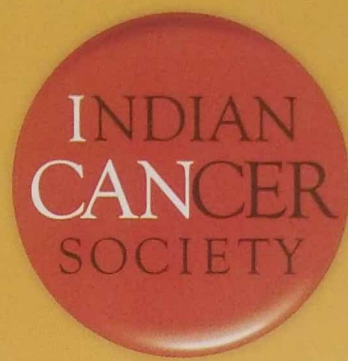


ICS CANCER CURE FUND

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Fighting Cancer Since 1951



A BIG THANK YOU FROM ALL OF US

Donations received from investors in the "HDFC Debt Fund for Cancer Cure" constitutes the ICS Cancer Cure Fund which is used to fund the cancer treatment of needy patients. The total donation amount of Rs. 875.22 Lacs has been received till date as donation from HDFC AMC on behalf of the investors. This donation to Indian Cancer Society (ICS) has made an invaluable difference in the lives of many needy cancer patients. We are pleased to inform you that since October 2011, the donations received from the investors of the HDFC Debt Fund for Cancer Cure, have been used to grant financial aid for medical treatment to 328 patients aggregating to Rs. 720.92 lacs. Of these, more than 80% of the patients are less than 30 years of age. Timely financial assistance for medical treatment can indeed change their lives forever. Seen above are some of the beneficiaries of this fund, alongwith their parents at the paediatric ward of Tata Medical centre, Kolkata.



Dr. Shripad Banavali is Professor and Head of the Department of Medical and Pediatric Oncology, Tata Memorial Hospital, Mumbai. Tata Memorial Hospital (TMH) is an Autonomous Body under the administrative governance of Department of Atomic Energy, Govt. of India, a name synonymous with excellence in cancer care. Dr. Banavali is also a member of the Due Diligence Team, responsible for the selection of the patients for financial grant, for treatment from ICS Cancer Cure Fund. We present below, an interview with Dr. Banavali and his views on how cancer patients can be helped.

Q: Could you give some idea on the incidence of cancer in India and to what extent is cancer curable?

In India there are almost 1 million new cancer cases that are reported every year. By the end of 2030 this number is expected to triple, because population is increasing and it is also ageing. Thirdly, the increase in new cases is expected due to lifestyle trends such as late marriage, consumption of tobacco, avoidance of breast feeding by mothers, etc. In India the incidence of cancer is much lower than western countries. However, in our country we see that 60-70% of the patients do not survive. The main reason for this is delayed diagnosis, lack of adequate cancer centres for treatment, especially in rural areas and delayed or incomplete treatment. By the time most people come to a cancer hospital, the disease is already at an advanced stage and hence the outcomes become poor. So we have to break this viscous cycle.

Q: What can be done to improve this situation?

Firstly, we need to have many more cancer centres – one in every five districts. Secondly, most common cancers in India (head and neck, breast, cervical) are highly preventable and also curable. These cancers are amenable to early detection through proper screening, which must be done regularly. And finally, small lifestyle changes can contribute significantly in the prevention of these cancers.

Q: Could you share with us what is the profile of the patients that come to Tata Memorial Hospital?

In our hospital 70% of the patients are general patients, which are provided highly subsidized treatment. Apart from Maharashtra, we see a large number of patients come here from West Bengal, Orissa and Bihar. The medical facilities are not very good in these states and hence we see a large influx. On the other hand, very few patients from southern states of India come here due to presence of good hospitals in Tamil Nadu, Kerala, Andhra and Karnataka.

Q: Cancer treatment is very expensive and can have a huge drain on the resources of the patient. Why is it so?

You are right! Today, the main challenge before us is not finding cures but finding affordable treatment. The standard of care is very expensive and the financial burden tantamounts to a double death for the patient. Surgery, radiation and chemotherapy – all components add to the overall cost of treatment. We are seeing improved outcomes, especially in pediatrics, but the costs are increasing.

Q: What is Tata Memorial Hospital doing to make the treatment more affordable for the patients?

Most of the international publications of research are done by high income countries – therefore that becomes the standard of care. We at TMH are developing metronomic therapy, which are low cost and relevant for India. This costs a fraction of the regular treatment. It is still in the stage of development.

Q: In what way has Indian Cancer Society through the Cancer Cure Fund made a difference?

Many young adults develop leukemias and the average cost of Rs. 4-8 lacs for treatment, is very high for most people to afford. In the absence of funding, most of these patients would never get treated. Cancer Cure Fund is a wonderful initiative as it identifies curable patients and provides grants upto Rs. 4 lacs, which is a very significant amount. It is through this initiative of Indian Cancer Society, that so many patients are now able to take treatment and stand a good chance of cure. This would go a long way in improving outcomes of Cancer

Q: You deal in a number of NGOs working in the area of cancer – in what way is Indian Cancer Society different?

Indian Cancer Society is unique in many ways – one it follows a very thorough diligence process and high standards of governance. Secondly, it completely adopts the patient and lastly it has empanelled standard hospitals across the country through which patients are treated, so the treatment is credible. The patients get the help in a short span of time, unlike other organizations.

Q: What more should be done for cancer patients?

I would suggest that we should empanel hospitals in the smaller cities and towns, so that patients can be treated closer to their homes. Patients would not need to spend on travel and stay in a big metro and this would help to break the viscous cycle. By going to the local centres, we could cure more patients at a reduced cost. This would increase the Cancer grid in the country.

HOPE FIGHTS CANCER

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Mast. Sumit Rai, a 13 year old boy from Buxar, Bihar, was diagnosed with Osteogenic Sarcoma, a type of cancer. No one can say looking at his smiling face that this boy does not have parents. His maternal uncle looks after Sumit and his siblings. His uncle is a farmer who earns Rs.2300/-per month. In 2011 they went to Tata Memorial Hospital, Mumbai, where they were given a cost estimate of Rs. 2.5 lacs, it was impossible for the family to raise this kind of money and they were extremely disheartened. That is when the Indian Cancer Society's Cancer Cure Fund stepped in. With the promise of complete financial adoption by the social worker, the worries of family vanished. Sumit has completed the treatment in April 2012 and is now on follow up. He has rejoined school and has appeared for his 6th standard examination. All through the initial investigation and till the time there was a promise of therapy, Sumit was always fearful. Now he seems happy and cheerful. His uncle is very thankful to ICS and hopes that other children will also benefit in the same way as Sumit.



Mast. Arkarpavo Mukherjee, a 5 year old child from Kolkata, West Bengal, was diagnosed with Acute Lymphoblastic Leukemia, a type of blood cancer. His father works as Sales representative and earns Rs. 10000/- per month. This family unfortunately has a second child suffering from cerebral palsy. They went to Tata Medical Centre, Kolkata where the cost estimate was given for Rs. 4 lacs. Parents were about to loose all hope, as it was not possible for them to raise that amount. That is when the hospital referred their case to Indian Cancer Society and with the promise of complete financial adoption for the treatment of Arkapravo their treatment started. Now, he has completed treatment and is doing well. Arkapravo is admitted in nursery school. His father is thankful to ICS for the timely and valuable help for his son's treatment.



Ms. Reji Chandran, nineteen year old girl from Kanoor, Kerala was diagnosed with Defuse Large B Cell Lymphoma, at Regional Cancer Centre, Thiruvananthapuram. Her father works as carpenter & earns Rs. 50/-on daily wages. The treatment cost was Rs. 1.5 lacs, Reji's parents were completely disheartened and helpless and thought it would be impossible to go on with their daughter's treatment. It was only after the sanction of Rs. 1.5 lacs from ICS Cancer Cure Fund, that her treatment commenced at Regional Cancer Centre. Reji has now completed the treatment and is on a six months follow up. She has joined a basic computer course for three months and is also thinking of continuing her further education in Industrial Relations Diploma. She says, "A big thank you to all the donor's of Indian Cancer Society's Cancer Cure Fund for the helping hand."



Mr. Vipul Prajapati, a twenty five year old gentleman from Krishnanagar, Gujarat was diagnosed with Acute Lymphoblastic Leukemia at Gujarat Cancer & Research Institute, Ahmedabad. His father had passed away because of same disease as the family was not able to afford the treatment. Vipul was the sole breadwinner of his family and works as a labour and earns Rs. 1000/-per month. Vipul had given up all hopes like his father and was coming to terms with his illness when Indian Cancer Society's Cancer Cure Fund stepped in with a commitment to bear the total treatment cost of Rs. 4 lacs in July, 2012. Now Vipul is on a 1 month maintenance treatment and is doing well. His mother says "I had lost my husband and now don't want to loose my only son." She is very thankful to Indian Cancer Society.



Ms. Bhanupriya Nathru, a 20 year old lady from Ganjam, Orissa, was diagnosed with Rhabdomyosarcoma at Tata Memorial Hospital, Mumbai. She had lost her father in a railway accident at Bandra, during her treatment. Her brother is twenty-three years old and supports the family by giving tuitions. He earns Rs. 12000/- annually. When the hospital gave them a cost certificate of Rs. 2.5 lacs, her brother lost all hope of saving his sister's life. They went and met the social workers at the hospital and was given the opportunity to apply to ICS for funding. Bhanupriya has completed her treatment in June 2012 and is on 6 months follow up. She has joined her college at Orissa, and is studying M.Com. When ICS contacted her brother he had tears in his eyes and conveyed a sincere "thank you" to Indian Cancer Society.



ICS CANCER CURE FUND

Residential Location of Beneficiaries



Hospital	Total
RGCI, New Delhi	11
Gujarat Cancer & Research Institute, Ahemdabad	17
Tata Memorial Hospital, Mumbai	153
Tata Medical Centre, Kolkata	50
Regional Cancer Center, Trivandrum	85
Christian Medical College, Vellore	8
Cancer Institute, Adyar	4
Total Beneficiaries	328