



RISE AGAINST CANCER

OUR STORY



RISE AGAINST CANCER

ANNUAL REPORT
2019-2020



Foreword

Indian Cancer Society presents to you its revamped Annual Report 2019-20. In this book, we're proud to share a glimpse of our continued efforts in the fight against cancer in India. We have changed the method of presenting our Annual Report this year and we hope you find it engaging and worth reading.

Indian Cancer Society was established 70 years ago in 1951 by Dr. D.J. Jussawalla and Mr. Naval Tata. We are the only cancer NGO with branches, affiliates and partners with a footprint across the country.

At the Indian Cancer Society, we've always believed in staying two steps ahead in all that we do. A belief that makes us India's largest and oldest non-profit organization, working in the entire spectrum of cancer space - from spreading awareness of cancer among the masses, helping prevention through cancer screening, supporting cancer cure to rehabilitating and supporting survivors. We also work in Medical Education, operate cancer registries and publish the Indian Journal of Cancer, a premier publication in the cancer space.

In the increasingly digital world, we at Indian Cancer Society, have also taken two steps ahead to upgrade and modernize our processes and systems across our verticals.

GOING FORWARD

It's more than just words. To us, it's an ideology.
One that's full of hope, survival and positivity.
It's a march in the right direction.
Towards a collective victory over cancer.

Despite the COVID-19 pandemic, Indian Cancer Society has resolved to keep pursuing its mission diligently and has been successful in adapting to a difficult environment.

Because the only way we see, is forward.

It is our vision- to be the beacon of hope against cancer.



▶ **32** CRORES

Financial aid distributed through Cancer Cure Fund for the benefit of 1112 patients.

▶ **500** LAKHS

Audience reached through mass media, PR, brand collaborations and social media efforts.

▶ **51** PERCENT

Cancer Cure Fund beneficiaries alive and leading productive lives.

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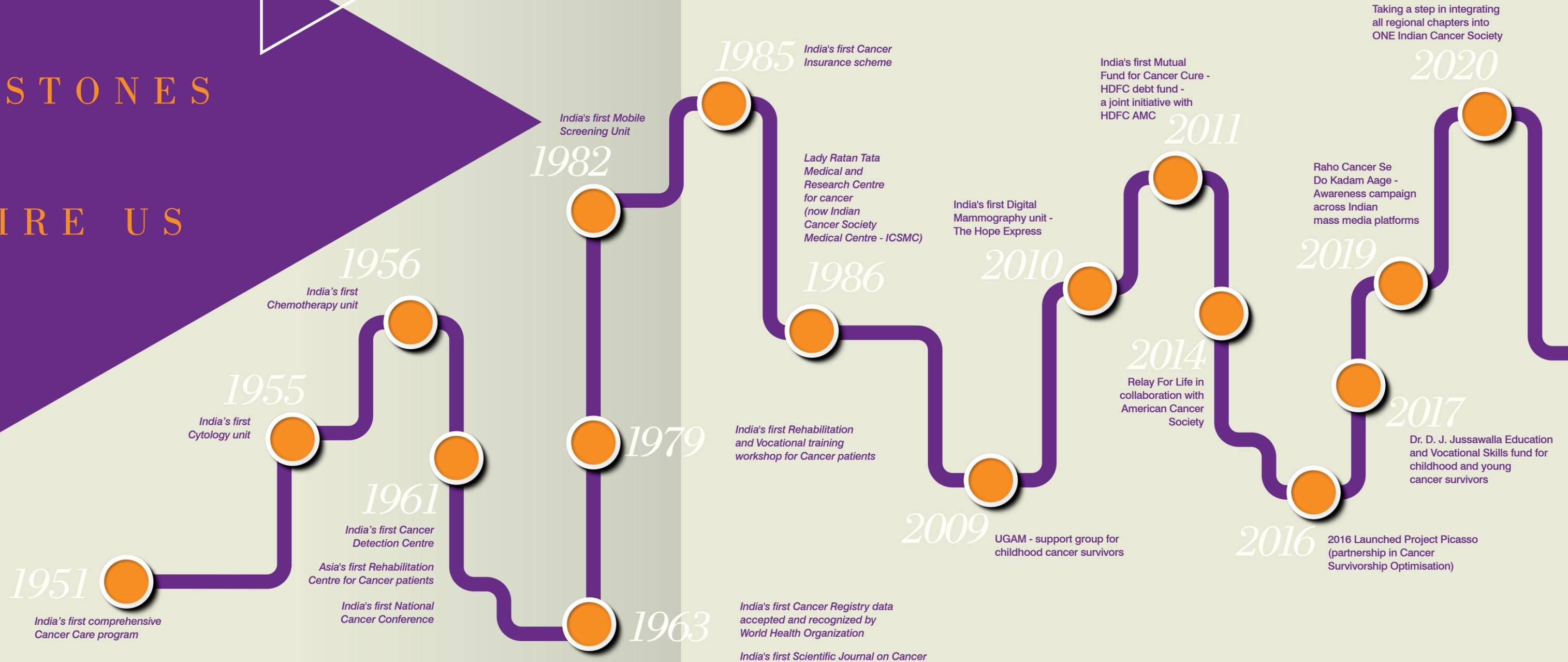
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MILESTONES THAT INSPIRE US



Our National Managing Committee Members

Sr.No	Name	Designation
BOARD OF TRUSTEES (BOT)		
1	Mr. Hari L. Mundra	Chairman
2	Dr. Anita Borges	Vice Chairman
3	Mr. Naveen Kshatriya	Hon. Secretary & Managing Trustee
4	Mr. Uday Khanna	Hon. Treasurer & Jt. Mng. Trustee
5	Dr. Vinay Deshmane	Jt. Hon. Secretary
6	Mr. K A Narayan	Jt. Hon. Secretary
7	Dr. Purna Kurkure	Trustee
8	Mrs. Usha Thorat	Trustee
9	Mr. Kewal Nohria	Trustee
10	Mr. M.K. Sharma	Trustee
11	Dr. Anil D'Cruz	NMC Member
12	Dr. Arunabha Sengupta	NMC Member
13	Dr. CS Pramesh	NMC Member
14	Dr. Tapan Saikia	NMC Member
15	Mr. Jeevan Virkar	NMC Member
16	Ms. Jyotsna Govil	NMC Member
17	Mr. Kiran Talcherkar	NMC Member
18	Mr. Kishore Rao	NMC Member
19	Ms. Neera Saggi	NMC Member
20	Adv. M Federal	NMC Member

EXECUTIVE LEADERSHIP TEAM

Colonel A R Khadar - Deputy Director General

Executive & Administrative Head of Indian Cancer Society

Pramila Chandramohan - Chief Financial Officer

Ann Rawat - Cancer Cure

Vertical Director of Cancer Cure Funds

Dr. Vandana Dhamankar – Screening, Survivorship and Rehabilitation

Head of above verticals. Supports medical education program, internal medical advisory and interface with cancer institutions.

Shivani Sanghavi – Marketing and Awareness

Responsible for cancer awareness campaigns and marketing support to verticals.

Shravani Koyande - Head of Registry

Manages cancer registries in Greater Mumbai, Nagpur, Pune and Aurangabad.

Sonal Bhalke - Functional Head, Legal and Compliance

Mahesh Shirke – Administration

BRANCH HEADS

Indian Cancer Society, Delhi

Jyotsna Govil – Vice Chairman
Renuka Prasad – Hon. Secretary
MS Mathur – Hon. Treasurer

Indian Cancer Society, Bengaluru

Kishore Rao – Vice Chairman
Vijay Sharma – Hon. Secretary
Sujata Krishnaswami – Hon. Treasurer

Indian Cancer Society, Kolkata

R S Goenka – Vice Chairman
Dr. Arunabha Sengupta – Hon. Secretary

Indian Cancer Society, Nagpur

Dr. Girish Gandhi – Vice Chairman
Dr. Manmohan B. Rathi – Hon. Secretary

Indian Cancer Society, Patna

Mr. Navin Gupta – Vice Chairman

Indian Cancer Society, Lucknow

Dr. A. N. Shrivastava – Vice Chairman
Dr. U.S. Pal – Hon. Secretary

NOTE FROM THE MANAGING COMMITTEE

Dear Readers,

This Annual Report will focus on activities of 2019-20. It might seem somewhat dated in the current fast changing world. Narrated in a novel storytelling format this year, we hope you find it interesting and informative.

The world has changed so dramatically in the last year that all of us are continuously learning to cope with the pandemic and its manifestations in all facets of life. We are evolving every day, adjusting to a new normal.

In an uncanny manner, Indian Cancer Society has gone through a dramatic but planned transformation pre-emptively, in the year 2019-20. It is almost as if we changed to cope with the otherwise unanticipated changes imposed by the pandemic.

- To start with, Indian Cancer Society reorganised at the beginning of the year 2019-20 to empower the vertical heads and enable sharper focus on execution, helped by trustee in charge of each vertical. This has given greater activity impetus and clearer accountability.
- We shifted gears from archaic face-to-face camp-based awareness modules which were bedevilled by poor reach and cost inefficiencies. In 2019, we moved rapidly to embrace mass and social media in a big way.
- It was providential that Indian Cancer Society chose to get more digitised in this year. Use of digital marketing, upgrade in screening software, use of AI in Cancer Cure Fund and digitisation of registry records are a few examples. Adoption of technology accelerated during the pandemic.
- Significant improvement in our website resulted in increased traffic and donations.
- The year saw support from new large institutional donors like L&T, BPCL & HDFC Ltd.

I will now share some trends which might have a major impact on our strategy.

- Our focus areas will remain the same and “externally focussed”: cancer prevention by awareness & screening, cancer cure funding support for underprivileged, survivorship and rehabilitation and medical education.
- We must recognise the impact of the “digitisation of life” on Indian Cancer Society’s mission. The world has realised that virtually most of the work can be done remotely or by remote management. But in our case, we do need to interface with people: to speak to, to screen, to support cure and to help in their survival needs. So, we need to create effective hybrid models. In the pandemic situation, we were forced to find creative solutions because of the lockdown, social distancing and fund challenges. We must build on them. We also need to build automation in our routine activities, including AI & robotics.
- We need to actively accelerate scaling up by enrolling many more partners in the hospital, NCG and NGO space. This will require high quality work: right selection, training, resourcing of partners with the effective use of technology as a force multiplier. We need to move from a model of quantity to one of quality. Scale up with smarter and more innovative approaches.
- We need to use analytics to make better choices i.e. where to run our programs to get the best impact. Which is, high cancer incidence areas, low awareness areas, low medical -financial support areas. We need to identify need gaps better, by using research and technology.
- We need to look at India as one. Not fragmented by artificial boundaries of branches or affiliates. For this, we at Indian Cancer Society are moving to think as ONE and act as ONE.
- While this Annual Report highlights activities from the year 2019-2020, it also reflects the learnings and experiences of the past Covid-affected year.

Regards,

NAVEEN KSHATRIYA

Managing Trustee

On behalf of Team Indian Cancer Society

OUR VISION

To be the beacon of hope against cancer.

OUR MISSION

- To create awareness that cancer is preventable and curable
- To facilitate early detection of cancer
- To offer emotional support and medical aid to cancer patients
- To establish and encourage cancer survivorship programmes
- To reintegrate cancer survivors back into society
- To facilitate advocacy and research for cancer

WHAT WE DO

Helping Prevention of Cancer

With the increasing incidence of cancer in our country, the emotional and financial burden of this disease is increasing disproportionately. One of our tasks, if not the most important task as an NGO, is to help reduce Cancer incidence by encouraging prevention in the wider population. For this, it's important for people to have better understanding of the disease, its clinical signs if any, take steps to detect it early and seek timely treatment.

The estimated number of cancer cases are about 13 Lakh per year. Just one percent reduction in incidence by prevention would save approximately Rs. 200 Crore per annum in treatment cost, not to mention lesser emotional and infrastructure burden.

The Indian Cancer Society Awareness vertical conducts direct and mass communication covering basic and relevant aspects of the disease, prevention techniques, medical and financial support available. These are targeted to the general population. In the year of COVID-19 there have been specific campaigns to encourage patients and caregivers to remain regular and diligent about treatment.

In India, for around 60-70 percent of all cancer cases coming for first diagnosis in late stages, the outlook is very grim.

Compare this with only 30-40 per cent late stage diagnosis in developed countries. The key reason for this difference is lack of cancer awareness among the people and often inadequate guidance by the family doctor. This underscores the importance of cancer understanding, early detection and timely treatment. So this year, our Annual Report is focussed more on Indian Cancer Society Awareness initiatives, as we believe effective awareness will help reduce incidence and mortality.

Screening: Screening is a way to identify suspect cases. Indian Cancer Society's mission is to enhance population-based screening of the three most common cancers like breast, oral and cervical cancer, with help from multiple stakeholders: NGOs, health care agencies, doctors and hospitals.

Cancer Cure: Often, the poor are not able to access treatment due to high demand in our hospitals.

Our Cancer Cure Fund helps underprivileged patients in our empanelled hospitals across the country.

This is done by funding their treatment at these hospitals with a cost share model with the treating hospitals. Our plan is to scale up this activity with higher fund generation and use of AI technology for operational speed. We hope to widen the footprint with new partnerships and replication of our Cancer Cure Fund model.

Survivorship and Rehabilitation: The transition of a cancer patient from active phase of treatment to survivorship phase needs to be smooth and proactive. Indian Cancer Society has partnered with paediatric cancer units in well-known hospitals in Mumbai, Delhi and Chennai. Survivor support includes education, counselling, vocational skill development and more through our support group UGAM. Indian Cancer Society Mumbai office also has an integrated rehabilitation centre which offers prosthesis support, lymphedema management and other rehab therapies to improve day-to-day function of survivors, support group meetings, counseling and more. These services are free of cost to eligible patients.

Medical Education & Research (Cancer Registry and Indian Journal of Cancer): We publish the prestigious 'Indian Journal of Cancer' and manage registries in Maharashtra. Scientific symposiums are held for the medical fraternity on cancer incidence, mortality and trends in Greater Mumbai, Pune, Nagpur and Aurangabad registries.

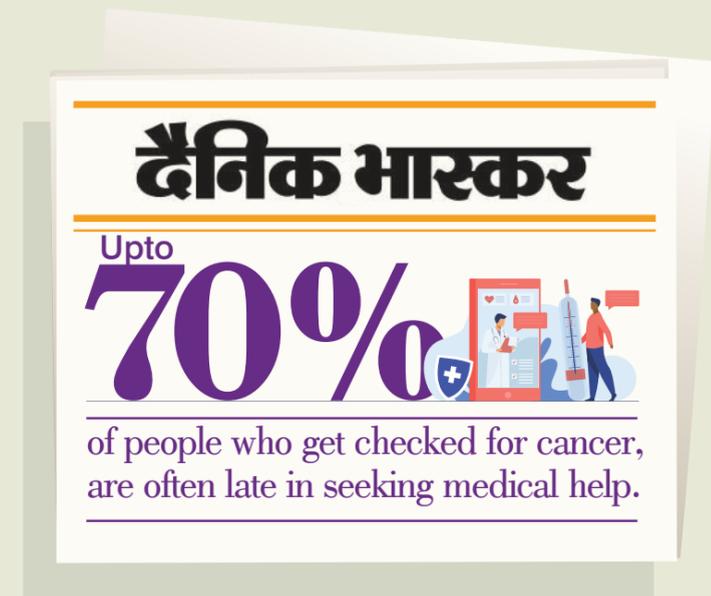
In 2019, Indian Cancer Society created a very interesting audio-visual campaign titled 'Chai Pe Charcha', targeted to the cancer unaware population from the lower socio-economic class. To get attention and retention, a storytelling approach was adopted. These short AVs are being used in screening/awareness camps and shown to other appropriate captive audience for awareness generation. In this series, Nandu Bhaiya, the protagonist, is the respected village senior who explains the basics of cancer and prevention methods while sharing other useful insights and information. This is done through an informal banter at a tea stall.

(Watch here: <https://youtu.be/F77QbhAwxTg>)

Drawing inspiration from this storytelling, we are presenting this year's report in an unusual way, a storytelling format using slices from this video.



Nandu Bhaiya, a senior respected person in the suburban mohalla, knew it wasn't any ordinary morning. The newspaper in his hands had woken him up completely. And he hadn't even had a sip of tea yet. Right there in front of him, was an advertisement by the Indian Cancer Society in the morning's Dainik Bhaskar. It took some time for him to completely digest the message.



'Raho Cancer Se Do Kadam Aage'. Something about it made him think. The nagging thought lasted through the day, until he finally looked up Indian Cancer Society on their website. What started as a curious scroll, now became an incessant quest for more information. Turns out, there was a **World Cancer Report** by **WHO** and **IARC** with rather compelling statistics.

Nandu Bhaiya debated whether to continue browsing, having had enough to take in for one day. As he was about to shut his computer, he saw **Tabrez Alam's** picture. It was part of a testimonial on the website, where Tabrez spoke about the many endeavours to create awareness and conduct screening camps by the Indian Cancer Society.

"I knew beforehand that gutkha was bad for me, but I just couldn't stop consuming it" -Tabrez Alam said during a screening camp conducted by Indian Cancer Society for L&T.



He was a contract labourer who was found to have pre-cancer signs. "The people at Indian Cancer Society and Tata Hospital counselled me and walked me through the entire process. I was so happy and relieved when the doctor told me I don't have cancer. I am never going to eat gutkha again!"

Like Tabrez, there were more than 1 Lakh people who were screened across India in 2019-2020, out of which more than 4500 suspect cases were referred for further investigation in Mumbai, Bengaluru and Nagpur.

That night, Nandu Bhaiya slept comfortably knowing there's a group of resilient workers willing to make his health their life's mission. He awoke the next morning with a decision in his head and a smile on his face. He was going to attend an awareness camp by Indian Cancer Society. They had conducted over 400 Awareness Talks, meeting about 43,000 people across corporates, schools and colleges in India in 2019-20. Since 2015, Indian Cancer Society has conducted more than 3600 camps reaching more than 3.11 Lakh people directly through physical camps.

And this was just the beginning of an ambitious journey - being two steps ahead of their goals and multiplying outreach.

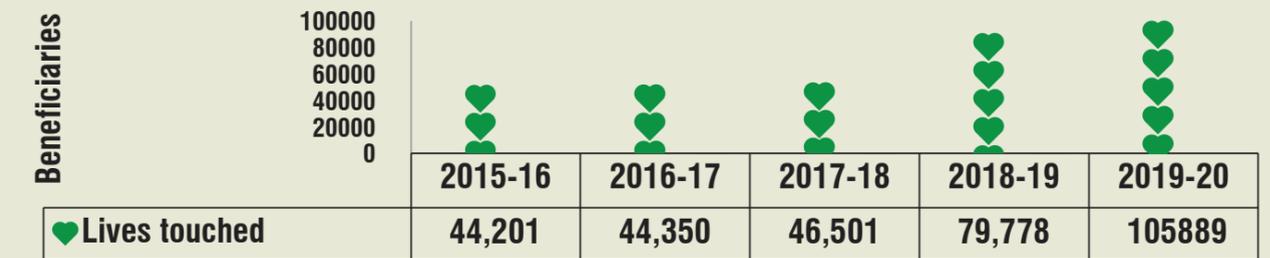
Championing Further Screening Initiatives

Indian Cancer Society partnered with **Tata Trusts, Navi Mumbai Municipal Corporation, Larsen and Toubro, AstraZeneca, Pirojsha Godrej Foundation and Give India**, among others, for cancer screening programs in 2019-2020.

In Tata Trusts-funded BEST and MSRTC project, Indian Cancer Society conducted nearly 700 camps in Mumbai and all over Maharashtra, covering over 50,000 beneficiaries. Out of this, over 20,000 were tobacco users and more than 2800 were suspect cases.



Cancer Screening



1 LAKH LIVES IMPACTED

In 2019-20, Indian Cancer Society held screening camps across the length and breadth of this country and was able to impact more than 1 Lakh lives. Majority of in-person camps and related activities were unfortunately stalled in 2020 due to COVID-19 regulations.



struggles with all the listeners. But despite going through such a big ordeal at a young age, all he could think about was the struggles of his father who was under stress making ends meet. Nandu Bhaiya heard that the family was receiving assistance from Indian Cancer Society.

While he pondered about this chance of events, what he didn't know was that there were several such awareness events that the Indian Cancer Society was proudly part of. In collaboration with **Big FM**, one of India's largest radio networks, RJ Abhilash ran a **5-week association** with Indian Cancer Society on his popular evening show '**Mumbai Ka Sabse Bada Struggler**'. It brought the city together for the cause of childhood cancer and helped raise over **Rs. 11 Lakh** for treatments.

That next evening, Nandu Bhaiya went to Bhola's tea shop. His go-to place for a sip of hot chai, chat amongst familiar faces and speak his mind.

While blowing on a hot cup of tea, he heard a young boy's voice coming from the shop's radio. **RJ Abhilash** from **Big FM** was in conversation with **7-year-old Shakti Shekhar** from Patna. Shakti was sharing his leukemia

Bhola was touched and could relate with the struggling family's grief. He couldn't help but think about Chimni, his niece, as her mother was suffering too. Nandu Bhaiya asked Bhola, "Heard of the Indian Cancer Society? They say that cancer can be prevented by maintaining a healthy lifestyle, avoiding tobacco, cigarettes and alcohol, getting regular check-ups and having the right information".

That day, over a piping hot cup of tea and a heartfelt

conversation with his favourite customer, Bhola decided to stop selling gutkha at his tea stall.

The next day, Bhola couldn't wait to tell Nandu Bhaiya his efforts towards fighting cancer. Suddenly, a young man came running to his stall and asked for water. From the way he was dressed, Bhola knew at once, it was marathon season.



The **2020 Mumbai Marathon** was well underway, and his tea stall was a popular pitstop for runners. This runner, in particular, noticed that the tea stall didn't have any gutkha or tobacco products and smiled. Turns out, he was one of 30 cancer survivors from **UGAM Indian Cancer Society** who was participating in the marathon. The Indian Cancer Society was participating to raise funds for Cancer Awareness and Cancer Control, having raised a record sum of **Rs. 26 Lakh** through this initiative with the help of corporate donors like **Raymond's, CRISIL, CLARIANT, Avendus** and other individual donors.

Next month, Nandu Bhaiya once again came across an ad from Indian Cancer Society on the front page of his morning newspaper. This time, he didn't stop in his tracks. He felt proud that he was aware of the many initiatives by the Indian Cancer Society. He learnt that February **4th 2020** was **World Cancer Day**.



▶ Like his newspaper, there were full page ads across all editions of the **Dainik Bhaskar Group**, including **Dainik Bhaskar Hindi, Divya Bhaskar** and **Divya Marathi**. Advertisements on breast cancer were also carried in **Mid Day** and **Inquilab**.

Other awareness initiatives that Nandu Bhaiya discovered.

▶ On February 4th, World Cancer Day, awareness posters were displayed in Mumbai local trains, in the ladies compartment.



▶ Films by **Sandhya Mridul** (Hindi) and **Gautami** (South Regional Languages) were played across **100 INOX** and **PVR cinemas** and **2900 QUBE** theatres across India for a period of two weeks.



500 LAKH people targeted across 12 states.

61 LAKH households exposed to the communication.

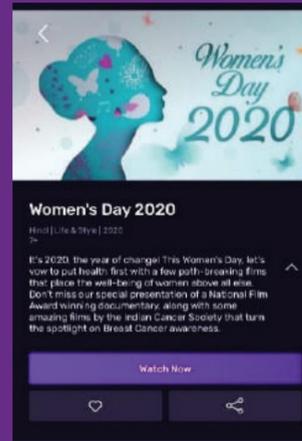
Each of those homes were now hopefully familiar with the message of Indian Cancer Society.

RAHO CANCER SE DO KADAM AAGE

▶ Strengthening the 'Raho Cancer Se Do Kadam Aage' initiative, 2019-2020 also saw the launch of 'Chai Pe Charcha', a video series to create cancer awareness, to create cancer awareness among general masses in an easy to understand, engaging manner.



On **International Women's Day 2020**, Indian Cancer Society films explaining early symptoms of women's cancers were viewed by mass audiences on **Voot**, India's 2nd largest OTT platform, with **100 Million** active users. It was also displayed across 40+ channels under **Viacom18**.



Indian Cancer Society won the Healthcare Leadership Award organized by ABP News in November, 2019.

Indian Cancer Society has been licensed as the nodal agency for **Relay For Life** in India, since 2014. On Nov 16, 2019 and Jan 11, Jan 31, 2020, Singapore International School, Dhirubhai Ambani International School and RBK International Academy organised the Relay For Life.



Awareness films on oral cancer and general awareness by **Dr. Anil D'Cruz**, **Dr. Ian Pinto** and **Dr Sewanti Limaye** were released on YouTube and on our website.



Dr. Anil D'Cruz

Dr. Ian Pinto

Dr. Sewanti Limaye

Come March 2020 and everyone from Nandu Bhaiya to Bhola started noticing a familiar word across newspapers and channels in the country. Bhola was worried about his niece Chimni. Her mother wouldn't be able to afford treatment with the country being locked down and no source of income. Thankfully, Chimney's family had invested in Cancer Insurance, so they could breathe a sigh of relief.

The Indian Cancer Society Cancer Insurance Scheme was the first Cancer Insurance Scheme in India, launched in 1985. It continues to be popular and has received good patronage during the year. This scheme is implemented in collaboration

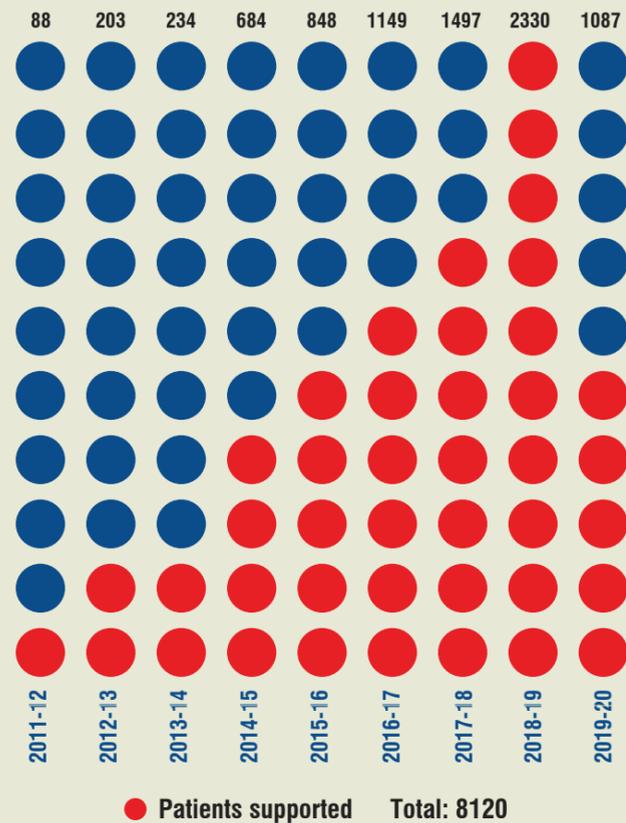
with the New India Assurance Co. Ltd. Total Cancer Insurance Policy holders to date are 1532.

The COVID-19 pandemic was looming on the horizon and talks of a nationwide lockdown were underway. Screening efforts had to be stopped as social distance couldn't be maintained. Despite the pandemic, Indian Cancer Society continued to release funds for cancer treatment. Cancer bankrupts a patient's mind, body and soul. It also bankrupts a family's savings, wealth and finances. Who knew it better than Chimni, whose mother was a cancer patient herself.

Indian Cancer Society acknowledges the generous support of its partners and collaborators in spreading awareness.

Hindustan Unilever Limited | FCB Ulka | BOROSIL | Sideways | Aexor Films | Dainik Bhaskar Group | Jagran Group | Viacom18 | Zee | Voot | QUBE | INOX | PVR | BIG FM 92.7 | MY FM 94.3 | Radio City 91.1 | Dragonfly | Ketto and many more...

Cancer Cure Fund



The **Cancer Cure Fund** stepped in to stay two steps ahead of shortage of funds. Over the previous three years, the Cancer Cure Fund has helped around 5000 patients across the country. Indian Cancer Society has provided financial support of about 75 Crores for these patients. 32 Crores were sanctioned in the year 2019-20 for about 1100 patients. Zeel Patel was one such patient who received financial assistance from Indian Cancer Society.

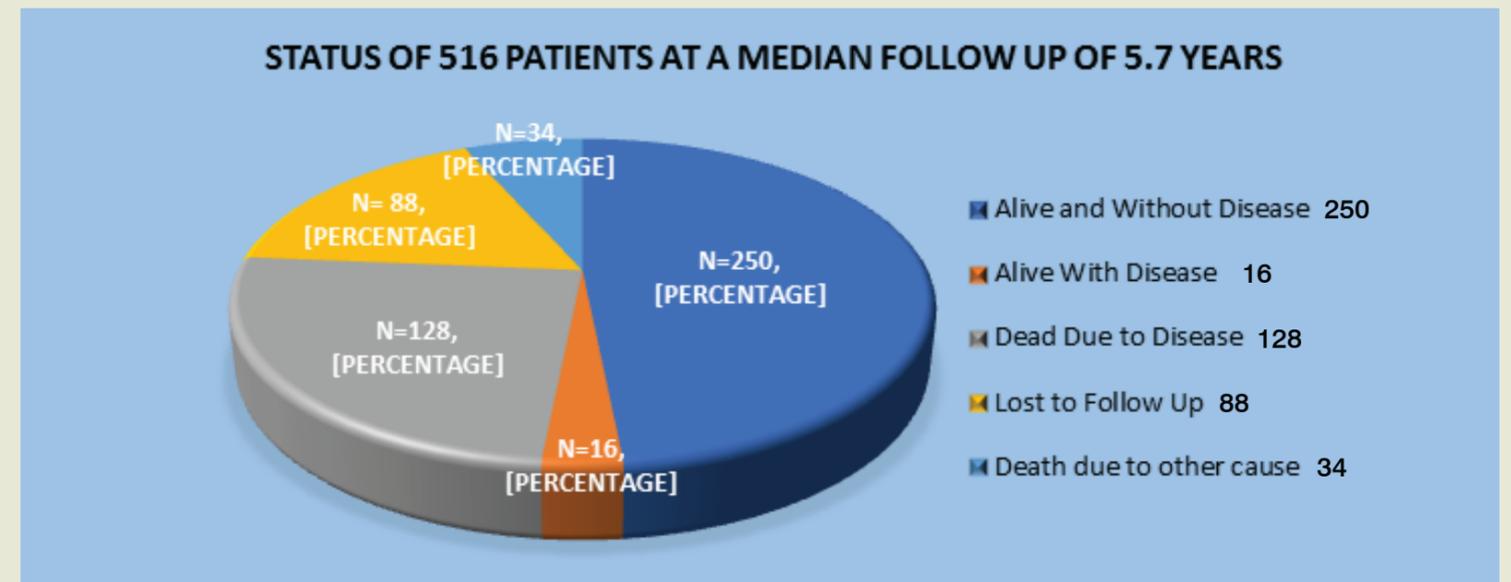


Presently, the Cancer Cure Fund reaches patients across the country through 16 empaneled hospitals spread across 13 states. Patients from urban and remote areas including tribal populations of the country are supported by Indian Cancer Society. The vision is to support local hospitals to serve cancer patients as close to home as possible, reducing long, arduous journeys in search of treatment.

“Everyone thinks that Cancer means your life is over. But you must have 100% faith in yourself and the doctors. The Indian Cancer Society Cancer Cure Fund solved 50 per cent of my problems and helped me concentrate on my treatment and getting well.”

Zeel Patel
Beneficiary from Vadodara, Gujarat

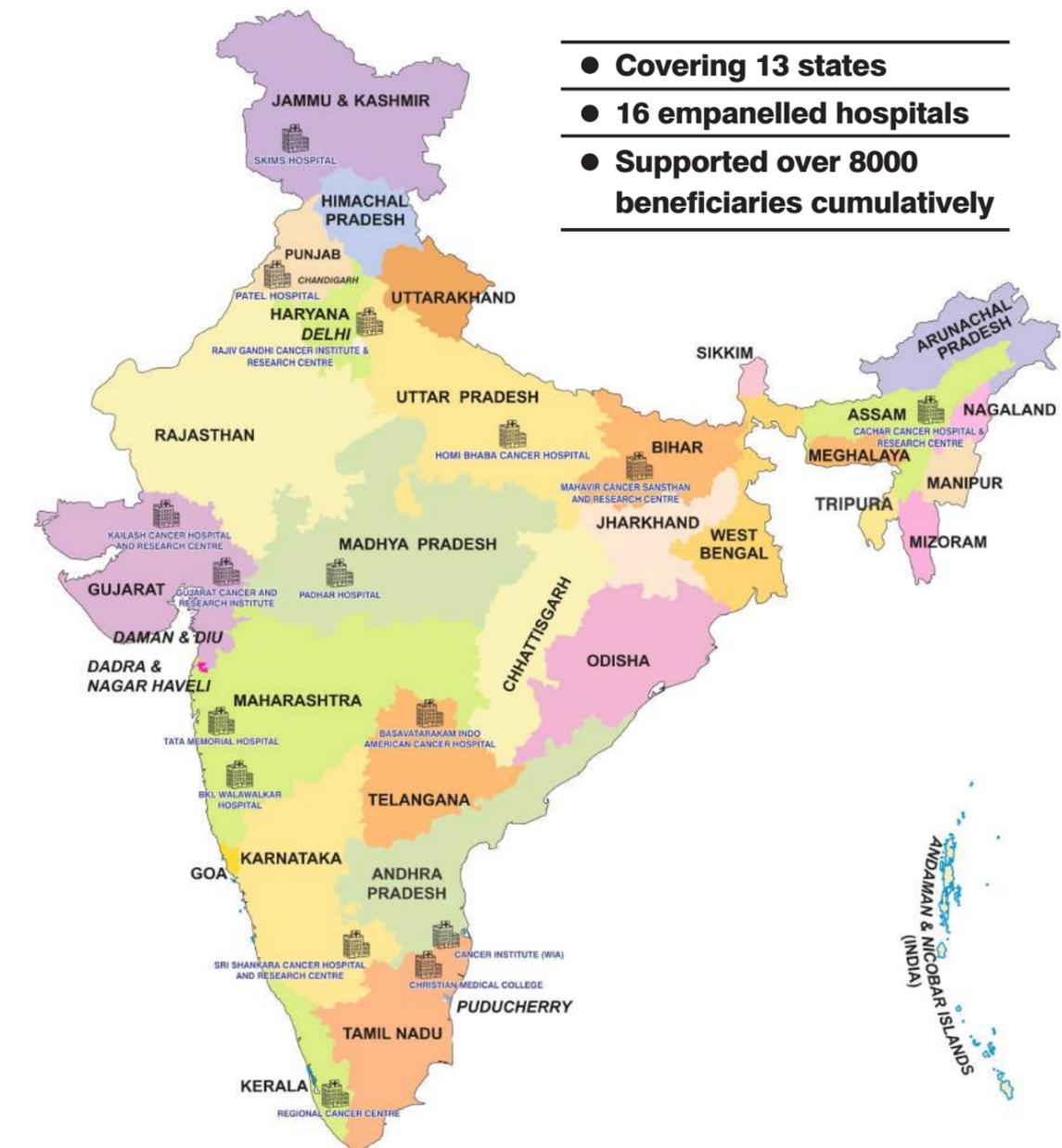
In 2019, Cancer Cure Fund statistically analysed their own database of beneficiaries to determine what is the survival rate of patients they have helped. The exercise was carried out with 500 patients helped in the first two years of the program i.e. till Dec 2013. It was found that of these patients, more than half of them survived after 6 years.



Cancer Cure Fund now uses Artificial Intelligence provided by Navya Technologies to screen and analyse diagnostic information and treatment cost estimates of patients as provided by empaneled hospitals. Earlier the Due Diligence Team (DDT) doctors had to sift through massive amounts of paper applications to approve eligible candidates for support. The new AI model considerably improves the speed and quality of this evaluation.

In this endeavour, HDFC Asset Management company has been a great benefactor for nearly a decade through the unique mutual fund model. Not only do they seek funds from individuals and institutions to support underprivileged patients in their treatment, but they also match it with their own CSR funds.

In the year 2020, Indian Cancer Society appealed to Bharat Petroleum Corporation Ltd. (BPCL) to further aid this endeavour to support cancer treatment. A significant amount of monetary help was provided by BPCL on a trial basis against our very first request. Indian Cancer Society diligently executed and implemented the project which required tighter reviews and controls. Arising out of this, the hope will be for BPCL to continue to support Indian Cancer Society in Cancer Cure Fund and other activities.



PRIME DONORS OF CANCER CURE FUND

HDFC AMC Ltd.
and investors of the HDFC-Cancer Cure Fund

BPCL

SBI Foundation

Aditya Birla Sun Life Insurance Ltd.

State Bank of India

HDFC Ltd.

Indiabulls Housing Finance Ltd.

HDFC Bank Ltd.

Reliance Industries Ltd.

Exide Industries Ltd.

STCI Finance Ltd

STCI Primary Dealer Ltd.

Balkrishna Industries Ltd.

Vijaya Bank

Axis Bank Ltd.

Bank of India

Union Bank of India

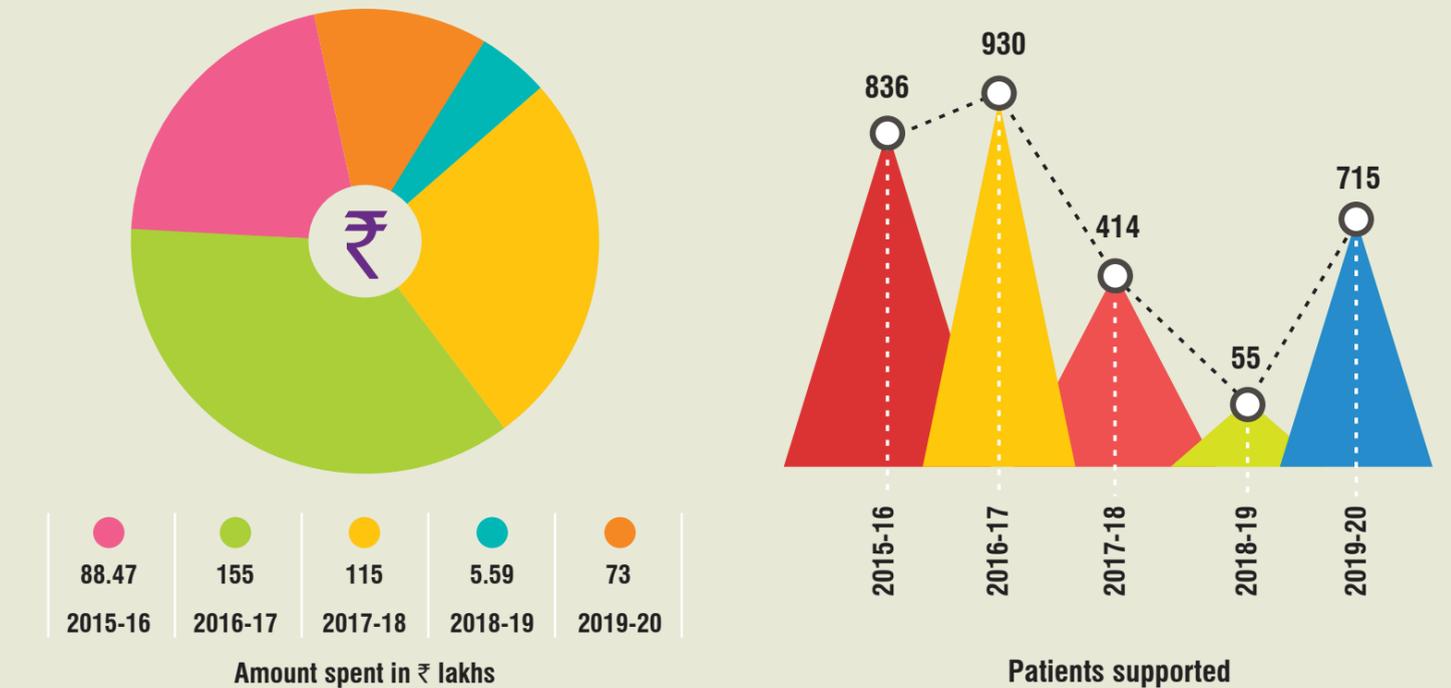
Revati Narayan



Dr. Arun Kurkure Initiation and Treatment Fund

While the Cancer Cure Fund supports the high cost of treatment after a due diligence process, there was a gap in lack of availability of the initial funds required for immediate diagnostics and treatment for underprivileged patients. Dr. Arun Kurkure Initiation and Treatment Fund (AKITF) had been initiated to fill this gap in the year 2015. Since its relaunch in February, 2019, the project has supported 715 patients with an amount of Rs. 73 Lakh. Cumulatively, AKITF has supported around 3000 patients since 2015.

Indian Cancer Society expresses gratitude to A H Wadia Trust, a major donor, and innumerable individual donors who have been supporting the Dr. Arun Kurkure Initiation and Treatment Fund (AKITF).



Numbers were low in 2018-19 as the project was relaunched.

Survivorship & Rehabilitation

Financial help is important for **Survivorship and Rehabilitation**. It also helps survivors like Bhola's family to dream big and live a happy, fulfilling and productive life. After all, the mission of staying two steps ahead is all about overcoming these hardships, living life with twice the rigor. Chimni's mother would have also liked to do something useful with her time and support her family with her earnings. She decided to get vocational training and learned how to tailor clothes. There she befriended other survivors who also benefited from the rehabilitation efforts, like Deepika Das.

The Rehabilitation activity of Indian Cancer Society provides psychosocial rehabilitation, physical restoration through specially designed kits and mechanical devices (prosthesis) to help them in their daily routine. They also provide nutrition and financial support to families in need. Through bag making and tailoring initiatives, they help patients become self-sufficient. Through prostheses support (breast prosthesis, cervical cancer kits, colostomy kits) patients are able to enjoy a better lifestyle.

	2015-16	2016-17	2017-18	2018-19	2019-20
■ Patient Counselling	7535	8875	17804	10454	11075
■ Survivorship Clinic Counseling	—	—	—	377	1058
■ Patient Accommodation	606	365	191	127	5
■ Ugam Members	217	260	300	318	369
■ Dr DJ Fund for Education	30	21	76	125	151

2019-20

Amount spent in Rs.Lakhs for Education



28.93

Amount spent in Rs.Lakhs as Medical Aid



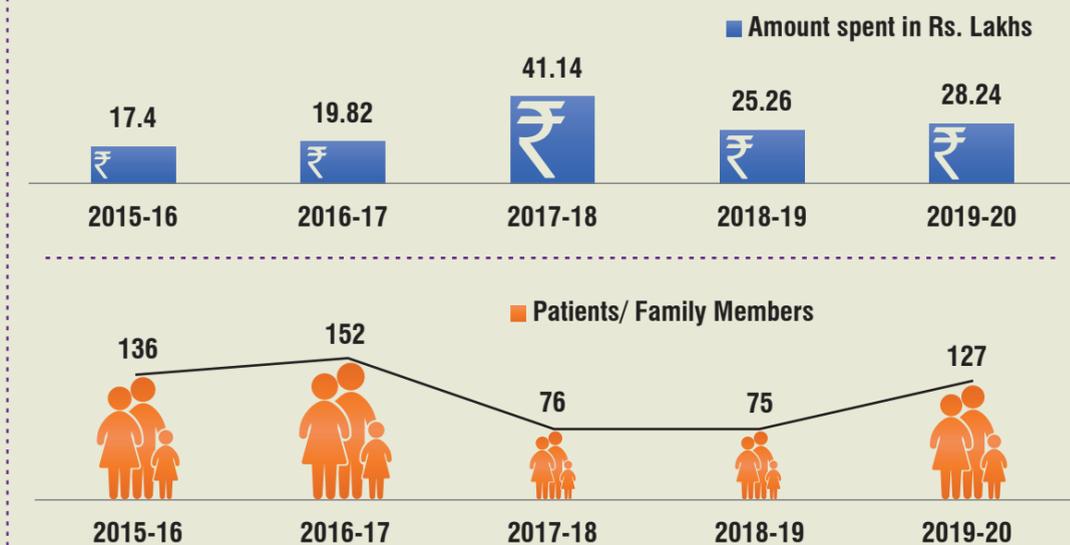
7.88

“When my health deteriorated after chemotherapy, I was given ample rest and they would teach me tailoring when I was feeling better. I was scared that I will miss out on the training, but I knew that I will go back soon. I want to continue to learn more stitching and give back to others.”

Deepika Das | Beneficiary from West Bengal



Vocational Training for patients/family members



127

beneficiaries reached through vocational rehabilitation in 2019-2020.

12,510

patients received counselling

32

Childhood cancer patients at Wadia and KEM Hospitals received medical aid to the tune of ₹8 Lakhs.

Prosthesis & Aid (produced in house by cancer survivors/patients in Mumbai)

	2015-16	16-17	17-18	18-19	19-20
Cervical Cancer kits	841	1433	1934	2259	1422
Breast Prosthesis	1652	1543	13011	2006	2099
Colostomy Kits	11121	11657	8758	7930	6497

Success Story - From a cancer survivor to a doctor!



Bhola and Chimni would have loved to know about heroes like **Dr. Ritesh Kumar**. At the age of 10, **Dr. Ritesh Kumar** was diagnosed with Osteosarcoma (Bone cancer). That didn't stop him from pursuing his dreams to become a doctor and help others. With financial and psychological help from Indian Cancer Society, he was able to fulfill his dream post cancer treatment. In February 2020, he completed his MBBS degree from Seth GS Medical College and KEM hospital, Mumbai. He was even posted at the COVID-19 ward at Seven Hills Hospital, Andheri. Dr. Kumar is taking the initiative forward with UGAM (a support group for childhood cancer survivors) and is an active part of **Relay for Life**.

A Unique Young Survivors Community

UGAM is a pioneering childhood cancer survivors' support group in India. It was formed to create awareness, motivation and provide opportunities to showcase strengths and talents. UGAM also addresses the concerns faced by patients and their family members.

Indian Cancer Society has also developed an exclusive survivorship project where After Completion Therapy (ACT) clinics are established in partnership with the hospitals to take care of medical & psychosocial needs of survivors. Currently, these clinics operate out of Mumbai, Delhi and Chennai.



We acknowledge our hospital partners

Tata Memorial Hospital, Lokmanya Tilak Municipal General Hospital, Bai Jerbai Wadia Hospital, KEM Hospital, Rajiv Gandhi Cancer Institute, Delhi and Cancer Institute Adyar, Chennai. We also thank our gracious donors HES infra, WPP India Foundation, Navneet Foundation, UTI, Raymond and Universal Medicare Pvt Ltd.

As a part of the Survivorship initiative, UGAM, the support group for survivors like Dr. Kumar, has inducted **369** childhood cancer survivors since inception.

1058 new survivors received counselling at hospital-based ACT clinics.

Rs. 28 Lakh was used from **Dr. D. J. Jussawalla Fund**, which impacted 151 survivors and helped 12 students complete their milestones.

Medical Education & Research (Cancer Registry & Indian Journal of Cancer)

The Cancer Registry is a population-based register on cases, incidence and mortality of cancers. Indian Cancer Society's Mumbai Cancer Registry has been known for completeness and reliability of records, and the statistics have been included in Cancer incidence in five continents, a scientific publication of International Agency of Research on Cancer (IARC), Lyon – France, since volume II. Other notable facets include contributing statistics to the National Centre

for Disease Informatics and Research – National Cancer Registry Programme (NCRP) of Indian Council of Medical research (ICMR).

Indian Cancer Society thanks the Birth and Death Registrar of Greater Mumbai Municipal Corporation, for supporting the Mumbai Cancer Registry to obtain the all-cause mortality data, which has contributed to the veracity of the statistics.

Registry team undertakes Digitization Project

Indian Cancer Society has taken an initiative of scanning hard copies of forms collected from 1994 onwards into digital copies. The digitization of old documents has cleared up the space occupied by the physical documents which required laborious maintenance and management. It has helped in improving storage and retrieval of soft copies on the basis of registration numbers, thereby giving digitization of documents a level up. It has enhanced the speed of evaluation of data.

Profile of cancer cases of all the four registries for 2017.

	<i>Incidence</i>	<i>Top 5 Leading Cancer Incidence Sites</i>		<i>Mortality</i>	<i>Top 5 Leading Cancer Mortality Sites</i>
Mumbai	14,256	Breast, Mouth , Lung, Prostate, Liver	Mumbai	8,432	Breast, Lung, Mouth, Liver, Stomach
Pune	4,666	Breast, Mouth, Lung, Cervix, Lymphoma	Pune	1,880	Breast, Lung, Mouth, Stomach, Lymphoma
Nagpur	2,134	Mouth, Breast, Tongue, Cervix, Lung	Nagpur	662	Mouth, Breast, Leukemia, Lung, Tongue
Aurangabad	839	Mouth, Breast, Cervix, Lung, Tongue	Aurangabad	130	Lung, Mouth, Breast, Leukemia, Oesophagus
Total	21,895	Breast, Mouth, Lung, Cervix, Prostate	Total	11,104	Breast, Lung, Mouth, Liver, Leukemia

During 2019- 2020, the Indian Cancer Society *Mumbai Cancer Registry* carried out five survival studies on registry database.

- ▶ Survival analysis of childhood cancer patients
- ▶ Survival of young breast cancer patients (below the age of 35 between the year 2009-2013)
- ▶ Survival of breast cancer patients (older than 35 between the year 2009-2013)
- ▶ Population-based cancer survival of breast, cervix, and head and neck cancers (all age groups for the period of 2012-2014, including people from Pune, Nagpur and Aurangabad)
- ▶ Survival of major cancer sites (all age groups for the period of 2009-2013)

Supporting one of India’s premier publications -

THE INDIAN JOURNAL OF CANCER

The **Indian Journal of Cancer** is the official publication of Indian Cancer Society. It is the oldest cancer journal in India and has been continuously published since **1964**. It comes out in the months of January, April, July and October, with a pan-India distribution level and is read by a diverse medical audience.

The Indian Journal of Cancer has been publishing articles **‘Online ahead of print’** - a feature which allows articles to be available earlier, reduces publication waiting time for the author, and which can be cited using a unique DOI (Digital Object Identifier).



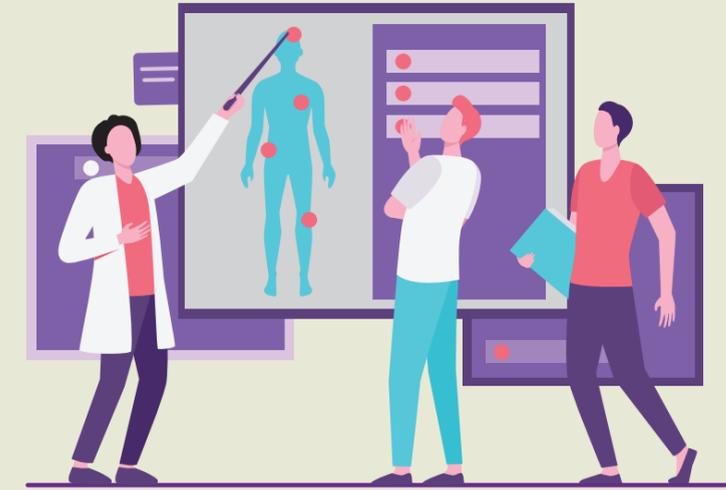
The journal does not focus only on research articles, but also publishes case reports which highlight unique and unusual findings of a disease. Editorials and other articles cover topics that comment on or shape healthcare policies. Review articles, on the other hand, allow authors to present a comprehensive analysis of pre-existing resources of a particular aspect.

The letters to editors allow our many readers to democratically reach out to us with their comments, criticisms and suggestions.

	2018	2019
ARTICLES RECEIVED	850	1087
ARTICLES ACCEPTED	179 (21%)	171 (16%)
ARTICLES REJECTED	670 (79%)	899 (83%)
ARTICLES UNDER REVIEW	1 (< 1%)	17 (2%)
INDIAN SUBMISSIONS	455 (54%)	584 (54%)
INTERNATIONAL SUBMISSIONS	395 (46%)	503 (46%)

OTHER
PROMINENT
INITIATIVES
ACROSS
THE COUNTRY

Delhi



93 on-site group interactions in colleges, schools, slums, institutions and corporate houses were undertaken, reaching out to 8,000 people with distribution of educational material. 73 sites were touched by the mobile outreach services reaching out to nearly 7000 individuals. Detection Centre saw a footfall of about 1300 new registrations and 1099 came back for a review after being screened once.

Indian Cancer Society Delhi worked in 15 hospitals around Delhi NCR providing emotional counselling to 8271 cancer affected individuals thronging the OPDs. 771 mastectomy patients availed of breast prosthesis and 110 individuals suffering from cancer got medical and diagnostic support from Indian Cancer Society Cancer Sahyog unit. 45 children suffering from cancer were given supplementary nutrition to be able to withstand chemotherapy.

In April 2019, Indian Cancer Society Delhi organised its first play 'Monsters in the Dark' as a collaborative project with St. John's Research Institute, Bengaluru and Indian Cancer Society Bengaluru. 24 schools participated in making a musical adaptation on World No Tobacco Day – based on the WHO theme 'Tobacco and lung health'. An Annual Seminar was held in September on the topic 'Healing Beyond Medicine' focused on complementary and alternative therapies in addition to standard medical treatment for Cancer. 23 radio talks were given on FM GOLD touching millions of lives.



Bengaluru

On **World No Tobacco Day**, Mangaluru Team in collaboration with Mangaluru City Police, A J Institute of Dental Sciences, Indian Dental Association DK Branch and Parivarthan Charitable Trust organised a '**Spit-Free Campaign**'.

Over **700 runners** from Jayanagar Jaguars, a popular group of enthusiasts, ran the TCS 10K run on 19 May 2019 in support of Indian Cancer Society.

Power of Pink Walkathon was also held to mark the breast cancer month. **The Three Finger Salute** -

a short video on Self Breast Examination - was released on YouTube in English and Kannada. Posters with this theme were displayed across the city.

In 2019-20, Indian Cancer Society Bengaluru held 114 screening camps which benefited more than 6500 people. About 850 of these were sent for further investigation, out of which 15 turned out to be positive. 126 awareness talks were held which benefited close to 10,000 people. Over 2100 people received counseling and about 150 people were helped through the Cancer Cure Fund.



Nagpur

In Nagpur, **21 awareness camps** were held which benefited close to **2800 people**. While **17 detection camps** + CDC were held which benefited more than **1000 people**. The Nagpur Indian Cancer Society branch undertook Maharashtra State Road Transport Corporation (MSRTC) project for oral cancer screening for employees at Nagpur Division and cancer screening for females under the AstraZeneca project.



*Other branches of Indian Cancer Society supporting patients and families in their fight against cancer include **Patna** and **Lucknow**.*

Kolkata

Indian Cancer Society Kolkata has done a commendable job in spreading awareness about cancer through awareness and detection camps during the year 2019-2020. They arranged 46 awareness camps which benefitted approximately 15,000 people. They also held 45 detection camps which were attended by approximately 14,000 people. 56 suspect cases were found through these camps. Over 1100 patients were treated at the Cancer Detection Centre at S.V.S. Marwari Hospital where 109 patients are currently availing the free bed facility.

On 4th February, a World Cancer Day Programme was held at Rotary Sadan, which was inaugurated by Shri Jagdeep Dhankhar, Hon'ble Governor of West Bengal. The main programme was preceded with a walk by doctors, eminent Rotarians, college students, and cancer survivors with decorated floats and banners, followed by an interactive seminar involving leading doctors, journalists, and social workers. This programme was attended by more than 300 people and was widely covered by the media.





WHERE WE ARE HEADED

The year 2019-2020 brought in a new era for Indian Cancer Society. We witnessed many changes and challenges at a quick pace. We are adapting to the changing world and have envisioned a long-term strategy for the expansion and growth our activities.

We're on the path to become ONE Indian Cancer Society, integrating all our branches with a common vision, mission and execution.

It is our mission to educate at least 50% of the adult Indian population in 5-10 years through mass media. By increasing the knowledge of cancer as a disease and the preventive measures, precautions, cancer insurance among others, we wish to enable the masses to seek right kind of support in the eventuality of being afflicted with cancer.

We wish to enable stakeholders in the healthcare community, especially NGOs, to conduct regular screening of most of the Indian population. This will help build capacity for screening in the ecosystem.

We envision to extend the scope of our cancer treatment fund. We want to replicate the current successful model of offering treatment support for cure to the poor. We want to reach far more numbers of underprivileged patients across the country. We need to build newer innovative ways to expand protection against the cancer impact.

We want to advocate and establish the Indian Cancer Society

survivorship model in as many National Cancer Grid hospitals as possible and enhance rehabilitation measures through reskilling agencies.

Our keen desire is to create a unique Medical Education Program targeting Primary Care Physicians across India and integrating them into the cancer care and cure ecosystem. We also have expansion plans for our registries to cover more areas and thus a larger population.

We have traversed a long path from being a rehabilitation centre in 1951 to being the apex body in the cancer spectrum today. We have spent 70 years building this organisation and will continue to increase our efforts to help as many people as possible in line with our national outreach.



OUR ESTEEMED DONORS

**Indian Cancer Society acknowledges,
with sincere gratitude, the generous
spirit of our supporters.**

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- ▶ Ostomy Association of India, Mumbai
- ▶ Grant Medical Foundation Ruby Hall Clinic, Pune
- ▶ Sadhu Vaswani Missions Medical Complex, Inlaks & Budhrani Hospital & MNB Cancer Institute, Pune
- ▶ Integrated Cancer Treatment & Research Centre, Pune
- ▶ Dr Joshi's Cancer Centre, Miraj
- ▶ Jupiter Lifeline Hospitals Ltd, Thane
- ▶ Onco Life Cancer Center Pvt Ltd, Satara
- ▶ Chhatrapati Shahu Cancer Research Foundation & Kolhapur Cancer Centre, Kolhapur
- ▶ Kulkarni Cancer Hospital, Aurangabad
- ▶ Kaderi Hospital Cancer Surgical & Eye Hospital, Dhule
- ▶ Rajasthan Cancer Society, Jaipur
- ▶ Swastava Cancer Care

INDIAN CANCER SOCIETY

Financials 2019-20

Abridged Balance Sheet & Income and
Expenditure Account for the year ended
31st March, 2020

INDIAN CANCER SOCIETY

Abridged Balance Sheet as at 31st March, 2020

(Summarised from the financial statements audited by M/s. N.M. Raiji & Co., Chartered Accountants, Mumbai)

PARTICULARS	31.03.2020	31.03.2019
SOURCES OF FUNDS:		
Corpus Funds:		
Corpus Fund of the Trust	345	333
Corpus Funds for Specific Purposes		
a) Corpus Fund for Medical Activities	62	62
b) Corpus Fund for Medical- Relief	88	88
Total	495	483
Capital Donation Fund	279	326
Other Ear - marked Funds:		
a) Medical Activities Fund	881	898
b) Medical Relief Fund	4,041	2,783
c) Survivorship and Rehabilitation Fund	159	63
d) Building and Infrastructure Fund	280	262
Total	5,361	4,006
Liabilities	370	338
Surplus	2,190	1,983
Total	8,695	7,136
APPLICATION OF FUNDS:		
Immovable Properties	283	295
Fixed Assets	318	360
Investments:		
a) Govt. Securities	443	445
b) Banks and Public Limited Companies	3,059	4,798
Total	3,502	5,243
Current Assets:		
a) Loans and Advances	418	352
b) Receivables	352	305
c) Cash, Bank and Autosweep Balances	3,822	581
Total Current Assets	4,592	1,238
Total	8,695	7,136

Value Rs. in Lakhs

INDIAN CANCER SOCIETY

ABRIDGED INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH 2020

(Summarised from the financial statements audited by
M/s. N.M. Raiji & Co., Chartered Accountants, Mumbai)

PARTICULARS	31.03.2020	31.03.2019
INCOME:		
Rent	21	21
Interest:		
a) Securities	15	20
b) Fixed Deposits and Savings Bank	159	163
Total Interest	174	183
Dividends	2	2
Donations in Cash and Kind	441	385
Income from Other Sources	264	325
Utilisation of Ear - marked Funds	3,818	3,212
Total	4,720	4,128

Value Rs. in Lakhs

EXPENDITURE:		
Expenditure in respect of properties	167	235
Establishment Expenses	331	321
Expenditure on Object of the Trust:		
a) Medical Activities	796	663
b) Medical Relief	3,219	2,670
Total	4,015	3,333
Surplus	207	239
Total	4,720	4,128

- ▶ **National Headquarters (NHQ)** 74, Jerbai Wadia Road, Parel, Mumbai 400012
- ▶ **Telephone (Helpline)** 1800 22 1951
- ▶ **Email** info@indiancancersociety.org

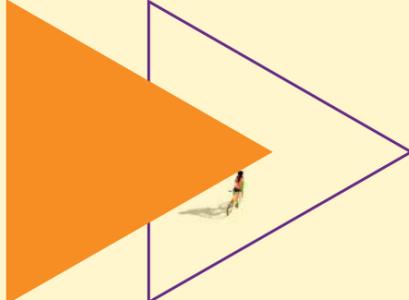
- ▶ **Solicitors & Advisors**
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 - HDFC Bank Ltd
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Indian Cancer Society Medical Centre: M Karve Road, Cooperage, Mumbai 400 021

Registered under the Societies Act, 1860 vide No 2983 of 1953 - 54 & the Bombay Public Trust Act 1950 vide F 402 BOM of 1954

The Indian cancer Society has complied with provisions relating to the Internal Complaints Committee under the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.



GOING
FORWARD

*It is our vision- to be the beacon of
hope against cancer.*



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