

Racing ahead in our fight against cancer



JOIN US IN OUR RACE OF HOPE TO OUTFRAN CANCER - ONE STEP AT A TIME!

AWARENESS

ASPIRING TO CHANGE THE CONVERSATION AROUND CANCER AWARENESS WITH A POSITIVE HOPE

WORLD CANCER DAY

To mark World Cancer Day on the 4th of February, ICS celebrated the event in Mumbai in the presence of the guest of honour, **Shri. Vivek Phansalkar, Police Commissioner of Mumbai**. He launched several important ICS initiatives, addressing the media and everyone present, where he emphasised the importance of cancer awareness in society.



Encouraging PR coverage for world cancer day event, not only in India but many other countries across the world, such as United States, Sri Lanka and Colombia.



LAUNCHED ORAL SCREENING CAMP WITH THE VISION TO SCREEN 1 LAC PEOPLE BY THE END OF THE YEAR.



With Wockhardt foundation Mobile health vans we have begun Oral screening camps, more than 150 Doctors were trained. And an equal number of Vans will conduct screening on a regular basis.



ANNOUNCEMENT OF CK HANDOO SCHOLARSHIP

ICS introduces the C. K. Handoo Scholarship for Cancer Research, Care, and Control, in which two winners get a scholarship of ₹50,000 each.

<https://www.indiancancersociety.org/CKHS/>



AWARENESS FILMS



Famous Bollywood Star Actress **Madhuri Dixit** ji supported our endeavour to spread cancer awareness with a special message to each and every one. This video was promoted across all mediums in various languages and also extended to a social media pledge campaign.



Do you want to **Stay Two Steps Ahead of Cancer?**
Watch Madhuri Dixit's message and pledge now



<https://www.indiancancersociety.org/campaign/madhuridixit-pledge>

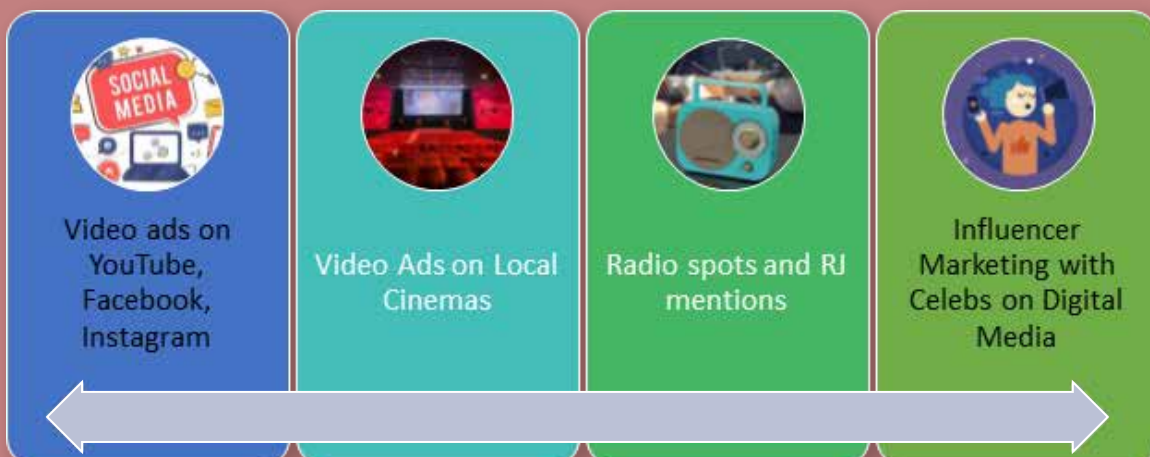
OC Film



CC Film

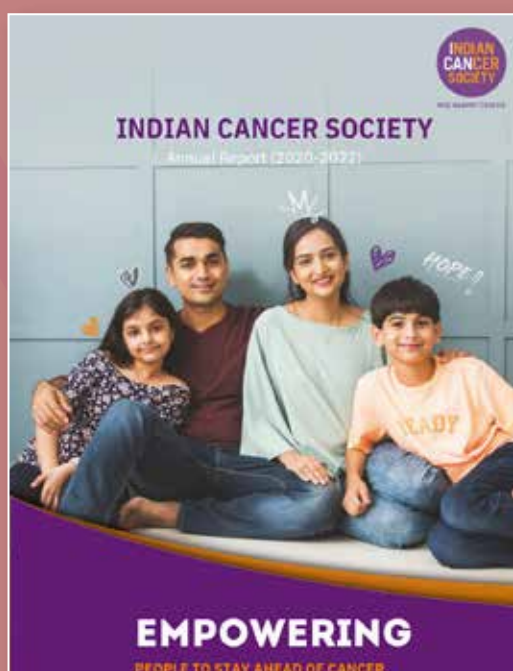


National Awareness Campaign



Media Reach
25 Million

ANNUAL REPORT PUBLISHED 2020-21 & 2021-22



MARATHONS FOR AWARENESS

ICS participated in India's largest marathon with 55k participants and many spectators. Numerous ICS Ugam cancer survivors also joined, inspiring and encouraging others.



MIRCHI MARATHON EXPO

Pro bono stall space was extended by Radio Mirchi to spread awareness.



VJTI ENTHUSIA

ICS associated with renowned institute VJTI for their college fest, Enthusia to spread cancer awareness through various activities, like

- Flash Mobs
- Street Plays
- Marathon
- College Festival





Cervical Cancer

Project

SATARK



Oral Cancer

Close to **64,000** people reached

Sr. no.	Particulars	Telangana	West Bengal	Goa	Total
1	No of Doctors and Staff Nurses trained	32	80	63	175
2	No of FLHCWs Participants	1141	2038	851	4030
3	No of Community Awareness sessions conducted	2437	2	2317	4756
4	No of Beneficiaries participated in the Community awareness session	31654	80	32107	63841



AWARD FOR IMPACTFUL AWARENESS CAMPAIGN BY BIG FM & CCI

The Indian Cancer Society has been awarded as the BIG Impact Creator for creating impactful awareness campaigns in the social services category by The Chamber of Commerce & Industries (CCI) India and BIG FM on February 24th at ITC Grand Central, Mumbai. The award was presented by well-known actor, RJ Vrajesh Hirjee, and CMO of BIG FM, Atul Razdan, in the presence of notable Bollywood celebrities like Malaika Arora and Shilpa Shetty.



RACE OF HOPE

The Royal Western India Turf Club (RWITC) had very generously invited the Indian Cancer Society to participate in the racing season to celebrate our survivors with 'Race of Hope' on Sunday, March 26, 2023. This occasion helped us create awareness and also raised fund to support Cancer cause.



RELAY FOR LIFE

ICS and Singapore International School, Mumbai, came together to celebrate the 'Relay for Life' event on February 16, 2023. The celebration started with the relay (walkathon), talent show, cricket match and Luminaria, performed in remembrance of cancer warriors, with motivational talks from ICS survivors and SIS parent.



KANERI MATH PANCHMAHABHOOT LOKOTSAV

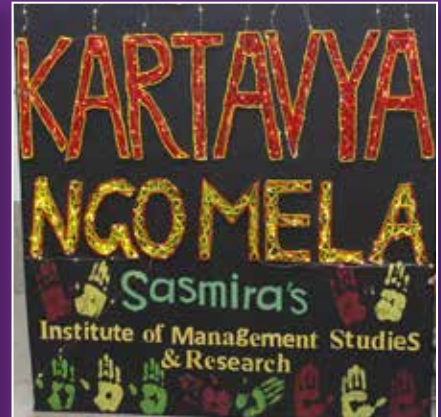
ICS was present at the Panchmahabhoot Lokotsav 2023 with a stall to spread awareness and screening. We also had branding at the venue and played awareness films on the LED at the event, which took place from 20th - 26th February 2023 at the enchanting Siddhagiri Math in Kaneri, Kolhapur. The event witnessed 25 lakh people from across Maharashtra and 5 neighbouring states.



https://www.instagram.com/p/CpPTHLzIBE8/?utm_source=ig_web_copy_link

SASMIRA NGO MELA EVENT

The NGO Mela event was organised by the Sasmira Institute of Management Studies & Research, Mumbai, which was held on March 3, 2023, where ICS as an NGO got an opportunity to spread awareness about cancer by organising a stall and display the products made by our cancer survivors.



COMMUNITY AWARENESS SESSIONS



Mumbai
No. of sessions **07**
Participants **635**

Goa
No. of sessions **39**
Participants **3656**

Telangana
No. of sessions **20**
Participants **1386**

SCREENING

Early Detection is Key

The **Cancer Screening** Department has rolled out the activities in Maharashtra and Bihar in the period of January to March, 2023, with the help of esteemed partners such as Kaushalya Hospital and Research Centre, Nashik, and Mahavir Cancer Sansthan, Patna, with the support of donors, such as AstraZeneca, L&T, SBI life insurance and Giveindia. The screened positive cases were investigated and navigated for further investigation and treatment at the empanelled hospital of ICS.

TOTAL NO. OF CAMPS JAN-MAR 2023 - 128

TOTAL BENEFICIARIES SCREENED - 7743

ICS celebrated World Cancer Day at the NHQ-Indian Cancer Society on February 7, 2023, where underprivileged people from the surrounding areas screened for oral, breast and cervical cancer. To mark the occasion, the Commissioner of Police, Hon. Vivek Phansalkar inaugurated the camp. Speaking at the inauguration, he announced about conducting screening camps for the police personnel in Mumbai through the Indian Cancer Society, where the first screening camp was held on 17th March 2023 at the Matunga Police station.



ICS carried out the initiative in Nashik to conduct all the screening camps in collaboration with the District Health Society, where the government provided us with information about the high-risk populations through government health survey (CBAC), grass root workers for community awareness and referrals, infrastructure and health staff. In Patna, we did the awareness and screening camps through local general practitioners who have been trained by the State Health Society of Bihar and established the linkages for the high-risk populations from the community.



Hope is on the horizon - In pursuit of a future marked by the promise of **Cancer Cure!**

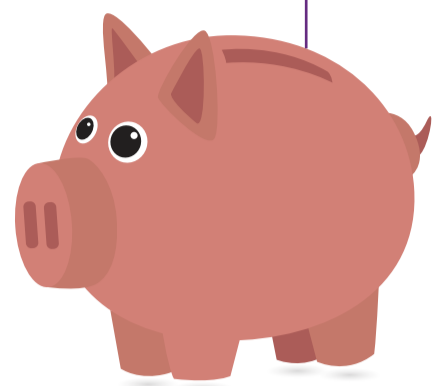
We Supported a total of **1853** patients through **CCF** and **AKITF**, with a total cost of **₹14.34 crore**

Count of patients supported (Jan - Mar 2023)

561

Funds disbursed

₹12.39 crore



The Cancer Cure Fund

The Cancer Cure Fund (CCF) disbursed ₹12.39 crore to treat 561 patients. The most common diagnoses among the patients were breast cancer, which accounted for 36% of cases, followed by acute lymphoblastic leukemia and non-Hodgkin's lymphoma. Among the total number of patients supported, 16% were receiving treatment at Basavatarakam Indo-American in Hyderabad, Telangana. The support provided by CCF was vital in helping patients access the necessary treatment and care for their conditions, improving their chances of recovery and survival.

Count of patients supported (Jan - Mar 2023)

1292

Funds disbursed

₹1.95 Crore

Dr. Arun Kurkure Initiation & Treatment Fund

AKITF provided initial diagnosis and treatment support to 1292 patients Balco Medical Centre in Raipur, Chhattisgarh treated the highest percentage of patients at 33% Thanks to AKITF, 68% of the 1292 patients were able to undergo treatment, increasing their chances of survival. This highlights the importance of early diagnosis and treatment in improving cancer outcomes.

According to the new CSR rules, the CSR donors who donated more than ₹50 crore had to conduct an impact assessment of the projects that they supported. Cancer Cure donors had assessors visiting the hospital sites for a comprehensive understanding of the project's impact on the patients' lives. The feedback from the assessors has been very encouraging.



In order to ensure that empanelled hospitals were complying with Cancer Cure guidelines and processes, an audit was recently conducted at three such hospitals: Kailash Cancer Hospital (KCH) in Vadodara, Gujarat; Mahamanah Pandit Madan Mohan Malviya Cancer Centre (MPMMMCC); and Homi Bhaba Cancer Hospital (HBCH) in Varanasi, Uttar Pradesh. Auditors from Mahajan and

Aibara Chartered Accountants and LLP audit firms visited these hospitals and provided feedback. The objective of the project, which was to provide diagnosis and treatment to underprivileged cancer patients, is being met, and the funds are being utilised effectively. The audit made sure that the hospitals were adhering to the necessary guidelines and processes, which in turn ensured that the patients received the best possible care. We are committed to monitoring and evaluating the effectiveness of the Cancer Cure project, and empowering the lives of underprivileged cancer patients with necessary change.

Observations and feedback from the auditors will be shared with the hospitals for their input. This feedback provides an opportunity for hospitals to reflect on their practices and identify areas for improvement.

Red Letter Day

Red lettered day for Indian Cancer Society on receiving the Coveted Silver Salver & Citation for the **Best Civil Society Award**.
From the Asian Centre for Corporate Governance & Sustainability.



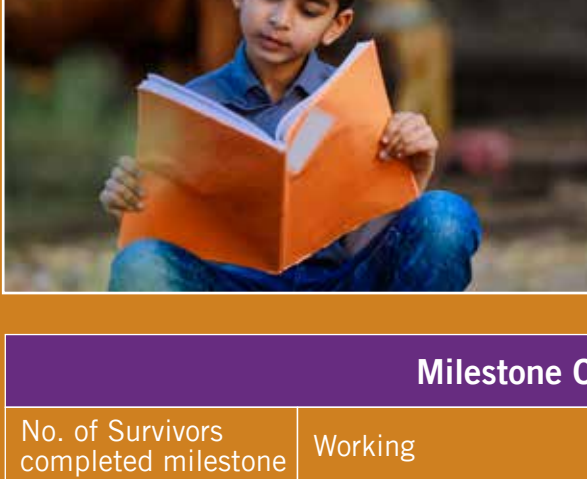
Embracing the hope of a cancer-free world with **Cancer Survivorship** programs

DR. D. J. JUSSAWALLA SCHOLARSHIP FUND

Current No. of Partner Hospitals- 12, Pan India

Jan, 2023 to March, 2023

New Applications Approved	Re-Applications Approved	Disbursed Amount
31	36	₹ 7,44,267



Cumulative from 2017 to 2023

357
New Applications

550
Re-Applications

₹1,86,97,590
Disbursed Amount

Milestone Completed

No. of Survivors completed milestone	Working	Further Educations	Job & Further Education
74	41	12	1

LATE EFFECTS INVESTIGATIONS & TREATMENT FUND

2022-23

Donor	No. of Cases Approved	Disbursed Amount
Endocrine	10	1443743
Infertility	1	150000
Hearing	12	502866
Orthopedic	3	302950
Cognitive Issue & Vision Therapy	1	2300
Vision Issue	4	27991
Grand Total	31	2429850



WORLD CANCER DAY



In Association with Pirojsha Godrej Foundation an online interactive session between health professionals & survivors sharing importance and relevance of supportive care during & post cancer treatment

INTERNATIONAL CHILDHOOD DAY CELEBRATION

International Childhood day celebrated at ACT Clinic empanelled hospital on 15th February, 2023



SRCC Children's Hospital, Mumbai

SKIMS Hospital, Srinagar

GRFL 2023, LISBON

Global Relay for Life provided a unique opportunity for event participants to connect with over 3000 communities participating across all continents. Indian Cancer Society is a partner with the American Cancer Society in one shared mission of this Global Movement: to find a cure for cancer and support patients and their families through the journey.

Dr. Vandana Dhamankar, Dept Director General - Medical affairs & Madhav Nene, Director Awareness and Marketing represented ICS at the GRFL 2023 conference in Lisbon. It was an honor to be part of this Global movement.



RELAY FOR LIFE 2023

Ugam at UGAM members RELAY in various activities like Relay, Cricket Match, Cultural Program along with SIS students on 16th feb, 2023 to Celebrate, Remember and Fight Back.



Rehabilitation

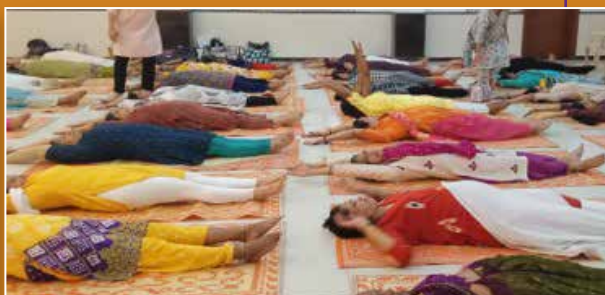
JAN TO MARCH DATA

Rehabilitation services	No. of Beneficiaries
Prosthesis	839
Compression Garment (UL/LL) & -Lymphedema Kit	55
Neuro Rehabilitation - Therapy - Vision, Speech, Cognitive	14
Counseling of Survivors & Patients	74
Vocational Counseling - Beautician & Tailoring	119
Medical Aid to Children with Cancer	32
Nutrition Support	38

Women's Day Activities



Yoga Sessions for Patients and Survivors at Yoga Institute, Santacruz, Mumbai

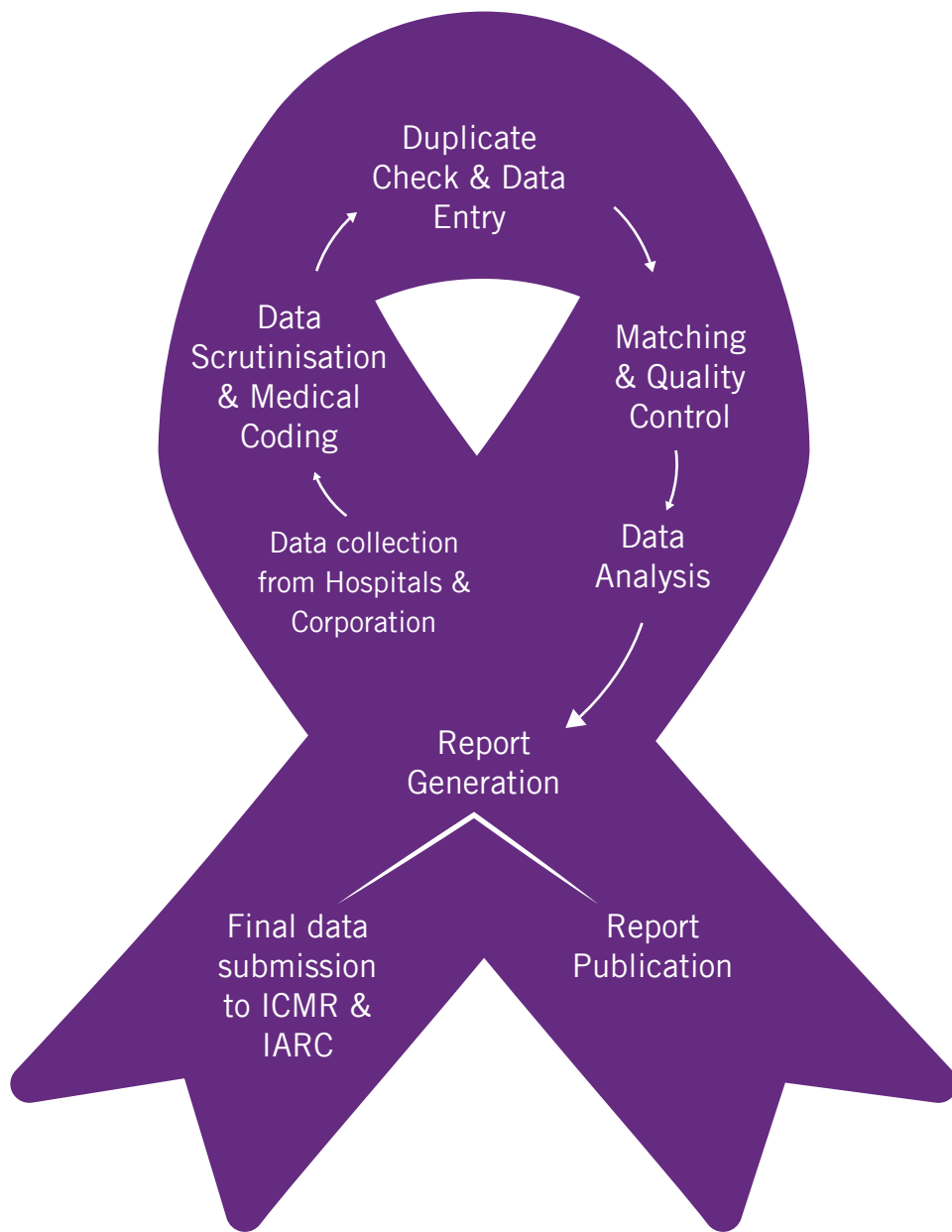


Beautician Sessions in Association with VLCC

Organized session on 14th & 15th March, 2023, Mumbai at ICS HQ and total 55 Survivors, Patients & Dependant attended the session



Make your mark in the fight against cancer-
Register for hope with **Cancer Registry**
inspiring advanced research!



The ICS Cancer Registries of Indian Cancer Society are visiting more than **100** hospitals for the data collection. Recently we have received permission for data collection from **Bharati Hospital, Sahyadri Hospital in Pune, Global Hospital in Mumbai, and KRIMS Hospital in Nagpur.**

Let's continue to push forward in our efforts to outrun cancer.

COMING UP...

14th Ugam Anniversary
4th June 2023

