



RISE AGAINST CANCER

INDIAN CANCER SOCIETY

Annual Report (2020 - 21 & 2021 - 22)



EMPOWERING

PEOPLE TO STAY AHEAD OF CANCER

CANCER HELPLINE: 1800-22-1951



CANCER BURDEN

India is a developing country. The present population is 1.35 billion of which close to 1.3 million persons are diagnosed with cancer every year. Close to 8.5 lac people died because of cancer in 2020.

Seven women die of cervical cancer every hour. 200 people die of oral cancer every day. More than 87,000 Indian women die of breast cancer every year. One in 10 Indians will develop cancer in their lifetime.

A total of 2.7 million cases are prevalent at a given time, mortality from cancer is as high as 1.2 million. Oral, Cervical & Breast are leading cancers and if detected early can be cured.

Due to poverty & illiteracy there is lack of awareness and many myths attached too. There is a need to create awareness, reduce fear about cancer among masses and increase positivity by encouraging regular screening to stay two steps ahead of cancer.

Source : GLOBOCAN 2020 India Factsheet (Estimated figures)





FOREWORD

In this report, we at the Indian Cancer Society, present to you the Annual Report for the years 2020-21 and 2021-22 which has been compiled into one. The report entails our collective efforts towards winning the fight against cancer.

Established in 1951 by Dr. D.J. Jussawalla and Mr. Naval Tata, Indian Cancer Society is the largest and oldest non-profit organization of India. We have continued our initiative for creating mass awareness, promoting screenings for early detection, providing aid for the treatment as well as assisting in rehabilitation post treatment. We are actively engaged in medical education and also publish the Indian Journal of Cancer.

In recent years, we have upgraded and modernized our methods of action with the use of digital media and artificial intelligence. We believe in continuing to stay ahead with our on-going collaborations.



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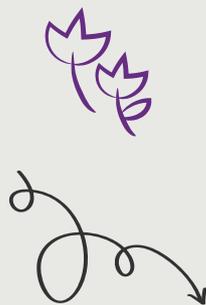
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EMPOWERING PEOPLE TO STAY AHEAD OF CANCER



We strongly believe in organizing collective efforts in our crusade against cancer. We've stayed committed to our mission by staying two steps ahead of cancer by being highly proactive in all our measures towards combating the disease. Even during the trying times of the covid pandemic, we did our very best in continuing to work towards our mission. Along with our continued operations to prevent cancer and support its patients and survivors, we also believe in fostering an atmosphere of positivity and support.



59 CRORES

Disbursed for the initial investigations & cancer treatment of 6,893 patients

700 LAKHS

People reached through the Awareness campaigns

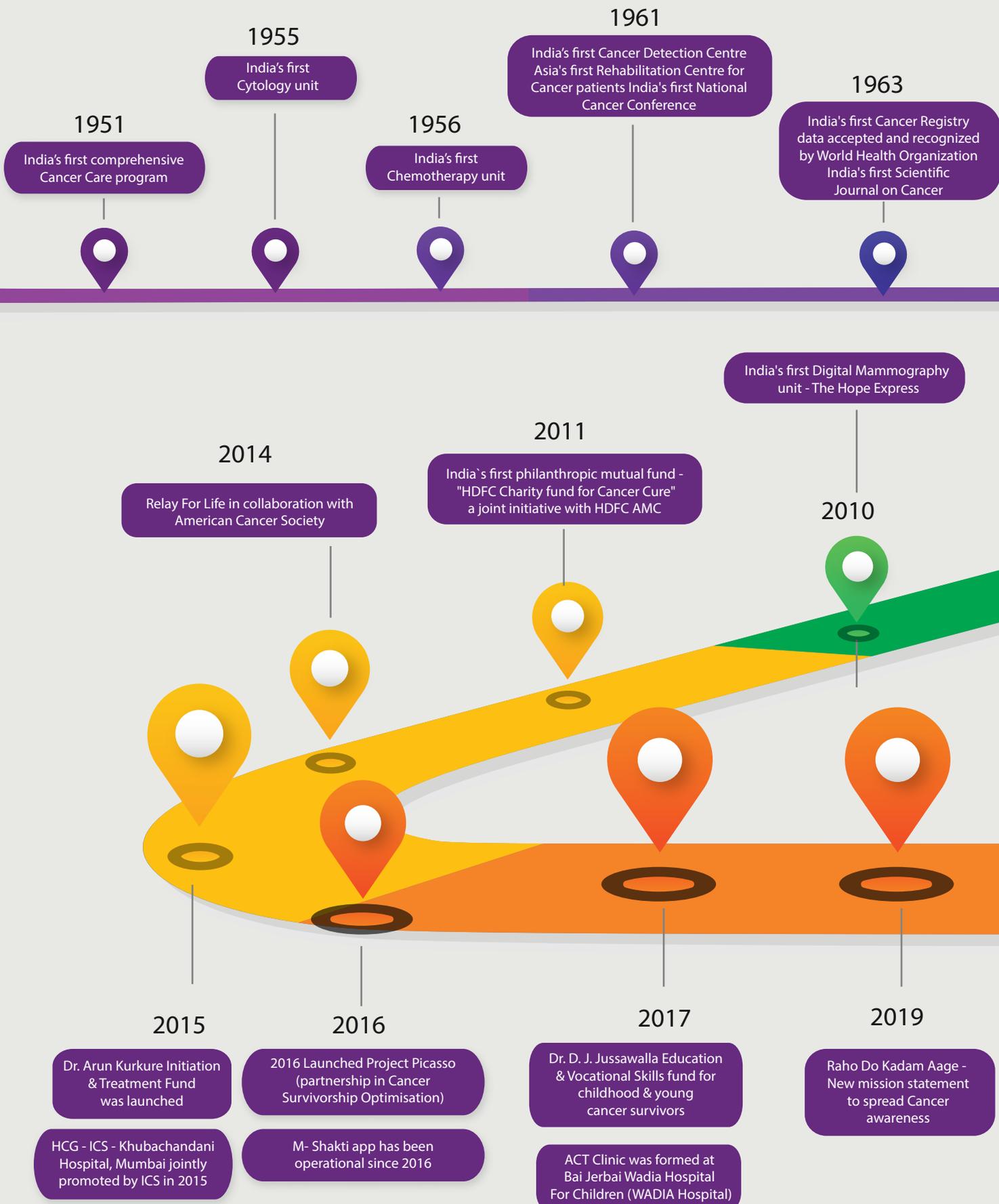
More than **30 THOUSAND**

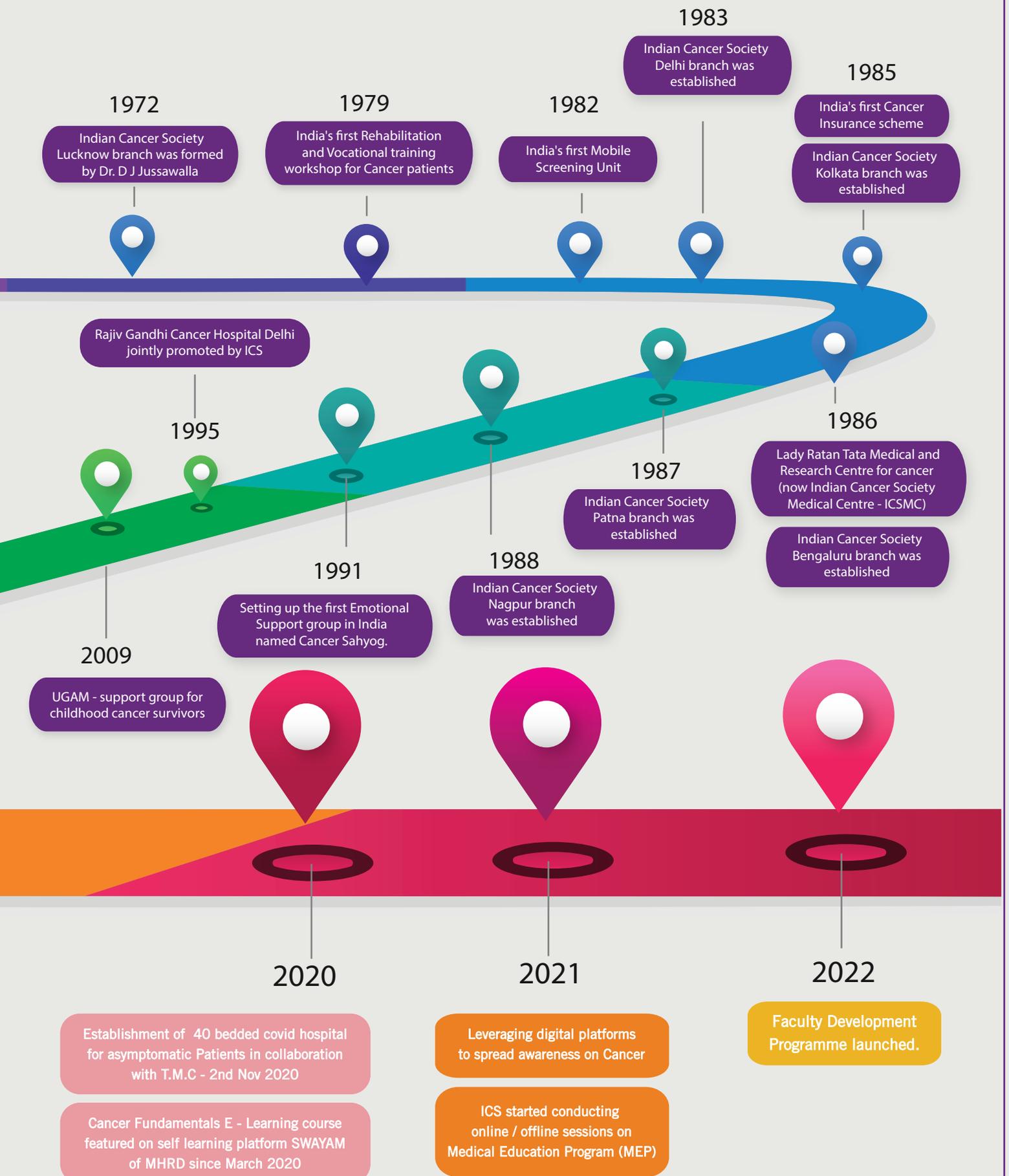
People screened for Cancers.

More than **12 THOUSAND**

Cancer survivors were supported through survivorship and rehabilitation

MILESTONES THAT INSPIRE US





OUR NATIONAL MANAGING COMMITTEE MEMBERS

| SR. NO. | NAME | DESIGNATION |
|--------------------------------|---|---|
| BOARD OF TRUSTEES (BOT) | | |
| 01 | Mr. Hari L Mundra | Chairman |
| 02 | Dr. Anita Borges | Vice Chairperson |
| 03 | Mr. Naveen Kshatriya (Hon. Secretary & Managing Trustee - 11th August 2012 to 5th November 2022) | Trustee |
| 04 | Mrs. Usha Thorat | Hon. Secretary & Managing Trustee (With effect from 5th November 2022) |
| 05 | Dr. Purna Kurkure | Jt Managing Trustee |
| 06 | Mr. Gautam Chakravarti | Hon. Treasurer |
| 07 | Dr. Vinay Deshmane | Jt Hon. Secretary |
| 08 | Mr. K A Narayan | Jt Hon. Secretary |
| 09 | Mr. Kewal Nohria | Trustee |
| 10 | Mr. M.K. Sharma | Trustee |
| 11 | Mr. Kiran Talcherkar | NMC Member |
| 12 | Mr. Jeevan Virkar | NMC Member |
| 13 | Ms. Jyotsna Govil | NMC Member |
| 14 | Dr. Anil D'Cruz | NMC Member |
| 15 | Mr. Kishore Rao | NMC Member |
| 16 | Dr. Arunabha Sengupta | NMC Member |
| 17 | Adv. M Federal | NMC Member |
| 18 | Ms. Neera Saggi | NMC Member |
| 19 | Dr. C.S. Pramesh | NMC Member |
| 20 | Mr. C. Kajwadkar | NMC Member |
| 21 | Mr. Milind Barve | NMC Member |

EXECUTIVE LEADERSHIP TEAM

Colonel A R Khadar

Deputy Director General -
Operations & Administration

Pramila Chandramohan

Director - Finance

Ann Rawat

Director - Cancer Cure

Shravani Koyande

Deputy Director - Cancer Registry
& Mumbai Cancer Registry

Mahesh Shirke

Senior Manager - Administration

Dr. Vandana Dhamankar

Deputy Director General - Medical Affairs
Director - Survivorship & Rehabilitation

Madhav Nene

Director - Marketing

Dr. Prasad Rane

Deputy Director - Cancer Screening

Priyanka Pargaonkar

Deputy Director - Legal and Compliance

REGIONAL BRANCHES - EXECUTIVE LEADERSHIP TEAM

| | |
|----------------------------------|--|
| Indian Cancer Society, Delhi | Jyotsna Govil - Vice Chairman Renuka Prasad - Hon. Secretary M S Mathur - Hon. Treasurer |
| Indian Cancer Society, Bengaluru | Kishore Rao - Vice Chairman Kanchan Banerjee - 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 | Navin Gupta - Vice Chairman |
| Indian Cancer Society, Lucknow | Dr. A. N. Shrivastava - Vice Chairman Dr. U. S. Pal - Hon. Secretary |

NOTE FROM NATIONAL MANAGING COMMITTEE



This unique edition of the Annual Report spans both, FY 20-21 and FY 21-22, reflecting the upheaval caused by the Covid-19 Pandemic. Yet, it also reflects the largesse and heart of those who continue to support us in our fight against cancer. The tumultuous period posed challenges of unforeseen magnitude, and this support was vital in getting ICS through this acid test of survival.

Our sincere gratitude to the corporate & individual donors who stood by us. We also owe an immense debt of gratitude to our entire ICS staff who did exceptional work and provided much needed support to get us through to the other side.

It was vital to pivot to a fresh approach, and leverage technology to pursue our objectives, and bolster momentum of the Cancer Care Continuum. We substituted offline activities and events with online initiatives to spread cancer awareness on digital platforms, with Social Media activities being a prime focus. We introduced AI & web processing for the Cancer Cure Fund process. The Medical Education Program (MEP) for General Practitioners shifted to an online module and so was the Ugam event which was held on Zoom. To address the lockdown challenges, all efforts were consolidated under the ICS-ONE initiative. Cancer Cure activities and processes were well - coordinated with empanelled hospitals and handled seamlessly, ensuring timely access to funds for the screening and treatment of cancer patients. During this period, the Branches too adopted to an approach of online awareness activities embracing technology, MDPs and webinars, tele counselling etc. were the areas of focus.



We used the pandemic lull to prepare for a post-pandemic roadmap. Software development was carried out in the screening department for the BPCL integrated Cancer Care project that was signed in March 2021. The integrated holistic Rehab Centre was renovated with new equipment in collaboration with Universal Medical Pvt Ltd. These and such similar activities were undertaken to be in sync with the opening up phase, and ensure efficient resumption of post-Covid activities.

In the meanwhile, the safety of all personnel was paramount, and we adhered strictly to Covid -19 protocols. Simultaneously, we navigated our way through the severe disruption to ensure cancer patients and their needs are met adequately. ICS support initiatives continued, including establishing a 40-bed Covid hospital in collaboration with Tata Memorial Centre to treat asymptomatic cancer patients. The online awareness campaign 'New Normal Same Cancer' was executed in collaboration with Astra Zeneca. A key project on Oral/Cervical cancer awareness was conceptualised and aligned with our donor Sanofi. We continued offering financial support to underprivileged cancer patients through empanelled hospitals.

As things opened up, all fronts of the Cancer Care continuum gathered momentum in the New Normal. BPCL cancer screening camps were held at Pune, Kolhapur, Varanasi, Nagpur and Kolkata, in collaboration with ICS empanelled /affiliated hospitals and NGOs. An MOU was signed with Rotary India Humanity Foundation. Revised screening strategy was put in place, in collaboration with state health authorities with focused screening of high-risk groups instead of opportunistic screening. All these are harbingers of better days on the way to achieving the ICS Vision & Mission.

Regards,

NAVEEN KSHATRIYA

National Managing Trustee (11th August 2012 to 5th November 2022)

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

Indian Cancer Society is committed to extending holistic knowledge, treatment and rehabilitation through its “Rise Against Cancer” movement. We work towards all the needs as we know of it, for everyone. We advocate for lifesaving policy changes and promote healthy lifestyles to help prevent cancer. Our activities encompass the entire continuum of Cancer Care - cancer awareness, screening for early detection, financial help for treatment, support groups, rehabilitation of cancer survivors, registry, research & education. Creating nationwide awareness using mass media such as Print, TV, Digital, Radio & Cinema etc. for cancer, its risk factors, and encourage regular screening to stay two steps ahead of cancer. Mission is to spread awareness that certain types of cancers are preventable and curable. Also, use of tech solution options in this awareness drive.

In Screening, our mission is to help for early detection of common cancer through community-based cancer detection camps across India, especially for the underprivileged people. Help handhold patients and support in navigation of those screen positive. We ensure best outcomes for the financial support provided by saving as many lives as possible through empanelled hospitals that are screened carefully for providing standard of care at affordable cost. The emergency fund for initial diagnostics and treatment ascertains that without any financial constraint on the patient small amount is provided almost automatically through the selected hospitals.

Survivorship is another important area, where we provide holistic support to cancer survivors/ victors. Objective is mainstreaming of survivors through counselling, rehabilitation, financial support for education & late effects of treatment. Ugam is a voluntary support group of childhood cancer survivors under the ICS survivorship program, an ambassador of the message that childhood cancer is highly curable & there is life after cancer. ICS has enabled the organization of survivorship care in paediatric cancer units in India through establishment of ACT clinics.

Gathering and collating data through the population-based cancer registry for Mumbai, Pune, Nagpur & Aurangabad (ICS is the only NGO to run a cancer registry). Registry publishes reports on the cancer incidence and mortality for each registry. The cancer statistics are shared with Govt help to build programmes and strategies to fight cancer. It provides a medium for the dissemination of information and research findings to the medical fraternity through the Indian Journal of Cancer.

"A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles." - Christopher Reeve



AWARENESS





The world has changed a great deal post the COVID-19 pandemic, which caused a grave impact on many important areas and sectors of our lives. The health care sector seemed to have been hit by a storm. However, even during the trying times of the pandemic, the team of ICS continued to remain dedicated to helping the lives of the ones affected by cancer, be it the patient or their families. Although events such as offline awareness and screening camps took a backseat, our mission of spreading awareness at the mass level stayed put.

Indian Cancer Society organised several social media campaigns for this purpose. Along with our regular approach for creating awareness, we also made efforts to support and encourage people during this time of hardship. Post the most difficult phase of the pandemic in 2021, ICS kept on continuing with its mission in all its force.



MENTIONED BELOW ARE INITIATIVES THAT THE ICS HAS BEEN INVOLVED IN:

PRINT MEDIA: Advertisements on World No Tobacco Day, Childhood Cancer Awareness, breast cancer, cervical cancer, Covid and cancer ads were published at regular intervals in DB group publications - Dainik Bhaskar Hindi, Divya Bhaskar Gujarati and Divya Marathi. This medium of communication reaches approximately 61 lacs households, 6.6 Crores readership across 12 different states.



BREAST CANCER



CHILDHOOD CANCER



WORLD NO TOBACCO DAY



COVID & CANCER 2021

THE WORLD AND CANCER ADS WERE PUBLISHED IN ENGLISH, TAMIL, TELUGU, KANNADA AND MALAYALAM IN THE HINDU, EENADU, VIJAYWANI AND DINAMALAR.



On the occasion of **World No Tobacco Day**, a video featuring actor & social media influencer, Sunil Grover was released which talked about the extremely harmful ingredients that are used in the making of cigarettes. It was shared on his personal social media handles, VOOT platform and other social media handles.

THE CAMPAIGN RECEIVED COVERAGE IN MORE THAN 60 TOP E-PRINT MEDIA SUCH AS MID-DAY, HINDUSTAN TIMES, TOI, MATRUBHOOMI, LOKSATTA, NEWS18, DECCAN HERALD, INDIAN EXPRESS, OUTLOOK, DNA, REPUBLIC, ETC. THE RELEASE OF THE VIDEO RESULTED IN 100 TOBACCO DE- ADDICTION CALLS ATTENDED BY DR. VIJAY SALUNKHE, AND SUPERVISED BY TOBACCO CESSATION SPECIALIST DR. ROHAN BARTAKE.



Sunil Grover - Cigarette Recipe

SCAN FOR VIDEO

We played podcasts highlighting their challenges on different podcast platforms. This campaign reached around 36 million. The campaign culminated in a fundraising digital concert by **Ms. Sunidhi Chauhan on November 7, 2020** Influencer marketing and social media awareness was used to amplify the event.






RADIO

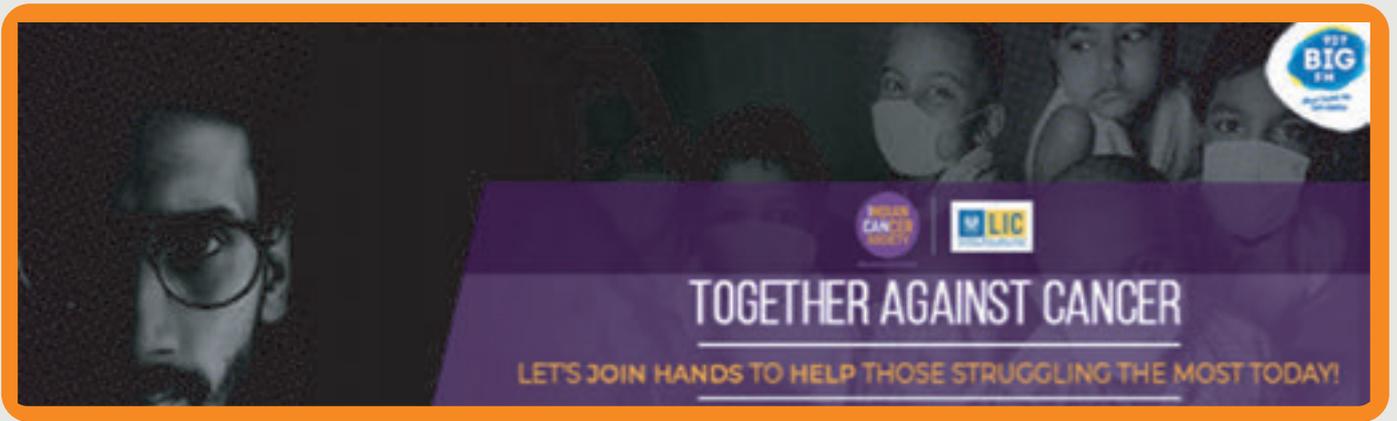


WITH THE HELP OF BIG FM, WE CONDUCTED A SOCIAL MEDIA CAMPAIGN -"TOUGH PEOPLE LAST, TOUGH TIMES DON'T."

This campaign was led by the goal to send a strong and positive message to people, encouraging them to face the challenges of life with a brave face.



ACTIVITY 1



Later in the year, ICS collaborated with BIG FM for a National Cancer Awareness Radio Campaign across 58 radio stations across India where we did a four week campaign starting with a recap of Shakti (patient from the struggle against cancer campaign) and his journey. The RJs highlighted the challenges of cancer along with the various other issues faced by cancer patients during the phase of lockdown.

Life Coach Dilip talked about living a Better, Happier and Holistic life and created awareness about the sufferings of cancer patients and their families.

ACTIVITY 2

World Cancer day was celebrated across India with a radio activity



"DARO NAHI, LADO SAHI"

on 58 radio stations wherein doctors spoke about the different signs and symptoms of cancer and the benefits of early detection.



ACTIVITY 3

Radio coverage in south through spots and RJ mentions in Fever FM Hyderabad and Chennai for five days



Breast cancer was celebrated in October which saw a series of activities in the digital space. This horoscope was shared by influencers with their own personal message. The call to action was to do a self-breast examination resulting in many people visiting our website for the steps on self-breast examination. Breast Cancer Bhavishya banners were uploaded on the website and the campaign was on all our social media handles like FB, Insta etc



A DIGITAL CAMPAIGN ON TIMES OF INDIA,

TIL Network and indiatimes.com was held towards the last week of October which went on till Mid November. Women have been conditioned into covering up or shielding themselves at all times. ICS, however urged them to #OpenUp for a breast examination and safeguard themselves from the real danger of the late detection of breast cancer at least once a year. Early screening helps you to stay two steps ahead of breast cancer.

#TESTYOURBREAST



CINEMAS



We also aired Cancer Awareness Film in more than 1800 Qube Cinemas for 2 weeks across India.





PR ACTIVITIES WERE UNDERTAKEN TO CREATE AWARENESS ABOUT CANCER.

With the demise of renowned personalities suffering from cancer, there is a need to create awareness on early detection of cancer and talk about the celebrities who have successfully fought the disease.



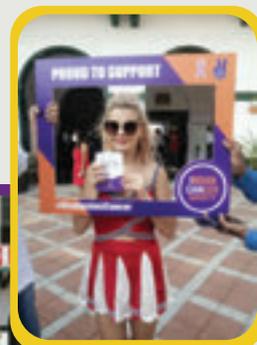
RELAY FOR LIFE

Covid-19 took a toll on the Relay for Life that was being held at different schools. However, Oberoi International School had a virtual event and the students pre-recorded and shared Survivor's stories, dance performances and poem recitals. Post-covid, RFL was conducted at the Singapore international school - On ground RELAY FOR LIFE was conducted at Dahisar on 31st March 2022. Ugam volunteers took part in the event.



RACE OF HOPE

On 27th of February – Race of Hope ICS participated in it as NGO Partner at the Mahalaxmi race course event. The objective was to create awareness amongst the masses through influencers.



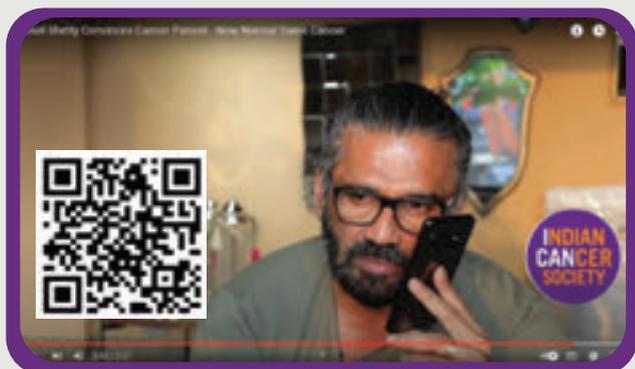
New Normal Same Cancer



During the pandemic, restrictions and financial burdens resulted in a lot of patients not being able to continue their treatments so with the support of our donor we decided to come up with a campaign named 'New Normal Same Cancer' which highlighted how the world had experienced a big change with the pandemic and adapted to the New Normal, but when it comes to cancer, it has always been taking lives and continues to remain the same. Indian Cancer Society stepped up to explain the ways of New Normal Same Cancer by going digital on social media. superstars - Mr. Suniel Shetty and Mr. Gulshan Grover took Instagram by storm in January and March of 2021, when they posted motivational videos of themselves speaking to their cancer survivor fans to encourage them to continue with their treatment.

SUNIEL SHETTY (SCAN TO VIEW VIDEO)

GULSHAN GROVER (SCAN TO VIEW VIDEO)



RADIO CAMPAIGN



The digital activities were supplemented with a two-week radio initiative in ten non-metro towns across India (May/June 2021). Apart from the engaging radio ads requesting people not to delay cancer treatment, we had doctor interviews (bytes) in the local language answering some FAQs on cancer.

**CUMULATIVE REACH
FOR 14 DAY RADIO
CAMPAIGN 2.2 MN.**



INFLUENCER MARKETING

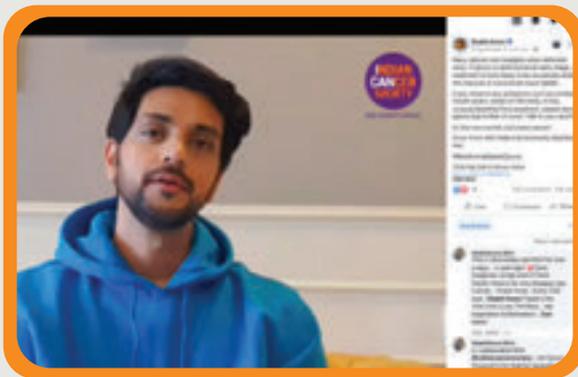
Leveraging celebrities for creating awareness & encouragement to continue cancer treatment during the pandemic era as a part of the campaign New Normal Same Cancer. In June 2021, Actress Sonali Bendre who herself is a cancer survivor helped us spread a message amongst cancer patients to continue pursuing their treatment. She urged cancer survivors and their caregivers to not delay getting checked, staying regular with the follow-ups and best course of action.



SONALI BENDRE



SCAN TO VIEW POST

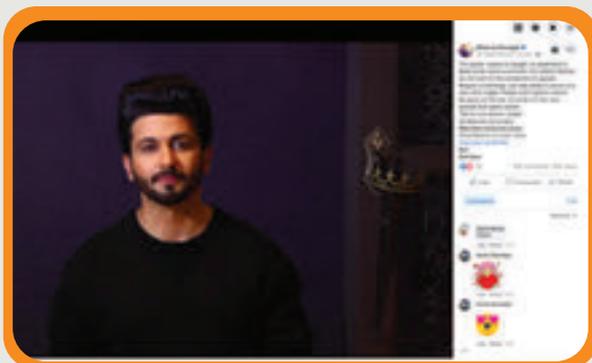


SHAKTI ARORA

Shared a message urging people who are possibly experiencing early signs of cancer to not wait because of the fear of covid and get their symptoms checked at the earliest.



SCAN TO VIEW POST



DHEERAJ DHOOPAR

Shared a message urging people to take care of themselves and get themselves checked for cancer regularly in the new normal.



SCAN TO VIEW POST



This campaign with all 3 celebrities helped us reach and engage amongst a large number of netizens on social media

REACH - 42 LAKHS
IMPRESSIONS - 50 LAKHS
ENGAGEMENT - 2 LAKHS
VIDEO VIEWS- 16 LAKHS

New Normal Same Cancer PHASE 2



CANCER DOES NOT WAIT NEITHER SHOULD YOU

As a part of the campaign, five videos were created featuring cancer survivors coming from different parts of India highlighting different types of cancer. The videos were made in regional languages i.e. Marathi, Hindi, Bengali, Telugu. We uploaded the videos on our official YouTube channel. These videos were created by featuring cancer survivors in various languages to encourage other cancer survivors to continue their treatments during the pandemic era too.



SURVIVAL STORIES



SCAN QR TO VIEW VIDEOS

INFLUENCER MARKETING - NEW NORMAL SAME CANCER PHASE 2



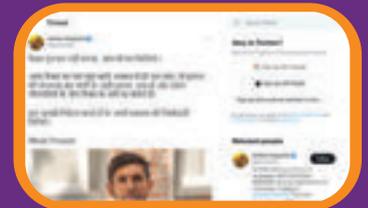
DIVYANKA TRIPATI

Divyanka Tripathi helped us by posting our own Breast Cancer survivor Shabana Sheikh's video on her social media handles. Divyanka has a whopping 7.6 M following on Facebook which helped us in reaching a highly significant number of people.



ASHISH VIDYARTHI

March 2022, Ashish Vidhyarthi is a veteran actor and has a cumulative reach of 3.4 M followers on Social Media. He helped us to spread the message of getting pre-checked as soon as any minor symptom is seen. He also made a self shot video appealing his followers and will be posting that too soon. Along with the posting of this survivor video, he also made a self shot video appealing his followers and will be posting that too soon.



SUBODH BHAVE

Popular marathi actor & producer helped us post our own survivor Santosh Phapale story. Subodh Bhawe has 382k followers on Facebook & 716 k followers on Instagram



SRABANTI CHATTERJEE

Popular bengali actress along with the posting of the survivor video, she also made a video informing her followers on how they can be aware about cancer and continue their treatment



In the second phase with the help of the survivor videos and influence marketing we could reach a large number of people on social media and help spread awareness.



REACH - 4.5 MILLION

VIEWS - 2 MILLION

ENGAGEMENT - 3 LAKH

IN MARCH 2022, WE CONDUCTED PAN INDIA RADIO CAMPAIGN WITH RADIO MIRCHI



SHOW FABRICS ON 8 STATIONS – WHERE THE WHOLE SHOW HAD A TOPIC OF DISCUSSION ONLY ON CANCER RADIO SPOTS ACROSS 67 STATIONS WITH A REACH OF MORE THAN 4 MN.

In March of 2022, a full page print ad on oral and cervical cancer was published in Dainik Bhaskar which got a reach of more than 60 lakhs Dainik Bhaskar Print ad campaign -Total reach of 61 lakhs, 6.6 crore readership Total 56 editions across 12 states, 236 districts Total 236 districts - 172 Hindi speaking, 49 Gujarati speaking, 15 Marathi speaking





CERVICAL CANCER



ORAL CANCER

Under Project Satark which is a long term project under awareness vertical ICS is planning to train Front Line Community Health Workers during first year on oral and cervical cancer awareness and prevention program in selected urban towns of districts in select states starting with West Bengal and 2 other states. This program is aimed to create awareness about oral and cervical cancer in the urban community and encourage patients to undergo screening at public health care facilities.



For the successful execution of this project we decided to conduct a baseline research on oral and cervical cancers with professional research agencies to find out how the society perceives cancer and what serves as the best communication route to spread awareness and reduce the burden of cancer. Based on the research findings, we adopted the route of creating interactions which reduce fear and build positivity.



PROJECT TO BEGIN IN 2022-23

AWARENESS

DELHI

1. Despite the continued pandemic the total number of talks had increased.
2. Most of the awareness session which took place in the year were virtual. The Volunteers enjoy face to face talks but the advantage of virtual was that it increased the circle of audience from Delhi to pan India. Radio talks were a force multiplier. Ms. Jyotsna Govil, had been a very popular speaker for many National and International talks.

| AWARENESS TALKS/ WEBINARS 2021-2022 | |
|-------------------------------------|-----|
| SCHOOL/COLLEGES | 13 |
| COMMUNITY | 32 |
| NATIONAL | 23 |
| SOCIAL MEDIA | 14 |
| INTERNATIONAL | 23 |
| INSURANCE COMPANY | 02 |
| HOSPITAL | 01 |
| RADIO TALKS (FM GOLD) | 20 |
| TOTAL TALKS | 128 |



3. Training- Two training workshops were held internally for induction of new volunteers. Internationally, ICS Delhi trained 25 Sri Lankan volunteers, in Cancer awareness and emotional support from 9th November to 1st November 2021. There were 10 members from Colombo group called “Lean On Me” and 15 persons from, Sri Lanka Cancer Society, Kandy. The “Lean on Me” team was of caregivers who have got together to spread awareness about cancer. The Kandy team is running a care center for people undergoing treatment in Cancer hospitals and they do Cancer awareness.

4. World No Tobacco Day. With the schools still being closed due to the pandemic, Indian Cancer Society, Delhi Branch held the competition online. A grand finale was held online on 1st June 22 where schools, participants, judges and teachers were invited. The prize winning entries were read out by the participants and the animations were shown.

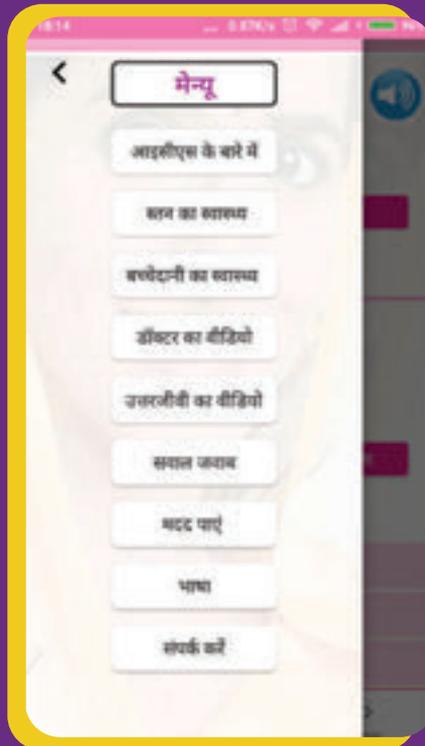
5. Around 24 to 40 radio talks took place that reached about 4 million people.



6. There have been an average of 100 community awareness talks at schools, colleges & corporate houses. Around 100 virtual talks took place since covid related precautions and protocols were being followed.



M-Shakti app has been operational since 2016 & it is available free of cost from Google store (Android phones). Shakti app is well on its way to become multilingual and interactive along with being available on iOS.



a) Drive Against Cancer. The Indian Cancer Society's flagship Fundraiser held annually, Drive Against Cancer 2021 golf tournament was conducted at the prestigious Delhi Golf Club on 24th September. Over 120 golfers participated.

b) Artistes Against Cancer. Our annual "Artistes Against Cancer" was held on 5th Dec 2021 from 6:30 pm onwards as a virtual concert. Our artiste was the iconic Bollywood singer, Ms. Usha Uthup who captivated the audience with her scintillating music. It was streamed live in three clubs of Delhi.

BENGALURU

eee



On World No Tobacco Day the people of Gulbarga took to the streets to create awareness. Whatsapp messages "Don't spit" were sent to employees of State Road Transport to curb the spitting habit.



Dr Chethana and Dr. Punith recording at Akashvani A.I.R.



A Tele-Helpline in June of 2021 to guide cancer patients and caregivers on seeking appropriate medical aid and to offer support with procuring medication and psychological counselling.



World Cancer Day was celebrated on both online and offline platforms. In collaboration with Oracle volunteers, we posted daily videos on cancer awareness during the month of February. AIR Akashvani broadcasted awareness messages recorded by doctors.

KOLKATA

To raise awareness amongst underprivileged communities, we organized 20 awareness camps on cancers and through these camps we reached around 5225 community members. Awareness and interactive programmes on cancers were undertaken with socially active female youth and also with female community leaders.



Due to the Covid-19 pandemic situation, this year's World Cancer Day was observed in the form of a press conference. The programme was held on 4th February at Raj Bhawan, Kolkata. The Excellency Governor of West Bengal himself addressed the press and Dr.Arunabha Sengupta - Secretary, Shri Dipak Kumar Basu - Jt. Secretary, Mr. R.S.Goenka - Chairman, Mr. R.K. Agarwal - Co-Chairman & Mrs. Swarn Obhrai - Chairperson Ladies wing talked about cancer control programme and the role of the Indian Cancer Society.



NAGPUR

On International Women's Day 8th March 2022 - CAP held awareness camp for all female employees at Shri Mahila Grih Uddyog Lijjat Papad Nandanwan, Nagpur. This activity was attended by 85 women.



Breast Cancer Month observed in the month of October, 2021 at Mure Memorial Hospital, Nagpur. 85 nursing students & staff members attended it.

LUCKNOW

Indian Cancer Society organized a Cancer Screening and Awareness camp at Bangaramau, Unnao, Uttar Pradesh, on 9th February 2020. Dr A N Srivastava, Dr U S Pal, Dr Shailendra Yadav, Dr Laksh Yadav and other society members participated in the same. 184 patients were examined in which 26 patients had cancer diagnosis.





SCREENING



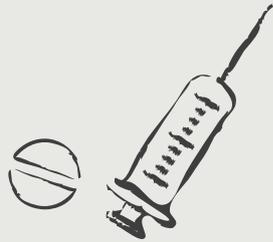
Screening refers to the use of simple tests done to identify individuals who may have cancer, but are not showing symptoms yet. Screening is done to identify oral cancer, breast cancer and cervical cancer using oral visual inspection, clinical breast examination and VIA tests. Early detection is one of the biggest factors in determining the prognosis of the disease. The chances of survival go up immensely if the disease gets detected in the early stages. Indian Cancer Society conducts screening for the general population and over the years, it has partnered with various community organisations, NGOs, and hospitals that work in the cancer spectrum.

OUR AIM IS TO REACH AS MANY UNDERPRIVILEGED COMMUNITY MEMBERS AS POSSIBLE.

We have collaborated with BPCL, GiveIndia for the screening of high-risk populations both men and women. We have also partnered with AstraZeneca for the 'Ganga Godavari Cancer Screening Project' to conduct screening and awareness for breast, cervical and oral cancer for the women of Varanasi. BPCL funded project was launched in March 2021 for screening 70,000 people for oral, breast and cervical cancer amongst the underprivileged communities of Varanasi, Kolkata, Pune, Vidarbha and Kolhapur of Maharashtra over a period of two years, partnering with Homi-Bhabha Cancer Hospital, Varanasi and Patna, Banaras Hindu University, Oncolife Cancer centre, CNCI Kolkata and Afflatus Foundation. This project served the dual objective of creating awareness and screening for oral, cervical and breast cancers in India. Unfortunately, camp related activities were stalled in 2020-21 due to COVID-19 regulations. However, in the financial year 2021-2022, inclusive of BPCL, AstraZeneca and Give India supported, we have conducted 259 camps.



A TOTAL OF 19,934 BENEFICIARIES WERE SCREENED FOR ORAL, BREAST AND CERVICAL CANCERS, OF WHICH 1256 BENEFICIARIES WERE FOUND TO BE SCREENED POSITIVE.



SCREENING - OTHER BRANCHES

DELHI

CANCER DETECTION CENTRE & SCREENING CAMPS.

The Cancer Detection Centre (CDC) at Babar Road has been providing Screening Services since 1984. The Centre is strengthened by two “On-Wheels” Mobile Screening Vans provides Awareness, Knowledge and Cancer Screening at the Community’s door-step, through Screening Camps within the Delhi NCR. A total of 3390 persons were screened in 2021-22.



The Outreach Programme in Mathura district had 111 screenings and the one in Nuh, Haryana had 118. Community screenings in the Abul Fazal district in south Delhi were started in 2022 and covered 120 screenings.

Preventive Screening Data since 2012. Useful in epidemiological research.

KOLKATA

We organised 20 screenings and detection camps and through these camps we have been able to provide screening services to 4,887 community members out of which 2,878 were male and 2,009 were female. Through these camps, a total of 21 individuals were identified as cancer suspected cases.



A total of 313 patients received their treatment facilities through S.V.S Marwari Hospital.

BENGALURU

We decided to avoid large gatherings at camps and took up door-to-door surveys which allowed us an opportunity to do counselling as well as one-on-one oral examination in three locations:

- 1) Bettampady village, a rural community about 60 kms outside Mangaluru
- 2) A rural community in Chitradurga dist;
- 3) Rural community in Koppal district (July 2020 to March 2021). Posters on oral self-examination were distributed. Approximately 5,000 individuals were covered under these surveys.



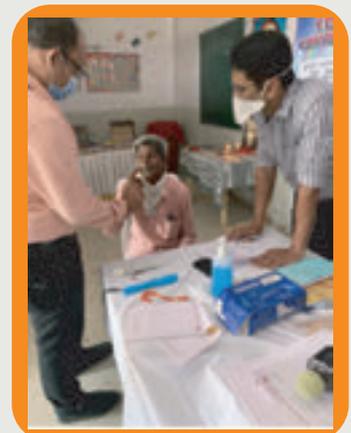
NAGPUR



Awareness Program & Oral Cancer Screening Camp Organized on World Cancer Day - February 4, 2020 at Nandanvan area of Nagpur and attended by 50 participants



Awareness Program & Oral Cancer Screening Camp Organized on World Cancer Day - February 4, 2020 at Nandanvan area of Nagpur.





International Women's Day, 8th March 2022 - Screening of RETRO + ve Ladies of Vihan NGO also completed at our centre and attended by 20 individuals.



Oral Screening Camp held on November 27, 2021 at Jaitala, Nagpur. 60 persons benefited from this program.



LUCKNOW

Cancer screening and awareness camp at Bangaramau, Unnao, Uttar Pradesh, on 9th February, 2020. Dr A N Srivastava, Dr. U S Pal, Dr Shailendra Yadav, Dr Laksh Yadav and other society members participated in the same. A total of 184 patients were examined in which 26 patients were found to be positive.





**Saving
Lives**

**Cancer
Cure**

Dear



CANCER CURE FUND (CCF)

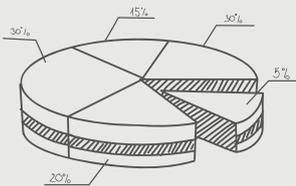


**TRIBUTE TO DR.V SHANTA
(MAR, 1927 - JAN, 2021)**



'Cancer Cure Fund' (CCF) is a flagship project of the Indian Cancer Society which offer financial assistance for treatment to underprivileged patients. Under this programme, a patient can receive up to Rs. 5 lakhs for cancer treatment, with higher ceiling of Rs. 8 Lakhs for Bone Marrow transplant. So far, over 11,000+ cancer patients have benefitted from this project, many of whom have successfully completed their treatment and resumed active lives. In FY-2020-21, the Covid pandemic impacted the donations to ICS- CCF. Fortunately, Cancer Cure Fund had funds from the previous year and was able to continue with its operations. The total donation received between 2020 to 2022 is Rs. 27.34 Cr. The Cancer Cure team expresses gratitude to all the donors who supported us in our fight even during the pandemic.





PRIME DONORS OF CANCER CURE FUND

| | INR, CRORE | 20-21 | 21-22 |
|--|------------|-------------|--------------|
| HDFC AMC Investor Dividend | | 1.89 | |
| HDFC AMC CSR Fund | | 1.89 | 11.00 |
| Bharat Petroleum Corp. Ltd.(BPCL) | | 3.08 | 6.35 |
| OTHER DONOR | | 0.72 | 1.37 |
| Aditya Birla Capital Foundation (ABCF) | | 0.50 | |
| Securities Trading Corp. of India Primary Dealer (STCIPD) | | 0.30 | |
| Crisil Ltd | | 0.08 | |
| Individual Donors | | 0.11 | 0.05 |
| TOTAL | | 8.58 | 18.77 |





NET DISBURSED AMOUNT (INR, CRORE)



BENEFICIARIES ASSISTED



Way Forward for Cancer Cure Fund

1. Increase impact by achieving greater survival rates.
2. Increase outreach directly and indirectly through partnerships & collaborations by transfer of technology.
3. Enhance the outcome of government schemes.
4. Ideal model for impact funding by philanthropy as metrics are highly measurable.

CANCER CURE FUND ACTIVITIES 20-22

1. STEPS TAKEN DURING LOCKDOWN

To overcome the difficulty of getting personal documents from patients during COVID, CCF circulated the Declaration/Undertaking for non-submission of documents so that the patient could submit the documents when the lockdown was restored and the application wasn't held up because of this reason. • CCF had virtual meetings with the empanelled hospitals to explain the possibility of delayed funds during the lockdown and all the hospitals wholeheartedly supported and continued treating patients without waiting for the funds to get credited. • The Governing Advisory Council accepted the proposal presented by the Due Diligence Doctors to support the treatment for COVID-19 within an overall limit of Rs.5 lakh for all CCF-sanctioned cases.

2. NAVYA TECHNOLOGIES COLLABORATION:

Navya Network is an online Cancer expert opinion service, which is also working on the Indian Government's Ayushman Bharat scheme for the evaluation of applications. CCF is happy to collaborate with Navya, and its innovative machine-learning technology, to quickly and effectively identify the most eligible patients for treatment of cancer.

ICS-CCF has partnered with Navya by signing the memorandum of understanding and a non-disclosure agreement for a highly scaled due diligence of applications as per the standardised treatment protocols, the criteria, financial ceiling set by CCF etc. Before providing system user access to Navya, ICS-CCF enhanced the software to ensure patient confidentiality and privacy.

3. NEW GAC MEMBERS INTRODUCED:

Dr. Shailesh Ayyangar, Ms. Jyotsna Govil, Mr. Kishore Rao, Mr. Gautam Chakravarti, Dr. Manju Sengar and Dr. Nilesh M Lokeshwar and Mr. Navneet Munot

CURRENT GAC MEMBERS:

Mrs. Usha Thorat - GAC Chairman, Mr. M K Sharma, Mr. Hari Mundra, Dr. Anita Borges, Dr. Purna Kurkure, Mr. Naveen Kshatriya, Mr. Kewal Nohria, Mr. Rakesh Swaminathan



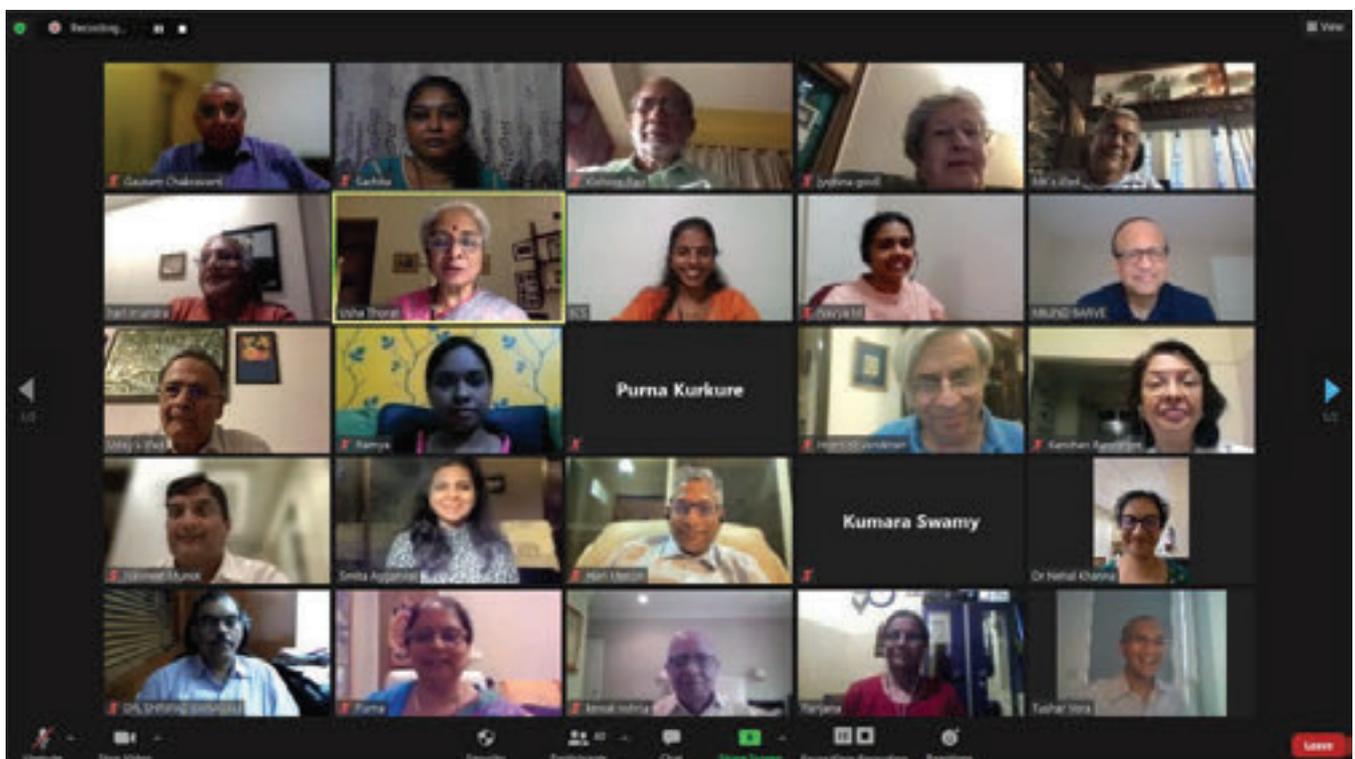
5. STANDARDISATION & CAPPING OF COST OF DRUGS -

All the empanelled hospitals on 15th October 2020 with the objective of increasing the coverage of patients who can be treated from the CCF, it was decided to cap the cost for drugs/ doses supported by the CCF. CCF standardized and capped the cost of certain drugs, creating a CCF checklist and a CCF-ready reckoner document for the hospital to refer to.

6. ON THE OCCASION OF THE 200TH GAC MEETING -

GAC members decided to acknowledge and celebrate the Navya team and the doctors who have served voluntarily on the DDT teams in Mumbai and Bengaluru. It was attended by more than 40 members, including present & past GAC members, DDT, ICS & CCF, and everyone expressed their gratitude.

According to Mr. Hari Mundra - Chairman ICS, there are 5 reasons why CCF model has been a success “Credible, sustainable & resilient system, Executive with long term partnership with HDFC AMC & Tata Memorial Hospital, Excellent Team work, Leadership, New Innovations like AI tool leading to longevity of the project.



7. ABSTRACT ON ENHANCING IMPACT OF FINANCIAL SUPPORT FOR CANCER USING AI

A nascent initiative of the Indian Cancer Society submitted by Dr. Tushar Vora to the International Society of Paediatric Oncology (SIOP) was accepted for poster presentation at SIOP 2021 which was held in Hawaii from 21st Oct to 24th Oct



8. SOCIAL IMPACT STUDY

For 27 beneficiaries of the SBI Foundation was conducted. A snapshot of the findings



9. AN E-CELEBRATION EVENT ON 20TH FEB. 22 WAS ORGANISED ON THE SUCCESSFUL COMPLETION OF DECADE CCF.

The brochure Decade of Saving Lives – Cancer Cure Fund was released by Chief Guest - Mr. Deepak Parekh Chairman of HDFC.

ICS expressed its gratitude to the HDFC Team for their continuous support year on year for a decade even when there was no mandatory CSR. Quote from Mr. Parekh's speech "Philanthropic should be a habit and not an option. People in their first 25 years LEARN, next 25 years they EARN and the 25 years later one must RETURN".

DR. ARUN KURKURE INITIATION AND TREATMENT FUND (AKITF)

The Dr. Arun Kurkure Initiation and Treatment Fund (AKITF) has grown manifold over the years, what started with supporting 836 patients in 15-16 has now supported around 4,200 across AKITF empanelled hospitals. Below are the donors who have supported AKITF:

| DONORS AKITF | (INR, LAKH) | 20-21 | 21-22 |
|--|--------------------|---------------|---------------|
| LIC Golden Jubilee Foundation | | 20.00 | 20.00 |
| Aditya Birla Capital Foundation (ABCF) | | 15.69 | |
| A H Wadia | | 50.00 | 50.00 |
| Other Donor | | 30.00 | 167.75 |
| Taru Lalvani Charity Trust | | 0.50 | |
| Securities Trading Corp. of India Primary Dealer (STCIPD) | | 5.00 | 40.00 |
| Nihchal Israni Foundation | | | 10.00 |
| Individual Donors | | 3.06 | 10.20 |
| TOTAL | | 108.56 | 313.64 |

New empanelled hospitals

1. Padhar Hospital Madhya Pradesh,
2. Sher-E-Kashmir Institute of Medical Sciences (SKIMS),
3. Jammu & Kashmir, Homi Bhabha Cancer Hospital (HBCH),
4. Mahamanah Pandit Madan Mohan Malviya Cancer Centre, Varanasi, UP
5. SRCC Children's Hospital, Mumbai

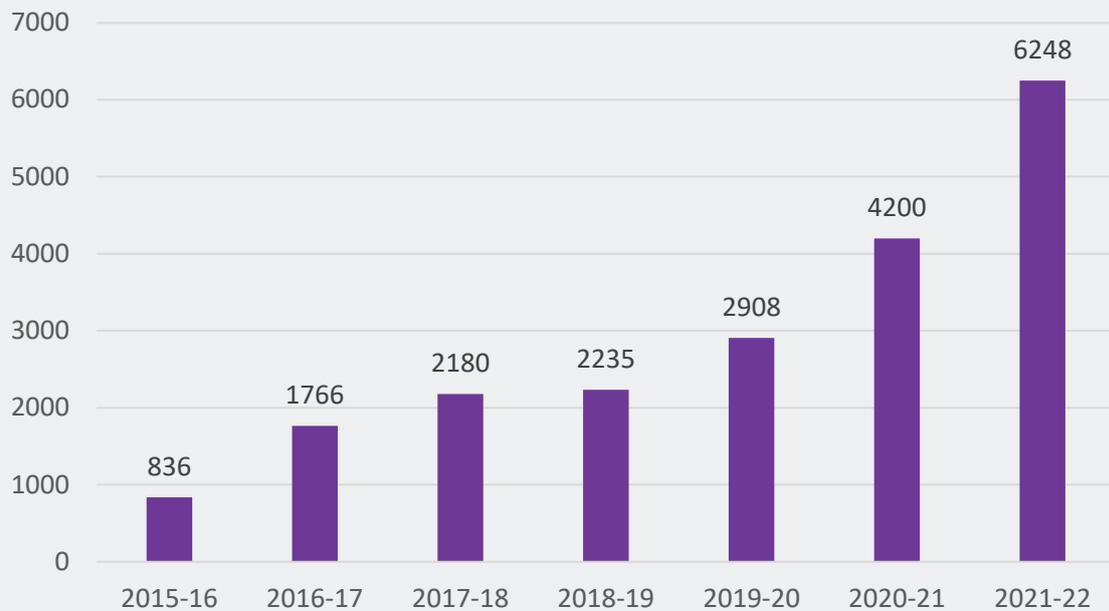


AKITF - SUPPORT

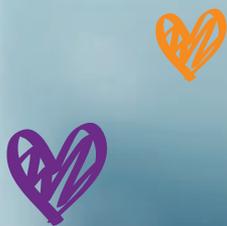
NET DISBURSED AMOUNT (INR, CRORE)



PATIENTS IMPACTED



Courage conquers all things:
it even gives strength to
the body." - Ovid"



SURVIVORSHIP



INTRODUCTION TO SURVIVORSHIP

Survivorship forms an important component of the care-across-cancer continuum. After cancer patient finishes treatment successfully, entering into the survivorship phase that has its own challenges. At this stage, continues guidance and support is needed to adjust into their new life and adapt to the changes that have occurred since the time of the diagnosis and over the period of their treatment. Along with physical and emotional changes, there can also be financial changes. In India, around 50 Thousand new cases of childhood (age group 0-14 years) cancer occur every year. Childhood cancer is the most curable disease and a large number of survivors are added to society who start a new life post their treatment. Below are the initiatives related to the survivorship phase, undertaken by the Indian Cancer society.

PROJECT PICASSO

PICASSO is a holistic rehabilitation module being implemented in partnership with paediatric cancer units. The objective is to facilitate cancer institutes to start hospital-based ACT(After completion of therapy), and clinics for holistic (medical & psychosocial) care of survivors of childhood cancer to improve their quality of life and lower the possibility of losing track of follow-ups.

PROJECT PICASSO CONSISTS OF THE BELOW 6 INITIATIVES TO HELP CANCER SURVIVORS.





PSYCHO-SOCIAL COUNSELING & CAREER COUNSELING AT ACT CLINIC

At ACT clinics, childhood cancer survivors get follow-ups with a team of doctors, psychologists /counsellors in a holistic manner. A patient's medical, psychosocial, and late elect assessments are taken and need-based support is facilitated.

DEVELOPMENTS

Currently operational in 11 hospitals in six cities
Around 1.9 k survivors & parents counselled at the clinics.



PSYCHO-SOCIAL COUNSELING & CAREER COUNSELING:

DR. D J JUSSAWALA EDUCATIONAL AND VOCATIONAL

The aim of this fund is to provide financial support for childhood and young cancer survivors, to help them continue their education. Since 2017, more than 1 Cr. has been used from the fund so far to support around 300 survivors for the purpose of education. 72 of these survivors went on to achieve tremendous success in different fields such as medicine, engineering, nursing, interior design etc. The philosophy of the fund is to handhold till one's education is complete

IN THE PAST TWO YEARS, A TOTAL AMOUNT OF 77 LAKHS WAS DISBURSED TO SUPPORT 259 APPLICATIONS TO COMPLETE THEIR EDUCATION

SUCCESS STORIES



Gopesh Chilveri: Hello!!! I am Gopesh Chilveri. I was diagnosed with Hodgkin's lymphoma when I was four. My entire treatment including chemotherapy and radiation got completed in a year. I am grateful to all the doctors and parents for supporting me in this difficult phase. I focused on my academics in school and after passing my 10th std I did a Diploma in Mechanical Engineering.

Later I continued my education and completed my B. Tech in Mechanical Engineering. UGAM is more than a family to me. We were finding it difficult to pay my final year engineering fees and UGAM came to my rescue. Under Dr. D J Jussawalla Fund I got sponsorship for my B tech education. I am very grateful to UGAM for standing by me and showing faith in me. After completing my education I got placed through the college campus. Currently, I am working as an R & D Engineer in one of India's biggest automotive OEMs. I am trying my level best to do my bit towards UGAM and guide/motivate other victors in their journey of life. I would just want my other friends to not let their past affect their present. There is a long and beautiful journey ahead of you.

PRITI NAG: 16-year-old blood cancer survivor who lost her index finger to cancer treatment but not her hope. She has participated at the state and international levels in Chess and Spell Bee Competition. She is extremely talented and even participated in the Math Olympiad.

BHUMI PRAJAPATI: Brain tumour survivor who underwent extensive treatment and is currently 16 years old. She is highly talented in crafts work and drawing. Due to medical late effects, she has a stunted height but that does not affect her self-esteem and she pursues dancing as one of her favourite hobbies.

MANISH SASE: A 21-year-old blood cancer survivor who has transitioned well from the treatment phase by establishing his career in Pharmacy and taking care of his family in his father's absence. He also recently got engaged.

LATE EFFECTS INVESTIGATION & TREATMENT FUND

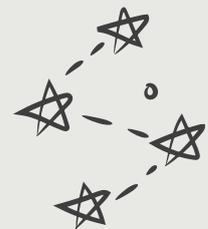
When cancer treatment ends, a new chapter of life begins. Some survivors may leave cancer behind and continue life with few or no health problems. Some of the survivors may have ongoing physical changes and challenges. Some of these might be due to late effects, also known as after-effects of cancer treatment. Not all cancer survivors will experience these late effects and they may appear soon after treatment or many years after the treatment ends. In most cases, the earlier these late effects are identified, the easier they are to treat. Patients should ask their healthcare team about the possible late effects, as they can range from very mild to serious. Medical experts cannot always predict if or when they will occur. It is recommended to have a summary of the treatment received and the follow-up guidelines from the oncologist.

A TOTAL AMOUNT OF 2,34,386 AMOUNT WAS DISBURSED TO SUPPORT THREE SURVIVORS

Late effects investigation fund was initiated in 2021. The advisor committee has been formed with the support from Experts in respective specialities Guidelines and SOPs are being evaluated.

SCOPE OF THE FUND INCLUDES FINANCIAL SUPPORT FOR THE FOLLOWING:

1. Hormonal Assessments and Interventions
2. Growth Hormone
3. Hearing Aid
4. After Vision Aid
5. Speech and Language Therapy
6. Dental Treatment
7. Child Counseling and behavior Therapy
8. Endocrine
9. Prosthesis
10. Investigations and treatment for Fertility
11. Neuro Rehabilitation
12. Vision Rehabilitation





UGAM is an emotional support group for childhood cancer survivors, it is the youngest unit of ICS under its survivorship program, UGAM means “To rise” above all obstacles in life and be victorious. UGAM was launched in 2009 on the 1st Sunday of June, celebrated as cancer survivors day across the world as a mark of celebration of life.

WHAT DOES UGAM DO?

Create awareness about the curability of childhood cancers.

Help childhood cancer survivors to begin a new life after cancer and make them aware that there can be and there is "normal life" after winning the battle with cancer

Promote the importance of monitoring the late effects of cancer therapies.

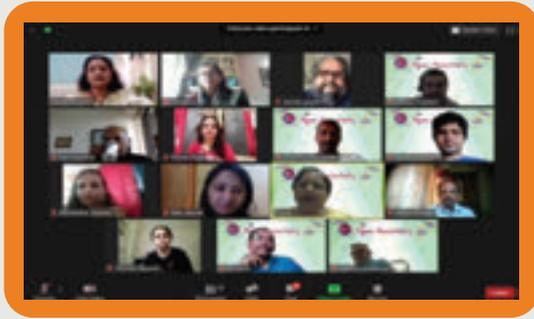
Advocate against discrimination in society to cancer survivors.

Highlight the need for public support for the cause of childhood cancer survivors.

Monthly UGAM meetings are held on the last Sunday of every month at ICS



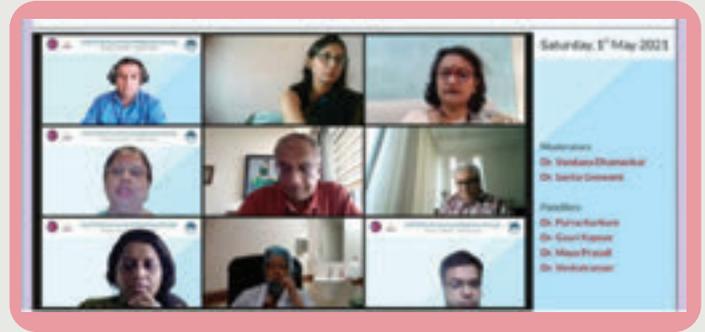
ACTIVITIES 2020-22



1. In 2020, since there was a nationwide lockdown, the Ugam anniversary was observed over a virtual format for the first time and was attended by more than 400 survivors and watched by many more via social media live streaming. In 2021, we continued the virtual format approach and once again, it got a response similar to the previous year.



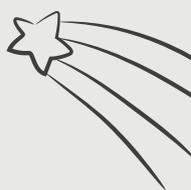
2. In September 2020, an online workshop for developing counselling skills of all Ugam members was conducted which was attended by The Indian High Group of Schools, Dubai, UAE as special guests.



3. An online panel discussion was held to discuss whether Covid Vaccine is safe for childhood cancer survivors. The panellists were PICASSO project partners. This event was attended by more than 450 attendees guests.

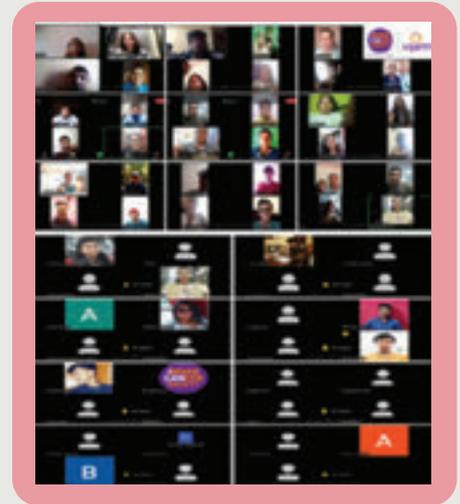


4. In June 2020, ICS conducted an 'Art of Living' online workshop to develop mental strength and coping abilities during the pandemic period.



5. To spread awareness on childhood cancer, we held an online Dahi Handi event for Janmashtami, which instilled a festive zeal and zest within the survivors event during the lockdown period.

6. Ugam Monthly get-together meetings were conducted every month for engaging in discussions, activities and exchange of ideas by all Ugam members. During pandemic, these meetings were held online and were attended by members from across the nation.



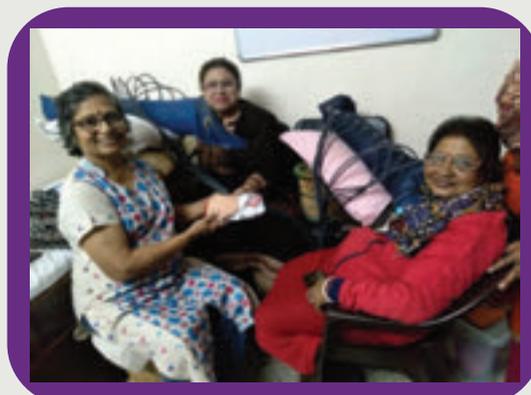
RELAY FOR LIFE

At Relay for Life events which are conducted in association with the American Cancer Society, we involve UGAM members to participate and be the torch bearer of the event to spread awareness.

DELHI

Patient engagement (Cancer Sahyog). Sahyog volunteers continued to guide & give emotional support to cancer patients telephonically. As volunteers were asked not to visit hospitals, we resorted to putting up posters with our helpline numbers in hospitals, so that new patients could also get in touch with our volunteers. The total number of people who were provided with emotional support was 283. Patients continued to get financial aid as medical assistance forms were processed & approved online. Rs 30 lakhs for medical assistance was sanctioned for 101 patients. Bras & prosthesis were distributed free of cost to the needy. Our annual seminar was held on 18th september and was in continuation to our enigma of cancer webinar series & covered the spectrum of mind matters.

SURVIVOR'S DAY EVENT – Survivor's Day Was Celebrated On 12th February To Showcase That There Is Life After Cancer. Survivors Lead A Perfectly Normal & Complete Life After Cancer. In Fact, They Don't Just Fulfil All Their Responsibilities, Take Care Of Themselves & Their Loved Ones But Also Enjoy Life To The Fullest. We Conducted A Virtual Fun-Filled Program Of Two Hours.



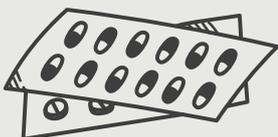
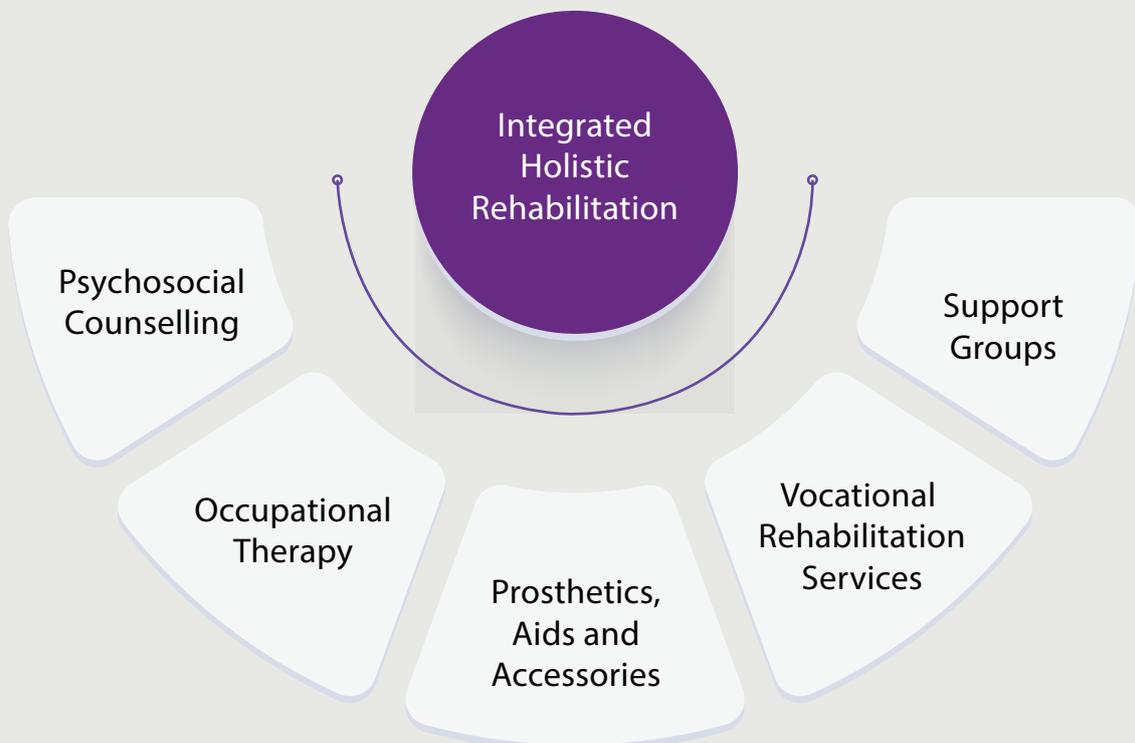


REHABILITATION



The Indian Cancer Society launched Asia's first rehabilitation centre in 1961. In 1979, ICS conducted Asia's first rehabilitation and vocational training workshop for cancer patients. As of today, we help rehabilitate survivors from different age groups in multiple ways. We conduct activities that are designed to help cancer patients in building their strength and confidence and lessen the impact of stress on them. Boosting the patient's morale and helping them navigate their new life refers to the psycho-social aspects of rehabilitation. Examples of physical restoration services that the ICS provides are:

TYPES OF PHYSICAL RESTORATION SERVICES THAT THE ICS PROVIDES



**RENOVATED INTEGRATED REHABILITATION CENTER AT MUMBAI
INAUGURATED ON 26TH JAN, 2021 WITH SUPPORT FROM
UNIVERSAL MEDICARE PVT. LTD.**



**OCCUPATIONAL THERAPY
& COUNSELLING**

The rehabilitation unit provides occupational therapy services through trained occupational therapists to improve the physical tolerance of patients during and after treatment.



Impact of occupational therapy

2. MEDICAL AID:

This fund was initiated in 2017, as an emergency fund for children and underprivileged cancer patients treated at Mumbai based hospitals. A total sum of 33L was disbursed for a total 131 patients from KEM, Jerbai Wadia and Sion hospitals.



| MEDICAL AID FUNDS | | |
|-------------------|-----------------|------------------|
| YEAR | NO. OF PATIENTS | AMOUNT |
| 2020 - 2021 | 26 | 6,50,000 |
| 2021 - 22 | 105 | 2,625,000 |
| TOTAL | 131 | 3,275,000 |

PROSTHESIS

In the past two years, we have distributed the following number of prosthesis to underprivileged cancer survivors:

836 BREAST PROSTHESIS

997 VAGINAL DILATORS

1250 COLOSTOMY KITS



The aim of our prosthetic team is to enhance the quality of lives of people affected by cancer with compassion, care and empathy and restore them with appropriate counselling on body image and health implication of cancer treatment and prosthetic needs.

BREAST PROSTHESIS

The prosthesis helps in overcoming body image issues and musculoskeletal problems (dropping shoulder, shoulder, neck and back pain). It also helps in restoring self esteem and self confidence



VAGINAL DILATORS

Restores vaginal capacity, helps in preventing vaginal stenosis/vaginal shortening mainly after radiation therapy and also helps in vaginal examinations.



NURSING SUPERINTENDENT FROM TMH STOMA CLINIC – CAPACITY BUILDING SESSION NEW STOMA MACHINE DONATED BY GELTEC – COLLABORATION WITH OAI BEING EXPLORED.



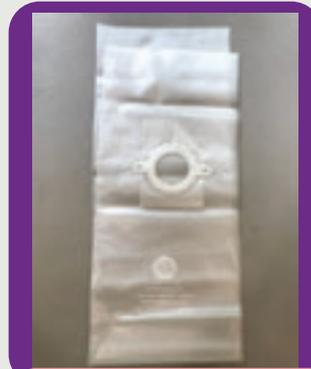
COLOSTOMY KIT



STOMA



IRRIGATOR BAG



SLEEVE



COLO BELT

For patients with Colon Cancer

VOCATIONAL AND SKILL BUILDING PROGRAMS:

OBJECTIVE:

To provide counselling, vocational skills training and occupational therapy to cancer patients and survivors.

BENEFICIARIES:

Patients, Dependants (mothers of child cancer patients who are underprivileged), survivors.



TAILORING BATCH



CERTIFICATE DISTRIBUTION OF TAILORING BATCH



REHABILITATION - OTHER BRANCH

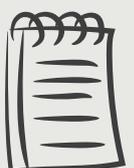
DELHI

Cancer Sahyog has been operating since 1991 at sixteen hospitals in Delhi NCR. All its members are Cancer survivors and immediate caregivers. ICS provides emotional as well as financial support to patients. The Medical Assistance Committee has been present since before Sahyog was born. Under the Bra & Protheses Project, more than 20,000 bras and protheses have been distributed to those in need. Child patients are provided with weekly lunches and offered creative and recreational activities. ICS also offers parent counselling

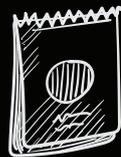


ICS PRASHANTI (REHAB AND HEALING CENTRE).

Indian Cancer Society, Delhi located at C R Park, New Delhi. Activities include patient group meetings, complementary therapies, distribution of free bras & protheses to mastectomy patients, child nutrition programme, talks by doctors/experts and celebration of festivals.

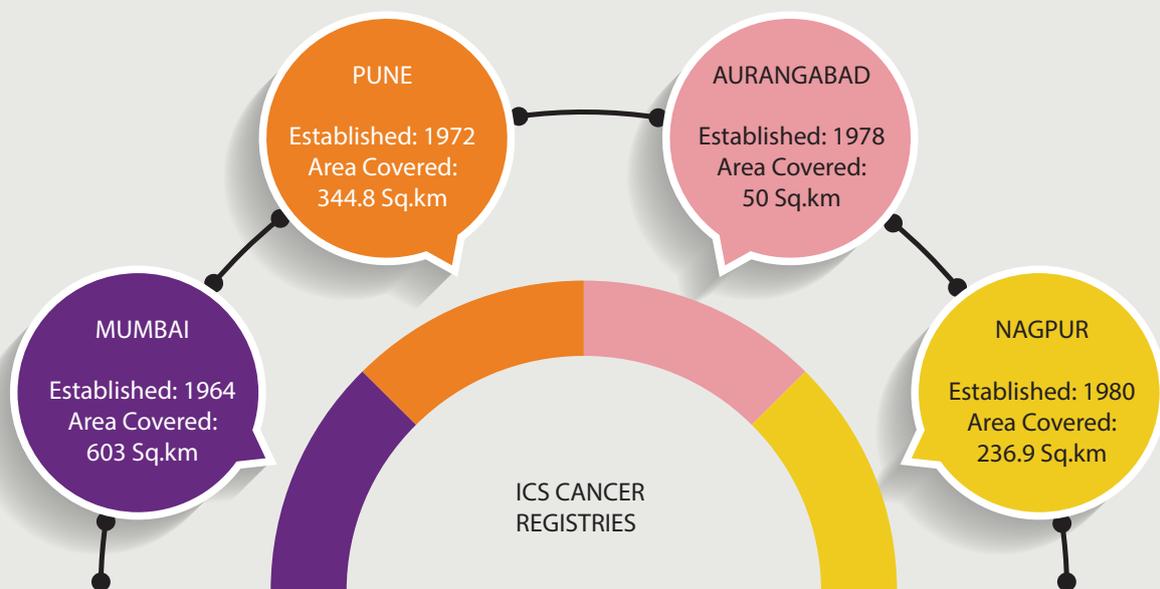


REGISTRY, RESEARCH & EDUCATION





The objective of the Cancer Registry Division is to gather information related to cancer incidences and mortality from precisely defined geographical areas. Cancer registries provide the systematic long term data that helps in understanding the magnitude, patterns and trends in cancer occurrence. It quantifies three main rates viz. incidence rates, prevalence rates and mortality rates.



Traditionally, registries had followed a manual data collection system using hardcopies which consumed storage space and needed continuous record maintenance. The pilot project was undertaken at Mumbai Registry. The usage of software is also advantageous in reducing the time gap between data collection and data analysis of the processing year.

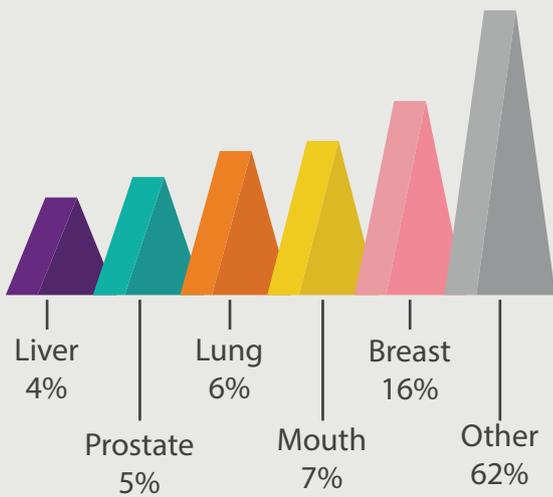


| REGISTRY | 2018 | | 2019 | |
|------------|-----------|-----------|-----------|-----------|
| | INCIDENCE | MORTALITY | INCIDENCE | MORTALITY |
| Mumbai | 14602 | 6948 | 14600** | 7000** |
| Pune | 5014 | 2072 | 4849 | 1889 |
| Nagpur | 2701 | 685 | 2199 | 786 |
| Aurangabad | 842 | 87 | 944 | 103 |

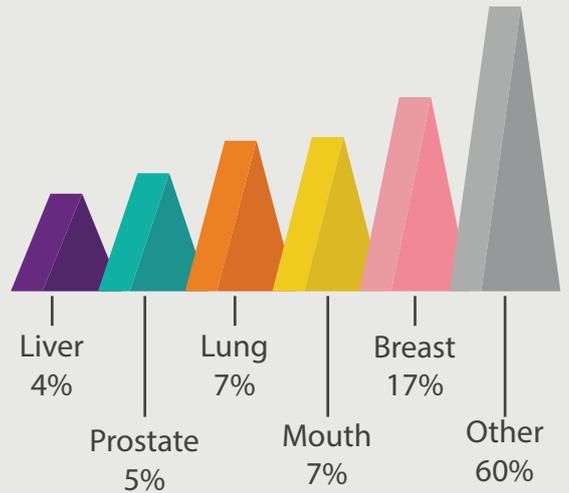
** Figures Under Research Process Can Differ Post Final Report.

FIVE LEADING SITES OF CANCER INCIDENCE

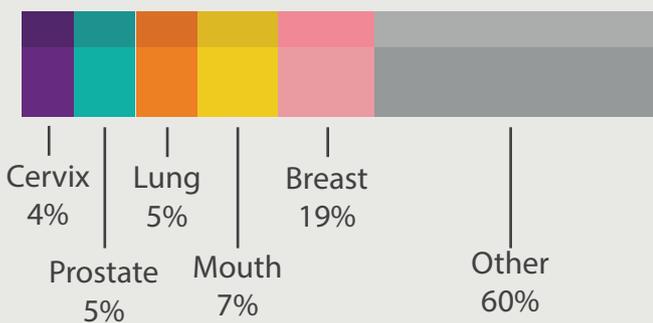
MUMBAI - 2018



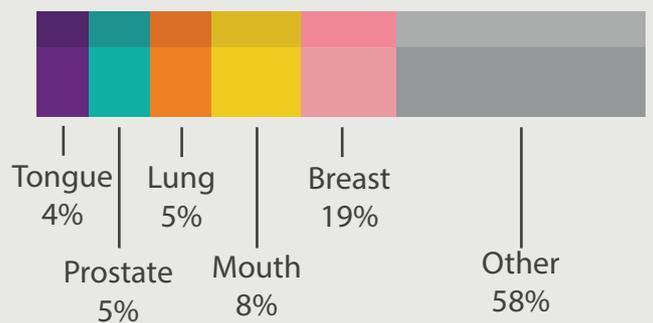
MUMBAI - 2019



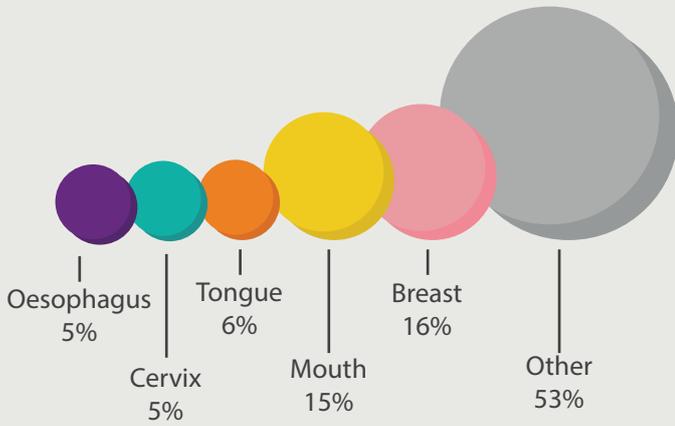
PUNE - 2018



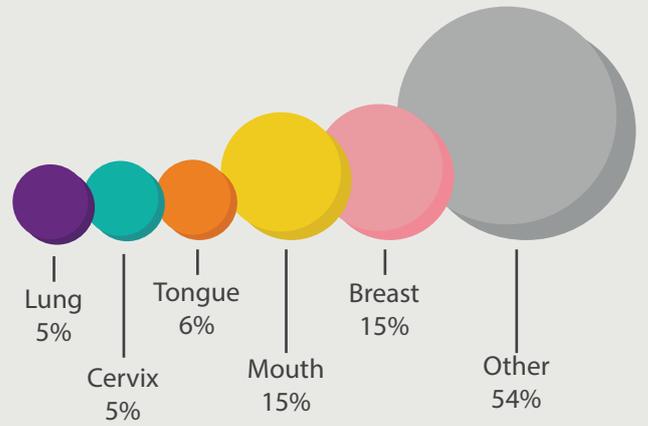
PUNE - 2019



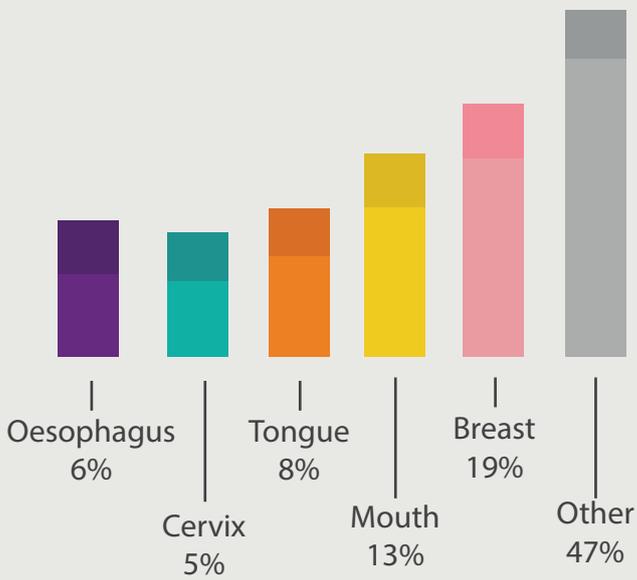
NAGPUR - 2018



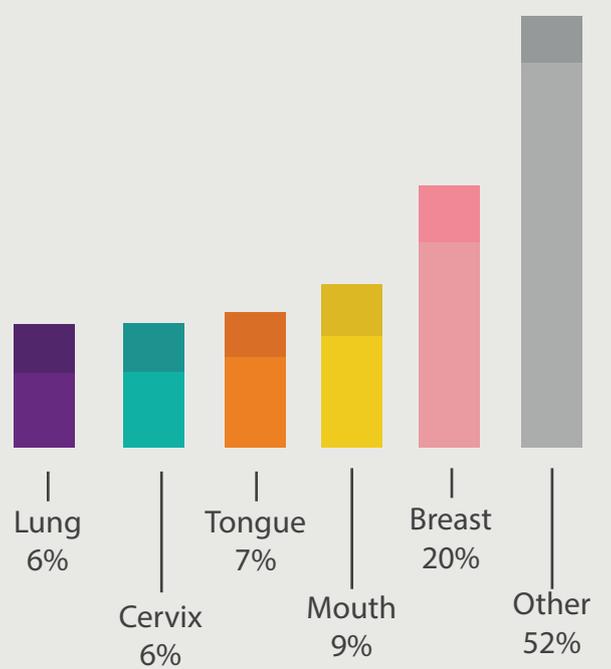
NAGPUR - 2019



AURANGABAD - 2018



AURANGABAD - 2019



Dr. Vinay Deshmane, Medical Director and Principal investigator of ICS Cancer Registry is invited to present MCR data on the topic "Population based survival study of breast cancer in Greater Mumbai, India at the prestigious World Cancer Congress 2023, this abstract was presented in 2020 at St. Gallen and San Antonio breast cancer meetings

Population based survival study of breast cancer in Greater Mumbai, India

Deshmane V., Koyande S., Jadhav S.
Mumbai Cancer Registry, Indian Cancer Society, Mumbai, India
San Antonio Breast Cancer Symposium® - December 8-11, 2020

ABSTRACT

Breast cancer is the most common cancer among women in India. The Mumbai Cancer Registry (MCR) is a population-based cancer registry in Greater Mumbai, India. This study reports the survival outcomes of breast cancer patients registered in MCR from 2010 to 2019. The overall survival (OS) was 50.1% at 5 years. The median OS was 36.2 months. The 1-year OS was 78.5% and the 2-year OS was 68.5%. The 5-year OS was 50.1%. The 10-year OS was 36.2%. The 15-year OS was 26.2%. The 20-year OS was 16.2%. The 25-year OS was 6.2%. The 30-year OS was 1.2%. The 35-year OS was 0.2%. The 40-year OS was 0.2%. The 45-year OS was 0.2%. The 50-year OS was 0.2%. The 55-year OS was 0.2%. The 60-year OS was 0.2%. The 65-year OS was 0.2%. The 70-year OS was 0.2%. The 75-year OS was 0.2%. The 80-year OS was 0.2%. The 85-year OS was 0.2%. The 90-year OS was 0.2%. The 95-year OS was 0.2%. The 100-year OS was 0.2%.

RESULTS

Table 1: Patient Characteristics (n=1000)

| Characteristic | n | % |
|--------------------|-----|------|
| Age (years) | | |
| < 40 | 100 | 10.0 |
| 40-49 | 200 | 20.0 |
| 50-59 | 300 | 30.0 |
| 60-69 | 250 | 25.0 |
| ≥ 70 | 150 | 15.0 |
| Stage at diagnosis | | |
| I | 100 | 10.0 |
| II | 200 | 20.0 |
| III | 300 | 30.0 |
| IV | 400 | 40.0 |
| Unknown | 100 | 10.0 |

Table 2: Survival Outcomes (n=1000)

| Survival Metric | Value |
|---------------------------------|-------|
| Overall Survival (OS) at 1 year | 78.5% |
| OS at 2 years | 68.5% |
| OS at 5 years | 50.1% |
| OS at 10 years | 36.2% |
| OS at 15 years | 26.2% |
| OS at 20 years | 16.2% |
| OS at 25 years | 6.2% |
| OS at 30 years | 1.2% |
| OS at 35 years | 0.2% |
| OS at 40 years | 0.2% |
| OS at 45 years | 0.2% |
| OS at 50 years | 0.2% |
| OS at 55 years | 0.2% |
| OS at 60 years | 0.2% |
| OS at 65 years | 0.2% |
| OS at 70 years | 0.2% |
| OS at 75 years | 0.2% |
| OS at 80 years | 0.2% |
| OS at 85 years | 0.2% |
| OS at 90 years | 0.2% |
| OS at 95 years | 0.2% |
| OS at 100 years | 0.2% |

Graph 1: Overall Survival (OS) in Greater Mumbai (2010-2019)

Graph 2: Overall Survival (OS) in Greater Mumbai (2010-2019)

Graph 3: Overall Survival (OS) in Greater Mumbai (2010-2019)

Graph 4: Overall Survival (OS) in Greater Mumbai (2010-2019)

INTRODUCTION

Breast cancer is the most common cancer among women in India. The Mumbai Cancer Registry (MCR) is a population-based cancer registry in Greater Mumbai, India. This study reports the survival outcomes of breast cancer patients registered in MCR from 2010 to 2019. The overall survival (OS) was 50.1% at 5 years. The median OS was 36.2 months. The 1-year OS was 78.5% and the 2-year OS was 68.5%. The 5-year OS was 50.1%. The 10-year OS was 36.2%. The 15-year OS was 26.2%. The 20-year OS was 16.2%. The 25-year OS was 6.2%. The 30-year OS was 1.2%. The 35-year OS was 0.2%. The 40-year OS was 0.2%. The 45-year OS was 0.2%. The 50-year OS was 0.2%. The 55-year OS was 0.2%. The 60-year OS was 0.2%. The 65-year OS was 0.2%. The 70-year OS was 0.2%. The 75-year OS was 0.2%. The 80-year OS was 0.2%. The 85-year OS was 0.2%. The 90-year OS was 0.2%. The 95-year OS was 0.2%. The 100-year OS was 0.2%.

CONCLUSIONS

The survival outcomes of breast cancer patients registered in MCR from 2010 to 2019 are poor. The overall survival (OS) was 50.1% at 5 years. The median OS was 36.2 months. The 1-year OS was 78.5% and the 2-year OS was 68.5%. The 5-year OS was 50.1%. The 10-year OS was 36.2%. The 15-year OS was 26.2%. The 20-year OS was 16.2%. The 25-year OS was 6.2%. The 30-year OS was 1.2%. The 35-year OS was 0.2%. The 40-year OS was 0.2%. The 45-year OS was 0.2%. The 50-year OS was 0.2%. The 55-year OS was 0.2%. The 60-year OS was 0.2%. The 65-year OS was 0.2%. The 70-year OS was 0.2%. The 75-year OS was 0.2%. The 80-year OS was 0.2%. The 85-year OS was 0.2%. The 90-year OS was 0.2%. The 95-year OS was 0.2%. The 100-year OS was 0.2%.

PATIENTS AND METHODS

This study included all breast cancer patients registered in MCR from 2010 to 2019. The overall survival (OS) was 50.1% at 5 years. The median OS was 36.2 months. The 1-year OS was 78.5% and the 2-year OS was 68.5%. The 5-year OS was 50.1%. The 10-year OS was 36.2%. The 15-year OS was 26.2%. The 20-year OS was 16.2%. The 25-year OS was 6.2%. The 30-year OS was 1.2%. The 35-year OS was 0.2%. The 40-year OS was 0.2%. The 45-year OS was 0.2%. The 50-year OS was 0.2%. The 55-year OS was 0.2%. The 60-year OS was 0.2%. The 65-year OS was 0.2%. The 70-year OS was 0.2%. The 75-year OS was 0.2%. The 80-year OS was 0.2%. The 85-year OS was 0.2%. The 90-year OS was 0.2%. The 95-year OS was 0.2%. The 100-year OS was 0.2%.

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2021-2022

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Indian Journal of Cancer | Academic Accelerator - Accelerate Your Scientific Research

Trend

Indian Journal of Cancer is the official publication of Indian Cancer Society. The journal was established in 1963 and is the first and only periodical serving the needs of all the specialties of oncology in India. The journal is available in both print and online versions. The frequency of the journal is quarterly. The journal is indexed with:EMBASE/ Excerpta Medica, IndMed, MEDLINE/Index Medicus, Scimago Journal Ranking, SCOPUS, Science Citation Index Expanded, Web of Science



Statistics of the articles

| | 2020 | 2021 |
|--------------------------|------------|-----------|
| Articles Received | 1424 | 1261 |
| Articles Accepted | 203 (14%) | 91 (07%) |
| Articles Rejected | 1181 (83%) | 902 (71%) |
| Articles Under Review | 40 (3%) | 268 (21%) |
| Indian Submissions | 836 (59%) | 617(48%) |
| Internations Submissions | 588 (41%) | 644 (51%) |

EDUCATION

MEDICAL EDUCATION PROGRAM



MEDICAL EDUCATION PROGRAMME ON CANCER

In India, the majority of cancer cases are detected at late stages of the disease. One of the primary missions of the ICS is to create awareness that cancer is preventable & curable – the key to which is early detection.

While ICS, along with other governmental and non-governmental organizations, has been focusing on creating cancer awareness in general population, there is a critical player in the eco-system who has not yet been utilized to their full potential for early cancer detection. That is Primary Care Physicians (PCPs).



STATISTICS-MEP

| Location | Partner Organization |
|-----------------------------|---|
| Kalyan (Online) | Indian Medical Association |
| Nerul, Navi Mumbai (Hybrid) | DY Patil Ayurveda College |
| Mumbai (Online) | National Integrated Medical Association |
| Solapur (Physical) | Solapur Cancer Center |
| Telangana (Online) | Indian Medical Association |
| Nashik (Online) | National Integrated Medical Association |
| Total | |

Achievements- MEP

- ❖ Conducted 4 online, 1 hybrid and 1 physical MEP sessions at Kalyan, Nerul, Mumbai, Solapur, Nashik and Telangana state.
- ❖ 1139 Family physicians registered & 380 FPs attended MEP sessions.
- ❖ Fruitful engagement with local chapters of NIMA & IMA.

DELHI

1. E-LEARNING COURSE ON CANCER FUNDAMENTALS

a) Cancer Fundamentals e- learning course featuring 12-15 top Oncologists in India, on Self Learning platform SWAYAM of MHRD since March 2020. Over 10,000 all India participants have registered on this unique self-learning initiative which has 8 units and 47 modules.

b) Certification is done on request and nominal payment.

2. FACULTY DEVELOPMENT PROGRAMME (FDP)

a) Faculty Development Program under New Education Policy of Govt of India & University Grants Commission (UGC) - all India reach on Cancer Awareness. The programme was started 2022

b) In Phase 1 of the FDP teachers from Higher Education have been trained as mentors. In phase 2 the mentors will train their interns as an online programme.

c) This chain reaction will spread cancer awareness pan- India in a very short time.





OUTLOOK FOR FUTURE/STORY AHEAD

IN THE PAST TWO YEARS, INDIAN CANCER SOCIETY SAW A VERY DIFFERENT AND UNUSUAL PHASE OF TIME, as did the rest of the world. We underwent

many changes and challenges that were caused by the covid-19 pandemic which had shook the entire world. We made our best efforts in adapting to the changed system of doing work and also upheld an optimistic attitude while navigating our path through the trying times of the pandemic. Indian Cancer Society resolves to continue working on its mission of empowering people to stay two steps ahead of cancer. For our work in the future, we have discussed strategies for developing our programs and activities. We have established the goal to implement awareness programs to be able to educate at least half of the Indian youth in the next 5-7 years.

Educating people on cancer, implementing preventive measures and treatment methods forms the crux of what we do and we shall strive to continue making our best efforts towards it. We have resolved to empower the masses to win the war against cancer. We believe that putting up with the fight in the war against cancer requires always staying two steps ahead of it, meaning staying proactive, alert and well-prepared. For doing so, we plan on encouraging stakeholders in the healthcare community to promote screenings. We seek to grow our inflow of donations to be able to best help the most vulnerable populations of our country. We also wish to continue incorporating newer technology and innovative ways to empower our people to always keep themselves two steps ahead of cancer.

We seek to advocate and establish the Indian Cancer Society survivorship model in as many National Cancer Grid hospitals as possible and enhance our rehabilitation measures and initiatives. We have also planned to increase our screening capacity and expand our registries to more areas.

We have come a long way from being a rehabilitation centre in 1951 to being the apex body in the cancer spectrum today. Having dedicated 71 years in the building of this organisation, we will strive to continue making our best efforts in supporting the lives of those affected by cancer.



OUR ESTEEMED DONORS



PIROJSHA GODREJ
FOUNDATION



OUR ESTEEMED DONORS

| | | | |
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*List of Donors who have contributed 1Lacs and above.



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1. Ostomy Association Of India
2. Grant Medical Foundation Ruby Hall Clinic
3. Sadhu Vaswani Missions Medical Complex Inlaks & Budhrani Hospital & Mnb Cancer Institute
4. Integrated Cancer Treatment & Research Centre
5. Galaxy Care Laparoscopy Institute Pvt. Ltd.
6. Rajasthan Cancer Society
7. Chhatrapati Shahu Cancer Research Foundation & Kolhapur Cancer Centre
8. Kaderi Hospital Cancer Surgical & Eye Hospital
9. Oncolife Cancer Centre
10. Solapur Cancer Centre
11. Swastava Cancer Care, Hyderabad

AFFILIATIONS & ASSOCIATIONS



ICS FINANCIALS



INDIAN CANCER SOCIETY
ABRIDGED BALANCE SHEET AS AT 31ST MARCH, 2021

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

Values in Rs. Lakhs

| PARTICULARS | 31.03.2021 | 31.03.2020 |
|---|--------------|--------------|
| SOURCES OF FUNDS: | | |
| Corpus Funds: | | |
| Corpus Fund of the Trust | 427 | 345 |
| Corpus Funds for Specific Purposes | | |
| a) Corpus Fund for Medical Activities | 62 | 62 |
| b) Corpus Fund for Medical Relief | 88 | 88 |
| Total | 577 | 495 |
| Capital Donation Fund | 506 | 279 |
| Other Ear-marked Funds: | | |
| a) Medical Activities Fund | 939 | 881 |
| b) Medical Relief Fund | 2,597 | 4,041 |
| c) Survivorship and Rehabilitation Fund | 201 | 159 |
| d) Building and Infrastructure Fund | 296 | 280 |
| Total | 4,033 | 5,361 |
| Liabilities | 327 | 370 |
| Surplus | | |
| a) ICS HQ | 814 | 950 |
| b) ICS Medical Centre | 268 | 168 |
| c) Branches | 1,140 | 1,072 |
| Total | 2,222 | 2,190 |
| Total | 7,665 | 8,695 |
| APPLICATION OF FUNDS: | | |
| Immovable Properties | 537 | 283 |
| Fixed Assets | 286 | 318 |
| Investments: | | |
| a) Govt. Securities | 343 | 443 |
| b) Banks and Public Limited Companies | 4,938 | 3,059 |
| Total | 5,281 | 3,502 |
| Current Assets: | | |
| a) Loans and Advances | 405 | 418 |
| b) Receivable | 425 | 352 |
| c) Cash, Bank and Autosweep Balances | 731 | 3,822 |
| Total Current Assets | 1,561 | 4,592 |
| Total | 7,665 | 8,695 |

INDIAN CANCER SOCIETY
ABRIDGED INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31ST MARCH, 2021

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

Values in Rs. Lakhs

| PARTICULARS | 31.03.2021 | 31.03.2020 |
|--|--------------|--------------|
| INCOME: | | |
| Rent | 21 | 21 |
| Interest: | | |
| a) Securities | 11 | 15 |
| b) Fixed deposits and Savings Bank | 157 | 159 |
| Total Interest | 168 | 174 |
| Dividends | 4 | 2 |
| Donations in Cash and Kind | 204 | 441 |
| Income from Other Sources | 282 | 264 |
| Utilisation of Ear-marked funds | 3,025 | 3,818 |
| Total | 3,704 | 4,720 |

EXPENDITURE:

| | | |
|--|--------------|--------------|
| Expenditure in respect of properties | 184 | 167 |
| Establishment Expenses | 282 | 331 |
| Expenditure on Object of the Trust: | | |
| a) Medical Activities | 532 | 796 |
| b) Medical Relief | 2,674 | 3,219 |
| Total | 3,206 | 4,015 |
| Surplus / (Deficit) | | |
| a) ICS HQ | (136) | 75 |
| b) ICS Medical Centre | 100 | 87 |
| c) Branches | 68 | 45 |
| Total | 32 | 207 |
| Total | 3,704 | 4,720 |

INDIAN CANCER SOCIETY
ABRIDGED BALANCE SHEET AS AT 31ST MARCH, 2022

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

Values in Rs. Lakhs

| PARTICULARS | 31.03.2022 | 31.03.2021 |
|---|--------------|--------------|
| SOURCES OF FUNDS: | | |
| Corpus Funds: | | |
| Corpus Fund of the Trust | 429 | 427 |
| Corpus Funds for Specific Purposes | | |
| a) Corpus Fund for Medical Activities | 62 | 62 |
| b) Corpus Fund for Medical Relief | 88 | 88 |
| Total | 579 | 577 |
| Capital Donation Fund | 472 | 506 |
| Other Ear-marked Funds: | | |
| a) Medical Activities Fund | 967 | 939 |
| b) Medical Relief Fund | 1,362 | 2,597 |
| c) Survivorship and Rehabilitation Fund | 135 | 201 |
| d) Building and Infrastructure Fund | 311 | 296 |
| Total | 2,775 | 4,033 |
| Liabilities | 345 | 327 |
| Surplus | | |
| a) ICS HQ | 694 | 814 |
| b) ICS Medical Centre | 411 | 268 |
| c) Branches | 1,223 | 1,140 |
| Total | 2,328 | 2,222 |
| Total | 6,499 | 7,665 |
| APPLICATION OF FUNDS: | | |
| Immovable Properties | 511 | 537 |
| Fixed Assets | 268 | 286 |
| Investments: | | |
| a) Govt. Securities | 83 | 343 |
| b) Banks and Public Limited Companies | 4,503 | 4,938 |
| Total | 4,586 | 5,281 |
| Current Assets: | | |
| a) Loans and Advances | 432 | 405 |
| b) Receivable | 312 | 425 |
| c) Cash, Bank and Autosweep Balances | 390 | 731 |
| Total Current Assets | 1,134 | 1,561 |
| Total | 6,499 | 7,665 |

INDIAN CANCER SOCIETY
ABRIDGED INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31ST MARCH, 2022

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

(Values in Rs. Lakhs)

| PARTICULARS | 31.03.2022 | 31.03.2021 |
|--|--------------|--------------|
| INCOME: | | |
| Rent | 19 | 21 |
| Interest: | | |
| a) Securities | 7 | 11 |
| b) Fixed deposits and Savings Bank | 158 | 157 |
| Total Interest | 165 | 168 |
| Dividends | 11 | 4 |
| Donations in Cash and Kind | 247 | 204 |
| Income from Other Sources | 294 | 282 |
| Utilisation of Ear-marked funds | 4,164 | 3,025 |
| Total | 4,900 | 3,704 |

| | | |
|--|--------------|--------------|
| EXPENDITURE: | | |
| Expenditure in respect of properties | 149 | 184 |
| Establishment Expenses | 280 | 282 |
| Expenditure on Object of the Trust: | | |
| a) Medical Activities | 700 | 532 |
| b) Medical Relief | 3,665 | 2,674 |
| Total | 4,365 | 3,206 |
| Surplus / (Deficit) | | |
| a) ICS HQ | (119) | (136) |
| b) ICS Medical Centre | 142 | 100 |
| c) Branches | 83 | 68 |
| Total | 106 | 32 |
| Total | 4,900 | 3,704 |



MANDATORY DETAILS

| | |
|-----------------------------|--|
| National Headquarters (NHQ) | 74, Jerbai Wadia Road, Parel, Mumbai 400012 |
| Telephone (Helpline) | 1800 22 1951 |
| Email | info@indiancancersociety.org |
| Solicitors & Advisors | Advocate Preeti Ramani Federal & Company Sandeep Puri Associates & Advocates Thanawala Consultancy Services, Actuaries & Consultants Sr. Advocate Percy J. Pardiwalla Snehal Shah & Associates, Chartered Accountants |
| Statutory Auditors | M/s N M Raiji & Co |
| Internal Auditors | M/s Mahajan & Aibara |
| Bankers | State Bank of India HDFC Bank Ltd Bank of Baroda ICICI Bank Ltd Kotak Mahindra Bank Ltd |

KEY REGISTRATION AND LICENSE DETAILS

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

S 80G Tax Exemption under Income Tax Act vide Registration no. AAATI0001KF20214 valid till AY 2026-27

S 12A under Income Tax Act vide Registration No AAATI0001KE20214 valid till AY 2026-27

Registered with Ministry of Corporate Affairs vide CSR Registration number CSR00000792

Registered with Niti Aayog, Government of India vide Darpan ID MH/2017/0165650

Registered under FCRA Act vide FCRA registration No. 083780209 valid till FY 2026-27

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.



RISE AGAINST CANCER



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