

Everything you should know about colorectal cancer

Having colorectal cancer (CRC) implies that some cells in the lining of the large intestine (also called as colon) or the rectum are growing abnormally. It is the third most common cancer in terms of incidence as well as the second most common cause of cancer-related deaths in the world. Although most of the polyps are harmless, some may turn into cancer, if not removed early.

RISK FACTORS

There are both modifiable and non-modifiable risk factors associated with the incidence of CRC. The non-modifiable risk factors include growing older, polyps or inflammatory bowel disease, family history of colorectal cancer and a known case of ulcerative colitis. The modifiable risk factors are obesity, physical inactivity, chronic smoking and alcohol consumption, a diet low in fruits, vegetables and fibre and high in red or processed meat, etc.

SCREENING

Screening plays a vital role in early diagnosis and better treatment outcomes. The strategies for CRC include stool tests (faecal occult blood test), a sigmoidoscopy, a colonoscopy and CT colonography. A new test called cologuard that looks

for blood or suspicious DNA in the stool sample, can detect CRC with 92% accuracy. The American Cancer Society recommends a colonoscopy every 10 years, beginning at the age of 45, as well as a stool DNA test once in three years. For people with a higher risk of CRC based on family history or other factors, the screening can start before the age of 45 as well.

SYMPTOMS

Most people with early-stage CRC have no warning signs. In later stages, the common presenting signs and symptoms include pain in the abdomen, bloating or cramps, blood in the stool, change in bowel habits such as diarrhoea, constipation or thin stool, incomplete bowel movement/evacuation, unexplained weight loss and fatigue etc.

REDUCING THE RISK

The risk of developing CRC can be reduced significantly by adopting a healthy lifestyle, choosing low fat, high fibre diet rich in fruits, vegetables and whole grains, and low in processed or red meat, maintaining a healthy body weight, undertaking 45-60 minutes of physical exercise.

CONCLUSION

Being one of the most preventable



Dr PK Julka MD, FAMS, Padma Shri awardee, principal director - Max Oncology Daycare Centre, Lajpat Nagar, New Delhi; former dean (Academics), AIIMS, New Delhi
PHOTO: HTCS

and treatable cancers, one can significantly reduce the overall risk of developing CRC by adopting healthy lifestyle choices, and similarly, by undertaking the recommended screening.

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Disclaimer: The veracity of any health claim made in the above article is the responsibility of the concerned hospital/doctor

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Nawabi Malai Tikka
PHOTO: HTCS

Social media popularity is not the sole factor for casting, say actors

Kavita Awaasthi

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The importance of social media, especially in this day and age, has been widely discussed, be it in terms of influencing casting decisions or an actor's appeal. However, these television stars feel while it is important, talent, too, matters.

ALY GONI

While there's nothing wrong with producers wanting to cast someone who is known by millions, I feel this criteria should be given the least preference. Social media popularity has nothing to do with an actor's skill.



PHOTO: VIKAS SARWIN

HITEN TEJWANI

I have heard producers do check your social media. But, I don't think number of followers affects one's chances. If an actor fits the role, they are cast and having a huge following doesn't ensure a good role.



SHARAD MALHOTRA

To an extent, it does matter, as people form an opinion based on your social media following. Casting for a project is also influenced based on your social media popularity. But, talent gets overshadowed because of this.



DHEERAJ DHOOPAR

Your work of art as an actor is of primary essence, but having followers will definitely give an additional push. I won't be surprised if someday that becomes the most important factor for casting.



PHOTO: INSTAGRAM

ADAA KHAN

A few producers do consider your social media fan following. It improves your chances of being cast. Though casting directors don't choose actors based on the number of followers, they gauge the popularity of the actor.



{ NARAYANI SHASTRI } ACTOR

I never worked for peanuts or something that I did not deserve. That was one of my conditions...



On her journey in the television industry

VISIONARY WITH A KNACK TO INNOVATE

The driving force that has led from the front and taken M3M to unprecedented heights in a span of 10 years is Pankaj Bansal, director, M3M India. Even as the industry faced various challenges from time to time, M3M as a brand grew by leaps and bounds. Infectious energy, a dynamic approach and passion is what sets him apart from others, and these are the attributes he has always stood by to make it a successful journey. Over the years, he has taken the right calls, bringing in the most renowned brands and international partners, and the right set of people to achieve the company's vision.

With a remarkable 10-year journey of growth, M3M is one of the fastest growing real estate companies in the country. Over the last few years, it has catapulted to India's number two real estate brand, in terms of sales. Besides, M3M today is a force to reckon with and keenly followed by industry and competition alike.

One thing that sets M3M apart is that they have built this business end-to-end. From owning land to monetising, licensing, launch, construction, marketing, delivery and after-sales, the complete value chain is in their control. And this comes from his vision of building a fundamentally strong bottom-line.

With timely delivery of projects and the group's ability to offer curated experiences to customers through a competent team of real estate experts, the brand has re-imagined the luxury real estate landscape in NCR. In the past decade, it has launched 34 iconic projects, out of which 18 projects have been delivered till date.

M3M has done some marquee deals along this journey and it also has many firsts to its credit. It is the first to get



RERA for a mixed use project in Gurugram and the first to bring a superbrand — Trump Towers — to north India. It has done the largest real estate transaction and claims to be the only developer to get funding during the pandemic. M3M has signed a landmark agreement with SWECO AB, a Swedish giant, to develop a Sustainable Smart City. This project is a first-of-its-kind in Asia, a mixed use development spanning across 165 acres, located near IGI airport.

SCALABILITY

Despite market upheavals and shortage of labour, M3M has been the only developer to deliver 10 projects in a span of six months (July 2020-January 2021).

REVENUE

Despite market upheavals, the company grew from strength to strength. Last Fiscal Year (FY), M3M clocked ₹4,200 crore in sales and is hoping to end this FY with a minimum 10% increase in sales from last year.

INNOVATION

Unlock Gurugram (July 2020-August 2020): Under his leadership, M3M rolled out one of the most successful and talked about marketing campaigns — Unlock Gurugram. This was a high decibel marketing campaign, reviving customer sentiments, which was dampened by the pandemic.

Port Your Property along-



Pankaj Bansal, director, M3M India
PHOTO: HTCS

EVEN AS THE INDUSTRY FACED VARIOUS CHALLENGES FROM TIME TO TIME, M3M AS A BRAND GREW BY LEAPS AND BOUNDS

amount invested in the project has been adjusted against the actual cost of the M3M property. Buyers could opt for a new project across the entire M3M portfolio — be it residential or commercial, ready-to-move-in or under-construction. They received over 15,000 enquiries as an immediate response to the campaign, helping achieve ₹2,500 crore during the period of April-December, 2020.

While both the campaigns won awards, the initiative underscores the company's commitment to customer-centricity as the key priority.

Under the campaign, buyers who have already invested finances in stuck real estate projects can switch/upgrade to an M3M property. The stuck

HTC

'Everybody is now super hygienic, careful'

Sugandha Rawal

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Shikha Talsania is, at the moment, living in a bio bubble while shooting for a yet-to-be-announced web show, in Gurugram. And the actor seems fine with the 'new normal' which is a result of Covid-19.

"This is also a great way to work, where everybody is now being super hygienic and careful," she admits. But, there are certain things she misses, one of which is escaping set life to explore the city.

"I miss the live gigs," she shares, calling her current shoot in the city "very hectic".

Talsania, who made her debut with Wake Up Sid (2009), has maintained a distance from "one dimensional" characters, which is highlighted in projects such as Dil Toh Baccha Hai Ji (2011), Veere Di Wedding (2018) and Coolie No. 1 (2020). And going for-

ward, too, she wants to ensure she remains on the same path.

While she looks back at her journey with a lot of resilience and patience, the 28-year-old, who is the daughter of veteran actor Tiku Talsania, says she doesn't know "how I have

grown as an actor". "I hope I still keep growing and the journey continues to go even longer," she adds.

Talsania's next stop is Lucknow, where she would join actor Swara Bhasker on the sets of the film Jahaan

Chaar Yaar, which will narrate the story of four friends.

"My character in the dark comedy is from the northern belt of India, and is something I've not done before," she says, talking about her role in the upcoming film.

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