Dear Friends,

It is with a very heavy heart that I bring to you the news of the untimely demise of our Hon-Secretary & Managing Trustee Dr. Arun P. Kurkure. On Saturday July 14, 2012, the medical profession and the Indian Cancer Society lost one of its leading luminaries.

Dr. Kurkure, a world-renowned breast and gynaecological cancer surgeon passed away at the age of 61 after a two-year bravely fought battle with colon cancer leaving his family, friends and colleagues greatly bereaved.

An honest, good, kind, and gentle man of great integrity, Dr. Arun P. Kurkure was a perfectionist in all that he did and a brilliant surgeon. Dr. Kurkure was not only engaged in pioneering work in his medical profession, but also carried forward his crusade against cancer through his deep involvement with the Indian Cancer Society (ICS), India’s first and most prominent cancer NGO. He was the Hon. Secretary & Managing Trustee of the Indian Cancer Society since the last 10 years and was committed to alleviating the misery of poor cancer patients, early detection and awareness of the disease and cancer control in India and was instrumental in initiating a wide range of cancer care activities for the poor and the under privileged under the aegis of Indian Cancer Society.

His vision and foresight for the future of ICS was instrumental in reviving ICS in 2007-08 by inviting top leaders from the corporate, finance and legal worlds to join the National Managing Committee of the Society. United together in their commitment towards this noble cause, they, with Dr. Kurkure have steered ICS back on to the track of achievement and great accomplishments in the last 4 years. Dr. Kurkure’s commitment to the cause of cancer cure and control was legendary and prompted him to enable ICS to acquire India’s first digital mammography van for ICS which enables women from the poorer sections of society to undergo screening for breast cancer. His great desire to assist poor cancer patients with their treatment costs gave birth to the HDFC-ICS Cancer Cure Fund, a 3-year debt fund, which now disburses nearly Rs. 4 crores annually to poor cancer patients to help them initiate and complete treatment.

Internationally, Dr. Kurkure served for 10 years on the Board of the International Union against Cancer – UICC, Geneva. He was an active member of the Executive Committee of the Global Cancer Control Institution of the United Nations. He did pioneering research work for early detection of breast cancer and collaborated with the World Health Organization (WHO) in preparation of a digital atlas and quick reference chart for breast cancer.

At the national level, he was a Member of the Task Force for Formulation of Strategy for Cancer Control and Member of the Technical Resource Group (TRG) for cancer under the National Programme of the Central Government of India. During his tenure, he participated in a number of task forces and expert groups at the policy making level for prevention and control of cancer.

He was the Principal Investigator of the ICS Cancer Registry and published numerous scientific research publications on Cancer Incidence and Mortality in Mumbai, in addition to many scientific and research papers on various aspects of the disease.

Dr. Kurkure was a part of Breach Candy Hospital, Mumbai for the last 30 years. His patients remember him as a most gentle, humane and brilliant surgeon who not only took care of them, but also extended his concern to their family members and provided them comfort, guidance and strong emotional support to fight the disease.

Dr. Kurkure fought his own battle with colon cancer with immense courage and fortitude and it is a tribute to his grit and professional commitment that he was available to his patients till his very last day. Dr. Arun Kurkure is survived by his wife Dr. Purna Kurkure, his daughter Dr. Durva Kurkure, both specialists in cancer, his mother Sushila, his brother and sisters.

MAY HIS SOUL REST IN ETERNAL PEACE.
This quarter the Indian Cancer Society has embarked on a landmark project to work with palliative cancer patients and use natural healing techniques to help them to start recovering their health. The first pilot project started in April with 5 terminally ill cancer patients. Highlights of the quarter include launch of book titled Face to Face with Cancer written by a cancer survivor, Ms. Anagha Morje Ghosh. Cancer survivors completed their basic course in computers successfully. Students received certificates from Bollywood’s rising star actor Arjun Kapoor.

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

I. EVENTS AT ICS

Face to Face with Cancer Book Launch in association with Indian Cancer Society

On 15 June 2012, Fortytwo Bookz & Oxford Book Stores, Mumbai in association with Indian Cancer Society launched a book “Face to Face with Cancer” by cancer victor Ms. Anagha Morje Ghosh. Mr. Hari Mundra - Jt. Managing Trustee & Hon. Treasurer (ICS) presided over the function. Dr. Rajendra Badwe, Director Tata Memorial Centre Mumbai, the Chief Guest, released the book. “FACE TO FACE WITH CANCER” is written by a cancer survivor, Ms. Anagha Morje Ghosh. She had been in touch with ICS while finalizing the book and arranging to publish it.

ICS has been mentioned in her book and she had also requested Mr. Hari Mundra to review the book before publishing it. Written in a very simple and easy to understand language, the book comes straight from the author’s heart and expects to touch reader’s hearts with a powerful message of hope and help. Mr. Hari Mundra, welcomed this book as a “Beacon of Hope and Determination for anyone touched by the disease”.

ICS project to work with palliative cancer patients & use natural healing techniques.

The Indian Cancer Society has embarked on a landmark project to work with palliative cancer patients and use natural healing techniques to help them to start recovering their health. The first pilot project started in April with 5 terminally ill cancer patients with surprising results. Four out of five of the patients have made remarkable improvements in their health.

Getting cancer is not unusual. The human body creates cancer cells every day of our lives. There are many causes of cancer including pesticides and chemicals in the food that we eat, industrial pollution in the air that we breath, over exposure to sunshine, bad lifestyle habits like smoking to name but a few. To get a detectable cancer in your body, you need a minimum of 4 billion cancer cells before it is large enough to be detected, and it starts with one cell. Depending on the type of cancer, this process can typically take between 8-10 years of multiplying before it can be detected by any early stage detection technology.

Cancer survives in the body because it is hidden from the immune system. Every cancer cell has a protein covering. The protein covering makes the cancer cell invisible to the immune system so it can quietly keep growing. The enzymes of the pancreas are designed to remove the protein covering on the cancer cell that then makes it visible to the killer cells in the immune system. The enzymes of the pancreas have to do three jobs, repair, maintenance and digestion, and have a limited capacity. The same enzymes that are used to remove the protein covering from the cancer cell are also used to digest the animal protein that we eat. And animal protein includes meat, fish and diary products. If the enzymes of the pancreas get fully consumed digesting the food that we eat, it has no capacity left to do repair and maintenance. That means that the protein covering remains on the cancer cell and it continues to grow unabated.

If you remove the non-vegetarian and dairy products out of your diet, the enzymes of the pancreas remain plentiful to remove the
In India, it is Dr. Vijaya Venkat & her Recovery Centre who have taken up the cause of spreading awareness & conviction about this natural therapy. The Recovery Centre works on the basic principal that health is natural and normal and the body is fully equipped with all of the necessary systems required to heal itself. If you cut your finger, you do not need medicine to stop the bleeding, the body will clot the blood, and new skin will form to repair the damage naturally. This principal holds good throughout our body, if we give the body the time, space and raw material that it needs to carry out the repairs and maintenance required to be healthy, and do not inhibit its' functioning by our diet and life style habits, the body is perfectly capable of maintaining our good health.

**METHODOLOGY OF THE RECOVERY CENTRE**

- The foundation of the methodology is based on the principles of CARE which is C-Circulation, A=Assimilation, R=Respiration and E=Elimination.
- Since we are intrinsically a part of nature, our body rhythm responds to the rhythm of nature. At the Recovery Centre, special care is given to allow the body to be in sync with the natural rhythms of daylight and sunset.
- The environment is to be kept as natural as possible and therefore all electronic and electrical machines are eliminated completely like televisions, phones, microwaves, etc.
- Body awareness is increased through techniques of relaxation such as movement, focusing on the breath, hypnosis, yoga, etc.
- Our body requires sleep to heal, for only in a state of rest is the body able to cleanse and repair itself. Thus, there is special attention given to the need for sleep.
- The food supports the body in allowing the process of self-cleansing and self-healing to occur unhindered through a selection of foods comprising mainly of raw and living foods (which are compatible to our genetic blueprint) such as fruits, vegetables, beans, nuts and sprouts. The foods that are provided will be adapted for health and taste.
- Modern foods including non-vegetarian, dairy products, refined and processed foods that burden the body and inhibit the immune systems functioning are eliminated till health is regained.
- Through counseling and other techniques the individual is motivated to learn and understand the needs of the body and the correct response to these needs.
- An outlet for expression of stored emotions is provided to allow cathartic healing to take place.

**THE DIET TRIAL**

Indian Cancer Society in partnership with Dr Vijaya Venkat’s Health Awareness Centre and Bhakti Vedanta Hospital at Mira Road launched a pilot Recovery Centre for 14 days for five terminally ill cancer patients who had no other course of treatment available. When the patients arrived at the hospital, they all arrived on stretchers, were on two-hour morphine shots for pain relief, were not sleeping or eating, were constipated and bed bound. All five patients walked out of the hospital after 14 days carrying their suitcases and on no medication. One patient had been diabetic for 25 years and was off all incline within 7 days of being admitted. The results far exceeded everyone’s expectations.

Indian Cancer Society is now exploring options to get a centre set up on a full time basis to offer these services to terminally cancer patients on an ongoing basis. If you would like to sponsor a terminally ill patient in a Recovery Centre or sponsor setting up a Recovery centre, please contact Danny Carroll at danielcarroll@alchemymail.com or call on 09821892000.

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**II. REHABILITATION DEPARTMENT ACTIVITIES**

**Computer Training Centre for Cancer Patients & Survivors**

On completion of Basic Computer training program, student cancer survivors received certificates. Bollywood actor Arjun Kapoor handed over certificates to students. Following students got awards at the function:

1. Prajkata Sawant – Highest Attendance
2. Shalini Bane – 2nd Highest Attendance
3. Anjali Vesavkar – 3rd Highest Attendance
4. Ekta Naidu – Most Puzzles solved
Indian Cancer Society along with Johnson & Johnson India Contribution (J&J) team conducted Cancer Detection camps for underprivileged commercial sex workers in Mumbai. President of J&J Mr. Rajan Tejuja flagged off ICS Hope Express from their Mahim office prior to going to the office of Prerana, at Falkland Road. ICS received sponsorship from Nalini Shah cancer cure fund USA for conducting four cancer detection camps.

### CANCER DETECTION

Indian Cancer Society along with Johnson & Johnson India Contribution (J&J) team conducted Cancer Detection camps for underprivileged commercial sex workers in Mumbai. President of J&J Mr. Rajan Tejuja flagged off ICS Hope Express from their Mahim office prior to going to the office of Prerana, at Falkland Road. ICS received sponsorship from Nalini Shah cancer cure fund USA for conducting four cancer detection camps.

### CANCER DETECTION & AWARENESS PROGRAMS

#### III. CANCER DETECTION & AWARENESS PROGRAMS

#### CANCER DETECTION

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>TOTAL NO. OF CAMPS / SESSIONS</th>
<th>PERSON EXAMINED</th>
<th>MALES</th>
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<td>2969</td>
<td>225</td>
<td>2163</td>
<td>177</td>
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#### AWARENESS PROGRAMS & EXHIBITIONS

During the period 1st April 2012 to 30th June 2012, 61 awareness programs were conducted at different locations at Tata Institute of Social Science, MAVIM, Jagrut Ghar Kamgar Sanghatna, Johnson & Johnson, Tata Power, Lions Club of Bombay Vile Parle. 2100 individuals benefited from the program.

Being a pioneer in Cancer Awareness and given that Tobacco is one of the biggest causes of increase in the number of Cancer cases in India, Indian Cancer Society in 2012 has taken the initiative to commemorate World No Tobacco Day and spread awareness about the ill-effects of chewing tobacco amongst the public. For this ICS conducted Anti-Tobacco Campaign in association with Lions Club of Bombay Vile-Parle on 31st May 2012, on the occasion of World No Tobacco Day 2012 at Dadar station. ICS did number of activities during Anti-Tobacco event on 31st May with a purpose to reach maximum number of people and make them aware about ill effects of consuming tobacco.

ICS conducted a Signature campaign in association with Voice Against Tobacco. Two Dummy Cigarettes were used in the campaign to encourage people to take a pledge to ‘Stop smoking’. People signed the Dummy cigarettes and filled up the Pledge form. ICS also conducted Anti-Tobacco Campaign in association with High Street Phoenix, Lower Parel. An art installation of 8ft. was displayed at HSP which act as a magnet to catch people eye during the event and also help ICS to achieve its purpose of campaign. This art installation was made by a renowned art director in industry named Khemchand Khadgi alias KK. At both events around 650 Pledge forms were filled. More than 1000 signatures were done on 2 Dummy Cigarettes. The design of Posters and Standees were made by Mindmatterz. 3150 individuals benefited from this campaign.

#### I. CANCER REGISTRY

Mumbai Cancer Registry has undertaken following Projects:

1. Cancer Incidences in Maharashtra and Goa in collaboration with IARC/TMH
2. Mumbai Cohort Study: Cancer Epidemiology in Urban India in collaboration with Healis Sekhsaria Public Health Institute and National Institute of Health.

Research Articles:

I. SURVIVORSHIP PROGRAM - ‘NEWS at UGAM’

UGAM celebrates 3rd Anniversary

Ugam – ICS support group celebrated its 3rd anniversary on 3rd June 2012 at Choksi Auditorium of Tata Memorial Hospital, Mumbai. More than 200 cancer patients and survivors along with their parents came forward to celebrate life and spread the message, “Childhood Cancer is curable, if detected early.” Bollywood’s rising star actor Arjun Kapoor & noted Marathi actor Amole Gupte extended their support by spending quality time with cancer patients and survivors. Ugam’s aim was not only to bring cancer survivors together on a common platform but also to look at the problems viz. social acceptance, rehabilitation, lack of self-confidence, marriage, education, being financially self-reliant etc. faced by survivors after they are cured of cancer and to provide solutions.

II. “Relay For Life” – UGAM

The “Relay For Life” is the main volunteer-driven fundraising event of the American Cancer Society. Originating in the United States, this event has spread to 21 countries. The Relay For Life is based on three principles: celebrate, remember, and fight back. Ugam, a unit of the Indian Cancer Society, was invited to participate in the first Relay For Life held in India by the Ecole Mondiale World School, an accredited International Baccalaureate (IB) school in Mumbai, on 20th April 2012.

The programme started with a small introductory speech by the student body, followed by a speech by Dr. Purna Kurkure introducing Ugam to the assembly followed by survivor stories, and the Ugam theme song. The Relay started with a Survivor’s Lap – an inspirational time when the survivors were invited to circle the track together and help everyone celebrate the victories we’ve achieved over cancer. It was an emotional example of how the relayers are ensuring that more lives are saved each year. Ugam members, doctors and support staff of Tata Memorial Hospital led the walk around the track lined with luminaria bags, followed by the student and teacher body of the Ecole Mondiale World School. The participants, survivors and caregivers gathered together for the Luminaria Ceremony to remember loved ones lost to cancer and to honor those who have battled the disease. Candles were lit inside simple white luminaria bags, each one bearing the name of a person touched by cancer. Each luminaria candle represented a person. During the closing ceremony students made a personal commitment to save lives by pledging to do something simple. They felt that by taking action, you are personally taking steps to save lives. Ugam mentor, Mrs. Lolita Saletore, spoke about the work that was being done by the Indian Cancer Society and all its units.

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

Indian Cancer Society, Cancer Cure Fund are pleased to inform that since October 2011 the donation received, have been used to grant financial aid for medical treatment to 155 patients aggregating to Rs.462 lakhs. We have also added one more hospital to the empanelled hospital i.e Rajiv Gandhi Cancer Institute and Research Centre, Delhi. ICS now has total 5 hospitals empanelled i.e Tata Memorial Hospital (Mumbai), Tata Medical Centre (Kolkata), Gujarat Cancer & Research Institute (Ahmedabad), Regional Cancer Centre (Trivandrum) and Rajiv Gandhi Cancer Institute & Research Centre (Delhi).


IV. EMPLOYEE SECTION

ICS, Mumbai has launched an Annual Performance Awards Scheme for the year 2011-12 as communicated to the staff on 22nd July, 2011. As decided by the Managing Committee, the Selection Committee for the Annual Performance Awards including Mr. Kewal Nohria, Dr. Arun Kurkure and Mr. Hari Mundra completed their evaluation of the nominations received for the Annual Performance Awards 2011 – 2012. The following employees have been selected for the awards for their notable performance during 2011-2012:
Indian Cancer Society - National Head-Quarters 74, Jerbai Wadia Rd. Parel, Mumbai – 400012 (India)
Tel : +91 22 2413 9445 / 51/ 2412 5238 / 24161875

Fighting Cancer Since 1951

## V. THANK YOU VERY MUCH FOR YOUR KIND CONTRIBUTION - APR - June 2012

<table>
<thead>
<tr>
<th>Category</th>
<th>AWARD</th>
<th>REHABILITATION</th>
<th>REGISTRY</th>
<th>DETECTION &amp; AWARENESS</th>
<th>ALL OTHER DEPTS AT PAREL</th>
<th>ICSMC</th>
<th>ALL EXECUTIVES</th>
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<tr>
<td>Category I</td>
<td>Ms. Kavita Rajak; Mr. Vijay Singh</td>
<td>Ms. Vaishali Thorat; Mrs. Rashmi Vagal</td>
<td>Ms. Shankar Veebahadur; Mrs. Savita Sarvade</td>
<td>Mrs. Neha Jadhav; Mr. Jayprakash Nair</td>
<td>Mr. Raj Kharkar</td>
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<tr>
<td>Category II</td>
<td>Mr. Richard D’Souza; Mr. Kiran Shinde</td>
<td>Mrs. Madhuri Khankar; Mr. S. Chougule; Mr. Vijay Ahvad</td>
<td>Mrs. Shakuntala Renuse; Mr. Pradeep Potdar</td>
<td>Mr. Ashok Chavan</td>
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<td>Category III</td>
<td>Mr. Vijay Mane; Mr. Mehmood Shaikh</td>
<td>Ms. Ajita Virkar; Mrs. Shubada Wad</td>
<td>----; Ms. Jalaja Devasia</td>
<td>Mrs. Lalitha B. Nair</td>
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</table>

**Mr. A.B. Magdum**
Mr. Dhirubhai Daftari
MRS. KUNTI D. JALAN
Smt. Padmavati & Shri Sharadchandra Gupte
Ms. ROSY FERNANDES
Mr. TARAK VAGHANI

**Mr. Akshay Pandya**
MR. DINESH B. KINJALKAR
MR. L.M. DEDHIA
MRS. PERVIN RUSSI PARELVALA
Ms. RUPA G. KOTIAN
M/S. TATA REALITY & INFRASTRUCTURE L.

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Mr. Girish Kathuria
M/s. Lila Ram’s Trust
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Mrs. Savitri Narayan
SMT. VARSHA PEDNEKAR

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Dr. Hosseini G. Chinnwalla
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Mr. Prasad K. Shetty
Dr. Sawaria

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Mr. Prem Gursahani
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**Ms. BNP PARIBAS SECURITIES I PVT.LTD.**
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Mr. Shuvajit Chakraborty

**BOX COLLECTION**
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Mr. Rajinder Kumar Puri
MRS. Smitry Sandeep Khatu

**Ms. CALLISTA PINTO**
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MRS. RAMILA Y.KHANDHAR
Mr. Subhash Kataria

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Mr. Rointon S. Katrak
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Mrs. Tahiraben A. Lookman

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**Indian Cancer Society Newsletter Issue 5 April–June 2012**

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VI. CANCER NEWS

From Bloomberg

Two-Cent Chewing Tobacco for Kids Spreads Oral Cancer in India

By Adi Narayan


Safiq Shaikh was 13 when he began chewing a blend of tobacco and spices that jolted him awake when his job at a textile loom got too dreary. Five years later, doctors in Mumbai lopped off his tongue to halt the cancer that was spreading through his mouth. Shaikh believed the fragrant, granular mixture he chewed, known in India as gutka, was a harmless stimulant and at first he ignored the milky lump growing inside his mouth. Now Shaikh is one of about 200,000 Indians diagnosed with a tobacco-related malignancy this year, says his surgeon, Pankaj Chaturvedi.

Nov. 30 (Bloomberg) -- Rajendra Malu, owner of the "Jhee" brand of gutka, talks to Bloomberg's Adi Narayan in Mumbai about his product. India has the highest number of oral cancers in the world after a group of entrepreneurs known locally as "gutka barons" turned a 400-year-old tobacco product hand-rolled in betel leaves into a spicy blend sold for 2 cents on street corners from Bangalore to New Delhi. (Source: Bloomberg).

India has the highest number of oral cancers in the world after a group of entrepreneurs known locally as “gutka barons” turned a 400-year-old tobacco product hand-rolled in betel leaves into a spicy blend sold for 2 cents on street corners from Bangalore to New Delhi. Sales of chewing tobacco, worth 210.3 billion rupees ($4.6 billion) in 2004, are on track to double by 2014, according to Datamonitor, a branch of the international research firm based in Hyderabad, India.

"Now you have an industrial version of a traditional thing" spurring demand, said Chaturvedi, who works at Tata Memorial Hospital in Mumbai, Asia’s largest cancer treatment center, and draws cartoons to warn of tobacco’s dangers in his spare time. “By the time you are experimenting with this product, you become the slave of the industry.” India had almost 70,000 diagnosed cases of cancers of the mouth in 2008, the highest in the world ahead of the U.S. at 23,000 cases, according to statistics compiled by the World Health Organization’s International Agency for Research on Cancer.

Selling Near Schools

“I have seen many children who started chewing gutka when they were 8 or 10 years old and got cancer in their teens,” Chaturvedi said as patients with tubes protruding from their throats and swollen jaws awaited their turn outside his office. Gutka is sold at street stalls across India in bright rectangular pouches. Once opened, the powder emits a spicy smell. Inside the mouth, it has the consistency of gravel and creates a tingling sensation on the tongue. It’s the abrasion of the mouth’s lining that can accelerate the effect of nicotine and cancer-causing chemicals, according to Dhirendra Sinha, a technical officer for tobacco control at the WHO’s New Delhi office.

Street vendors crowd around schools, breaking Indian law, which prohibits the sale of tobacco products within 100 yards of educational institutions, says Devika Chadha, a program director at the Salaam Bombay Foundation, a nonprofit organization that works with schools to educate children about tobacco’s dangers.

‘Can’t Quit’

In Khetwadi, a low-income neighborhood in Mumbai, on a recent morning, three street vendors had set up their stalls about 55 yards from Sant Gadge Maharaj College as students gathered near the school gates. Javeed Shaikh, 21, says he began chewing gutka three years ago and now consumes two or three packets a day. “I’m trying to quit and it’s hard,” he said as he sat on a motorcycle chatting with friends. The habit is easy to sustain with “all these shops,” he said, pointing at the street stalls. He isn’t related to Safiq Shaikh. The combination of tobacco and areca nut makes gutka and its hand-made ancestor, known as paan, addictive, scientists say. Areca nut is the fourth-most commonly used psychoactive substance in the world after tobacco, alcohol and caffeine, according to the Geneva-based WHO.

‘Mystery Ingredients’

Manufacturers like to keep gutka’s other ingredients a mystery. Rajendra Malu, who owns the brand called “Jhee,” says a pouch contains three-fourths areca nut, 12 percent tobacco flakes and proprietary fragrances he won’t disclose. A chemical analysis of gutka highlighted in a 2008 report from the WHO found that it contains chromium, nickel, arsenic and lead as well as tobacco-related nitrosamines, all of which are known carcinogens.

Malu estimates he sold 250 million packets last year from his manufacturing plant in the western state of Gujarat. He shrugs at the mention of a...
link between gutka and cancer. “I have been chewing tobacco for the last 37 years and I am not suffering from anything,” he said from the living room of his apartment in Mumbai’s Prabha Devi neighbourhood. While gutka is mostly used in India, Pakistan, Bangladesh and Sri Lanka, its reach is worldwide because of migration, according to the International Agency for Research on Cancer. “The practice of areca nut chewing and the presence of oral precancerous lesions are spreading from South Asia to the Western countries, with the potential of becoming a major public health issue,” researchers at the University of British Columbia in Vancouver wrote in a commentary published last year.

**Tobacco Companies**

More youngsters are picking up the habit. A survey of 1,500 teenagers in Mumbai aged 13 to 15 found that double the students identified themselves as tobacco chewers compared with a decade ago, according to Healis, a public health research institute. That’s not just true in India. The number of U.S. teenage boys using smokeless tobacco went up to 4.4 percent from 3.4 percent between 2002 and 2007, according to a nationwide survey published by the Department of Health and Human Services.

Tobacco companies such as Philip Morris International Inc and British American Tobacco Plc are selling more nicotine products that are sucked, not burned, in response to smoking bans. The situation in India could be a harbinger of the global risks posed by smokeless products, says Saman Warnakulasuriya, a professor of oral medicine at King’s College London. Altria Group Inc., which sells Marlboro cigarettes in the U.S., last month said profit had exceeded analysts’ estimates, helped by rising shipments of smokeless tobacco.

“There’s movement of consumption,” Chief Executive Officer Michael Szymanczyk in an Oct. 20 conference call. “Some of that movement is people smoking fewer cigarettes and using smokeless tobacco as an alternative.”

**Smokeless, Not Harmless**

A spokesman for Altria, Bill Phelps, declined to comment and deferred to a statement found on Philip Morris USA’s website that says public health authorities found smokeless tobacco products are addictive and can cause cancer, heart problems and diseases of the mouth, gums and teeth. A British American Tobacco spokeswoman, Kate Matrunola, said some smokeless tobacco products like Swedish snus are less damaging than cigarettes, though “smokeless does not mean harmless.” Earlier this month, delegates from governments of 171 countries, including India, agreed at the latest session of the WHO Framework Convention on Tobacco Control to regulate flavouring ingredients that are used to lure youngsters and focus more on control and prevention of smokeless tobacco.

**Breath Freshener**

In India, billboards, television commercials and even public transport buses around Mumbai advertise a fragrant chewable product close to gutka in texture and taste called pan masala. The difference: it contains no tobacco and it’s promoted as a breath freshener. The price, packets and street sellers are almost identical, though, increasing the confusion about which product is which, says Prakash Gupta, who heads the non-profit firm Healis. Godfrey Philips India Ltd., which is 25.1 percent-owned by Philip Morris International, began selling its own version of pan masala this year.

Gutka, whose name is derived from a Punjabi word meaning “a miniature version of Sikhism’s holy book of scriptures,” has a health warning on the packet and the image of a scorpion to indicate its use has been linked to cancer. That’s not effective enough, says Jagdish Kaur, chief medical officer at the tobacco control unit of India’s Ministry of Health and Family Welfare, and a new set of tobacco warning labels with graphic images of mouth cancer has been approved. People “need to be very clearly told” about the risks, Kaur said in a telephone interview. “It cannot be just a scorpion or butterfly or whatever.”

**Gutka’s Roots**

Gutka first appeared in the 1970s, when a New Delhi paan seller began giving clients a ready-made version of paan, according to Malu. Unlike paan, gutka doesn’t stain the mouth pink or leave the hands sticky. It’s also easy to store and transport. “Selling it in packets has revolutionized the sale of smokeless tobacco in India,” says Babu Mathew, a dental surgeon who headed the Trivandrum Oral Cancer Screening project, which followed 200,000 residents of the southern Indian state of Kerala for 15 years. Mathew says he has seen multiple cases of patients developing cancers five or 10 years after starting on gutka.

**Cancer Connection**

A panel convened by the WHO’s International Agency for Research on Cancer found in 2004 that areca nut caused cancer in animal studies, and that in humans it triggers the development of precancerous lesions. Tobacco, meantime, brings on genetic mutations that can lead to cancer. Doctors point to three reasons why gutka brings on cancer much faster than cigarettes or 400-year-old paan. Both tobacco and areca nut play a role, says Mathew and Tata Memorial’s Chaturvedi. The tobacco in gutka releases cancer-causing chemicals called nitrosoamines in the mouth. In paan, they are neutralized in part by the fresh betel leaf, a benefit that gutka lacks, according to Mathew. The chemicals in areca nut, meantime, stimulate the production of collagen, a protein that causes the mouth’s muscles to thicken, says Warnakulasuriya of King’s College London. At the same time, the coarse chunks of areca nut rub against the gums and cause tiny injuries that expose the blood vessels in the mouth, a trauma that can take several hours to heal, according to Chaturvedi. “This injury and healing process is going on for 24 hours,” and over time it makes the inner lining of the mouth very stiff, Chaturvedi says.
### Tight Mouths

The muscles in the mouth eventually lose their ability to stretch, resulting in a pre-cancerous condition called *oral submucous fibrosis*. “From an uncommon disease found mainly among old persons in India, oral submucous fibrosis is emerging as a new epidemic mainly among the youth,” according to a 2004 report by India’s Ministry for Health and Family Affairs and the World Health Organization.

Patients who previously could grab a sizable chunk of an apple in a single bite are able to open their mouth to just about the size of a grape. “Before I could put four fingers inside, now I can only put two,” said Aqeel Shaikh, 32, Safiq’s older brother. Shaikh says he chewed six packets of gutka a day for six years before he gave up the habit.

### VII. ICS SCOPE OF WORK

<table>
<thead>
<tr>
<th>REHABILITATION OF CANCER PATIENTS AND CANCER SURVIVORS</th>
<th>AWARENESS, DETECTION &amp; MONITORING</th>
<th>INSURANCE AGAINST CANCER</th>
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<tr>
<td>• Physical Restoration Services &amp; Prosthetics</td>
<td>• Cancer Detection Services / Camps</td>
<td>• Rs. 50,000 /- cover for only Rs. 421 per year</td>
</tr>
<tr>
<td>• Psycho-social and Community Adjustment Services</td>
<td>• State of Art Mobile Vans.</td>
<td>• Rs. 200,000 /- cover for only Rs. 1082 per year</td>
</tr>
<tr>
<td>• Financial Aid Counselling &amp; Patient Services</td>
<td>• Public Education and Awareness Programs</td>
<td>• In collaboration with - The New India Assurance Company Limited</td>
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#### CHILD CARE
- 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.

#### CANCER REGISTRY - MUMBAI & SATELLITE CITIES
- Part of the National Cancer Registry Program
- Published 45 Monograph and 103 Scientific Papers
- Undertakes a number of special survivor studies

#### INDIAN JOURNAL OF CANCER
- Internationally Recognised and Indexed
- Quarterly Publication

### VIII. 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.

### IX. 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.

### NATIONAL HEADQUARTERS:

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**Tel: 24139445/ 24125238**
**Email:** ics_mumbai@yahoo.com

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X. AN APPEAL

“IT IS JUST NOT ENOUGH TO ADD YEARS TO LIFE. IT IS 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....

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<td>a. □ General Welfare Activities for cancer patients.</td>
<td>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</td>
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<td>b. □ Corpus Fund</td>
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<td>c. □ Cancer Awareness Programs</td>
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<tr>
<td>d. □ Medical Assistance /Aid</td>
<td>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</td>
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<td>e. □ Free Meal Program For Cancer Patients</td>
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<td>f. □ Sponsoring Prosthesis</td>
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<td>g. □ Various Rehab activities for cancer Patients</td>
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<tr>
<td>h. □ Mobile Cancer Detection Camps</td>
<td>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</td>
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*Please write a cheque in favor 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.

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