breast Health & Lifestyle Measures
Power of Awareness -> Prevention & Early Detection

A Window Used by BCYWF For Targeted Early Intervention
YCBH: Youth Awareness Chapters on Campuses

The BCYW Foundation's Pink-Purple Ribbon Awareness Initiatives.

Breast Cancer in Young Women Foundation



BREAST CANCER AWARENESS
BREAST SELF-CHECKS & CARE
PREVENTIVE SCREENING
EARLY DETECTION

TODAY
SAVING LIVES TOMORROW

International Conference on Young Women's Breast Cancer and Health

15TH - 16TH NOVEMBER 2025 | NEW DELHI INDIA

Save the Date



2nd International Conference on Young Women's Breast Cancer and Health.

late—reducing survival rates. Although India’s overall breast cancer incidence remains below the global average, an increasing percentage of cases now occur in younger women, a trend expected to continue through 2040 (Image 1).

“The outdated belief that breast cancer only affects older women is delaying diagnoses and costing lives,” said Professor Rakesh Kumar, PhD, Founder and CEO of the BCYW Foundation. “Today’s 18-year-old is tomorrow’s at-risk woman. The Pink-Purple Ribbon campaign directly addresses this gap by promoting early awareness and proactive health action.”

2ND INTERNATIONAL CONFERENCE ON YOUNG WOMEN’S BREAST CANCER AND HEALTH

Acknowledging that nearly half of the world’s breast cancer cases occur in Asia, the BCYW Foundation—in partnership with the Indian Oncology Foundation—will co-host the 2nd International Conference on Young Women’s Breast Cancer and Health on November 15–16, 2025, in New Delhi (Image 2), <https://www.einpresswire.com/article/825395488/>

The event will convene leading Indian and international experts, featuring 14+ global specialists from 10 countries, to explore recent advances, share research insights, and elevate patient voices to understand better and address the rising burden of breast cancer among young women.

EARLY AWARENESS SAVES LIVES

The Pink-Purple Ribbon is more than a symbol—it’s a movement to empower young adults with life-saving knowledge. Understanding your body, recognizing changes, and seeking early medical attention can save lives. Breast cancer can occur at any age, but early detection saves lives.

A SYMBOL OF EARLY INTERVENTION AND EMPOWERMENT



BCYW Foundation Expanding Awareness on College Campuses.



Local BCYW Foundation Team Educating Army Families in Uttarakhand.



Targeted Awareness,
Advanced Research,
Advocacy

Early Detection Starts with
In-time Awareness

Breast Cancer in Young Women Foundation

The pink and purple ribbon represents the Foundation's dual mission of breast cancer awareness and women's empowerment. While pink is globally recognized for breast cancer awareness, the addition of purple highlights advocacy, resilience, and the empowerment needed to confront unique challenges faced by young women and girls. Together, the colors symbolize a holistic approach—linking breast health to overall well-being and empowering young women to take control of their health futures.

YOUTH ENGAGEMENT: EXPANDING AWARENESS ON COLLEGE CAMPUSES

As part of this initiative, the BCYW Foundation has launched the [Youth Council for Breast Health \(YCBH\)](https://ycbh.org/chapters/), creating campus chapters across India to empower young people as breast health ambassadors (Image 3). See an example at Doon University:

<https://www.einpresswire.com/article/839571213/>

These chapters provide educational materials and workshops to help students and families understand modifiable risk factors, recognize what's normal for them, and incorporate self-examination as part of their regular health practice. This grassroots model reduces stigma, builds peer support, and sustains engagement year-round—beyond Breast Cancer Awareness Month.

"This is not just an awareness campaign—it's an early intervention movement built on a sustainable model," said Professor Kumar. "Our goal is to create a future where every young woman has the knowledge and resources to prioritize her health and well-being. The Pink-Purple Ribbon is a powerful symbol of that mission."

COMMUNITY OUTREACH AND LOCAL IMPACT

The BCYW Foundation continues to expand its reach through global ambassadors and campus leaders, who tailor awareness programs to local needs (<https://ycbh.org/chapters/>). These collaborations strengthen BCYW's commitment to local engagement and sustainable community-driven awareness. Recent efforts include:

- Educating military families in Uttarakhand (Image 4), <https://www.einpresswire.com/article/832448542/>
- The ASCOMS Chapter's awareness initiatives in Jammu
- The HIMS Chapter's community engagement events across northern India



First Dedicated Young Breast Cancer Clinic at CRI, Himalayan Hospital.

FIRST DEDICATED YOUNG BREAST CANCER CLINIC

The initiative is building upon the Foundation's collaborative activities in India, including supporting the establishment of the country's first dedicated Young Breast Cancer Clinic at the Cancer Research Institute, Himalayan Hospital, Dehradun (Image 5),

<https://www.einpresswire.com/article/766183251/>

ABOUT THE BCYW FOUNDATION

The BCYW Foundation is a global organization dedicated to advancing research, raising awareness, and providing support to young women affected by breast cancer. Through partnerships and advocacy, the foundation is committed to creating a future where no young woman feels overlooked in her fight against this disease. The Breast Cancer in Young Women (BCYWF) Foundation is a global network of medical professionals, researchers, advocates, survivors, and organizations across 29 countries, united to improve the lives of young women affected by breast cancer and to prevent future cases. The BCYW Foundation provides educational materials in 13 languages and bilingual survivor stories in six languages. The BCYW Foundation relies on individual contributions and sponsors to raise the funds necessary to support its mission.

[DONATE TO BCYW FOUNDATION:](#)

Every contribution – big or small – helps the BCYW Foundation fulfil its mission to save the lives of young women from breast cancer in the years to come. Thank you for your generosity.

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