

#ForHerFuture

Celebrate resilience & pave the way for hope

INDIAN CANCER SOCIETY

ugam

15th Anniversary CELEBRATION

AWARENESS AND MARKETING

Project SATARK

West Bengal | Telangana | Goa

The awareness campaign for **Project Satark** across mass media garners a reach of **7.2 mn.**

Cinema

Radio

Facebook

Instagram

Youtube

Community Awareness

2,04,457 beneficiaries reached in total through community awareness.

Total Number of Sessions **13,349**

West Bengal

Sessions: **3,485**

Beneficiaries: **72,219**

Telangana

Sessions: **5,921**

Beneficiaries: **72,987**

Goa

Sessions: **3,943**

Beneficiaries: **60,019**

Nukkad Natak

Organized across state West Bengal at busy streets, bus stops, railway stations to reach within the masses and spread awareness

Reached more than **Five Thousand** individuals

Awareness Sessions in Schools, Colleges & Communities

2,608 beneficiaries reached through 30 community awareness sessions and engaging talk organized in Maharashtra, Telangana, and West Bengal to raise awareness about cancer.

WORLD NO TOBACCO DAY - 2024

• Radio and Social media campaigns were executed on World No Tobacco Day.

• Also, awareness sessions held on World No Tobacco Day managed to reach **17,462 beneficiaries.**

ORAL AND CERVICAL CANCER MEDIA CAMPAIGNS

Media campaigns run accross India to promote Oral and Cervical Cancer.

SOCIAL MEDIA

Video on Digital Platforms

4.5 mn.

Video Ads in Regional Cinemas

2 mn.

Influencer

0.2 mn.

Radio Campaign

10 mn.

Cumulative estimated reach – Apr to June 2024 of 16.7 mn.

CANCER SCREENING

ICS Headquarters and other implementing partners have launched a community-based preventive cancer screening program in Thane, Varanasi, Noida, Patna, and Hyderabad with CSR support from LG from April to June 2024.

• A total of **4812** people were screened (28% male and 72% female) at **72** cancer screening camps.

• A total of **7%** were discovered to be screen-positive, and follow-up is in progress.

• A total **55%** of screened positive cases were navigated and investigated for confirmatory tests and treatment at tertiary health care centres.

CANCER CURE

Cancer Cure Fund

ICS provided financial assistance to patients from 19 empanelled hospitals under the Cancer Cure Fund.

Patients Supported **490**

Disbursed Amount **₹7.6 Cr.**

Arun Kurkure Initial Treatment Fund

ICS was able to help patients with their first investigation and treatment through 12 empanelled institutions across India.

Patients Supported **433**

Disbursed Amount **₹59 Lakhs**

• The second instalment of dividend from the HDFC Charity Fund for Cancer Cure has been announced.

• Initially, all Cancer Cure empanelled hospitals were expected to waive bed charges; however, this policy has now been revoked and a capping has been implemented. An addendum to the MOU outlining these changes has been shared with all the hospitals involved.

Highlights of Cancer Cure Fund

- Delighted to announce that ICS – Cancer Cure Fund’s innovative funding model is now published in the Indian Institute of Management – Ahmedabad Case Centre.
- Prof. Arvind Sahay former IIM A faculty and author of the case study quotes “there is no other case in the Harvard or Ivey repositories (the two largest global centers) that he is aware of, that combines the sector with marketing and finance in this way. It is definitely the only case of its kind in India. It lends itself to being used pedagogically in MBA and policy classes.”



Abstract

Indian Cancer Society: Innovative Funding of Cancer Treatment More than 10 years and three investment rounds after it had created a new model for fundraising—through which more than 5,000 donors had contributed towards a cause that had impacted 11,054 lives, with a total disbursement of INR 184 crore until March 31, 2022—the Indian Cancer Society (ICS) faced new challenges. The roadblock that had emerged in 2010 had raised its head once again in the form of the Covid-19 pandemic in 2020. Net earnings on a huge amount of corpus were close to negligible, and the dwindling interest and dividend rates had made it challenging to get a reasonable return. Earlier, dividends from debt funds were tax-free for the investor and the Dividend Distribution Tax was payable by the fund. In 2020, these dividends became taxable in the hands of the recipient at their marginal tax rate. Thus, the mutual fund model adopted in 2010 was no longer practical for philanthropy funding. How would ICS continue to generate the funds that were required to not only sustain itself but also treat underprivileged patients with cancer, a disease whose treatment drained the pockets of even relatively affluent people?

LEARNING OBJECTIVE

1. To learn how NGOs in India are classified in terms of structure and funding models and to explore the essentiality of a sustainable funding model for NGOs, beneficiaries and donors 2. To identify how donors are classified in terms of their ability to contribute and to study the nature of customer/donor behaviour that leads to a purchase/donation 3. To study the Cancer Cure Fund (CCF) with respect to its structure, features, returns and process design and to analyse the unique selling propositions (USPs) of CCF that convinced a customer to commit and make a donation 4. To analyse the road ahead for ICS after three successful tranches of the HDFC AMC Debt Fund for Cancer Cure

SURVIVORSHIP

- This quarter was spend in closure of all projects and sending utilisation reports and fresh proposals to donors.
- **550** patients and survivors financially supported through various scheme.
- **250** Survivors counseled at ACT clinics.

15th UGAM ANNIVERSARY CELEBRATION

- The Indian Cancer Society celebrated **Ugam's 15th Anniversary on June 2, 2024**, aligning with International Cancer Survivors Day. The event highlighted the theme "**FOR HER**," emphasizing the **HPV vaccine** for girls aged 9-14 and cervical cancer screening for mothers.
- The 15th Ugam Anniversary celebration successfully brought together cancer survivors, medical professionals, and distinguished guests to commemorate the journey of Ugam and its positive impact on the lives of cancer survivors.
- The event showcased inspiring survivor stories, cultural performances, and educational initiatives, reinforcing Ugam's commitment to supporting cancer survivors in their journey towards a fulfilling life post-treatment.



Lighting of Lamp



Chief Guest - Mr. Navneet Munot - MD and CEO, HDFC Asset Management Company



Guest of Honour Ms. Nidhi Choudhari (IAS 2012) - Commissioner Skill Development, Government of Maharashtra



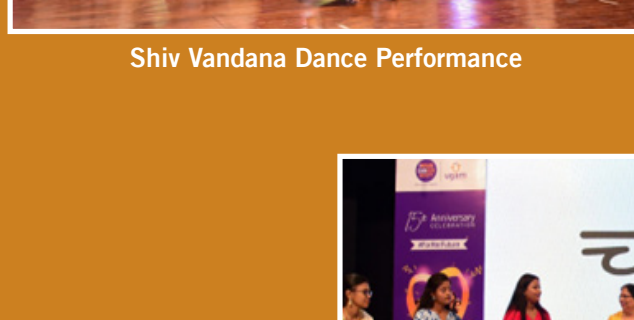
Releasing of the Ugam Newsletter



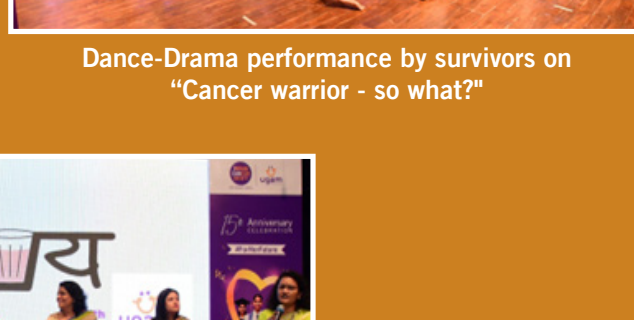
Felicitatoin for Academic achievement by Mr. Amol Gupte



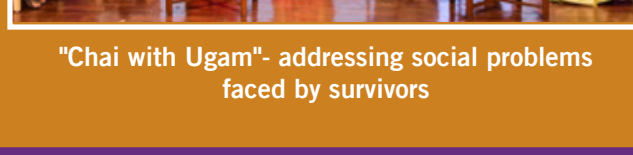
Dr. D J Jussawalla Education Scholarship: Felicitatoin of student beneficiaries



Shiv Vandana Dance Performance



Dance-Drama performance by survivors on "Cancer warrior - so what?"



"Chai with Ugam"- addressing social problems faced by survivors

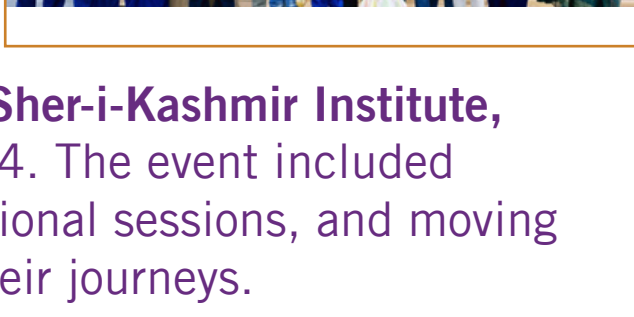
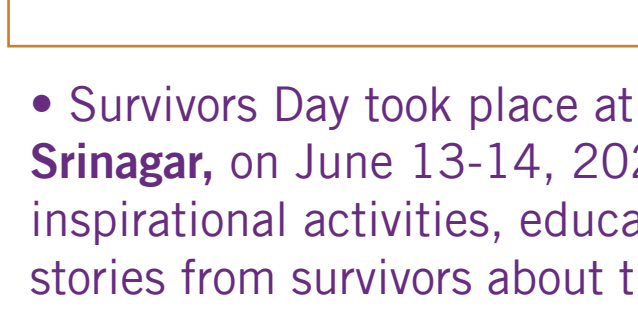
Retinoblastoma Awareness Week

- **Retinoblastoma Awareness Week** was held by **SRCC, Mumbai**, on June 15, 2024. The event united children, adults, and caregivers involved in rehabilitating kids with Retinoblastoma.
- Survivors from Ugam, including Preeti More, Suraj Gupta, Suraj Yadav, and Preeti Phad, shared personal experiences and discussed late effect support services from ICS, such as surgery and prosthetics for survivors.



CANCER SURVIVORS DAY

- **Cancer Survivors Day** took place at **Mazumdar Shaw Medical Centre, Bengaluru**, on June 12, 2024, organized with the Indian Cancer Society. The event celebrated survivorship, offered valuable information, and aimed to build a support network for survivors and their families.
- Dr. Sunil Bhat opened the event, highlighting the importance of survivorship. A key moment was the launch of the Sahas Support Group, named to symbolize courage, inspired by ICS-Ugam.



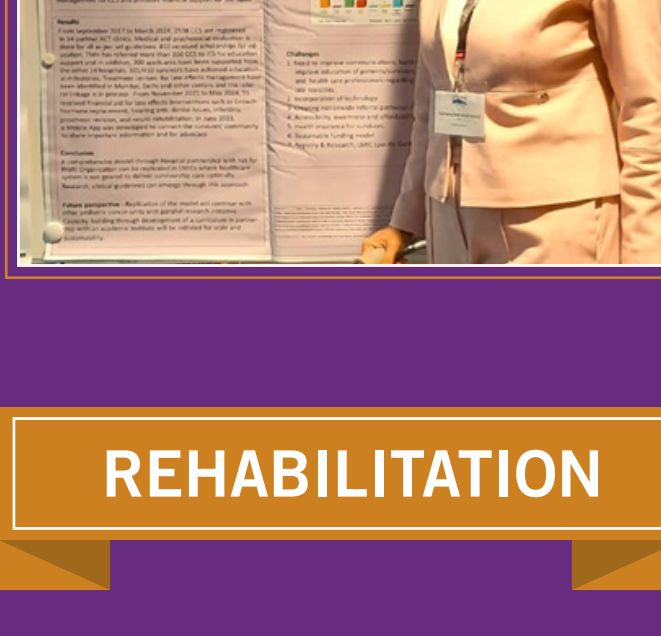
- Survivors Day took place at **Sher-i-Kashmir Institute, Srinagar**, on June 13-14, 2024. The event included inspirational activities, educational sessions, and moving stories from survivors about their journeys.

- To ensure in-patients could participate in Eid ul-Adha, celebrations were held in the hospital wards, where sweets and gifts were distributed to spread joy and create a festive atmosphere for those away from their families.



3rd International Symposium on Late Complications after Childhood Cancer

Dr. Vandana Dhamankar (DDG- Medical Affairs) participated in the **3rd International Symposium on Late Complications after Childhood Cancer (ISLCCC)** held from June 27-29, 2024. Her presentation focused on "**Enhancing childhood cancer survivorship care in LMIC through the PICASSO model (Partnership in Cancer Survivorship Optimization) by the Indian Cancer Society.**" The conference highlighted notable advancements.



REHABILITATION

A **Vision therapy workshop** was held at **SRCC CDC** on 26th April 2024. Dr Asmaa Shaikh, Onco-Occupational Therapist at ICS rehabilitation spoke about ACT clinics and Rehab services at ICS for the Childhood cancer survivors. The target audience was Ophthalmologist, Optometrist, therapist and others from the related field.

- **Tiny Miracles creates** opportunities for marginalized communities through craftsmanship. Our recent collaboration with the Indian Cancer Society provided bracelet-making work to **22 cancer survivors** and dependents. Participants earned between **₹ 4,000 to ₹ 23,000**, completing the task quickly and enthusiastically.

- This successful initiative not only provided income but also boosted morale, with high demand for similar future projects. ICS is happy to create positive change through meaningful work offered by Tiny Miracles.





NAVEEN
KSHATRIYA

Medical
Empowerment
Program



Location - Delhi

• The fourth **NKMEP** session on **Cervical cancer and HPV vaccine** was held at **Batra Hospital and Research Centre** on Saturday, April 6, 2024. ICS Delhi collaborated with Batra Hospital and IMA Delhi South branch to hold the session. The session was attended by **80** Doctors and Nursing students from Batra Hospital.

• Dr. Sudip Raina, Director & Head - Department of Surgical Oncology & Coordinator Department of Oncology, Batra Hospital & Medical Research Centre gave the keynote address. Dr. Alka Malhotra, President - IMA Delhi (south) addressed the gathering. She appreciated the NKMEP program and said that it is an important step towards enhancing the cancer knowledge of General Practitioners and Family Physicians. The panelists were Dr. Irfan Bashir (Radiation Oncologist), Dr. Nikhil Himthani (Medical Oncologist), Dr. Ritesh Sharma (Radiation Oncologist), Dr. Suman Niranjana (Homeopathic consultant), and Dr. D. N. Jha (Consultant Physician). Dr. Irfan Bashir moderated the discussion.

CANCER REGISTRY

Dr. Isabelle Soerjomataram, Deputy Head at International Agency for Research on Cancer, Lyon, France visited to the Mumbai Cancer Registry (MCR) on 27th May 2024. She spent a day with the Registry team to know about the processes and work methodology followed by the MCR.



• Ms. Shravani Koyande, Director of ICS Cancer Registries have invited to deliver a lecture on "Cancer Registry Programme" during a workshop on "Principles and Practice of Cancer Prevention and Control" on 11 & 12 June 2024.

• Ms. Shravani Koyande, Director of Cancer Registry division has attended the Annual Data Review Meeting of cancer registries organised by the National Centre for Disease Informatics and Research (NCDIR) a unit of Indian Council of Medical Research (ICMR) during 6-7 June 2024 at Bengaluru, India.

Indian Journal of Cancer (IJC) have published its first volume, which is accessible for knowledge and information. Scan to read more.



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