

INDIAN CANCER SOCIETY

The Beacon of Hope Mumbai Edition

Newsletter Date, Issue 3 (Oct – Dec 2011)

News Letter Editorial Staff:-

- Mr.S.Shreeram, COO-ICS & Mr.Raj Kharkar, Executive-Event Mgmt & Prog.Prom.



Dear Friends,



The Indian Cancer Society has been in the forefront in the battle against cancer. Its Vision is to be the Beacon of Hope in India's fight against cancer, by providing affordable and innovative solutions, for the detection and treatment of cancer and for the post treatment welfare & rehabilitation of all survivors.

The period of Oct. to Dec. 2011 witnessed many events at the ICS, Mumbai. The "Race of Hope" in partnership with the RWITC (Turf Club) and Plastindia Foundation, Lets Pink campaign with HUL and the Inauguration of the Computer Training Centre for Cancer Patients & Survivors supported by the Sujaya Foundation are the major highlights of this quarter. We also take this opportunity to inform you that Mrs. Smita Agarwal has been co-opted as a Member in the ICS National Management Committee.

On behalf of Indian Cancer Society, we would like to wish you a very Happy, Healthy and a Prosperous New Year 2012.

Regards,

Dr. Arun Kurkure
Managing Trustee & Hon. Secretary

Mr. Hari Mundra
Jt. Managing Trustee & Hon. Treasurer

I. EVENTS at ICS

Plastindia Foundation Race of Hope Race Day



The RWITC (Turf Club) and Plastindia Foundation joined hands with the Indian Cancer Society to organize The Plastindia Foundation Race of Hope Day on Nov. 27, 2011 at Mahalaxmi Race Course in aid of the Indian Cancer Society. Donors & well-wishers joined them in making the day truly eventful and raised much needed funds to help the Society continue with its vigorous efforts towards the treatment and welfare activities of the poor suffering from cancer. ICS Rehabilitation Centre put up an exhibition cum sale counter at the Race Course.

HUL's Campaign "Lets Pink" to Create Breast Cancer Awareness

Hindustan Unilever Limited (HUL) joined hands with Indian Cancer Society to create breast cancer awareness in association with Times of India (TOI). The campaign ran from 18th-24th October, 2011. The Campaign was titled "Lets Pink" to motivate husbands to take their wives for Breast cancer screening. HUL tied up with TOI for this campaign, whereby HUL advertised the campaign in TOI, and TOI carried articles on breast cancer in Times of India, Mumbai, Delhi, Kolkata, Chennai and Bangalore Editions.

In the said advertisements, HUL requested TOI readers in above mentioned cities to take a pledge during 18th- 24th October, 2011. TOI readers who took the pledge via sms were charged Rs.3 per sms, out of which the Indian Cancer Society was given Rs.1 per sms as a donation from HUL on behalf of all the TOI readers who took the pledge.

The campaign "Lets Pink" was also heard on Radio Mirchi, where it was announced that Rs.1 per sms will go to Indian Cancer Society.

HUL as a part of this collaboration has committed to sponsor about 50 cancer detection camps for women in the next 12 months.



II. REHABILITATION DEPARTMENT ACTIVITIES

Inauguration of Computer Training Centre for Cancer Patients & Survivors

The ICS Computer Training Centre was inaugurated on 5th Dec 2011. The computer centre will be run in collaboration with Sujaya Foundation & was made possible due to the persistent efforts of our volunteers, Ms. Sheroo Kheswalla and Ms. Lolita Saletore. The first batch of students includes cancer survivors & patients of 12 years and above. The inauguration was attended by Ms. Sujaya Rai of Sujaya Foundation, Mr. Kewal Nohria, Vice Chairman ICS, Architect Ms.Kinnari Vora, Ms. Sheroo Kheswalla and other well-wishers.



Seminar on Volunteering

Seminar on Volunteering at Tata Institute of Social Sciences was attended by Mrs. Lalitha Nair Dy. Director Rehabilitation.

DIWALI Celebrated at the ICS Rehabilitation Centre

On the occasion of Diwali in October, Mr. & Mrs. Madhu Gheewala distributed raw material required for Diwali sweets to cancer patients. Mr. Ajay Shah distributed 250 packets of sweets to cancer patients and the entire staff of Indian Cancer Society. Smt. Sheela Hariya gave brand new clothes to all inmates of the rehabilitation centre. Mr.Soli Keshwalla donated Rs.20,000/- and same was distributed among patients on occasion of Diwali.



Birthday Celebration

In November 2011, ICS well wisher Mr. Madhu Gheewala celebrated his Birthday by distributing food products to the underprivileged cancer patients.



CHRISTMAS PARTY for the Patients

Dr. Abraham Mathai, Former Vice-Chairman state minority commission, Govt. of Maharashtra invited ICS cancer patients to a Christmas Party held at Girgaum Chowpatty on 11th December 2011.



III. CANCER DETECTION & AWARENESS PROGRAMS



On the occasion of Breast Cancer Awareness month in October, Indian Cancer Society conducted a Cancer Exhibition & Awareness Program at Dadar railway station. ICS also conducted a Cancer Exhibition Program along with Indian Navy at Uran on 20 November. This initiative was possible due to the efforts of ICS team & Sergeant Commander Sanjeev Kumar of the Indian Navy. ICS received a sponsorship amount of Rs. 9000 from 'Kasturi Foundation' for 2 months and has signed a Memorandum of Understanding with 'Kasturi Foundation' for 8 months. As per the MOU 'Kasturi Foundation' will pay Rs. 4500 every month for a Cancer Awareness Program for the Underprivileged women of Mahila Arthik Vikas Mahamandal (MAVIM). ICS conducted 68 Cancer awareness lectures and 3 Cancer exhibition programs during the period October 2011 to December 2011. 600 people attended ICS Cancer Exhibition Programs & 1470 individuals attended Cancer Awareness Programs. A2Z Group of Companies - CNCS Facilities Solution Pvt. Ltd sponsored 4 Mammography Camps for underprivileged women. Listed below are the details of Cancer Detection Camps conducted by ICS during OCT – Dec 2011.

DESCRIPTION	TOTAL NO. OF CAMPS / SESSIONS	PERSON EXAMINED	MALES	FEMALES	NO. OF SUSPECTED CASES
MAMMOGRAPHY CAMP	16	467	NA	476	07
PEDDER ROAD CLINIC	63	415	136	279	54
GENERAL CANCER DETECTION CAMP	26	2276	837	1439	62
TOTAL	105	3158	973	2194	123

IV. CANCER REGISTRY

Mumbai Cancer Registry

Mrs. Shravani Koyande Executive In-Charge, ICS Cancer Registry attended the 33rd Annual Meeting of the 'International Association of Cancer Registries (IACR)' at Balaclava, Mauritius during 10-13 October 2011. Her abstract on "Role of Cancer Registries in Cancer Research" was selected for presentation at the meeting.



V. SURVIVORSHIP PROGRAM - 'NEWS at UGAM'

Footsteps_2011 - "Walk for a cause", took place in the month of October 2011 at BKC. This grand event was initiated by Aditya Birla Group. 13 members of Ugam participated in this walk along with several NGOs. With great enthusiasm they completed the 5km walk. **Ugam-PHOCOON_ 2011** took place from 25th to 27th Nov 2011. This event was organised by Ugam members along with the eminent doctors of TMH. Event highlights included an **Interactive Session** at the ICS-St.Jude Centre at Parel with the parents of cancer patients wherein queries of the parents related to upbringing of their child etc. were answered by survivors.



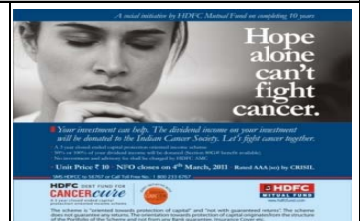
Workshop for Survivors- at Choksi Auditorium in which a Question & Answer session between Doctors and Survivors provided the opportunity to survivors to ask questions related to their present and future progress.

Survivor's day out- Ugam took Cankids children (KCK) for a Mumbai Darshan and visited the Gateway of India and SRCC, Worli (Child Care Rehabilitation Centre for mentally challenged children). In an interesting interaction with the KCK team, Ugam & KCK kids tried to understand their life, the way they were brought up and the way they function. The kids were taken round the centre to understand its functioning. It was an emotional visit for them. **A cricket match** was organized between KCK & Ugam team at BARC ground and were presented with attractive Trophies. It was a memorable day of fun and enjoyment for these children.



VI. ICS CANCER CURE FUND - A JOINT INITIATIVE WITH HDFC AMC

Indian Cancer society, Cancer Cure Fund received the 1st instalment of donation of Rs. 2.32 Crores in October, 2011 from HDFC AMC. The fund has started functioning and disbursements have commenced towards the medical costs of poor cancer patients since November, 2011. So far two Hospitals i.e. Tata Memorial Hospital, Mumbai and Regional Cancer Centre, Trivandrum have been empanelled to recommend eligible patients. 42 patients have been sanctioned aid amounting to Rs 1.11 Crores up to December 31st, 2011.



Control and click the link below to access FAQs on ICS Cancer Cure Fund.

<http://www.hdfcfund.com/CMT/Upload/ArticleAttachments/FAQ%20on%20Cancer%20Cure%20Fund.pdf>

VII. SIR RATAN TATA TRUST

During Oct 2011 to Dec 2011, ICS referred 15 patients for medical aid to Sir Ratan Tata Trust; 3 patients have been sanctioned medical aid amounting to Rs.5,85,000/-.



VIII. EMPLOYEE SECTION

ANNUAL PERFORMANCE AWARDS 2010-2011

On 21st Oct. 2011, the ICS Selection Committee for the Annual Performance Award comprising Mr. Kewal Nohria, Dr. Arun Kurkure and Mr. Hari Mundra completed their evaluation of the nominations received for the Annual Performance Award 2010-2011. The following ICS staff received the awards:



1. Mr. Vijay Singh RamSingh	2. Mr. Prakash T. Yadav	3. Ms. Vaishali Thorat
4. Mrs. Shubdha Wad	5. Mrs. Pranali Shinde	6. Mrs. Chitra Venkatesh
7. Mrs. Sandhya Naik	8. Mrs. Lalitha Nair	9. Mrs. Pramila Mohan



We congratulate the winners and urge the employees to emulate their example.

IX. THANK YOU VERY MUCH FOR YOUR KIND CONTRIBUTION - OCT - DEC 2011

WELLWISHERS

ABHISHEK MAHAJANI	AUDSLEY D'MELLO	MANMOHAN AGRAWAL	V.B.PALEKAR	SHEROO H.MUNSHI
AMAR NATH JONEJA, HUF	BHADRESH PANDYA	R.A.SANGHVI	V.D.MAJUMUNDAR	SUMITRA RAHEJA
APARNA ANIL DESAI	MR.DAMODAR RAHEJA	R.D.KOTHARE	VISHAL PANDYA	V.USHA MALINI
ARNAB KUMAR DE	DEEPAK D.PATHAK	RAMESH GANPAT SAVE	JEROO A. KATGARA	VEERA K.TOORKEY
AVINASH ACHARYA (ON LINE)	DINESH PANDYA	S.G.DABHOLKAR	KESHMIRA S.KAVARANA	PANKAJ GUPTA (ON LINE - HDFC)
KEVAL K. NOHARIA	HIRANAND H.GANGWANI	S.K.KHURANA	NAWAZ K.TOORKEY	RAJEEV VENUGOPAL
PARAMJIT KAUR SANDHU	JAGDISH C.PALIWAL	SANJIV UPADHYA	PILOO B.BARIA	SAMEER KALRA
HARVEEN KAUR (ON LINE)	JIGNESH D. PANDYA	SHAPUR J. ARSIWALLA	ZARIN P.RANJI	SUPRIYA VASANT JAMBHLE
KAPUR GUEST HOUSE	KURSHEDJI R.THANEWALLA	SHRIKANT GATHOO	ZINOBA K.BANAJI	KAPUR GUEST HOUSE
A.R.DAMODARAN	M.M.AGRAWAL	TRIKAM G.SHAH	RODA F.BANDRAWALLA	LOVERJI & HOMAI TRUST FOUNDATION
RAJEEV MAHAJAN	RASHNA D VAZIFDAR	FARIDA SHAPUR DEBU	BIRGID UCCIA	

VOLUNTEERS

MRS. SHEROO KHESWALLA	MRS. LOLITA SALETORE	MS. URMILA JAIN	MRS. SHALINI JATIA	
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X. CANCER NEWS

Why Screening Tests Are Important for Health

Source: <http://women.webmd.com/ss/slideshow-screening-tests-women>

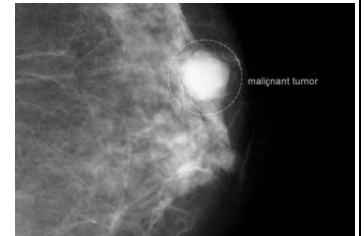
Learn more about the screenings your doctor may recommend for you.

Getting the right screening test done at the right time is one of the most important things you can do for your health. Regular screening detects diseases like cancer or diabetes early, often before you have symptoms, and when they are easier to treat. Which test you should have depends on your age and your risk factors.



i. Breast Cancer

Early detection of breast cancer greatly improves your odds for survival. That's because the smaller the cancer is when it's found, the better the chance for a cure. Smaller breast cancers are also less likely to have spread to lymph nodes and other organs such as the lungs and brain. If you're in your 20s or 30s and do not have known breast cancer risk factors, a clinical breast exam by a health professional should be part of your regular health exam once every three years.



ii. Screening With Mammography

Talk to your doctor about breast cancer screening. The American Cancer Society recommends yearly Mammography Screening for women at average risk beginning at 40. These low-dose X-rays can sometimes detect a breast mass three years before you can feel it. But a normal mammogram does not completely rule out the possibility of breast cancer.



iii. Screening for Cervical Cancer

Doctors use a Pap test to screen for cancer of the cervix. In the clinic, the doctor collects a sample of cells from your cervix. These are examined in the lab to find precancerous and cancer cells. The screening test should start at age 21. It's very effective in both preventing and finding cervical cancer early enough to cure it.



iv. Osteoporosis Screening Tests

A test called Dual Energy X-ray Absorptiometry (DXA) can measure bone mineral density and detect osteoporosis before fractures occur. It can also help predict the risk of future bone fractures. Bone density testing is recommended for all women 65 years of age and older and for middle-aged women younger than 65 who have risk factors for osteoporosis.



v. Screening for Skin Cancer

The American Cancer Society and the American Academy of Dermatology recommend regular skin self-exams to check for any changes in marks on your skin including shape, colour, and size. A skin exam by a dermatologist or other health professional should be part of a routine health check-up.



vi. Screening for High Blood Pressure

Blood pressure is expressed as two numbers. The first (systolic) is the pressure of your blood against your artery walls when the heart beats. The second (diastolic) is the pressure between beats. Normal adult blood pressure around 120/80. High blood pressure is at or above 140/90. A reading between those two is considered pre-hypertension. Your doctor can advise you as to how often to have your blood pressure checked.



vii. Screening for Colorectal Cancer

A colonoscopy is a common screening test for colorectal cancer. A doctor views the entire colon using a flexible tube and a camera. Polyps can often be removed at the time of the test. A similar alternative is a flexible sigmoidoscopy that examines only the lower part of the colon. If you are at average risk, screening usually starts at age 50.



XI. ICS SCOPE OF WORK

<p>REHABILITATION OF CANCER PATIENTS AND CANCER SURVIVORS</p> <ul style="list-style-type: none"> • Physical Restoration Services & Prosthetics • Psycho-social and Community Adjustment Services • Financial Aid Counseling & Patient Services 	<p>AWARENESS, DETECTION & MONITORING</p> <ul style="list-style-type: none"> • Cancer Detection Services / Camps • State of Art Mobile Vans. • Public Education and Awareness Programs • Cancer Insurance Program 	<p>INSURANCE AGAINST CANCER</p> <ul style="list-style-type: none"> • Rs. 50,000 /- cover for only Rs. 421 per year • Rs. 200,000 /- cover for only Rs. 1082 per year • In collaboration with - The New India Assurance Company Limited
<p>CHILD CARE</p> <ul style="list-style-type: none"> • Childcare Centre for Children Cancer Patients in collaboration with St.Jude India Childcare Centres. • Free Accommodation • Monthly Supply of Dietary Nutritives / Supplements / Ration for young Cancer Patients / Survivors • Children’s Workshops, Outings, Picnics, Entertainment Programs, Competitions etc. 	<p>CANCER REGISTRY - MUMBAI & SATELLITE CITIES</p> <ul style="list-style-type: none"> • Part of the National Cancer Registry Program • Published 45 Monograph and 103 Scientific Papers • Undertakes a number of special survivor studies 	<p>INDIAN JOURNAL OF CANCER</p> <ul style="list-style-type: none"> • Internationally Recognised and Indexed • Quarterly Publication

XII. VISION OF INDIAN CANCER SOCIETY

To be the Beacon of Hope in India’s fight against cancer, by providing affordable and innovative solutions for the Detection and Treatment of Cancer and for the post treatment rehabilitation of its survivors.

XIII. MISSION OF INDIAN CANCER SOCIETY

- To Investigate, Research and Record its incidence, prevalence, causes and pathology and to facilitate treatment, cure and palliative care of cancer patients.
- Establish Cancer Survivorship Programs to help provide emotional, physical and financial support, post treatment, especially for the poor.
- Establish Special Home Care Centres on its own or in collaboration for children and adults affected by cancer and to assist in the formation of support groups.
- To do so with Compassion & Consummate care and by setting the highest standards of safety and hygiene.
- And finally to Erase the Fear of Cancer by promoting it as a treatable disease.

<p>NATIONAL HEADQUARTERS:</p>	<p>74, Jerbai Wadia Rd, Parel, Mumbai 400012 Tel: 24139445/ 24125238 Website: http://www.indiancancersociety.org/ Email: ics_mumbai@yahoo.com</p>			
<p>BOARD OF TRUSTEES:</p>	Mr. Nihal Kaviratne	Dr. Arun P. Kurkure	Dr. Vikram D. Sanghvi	Mr. Kewal Nohria
	Mr. Hari L. Mundra	Dr. Anil M. Naik		
<p>MANAGING TRUSTEES:</p>	Dr. Arun P. Kurkure	Mr. Hari L. Mundra		
<p>NATIONAL MANAGING COMMITTEE:</p>				
Mrs. Smita Aggarwal	Dr. Brijesh Arora	Dr. R. Badwe	Dr. Vinay Deshmane	Dr. R.K. Deshpande
Mr. Ranjan Kapur	Mrs. Sheroo Kheswalla (Permanent Invitee)		Dr. Purna A. Kurkure	Dr. Purvish Parekh
Mr. Kiran Talcherkar	Mr. Suresh Talwar	Mrs. Usha Thorat	Mr. Jeevan Virkar	

XIV. AN APPEAL



“IT IS JUST NOT ENOUGH TO ADD YEARS TO LIFE. ITS EQUALLY IMPORTANT TO GIVE LIFE TO THE YEARS ADDED.”

Please donate generously towards the Care & Cure of cancer patients. Donations are exempted from Income Tax Sec. 80 (G) of I.T. Act 1961 and accordingly receipt will be sent to you along with Society’s Section 80G Certificate (ICS Pan No: AAATI0001K)

YOU CAN HELP CANCER PATIENTS by Donating....

YES I WANT TO DONATE....

a. <input type="checkbox"/> General Welfare Activities for cancer patients.	Donate for these general activities by sending cheque to ICS* or you can deposit cheque directly in following ICS Bank Account at your nearest branch of State Bank of India: State Bank of India – A/c no 10594827074
b. <input type="checkbox"/> Corpus Fund	
c. <input type="checkbox"/> Cancer Awareness Programs	
d. <input type="checkbox"/> Medical Assistance /Aid	Donate for these Patient Rehab activities by sending cheque to ICS* or you can deposit cheque directly in following ICS Bank Account at your nearest branch of State Bank of India: State Bank of India – A/c no 10594827063
e. <input type="checkbox"/> Free Meal Program For Cancer Patients	
f. <input type="checkbox"/> Sponsoring Prosthesis	
g. <input type="checkbox"/> Various Rehab activities for cancer Patients	
h. <input type="checkbox"/> Mobile Cancer Detection Camps	Donate for these Cancer Detection activities by sending cheque to ICS* or you can deposit cheque directly in following ICS Bank Account at your nearest branch of Bank of Baroda: Bank of Baroda – A/c 03910100003557

*Please write a cheque in favour of INDIAN CANCER SOCIETY & mail it to **Indian Cancer Society: National Headquarters & Registered Office, 74, Jerbai Wadia Rd, Parel Mumbai 400012** along with this form duly completed.

PLEASE ACCEPT MY DONATION OF:

<input type="checkbox"/> Rs.500	<input type="checkbox"/> Rs.2,000	<input type="checkbox"/> Rs.10,000	<input type="checkbox"/> Rs.50,000	Rs. _____
<input type="checkbox"/> Rs.1,000	<input type="checkbox"/> Rs.5,000	<input type="checkbox"/> Rs.20,000	<input type="checkbox"/> Rs.1,00,000	(any other amount)

INTERNET OPTIONS FOR DONORS:

You can remit directly through credit card also on our website - www.indiancancersociety.org
ICS Donation Internet Link : <http://www.indiancancersociety.org/donation/donation.asp>
 HDFC Bank Links for ICS Donation : http://www.hdfcbank.com/campaign/donate_charity/donate_charity_nonreligious.htm
 HDFC_ICs - Donation Link : https://www.billdesk.com/hdfc/ics/hdfc_ics_donation.htm

PERSONAL DETAILS OF DONOR:

Name: _____

Address: _____

Date of Birth: _____

Mobile No: _____ **Tel. No:** _____

Email: _____

PAN No: _____

Your data and contribution will be kept strictly confidential

Request to Readers : To enable us to effectively communicate with you & ensure you receive copies of ICS Newsletter, we request you to kindly send us your name, date of birth, address & email Id on ics_mumbai@yahoo.com ; please fill up the form and mail it to ics_mumbai@yahoo.com

 **Control & Click the above icon to Follow us on Facebook ;**  Indian Cancer Society’s video Internet Link: HOPE FIGHTS CANCER!
http://www.youtube.com/watch?v=bSPhbJJjR_w (Control & Click to Follow)