



RISE AGAINST CANCER

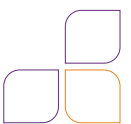
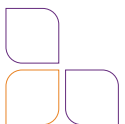
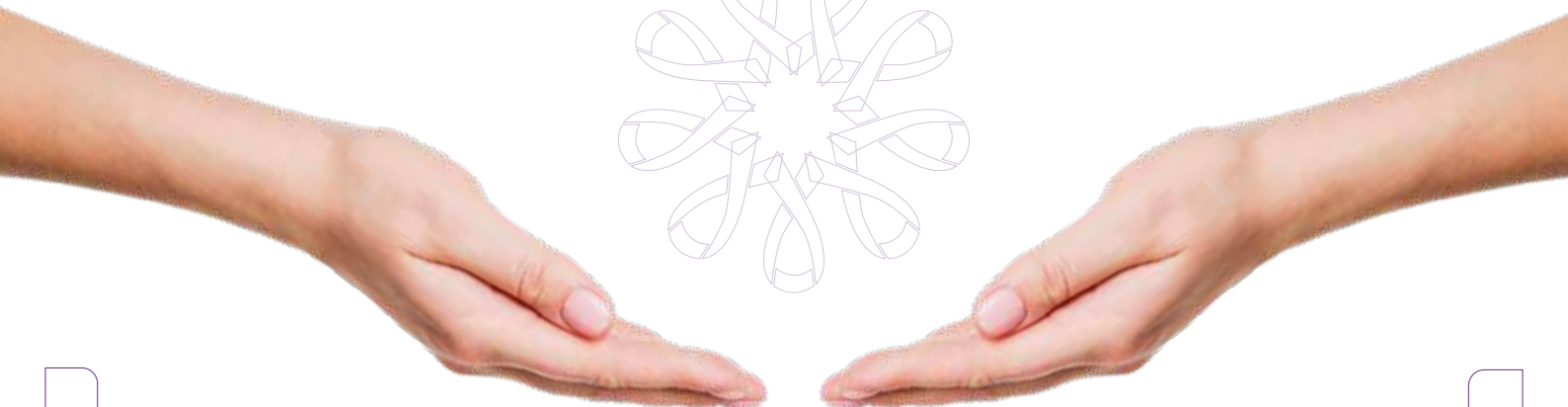
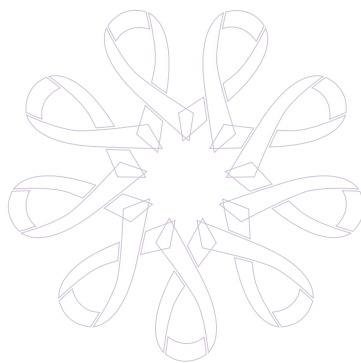


**Saving  
Lives**

**Cancer  
Cure**

# NEWSLETTER

Mar 2023



Greetings from Indian Cancer Society!

It has been a challenging period for all of us, with the COVID-19 pandemic impacting our lives in many ways. Nevertheless, the Cancer Cure interventions continued and in the two years ending March 2021 and 2022 we sanctioned average 1777 applications of patients as compared to the previous two year average of 1790.

We are resuming the publication of this newsletter after a gap of three years and are now hoping to present to you a comprehensive annual newsletter.



The Cancer Cure activities of ICS were acknowledged by various authorities and institutions in the last few years :

**Gold Award - from the India Health Wellness Council to “NGO’s Providing Financial Support to Needy Patients”**

during its 8<sup>th</sup> IHW Summit and Awards ceremony held Mumbai on 19<sup>th</sup> January, 2023. The summit was co-hosted by the Public Health and Family Department, Government of Maharashtra and supported by NITI Aayog, Government of India.



**“The Best Civil Society Organisation Award - 2021” by Asian Centre for Corporate Governance and Sustainability.**

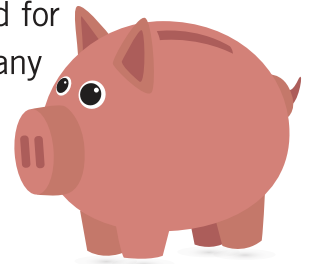
**‘Big Impact Creator in Social Service’ from Big FM and Chamber of Commerce and Industry, India in Feb’23.**





# Cancer Cure Fund

Cancer Cure Fund (CCF) project of the ICS, aims at providing financial aid for treatment to underprivileged and low-income patients diagnosed with any treatable / early detected cancers through its nineteen empanelled hospitals spread across India. CCF has successfully completed 12 years of operations through generous support from donors like you. CCF has made several breakthroughs in recent years.

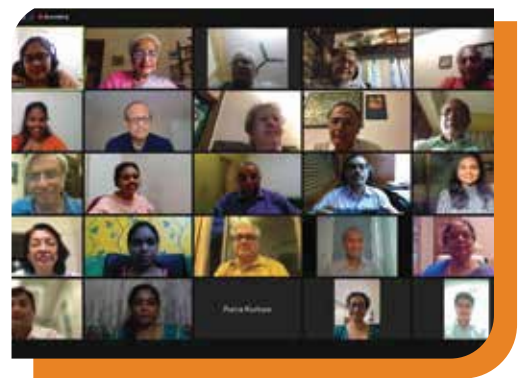


- During the COVID period the focus was on use of technology for speedier processing of patient applications. In 2020 a clinically validated AI/ ML tool from Navya technologies, was adopted that has saved 80 per cent of expert oncologists time in evaluating patients applications for support.
- Almost all the processes in the CCF have become digital and Web based that has greatly facilitated conducting virtual meetings and sanction the patient applications.
- A team has been set up for follow-up with patients to confirm their health and treatment status



- The CCF abstract on “Enhancing the efficiency of philanthropic support through use of AI: Experience of Indian Cancer Society” was one of the three entries nominated for an award at the Union for International Cancer Control, Geneva, Switzerland held in October 2022.

- CCF celebrated the 200<sup>th</sup> Governing Advisory Council (GAC) meeting on 20<sup>th</sup> Jun 2021. GAC members decided to acknowledge the Navya team and the doctors who have served voluntarily on the Due Diligence Team (DDT) in Mumbai and Bengaluru. It was attended by more than 40 members which included old and new GAC members, DDT of both Mumbai and Bengaluru, ICS & CCF staff.



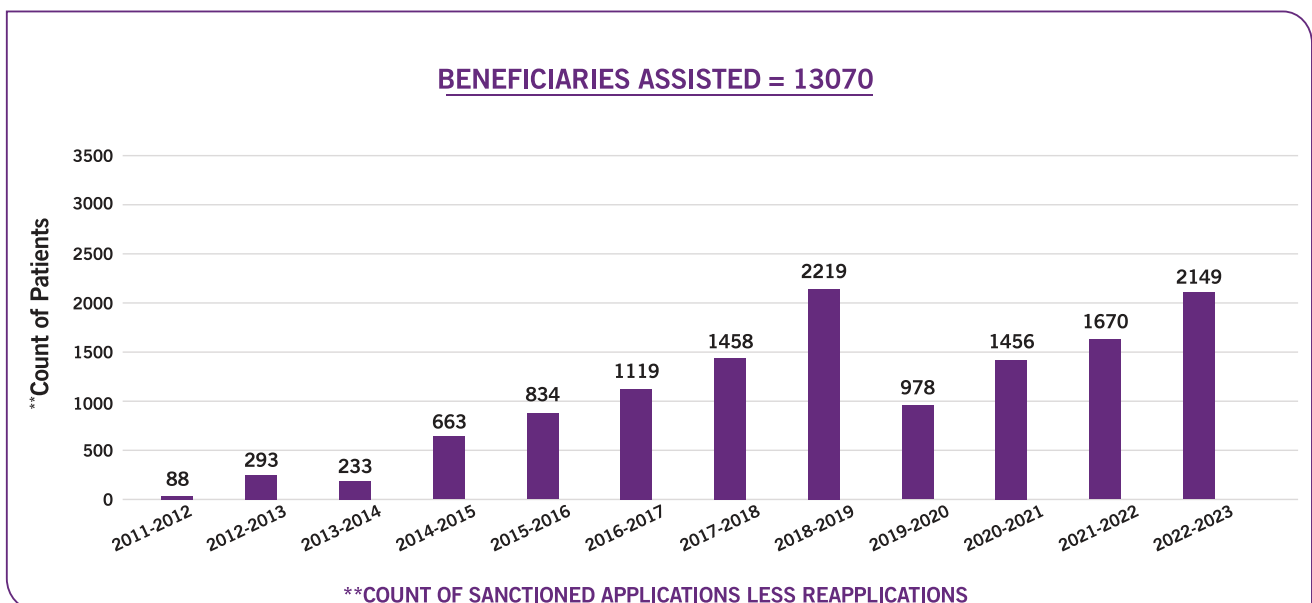
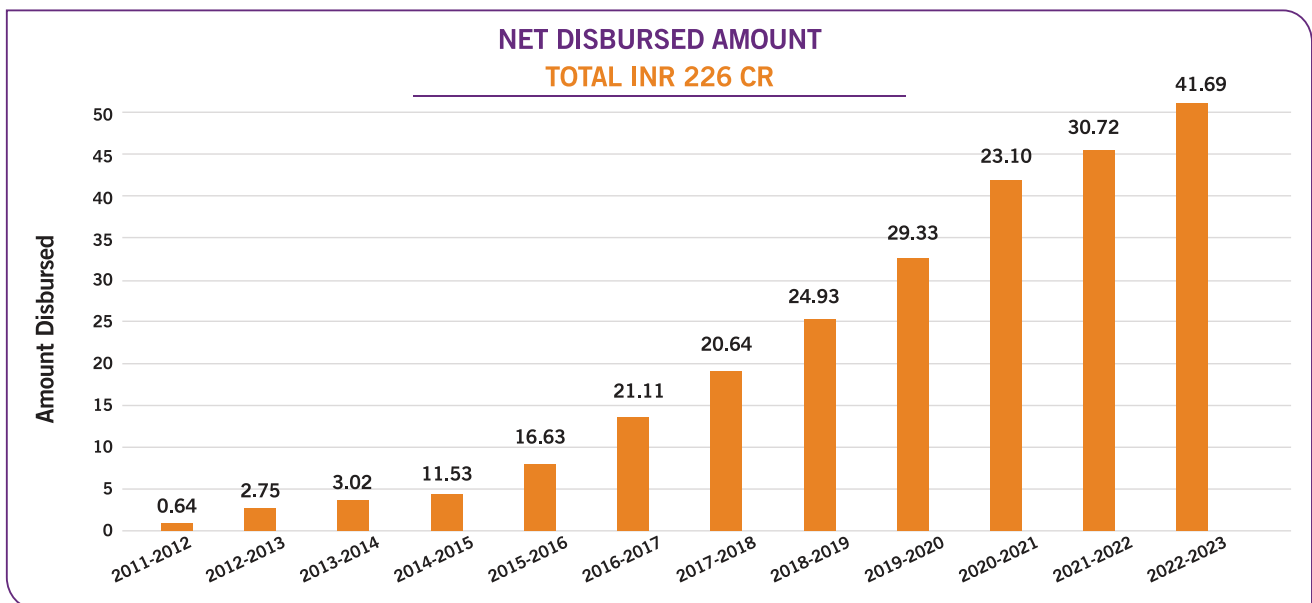
- As part of the CSR regulations, the CSR donors who have donated more than **₹1 crore** as donation are expected to conduct impact assessment of the projects that they have supported. CCF donors had impact assessors visiting the hospital sites for assessing the impact that the project has made on the patients’ lives. The feedback of the project from the assessors have been very encouraging.



**Auditors conducting impact assessment at the hospitals**

## Cancer Cure Fund Data

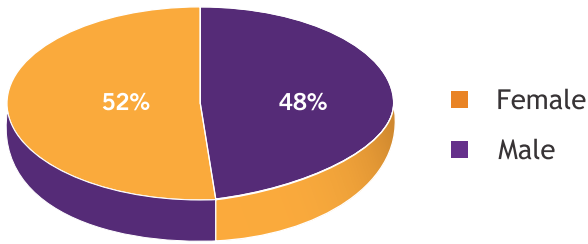
**₹226 crore** was disbursed to support the treatment of **13,000 patients** from 2011 till 31<sup>st</sup> March'23



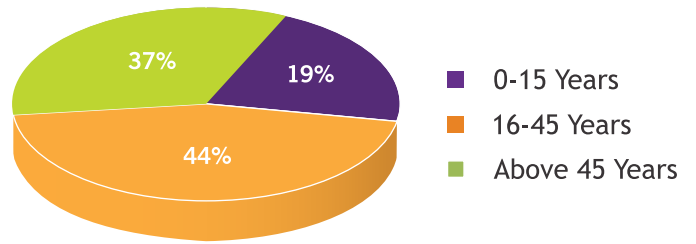


# PATIENTS SUPPORTED

## GENDER



## AGE WISE



# DIAGNOSIS



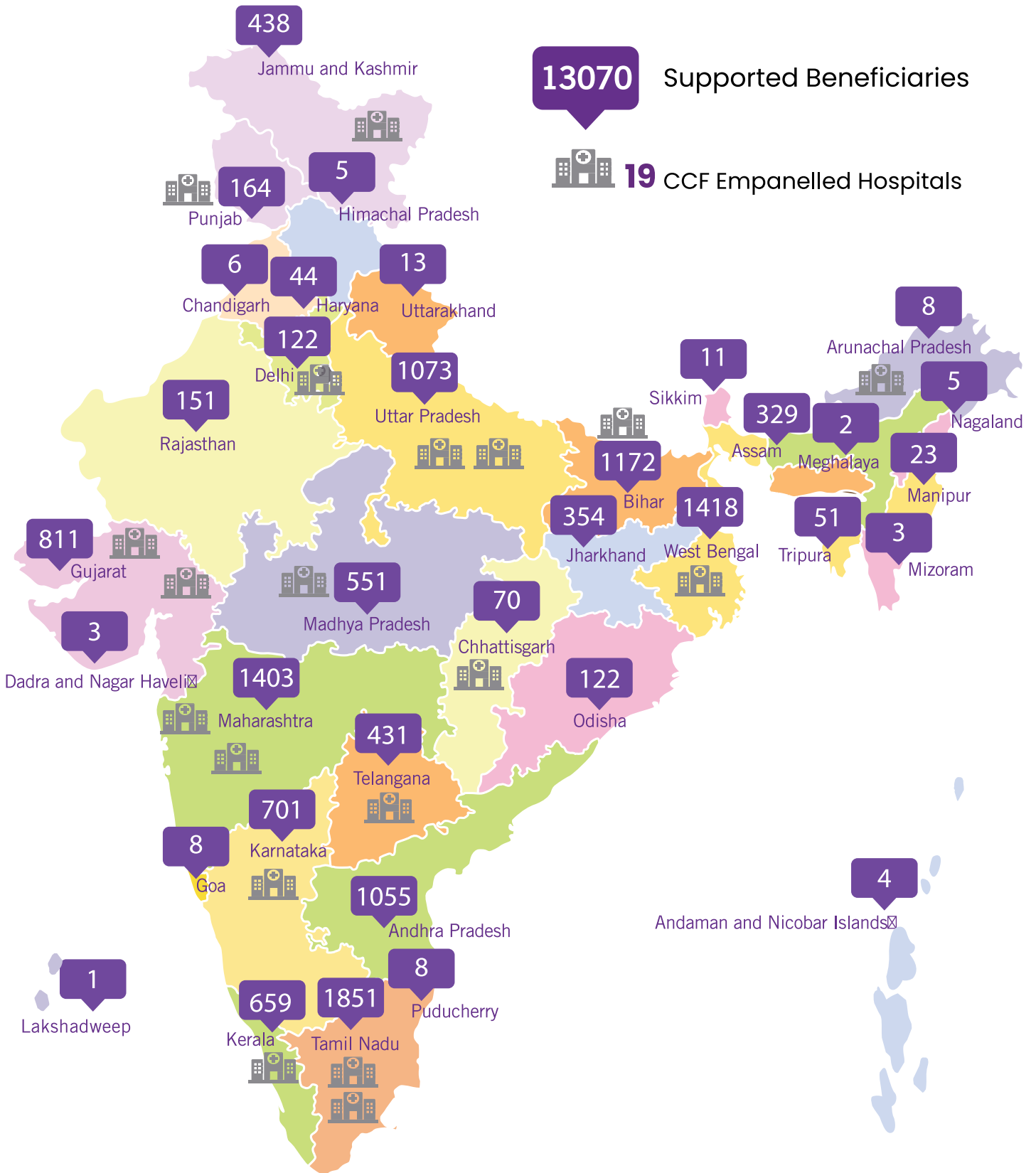


## CCF EMPANELLED HOSPITALS PAN INDIA

STATE / CITY	NAME OF HOSPITAL & CODE
Assam / Silchar	Cachar Cancer Hospital & Research Center (CCHRC)
Bihar / Patna	Mahavir Cancer Sanstha and Research Center (MCSRC)
Chhattisgarh / Raipur	Balco Medical Centre (BMC)
Delhi	Rajiv Gandhi Cancer Institute (RGCI)
Gujarat / Goraj	Kailash Cancer Hospital (KCH)
Gujarat / Ahmedabad	Gujarat Cancer Research Institute (GCRI)
Jammu and Kashmir / Srinagar	Sher-i-Kashmir Institute of Medical Sciences (SKIMS)
Karnataka / Bengaluru	Sri Shankara Cancer Hospital & Research Center (SSCHRC)
Kerala / Thiruvanthapuram	Regional Cancer Centre (RCC)
Madhya Pradesh / Betul	Padhar Hospital (PH)
Maharashtra / Mumbai	Tata Memorial Hospital (TMH)
Maharashtra / Chiplun	BKL Walawalkar Hospital (BKL)
Punjab / Jalandhar	Patel Hospital (PATEL)
Tamil Nadu / Chennai	Cancer Institute (CI)
Telangana / Hyderabad	Basavatarakam Indo American Cancer Hospital (INDO)
Tamil Nadu / Vellore	Christian Medical College (CMC)
Uttar Pradesh / Varanasi	Homi Bhaba Cancer Hospital (HBCH)
Uttar Pradesh / Varanasi	Mahamana Pandit Madan Mohan Malviya Cancer Centre (MPMMCC)
West Bengal / Kolkata	Chittaranjan National Cancer Institute



## SUPPORTED BENEFICIARIES PAN INDIA



## Dr. Arun Kurkure Initiation and Treatment Fund (AKITF)

Not only cancer treatment but its initial investigations are expensive, and many people cannot afford it, especially the underprivileged. Indian Cancer Society (ICS) launched the Dr. Arun Kurkure Initiation and Treatment Fund (AKITF) that provides financial assistance for diagnostic tests and initial treatment. The AKITF helps patients get diagnosed and treated earlier, which can improve their chances of recovery. Early detection and treatment are crucial in cancer care, and delaying diagnosis and treatment can have serious consequences.

What started as a small project in the year 2019 with 2 hospitals has now grown to cover 12 hospitals and has disbursed over ₹11cr for more than 7,300 patients. 51% of patients supported are male; 66%, 45 years and above.



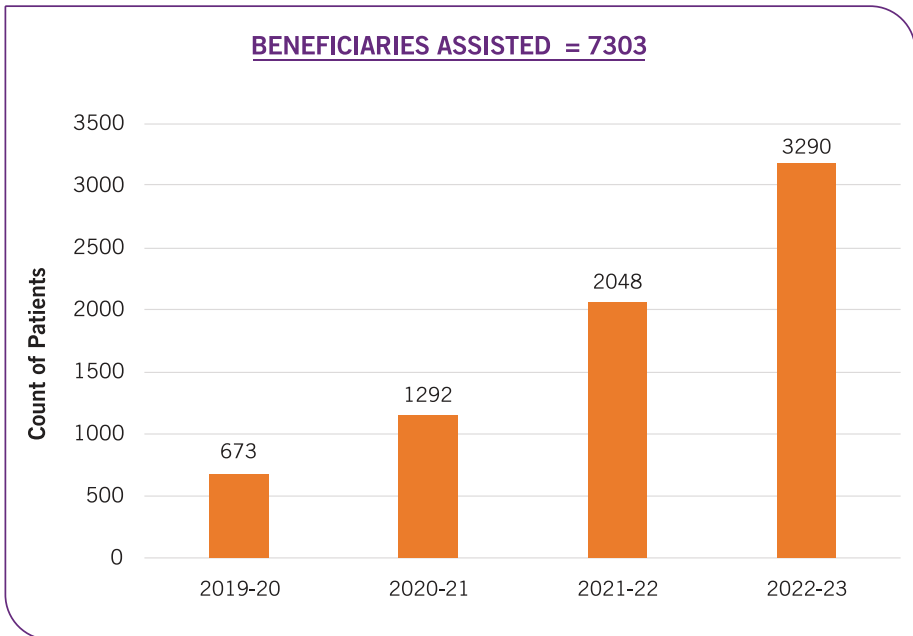
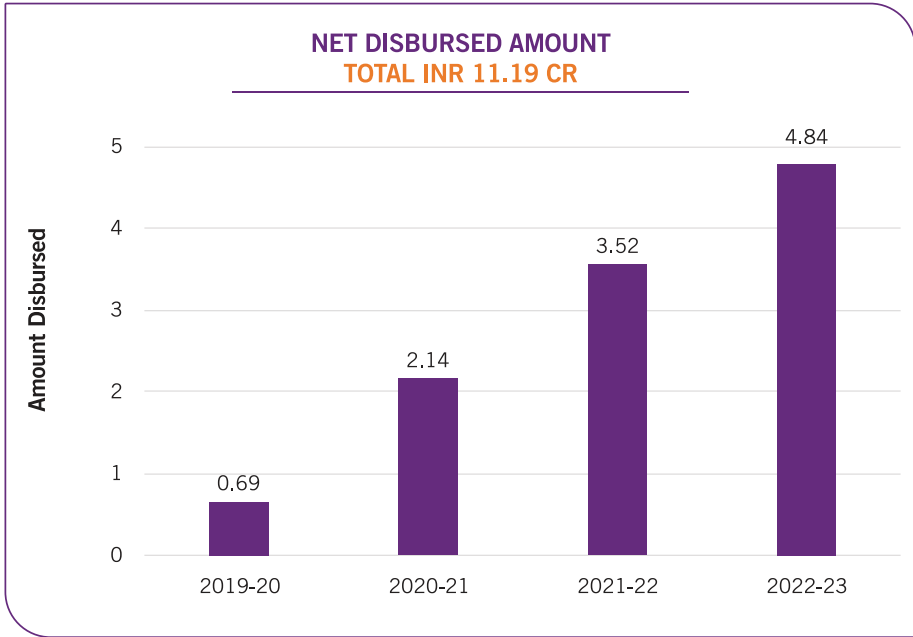
Thanks to AKITF, 63% of the total patients were able to undergo treatment, increasing their chances of survival. Without the support of AKITF, these patients may not have been able to afford the necessary diagnosis and treatment, and may have succumbed to the disease.





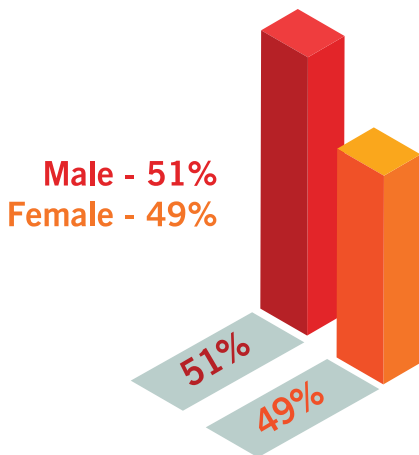


# AKITF DATA

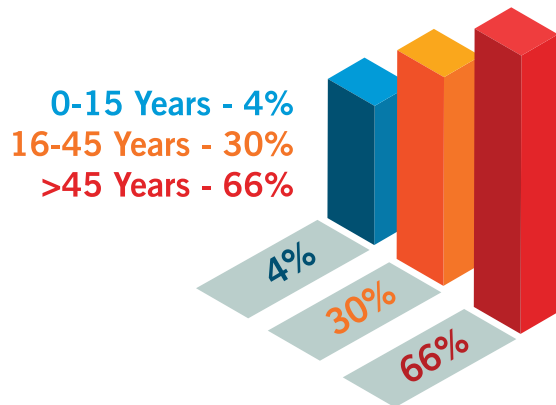


## PATIENTS SUPPORTED

### GENDER



### AGE WISE



## AKITF EMPANELLED HOSPITALS PAN INDIA

STATE / CITY	NAME OF HOSPITAL & CODE
Chhattisgarh / Raipur	Balco Medical Centre (BMC)
Telangana / Hyderabad	Basavatarakam Indo American Cancer Hospital (INDO)
Maharashtra / Chiplun	BKL Walawalkar Hospital (BKL)
Maharashtra / Mumbai	NH SRCC Children's Hospital
Tamil Nadu / Chennai	Cancer Institute (CI)
Uttar Pradesh / Varanasi	Homi Bhabha Cancer Hospital
Gujrat / Goraj	Kailash Cancer Hospital (KCH)
Uttar Pradesh / Varanasi	Mahamana Pandit Madan Mohan Malaviya Cancer Centre (MPMMCC)
Bihar / Patna	Mahavir Cancer Sanstha and Research Center (MCSRC)
Assam / Silchar	Cachar Cancer Hospital & Research Center (CCHRC)
Madhya Pradesh / Betul	Padhar Hospital (PH)
Jammu and Kashmir / Srinagar	Sher-i-Kashmir Institute of Medical Sciences (SKIMS)





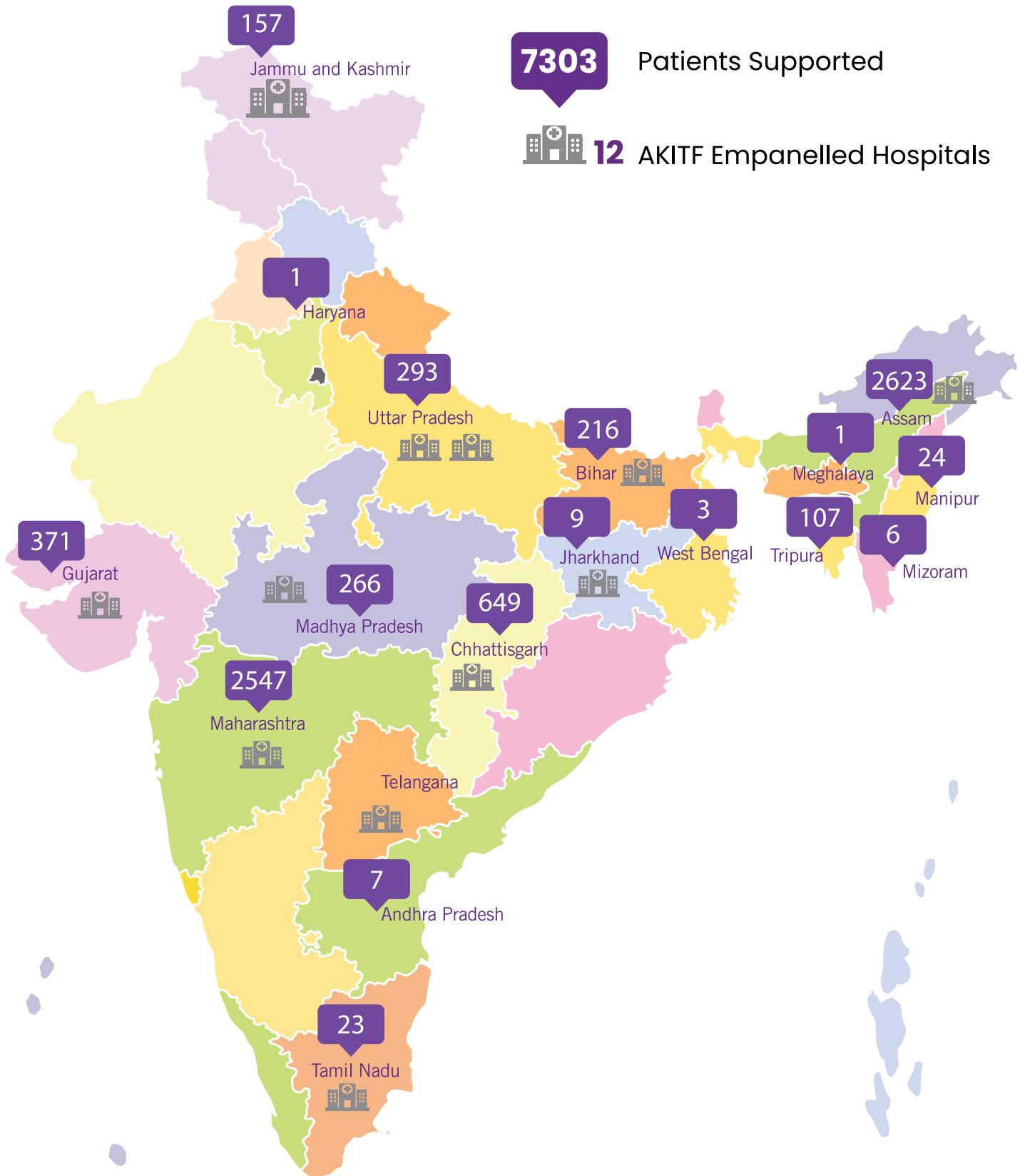
## IMPACTED PATIENTS SUPPORTED

**7303**

Patients Supported



**12** AKITF Empanelled Hospitals



## Audit of empaneled hospitals

In order to ensure that the empanelled hospitals are complying with the guidelines & processes of Cancer Cure (CCF and AKITF), an audit was recently conducted at three such hospitals:

Kailash Cancer Hospital (KCH) in Vadodra, Gujarat; Mahamana Pandit Madan Mohan Malviya Cancer Centre (MPMMCC); and Homi Bhaba Cancer Hospital (HBCH) in Varanasi, Uttar Pradesh. Auditors from Mahajan and Aibara Chartered Accountants and LLP audit firm visited these hospitals and provided feedback.

Overall, the feedback from the auditors has been positive. The primary aim of the projects, viz. to deliver diagnosis and treatment to underprivileged cancer patients, was successfully achieved, and the funds were utilized efficiently. Conducting this audit played a crucial role in guaranteeing that hospitals strictly followed the required guidelines and procedures, ultimately resulting in optimal care for the patients. The observations and feedback of the auditors have been shared with the hospitals for their inputs. This feedback provides an opportunity for hospitals to reflect on their practices and identify areas for improvement.

At Cancer Cure, we value transparency and collaboration, and believe that working together with the hospitals is key to achieving our goal of providing high-quality cancer care to underprivileged patients. We remain dedicated to ongoing monitoring and evaluation of the Cancer Cure projects effectiveness, and we are prepared to make any essential adaptations to ensure its sustained positive impact on the lives of underprivileged cancer patients.

ICS is delighted to announce the upcoming relaunch of the HDFC Charity Fund for Cancer Cure on 28<sup>th</sup> July 2023. We request all our generous donors to continue their unwavering support in the battle against cancer by participating in the debt fund.

I would like to express my profound gratitude to both our esteemed donors and Navya for their invaluable contributions to our cancer-fighting endeavors. They have enabled us to make significant strides towards our goals and bring us closer to a brighter, healthier future. I would also like to thank our Due Diligence Team, Governing Advisory Council and our partner hospitals for their collaboration and support, which have been instrumental in our progress and we are immensely grateful to them.



### **Best Compliments**

From Indian Cancer Society

### **Usha Thorat**

Hon Secretary & Managing Trustee  
Chairperson-Governing Advisory Council of Cancer Cure



## Our Partners Speak



### **Dr Manisha Singh**

Medical Director and HOD Dept. of Medical Oncology  
Mahavir Cancer Sansthan and Research Centre

I would like to express my deep gratitude and appreciation to the Indian Cancer Society for establishing the Dr Arun Kurkure Initiation and Treatment Fund and the Cancer Cure fund at Mahavir Cancer Sansthan and Research Centre in Patna, Bihar. Your support for underprivileged and financially disadvantaged patients have brought hope and joy to so many who may have otherwise been unable to complete their treatment. The impact of your efforts has been truly remarkable, bringing smiles and hope to those who have been fortunate enough to benefit from this initiative. The Mahavir Cancer Sansthan and its patients will always be grateful for your continued support.



### **Dr Rajesh A Kantharia**

Medical Director  
Head & Neck Oncosurgeon  
KCHRC, Goraj, Gujarat



ICS Cancer Cure Fund, since 2015, has provided Kailash Cancer Hospital and Research Centre, Vadodra, Gujarat with financial aid for treatment. AKTIF, since 2022, has supported us in the diagnostic work for disadvantaged patients. Our donors have always been an important force in our fight against cancer and we continue to be indebted to ICS's undying support. Giving is not just about making a donation, it is about making a difference. It's about who you've lifted up and who you've made better. At KCHRC - Goraj, ICS Cancer Cure has helped patients to complete their prescribed treatment on time and return to their normal life. We promise to continue our efforts in saving lives with ICS by our side.



## Our Patients Story



**Gowtham G, 28 years old**  
Chittoor, Andhra Pradesh  
Diagnosed: Non-Hodgkin's Lymphoma  
Cancer Institute, Adyar, TN



I am a Chartered Accountant and work as a Deputy Manager for a reputed bank. I have many dreams but they are seldom fulfilled. I am blessed that I could achieve this even with a terrible disease like Cancer. Yes, at 21 I was diagnosed with Non-Hodgkin's Lymphoma, which affects the immune system, while I was studying. Upon receiving support from ICS, I completed my treatment and studied for CA. Organisations like yours have not only impacted the lives of the patients but their family as well. Few years ago, my future was completely dark and I did not know whether and how I would get treated. However, today I am not only living a normal life but also supporting my family.



**Prajakta Ghorpade, 28 years old**  
Satara, Maharashtra  
Diagnosed: Acute Lymphoblastic Leukaemia  
Tata Memorial Hospital, Mumbai, Maharashtra

“Don't spend the money on my cancer treatment, save it for the family”, 19-year-old Prajakta told her parents when she was diagnosed with Acute Lymphoblastic Leukaemia (a type of blood cancer).

Today she is married, owns a house in Pune, has completed her Master's in Social Work, and works for a reputed company in Pune as an HR Executive. She and her family are extremely obliged to ICS for supporting her through troubled times.



**Sijo Jose, 37 years old**

Palakkhad, Kerala

Diagnosed: Acute Myeloid Leukaemia

Regional Cancer Centre, Thiruvananthapuram, Kerala

Meet Sijo Jose, a 37-year-old man from Palakkad, Kerala. In 2010, Sijo was working as a nurse in a hospital in Mumbai when he suddenly fell ill and was diagnosed with Acute Myeloid Leukaemia; a type of blood cancer. Being away from his family, Sijo returned to his hometown and sought treatment at the Regional Cancer Centre in Thiruvananthapuram, Kerala.

The treatment cost was a staggering ₹3 lakhs, and Sijo's middle-class family struggled to arrange the funds. With the help of the Rastriya Arogya Nidhi and the ICS CCF (which had just started), Sijo was able to secure the necessary funds for his treatment, which continued for over a year until May 2012.

After three years, Sijo met Anu, a cancer survivor who had undergone surgery for ovarian cancer. They got married in 2015, and to their delight, Anu gave birth to a healthy baby girl, named Hanna. Anu is now working as a pharmacist in the UAE, while Sijo is a staff nurse at the Dialysis Department of Valluvad Hospital in Kerala.

Both Sijo and Hanna are looking forward to reuniting with Anu soon. Despite facing numerous challenges, Sijo's positive attitude and determination to fight cancer has inspired many. His story is a testament to the power of hope and resilience in the face of adversity.




**Maliha Altaf Khan, 12 years old**

Srinagar, Jammu & Kashmir

Diagnosed: Dry Cough, Sore Throat, and a node on her neck

Ms. Maliha Altaf Khan's mother expresses her gratitude towards the timely intervention of AKITF and ICS CCF that helped save her little one's life. Maliha, a 12-year-old girl from Srinagar, Jammu & Kashmir, had been experiencing dry cough, sore throat, and a node on her neck. Despite visiting a General Physician, her symptoms persisted, and was referred to



Sher-E-Kashmir, Jammu & Kashmir, where it was diagnosed that she was anaemic and required a bone marrow test. However, the family was unable to afford the necessary tests until they received assistance from AKITF. Unfortunately, the family had already suffered a great loss due to the father's brain tumour, leaving them in financial instability. After being diagnosed with cancer, the family was initially hesitant to start the treatment but with the help of counselling, they decided to move forward. AKITF provided the family with the necessary financial assistance of ₹13,800, which proved to be crucial at that time. In addition, the ICS CCF sanctioned ₹5 lacs in November 2022 to complete Maliha's treatment. Maliha's mother expresses her gratitude to ICS for extending their support and assistance to save their little one through both the funds of AKITF and the CCF during this challenging time. Maliha is responding well to the treatment, and her family is hopeful for a healthy and successful life ahead. Early diagnosis and timely treatment have been instrumental in saving Maliha's life, and her family is thankful for the support they received during their difficult journey.



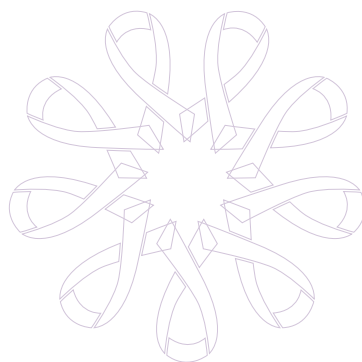
**Mrs. Ashwini Khanvilkar, 52 year old**  
Sangmaeshwar, Maharashtra  
Diagnosed: Breast Lump



Mrs. Ashwini Khanvilkar is a 52 year old homemaker from Sangmaeshwar, Maharashtra, who had noticed a lump in her breast for a few months. After consulting with a local doctor, she was referred to BKLWH, Chiplun, Maharashtra for further evaluation. However, as her family earns their livelihood through farming and has an annual income of about ₹60,000/- they were concerned about the cost of her treatment.

Thankfully, with the help of AKITF, Mrs. Khanvilkar was able to receive financial assistance of ₹25,000. She was diagnosed with early-stage cancer in her left breast, and underwent all further treatment under MJPJAY. Her family is extremely grateful for the financial support they received, which enabled her to undergo early treatment and overcome the potential dangers that lay ahead. Early diagnosis played a vital role in helping Mrs. Khanvilkar receive the necessary treatment at the right time, and the assistance provided by AKITF proved to be a significant relief for her family. They express their heartfelt thanks for the support they received during this difficult time.







## OUR DONORS







**Donate through our Website - [www.indiancancersociety.org](http://www.indiancancersociety.org) or  
scan the above QR code**

**Payment by Cheque/Pay Order/ DD payable at Mumbai**

**Beneficiary Name: "Indian Cancer Society" towards Cancer Cure Fund  
or Dr. Arun Kurkure Initiation and Treatment Fund**

**Indian Cancer Society - Cancer Cure**

74, Jerbai Wadia Road, Parel, Mumbai - 400 012

**Phone: 22 2413 9445 / 51**

**Cancer Helpline: 1800-22-1951**



WHEN LIFE  
PUTS A  
FULL STOP.



WE ADD TWO MORE,  
SO THAT HOPE  
CONTINUES TO WIN...

That's exactly why we double hope by doubling your contribution\*



RISE AGAINST CANCER

## HDFC Charity Fund for Cancer Cure

(A Fixed Maturity Plan)

**#InvestInOthers**

**NFO  
Period:**

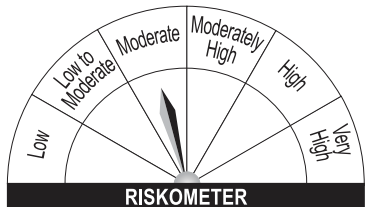
28<sup>th</sup> July to  
8<sup>th</sup> August  
2023



To know more contact your MFD/RIA or give a missed call on **73974 12345**

\* HDFC AMC shall contribute to Indian Cancer Society an amount equivalent to the total amount of Donations by the Donors, in such financial year, under the Scheme, subject to a limit of ₹ 16 Crores per financial year.

The Scheme enables its Unit holders to donate part of distribution income to the Indian Cancer Society for treatment of underprivileged cancer patients. Such donations made by the Unit holders shall be eligible for claiming of deduction under Section 80G of Income-tax Act, 1961 (under the Old Regime). Distribution income is not assured and is subject to availability of distributable surplus.

Name of Scheme	This product is suitable for investors who are seeking~:			Riskometer#
<b>HDFC Charity Fund for Cancer Cure (A Fixed Maturity Plan)</b> A Close Ended Income Scheme With Tenure 1196 Days. A Relatively High Interest Rate Risk and Relatively Low Credit Risk	<ul style="list-style-type: none"> <li>Regular income over 1196 days (tenure of the scheme)</li> <li>Investment in debt and money market instruments and government securities</li> </ul>			 <p><b>RISKOMETER</b> Investors understand that their principal will be at moderate risk</p>
<b>Potential Risk Class (PRC) (Maximum risk the Scheme can take)</b>				
Credit Risk →	Relatively Low (Class A)	Moderate (Class B)	Relatively High (Class C)	
Interest Rate Risk ↓	Relatively Low (Class I)			
	Moderate (Class II)			
	Relatively High (Class III)	<b>A-III</b>		
<b>A-III - A Scheme with Relatively High Interest Rate Risk and Relatively Low Credit Risk.</b>				
~Investors should consult their financial advisers, if in doubt about whether the product is suitable for them.				

# The product labeling assigned during the NFO is based on internal assessment of the scheme characteristics or model portfolio and the same may vary post NFO when the actual investments are made.