



**RISE AGAINST CANCER**



**Cancer  
Cure  
Fund**



# ABOUT INDIAN CANCER SOCIETY

Established in 1951 by Dr. D.J. Jussawalla and Mr. Naval Tata, ICS is India's first voluntary, non-profit, national organization for support in the cancer space.

## MILESTONES

- 50s/60s - first cytology unit, first chemo unit, first cancer detection centre, first pop. based registry, first scientific journal
- 80s - First rehab centre, first mobile mammography unit, first cancer insurance scheme
- 1996 - Promoted Rajiv Gandhi Cancer Hospital Delhi
- 2009 - Established UGAM, a survivorship care program
- 2011 - First MF scheme to raise funds for cancer treatment – Cancer Cure Fund
- 2015 - Dr.Arun Kurkure Initiation and Treatment Fund for initial diagnosis and treatment launched
- 2016 - Launch of Picasso project for survivors across 12 hospitals
- 2017 - Dr.D J Jussawalla Education and Vocational Skills Fund for Childhood Cancer Survivors
- 2019 - Raho Cancer Se Do Kadam Aage - New Mission Statement to Spread Awareness
- 2020 - Joint collaboration to set up HCG ICS Khubchandani Cancer Hospital in Mumbai
- 2020 - First to use AI for patient selection for support for cancer treatment under CCF
- 2021 - Launch of MShakti apps on Cancer Awareness, 40 module E-learning course
- 2022 - Launch of Medical Education Programs for GPs and primary health providers
- 2022 - Launch of Project Satark for capacity building of Health workers on oral and cervical cancer

### ICS Branches:

MUMBAI	DELHI	
BENGALURU	KOLKATA	
LUCKNOW	NAGPUR	PATNA



# RECENT AWARDS - INDIAN CANCER SOCIETY

## Gold Award - NGO's Providing Financial Support to Needy Patients

Indian Cancer Society was conferred the above award by the India Health Wellness Council during its 8th IHW Summit & Awards ceremony held on 19th January 2023. The summit was co-hosted by the Public Health & Family Department, Government of Maharashtra and supported by NITI Aayog, Government of India.



## ”Big Impact Creator in Social Service 2023”

ICS received the award for by Big FM and Chamber of Commerce and Industry, India.



## The “Best Civil Society Award for 2021” by Asian Centre for Corporate Governance & Sustainability.

Indian Cancer Society received the Silver Salver & Citation from Vice Chairman, Mr. M. K Chouhan,

# Board of Trustees



**Mr. Hari L Mundra**  
Chairman



**Dr. Anita Borges**  
Vice Chairperson



**Mrs. Usha Thorat**  
Hon. Secretary & Managing Trustee



**Mr. Gautam Chakravarti**  
Hon. Treasurer



**Dr. Purna Kurkure**  
Joint Managing Trustee



**Mr. K A Narayan**  
Jt. Hon. Secretary



**Dr. Vinay Deshmane**  
Jt. Hon. Secretary



**Mr. M K Sharma**  
Trustee



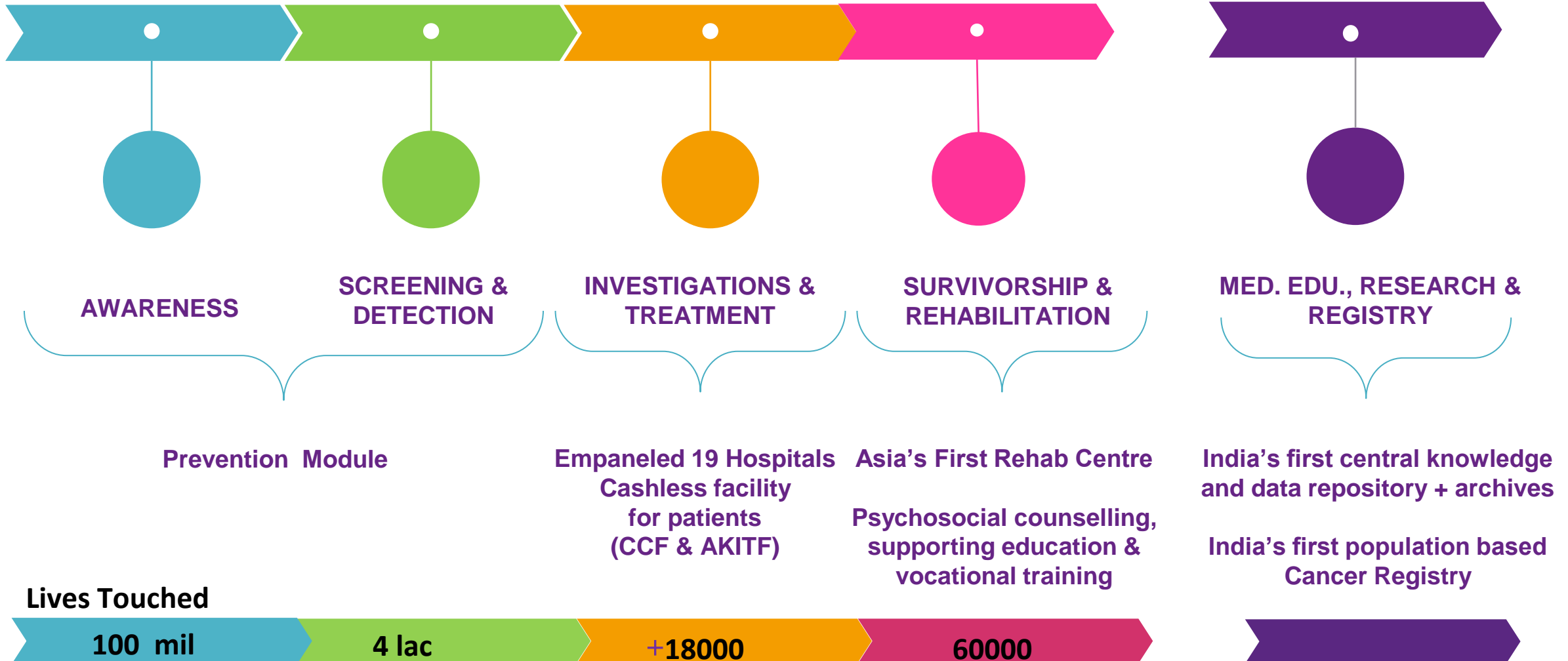
**Mr. Kewal Nohria**  
Trustee

Vertical	In-charge	Support and Guidance
Awareness and Screening	Gautam C Dr Anita Borges	Dr. Anita Borges
Cancer Cure	Usha Thorat	Kewal Nohria, M K Sharma
Rehabilitation and Survivorship	Dr. Purna Kurkure	Usha Thorat
Medical Research & Registry	Dr. Vinay Deshmane	Dr. Anita Borges
Finance	Gautam Chakravarti	Hari Mundra
Legal	Hari Mundra	M K Sharma
HR	K A Narayan	Hari Mundra -
Finance	Gautam Chakravarti	Hari Mundra

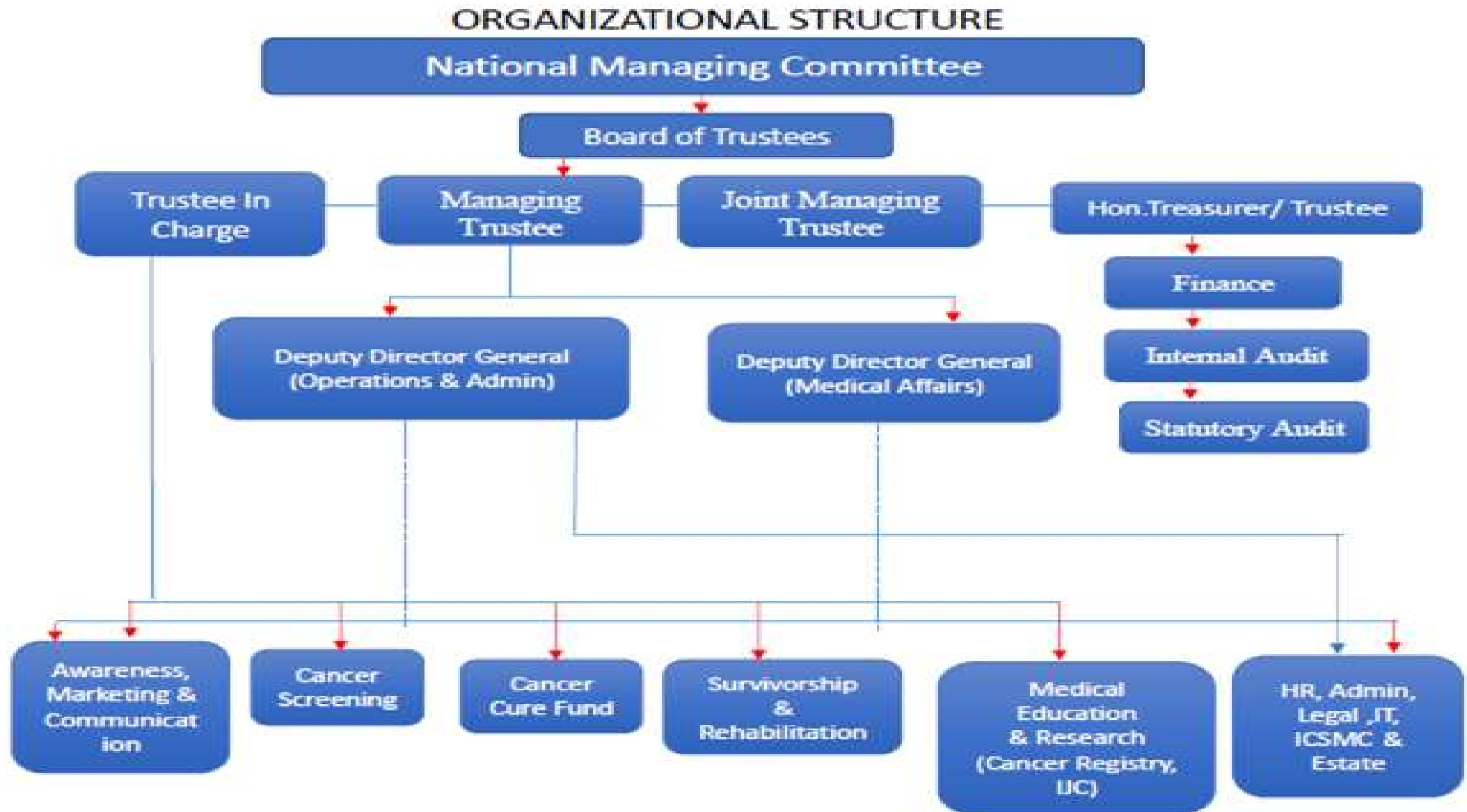
# INDIAN CANCER SOCIETY: COVERS THE CANCER SPECTRUM

## Beneficiary facing initiatives

## Knowledge initiatives



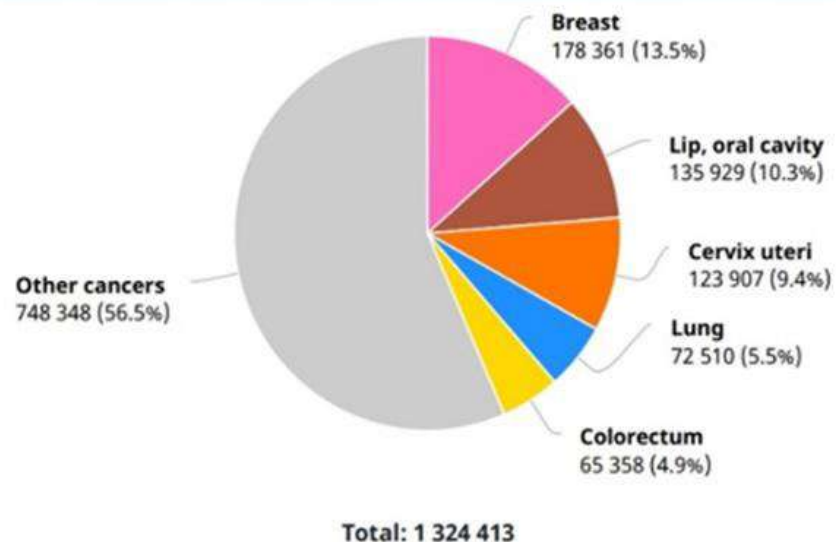
# Organogram



# CANCER INCIDENCE

As per estimated statistics from  
Globocan India Factsheet 2020

Number of new cases in 2020, both sexes, all ages



Source GLOBOCAN 2020 India Factsheet (Estimated figures)

## 4 CHALLENGES

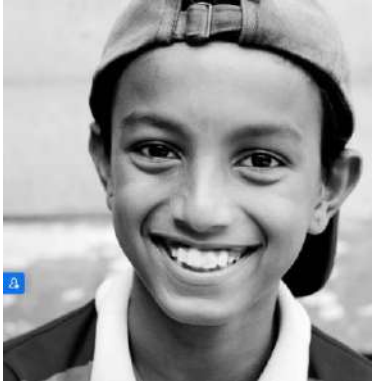
8.5 Lakh  
People died of cancer  
in India in 2020

~10%  
are at a risk of developing  
cancer before turning 75

> 13 Lakh  
People are diagnosed  
with cancer every year

> 27 Lakh  
Cancer patients in  
India in 2020

# Our Goals



## Awareness

To create awareness in atleast 50% of the adult Indian population in 5-10 years

## Screening

To screen every adult once in next 10 years through research based approach

## Cancer treatment and cure

To propagate the successful sustainable investigation and treatment support model of offering cure to poor and expand in States where Cancer Cure does not have a footprint

## Cancer Insurance

To increase coverage through a special insurance cover for low income families afflicted by cancer but not covered by Government programs.

## Survivorship & Rehabilitation

To motivate and mainstream survivors.

## Medical Education

To sensitize GPs across India on cancer and integrate them into cancer care and cure ecosystem

## Registry & Research

To expand our registries to cover more areas and larger population and promote research on the entire spectrum of cancer and cancer care.



# Our Offer

- **Good governance, high compliance**
- **Well thought out professional and strategic approach to entire continuum of cancer care of under-privileged with defined metrics and measurable outcomes**
- **Technology and digital solutions to increase outreach and effectiveness**
- **National presence through branches and collaborations with hospitals and NGOs**
- **Data base and capability for research in cancer**

# CANCER CURE FUND (CCF)

## Why CCF?

- Government schemes in many cases do not cover the complete cost of treatment
- Many low income families for whom cancer treatment is unaffordable are not covered under Government schemes
- Challenges in accessing 'standard of care' affordable treatment in many locations
- Delay in getting government/philanthropic support
- Lack of confidence among donors about funds utilization
- Patient has to run from pillar to post for support

## NEED FOR SUSTAINABLE FUNDING MODEL

In 2011, ICS and HDFC AMC evolved a mutual fund model to raise funds for treatment.

3<sup>rd</sup> fund closed in May 2020. ICS receives direct contribution to CCF. Entire amount eligible for CSR & 80G benefit.



A social initiative by HDFC Mutual Fund on completing 10 years

Hope alone can't fight cancer.

Your investment can help. The dividend income on your investment will be donated to the Indian Cancer Society. Let's fight cancer together.

- A 3-year closed ended capital protection oriented income scheme
- 30% or 100% of your dividend income will be donated (Section 80G<sup>1</sup> benefit available)
- No investment and advisory fee shall be charged by HDFC AMC
- Unit Price ₹ 10 • NFO closes on 4<sup>th</sup> March, 2011 • Rated AAA (so) by CRISIL

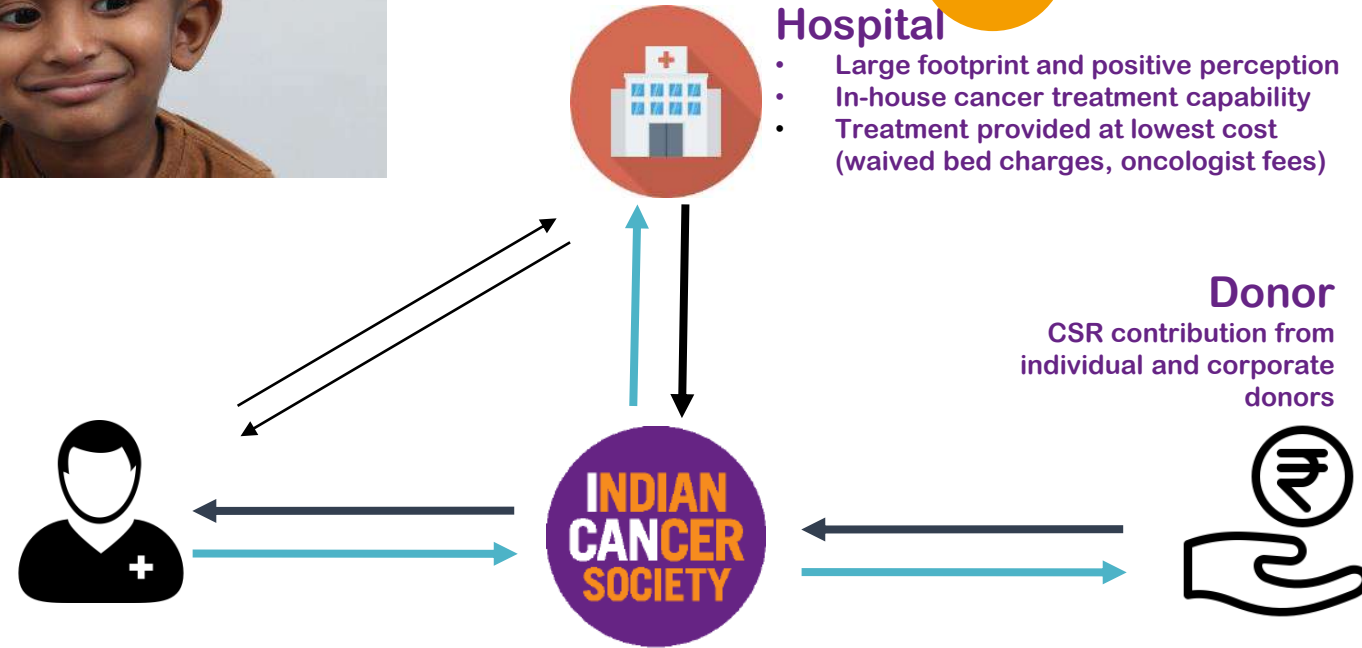
SMS HDFCC to 56767 or Call Toll Free No.: 1 800 233 6767

**HDFC DEBT FUND FOR CANCERcure**  
A 3 year closed ended capital protection oriented income scheme

**HDFC MUTUAL FUND**  
www.hdfcfund.com

The scheme is "oriented towards protection of capital" and "not with guaranteed returns". The scheme does not guarantee any returns. The orientation towards protection of capital originates from the structure of the Portfolio of the Scheme and not from any Bank guarantee, Insurance Cover etc.

# CANCER CURE FUND- FEATURES AND OUTCOME



**Hospital**

- Large footprint and positive perception
- In-house cancer treatment capability
- Treatment provided at lowest cost (waived bed charges, oncologist fees)

**Donor**  
CSR contribution from individual and corporate donors

**Patients**

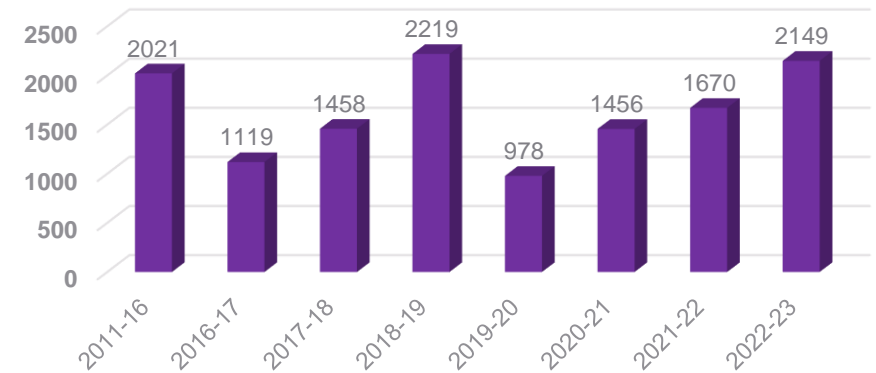
- Household income <Rs 4 lakh p.a
- Meets survival Criteria > 50%
- Cashless Support within 18 days of application
- Max. disbursement Rs. 5 lakh per patient

**ICS**

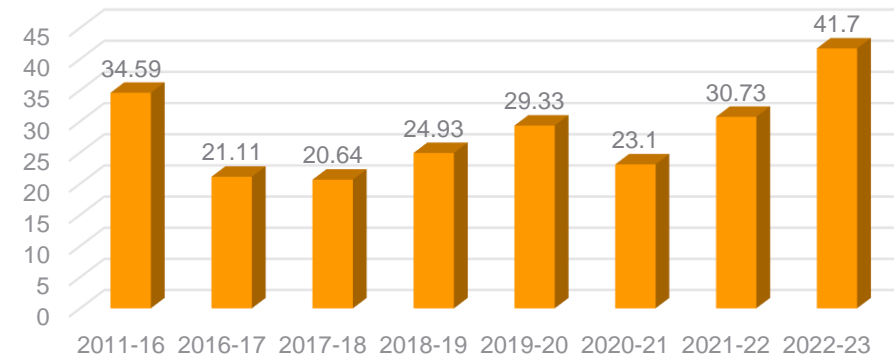
- Expert oncologists and AI/ML screen applications
- Standard of care and cost evaluated
- Income Tax benefit, audited reports to donor and outcome studies
- FCRA approved

**13000+ patients supported and Rs.226 cr. Disbursed till 31 Mar.'23**

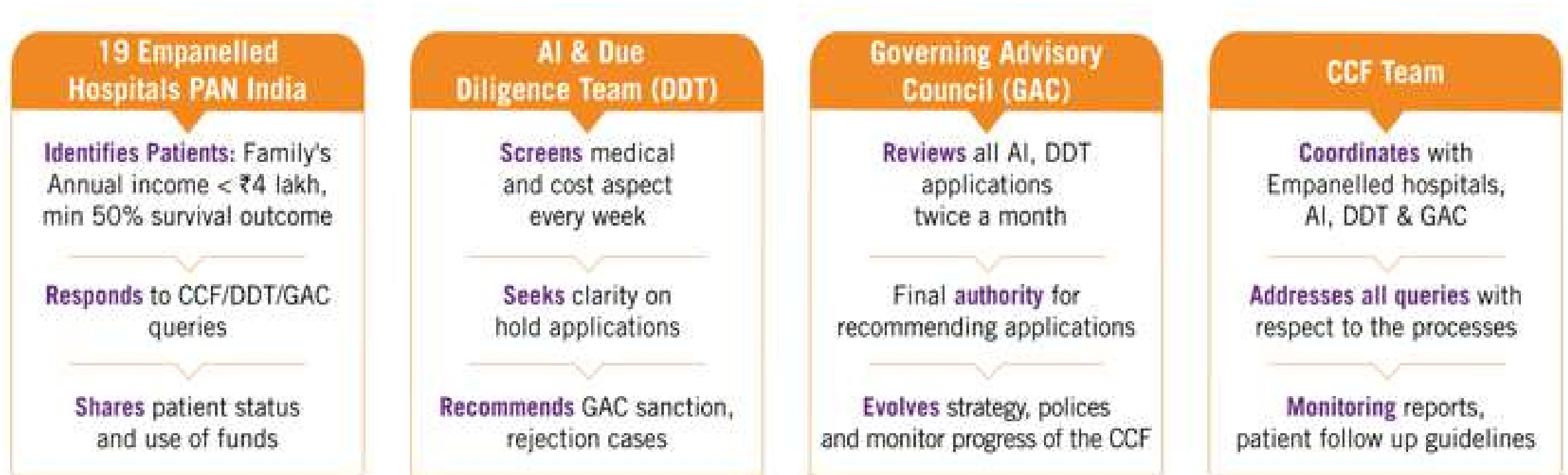
Count of Impacted patients = 13070



Net disbursed = Rs. 226 cr.



# CCF Process



## Major Contributors to CCF

HDFC AMC and its investors , BPCL, Aditya Birla Foundation, Kotak Mahindra Bank, ICICI Foundation,



# Innovations and Corporate Governance Model

## Use of AI/ML tool for assessing support from CCF

An important milestone in 2020 was to adopt an AI based tool for initial screening of applications from hospitals. Navya AI—a clinically validated AI system—matches clinical data of beneficiary applicants with evidence and expert recommendations, adapted to the ICS-CCF approval criteria

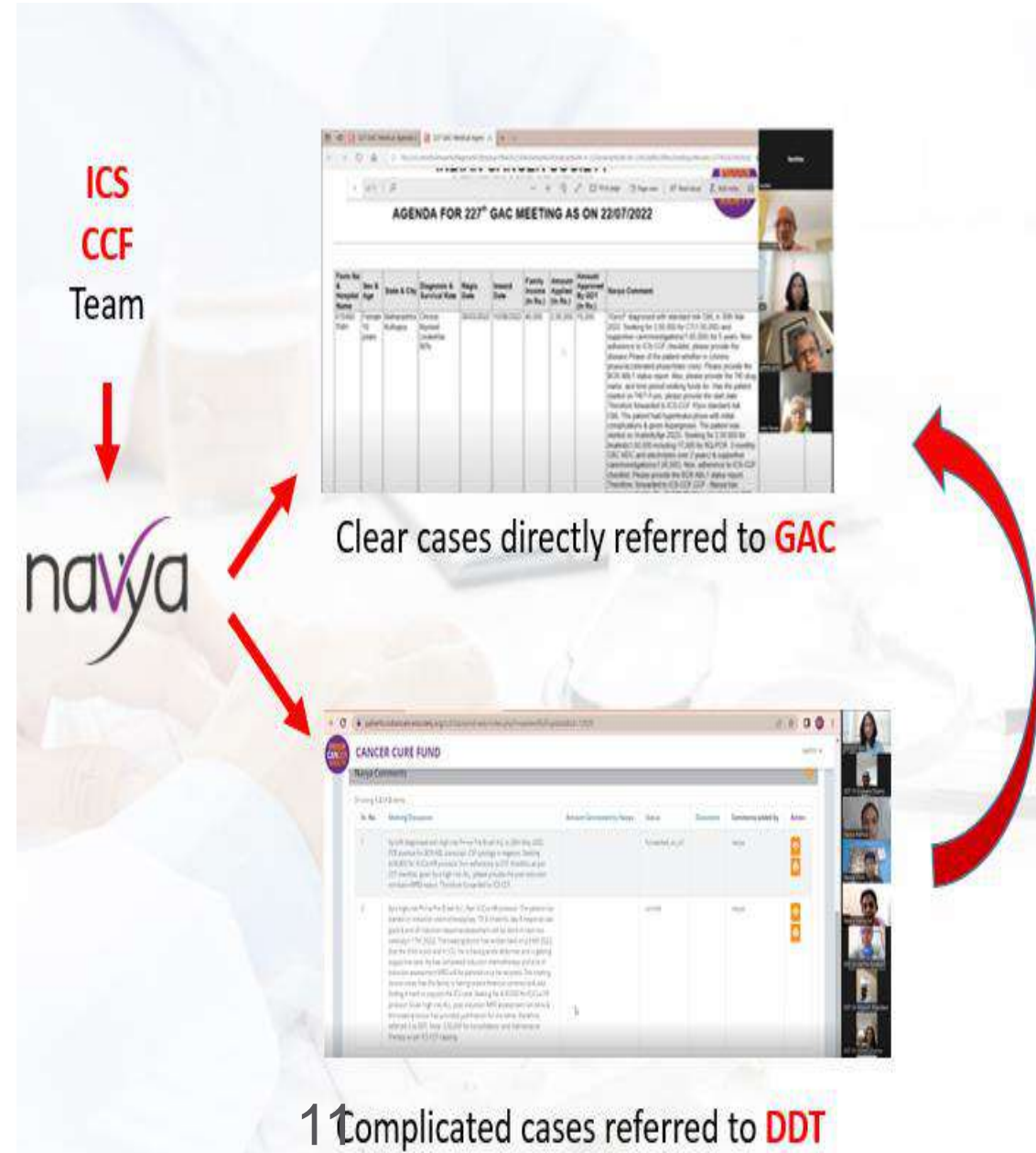
## Due Diligence Team (DDT)

DDT comprising cancer experts go through all applications referred by Navya, on a weekly basis, give their recommendations to accept or reject based on their expert judgement.

## Governing Advisory Council (GAC)

Final sanction of applications is by ICS-CCF Governing Advisory Council (GAC) comprising of ICS trustees and leading finance, corporate and medical professionals who review every application recommended or rejected by Navya and DDT at meetings that are held fortnightly.

## Use of web-based browser for evaluation of applications and on-line meetings of DDT and GAC



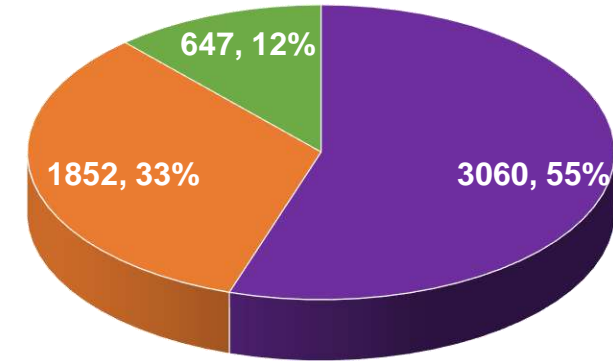
# CANCER CURE FUND- Governing Advisory Council



Sr.No.	Governing Advisory Council Members	Sr.No.	Governing Advisory Council Members
1	Mrs. Usha Thorat (Chairperson) (Former Deputy Governor of RBI)	8	Dr. Shailesh Ayyangar (Former MD Sanofi India)
2	Mr. M. K. Sharma (Former Vice Chairman Hindustan Unilever Ltd.)	9	Mr. Ramesh Swaminathan ( Exec. Director & CFO - Lupin Pharma )
3	Mr. Navneet Munot (MD –HDFC AMC)	10	Mrs. Jyotsna Govil Chairperson – ICS Delhi Branch)
4	Dr. Anita Borges ( Director, Centre for Oncopathology )	11	Mr. Kishore Rao (Chairman – ICS Bengaluru Branch)
5	Dr. Purna Kurkure (Senior Advisor, Clinical Collegium for Oncology Services Narayana Health Group)	12	Mr. Gautam Chakravarthi (Former CEO – Gokaldas Exports)
6	Mr. Hari Mundra ( Former Executive Director Hindustan Unilever )	13	Mr. Kewal Nohria ( Former Chairman and MD Crompton Greaves)
7	Dr. Manju Sengar (Professor Adult Hematolymphoid TMC)	14	Dr. Nilesh M Lokeshwar (Consultant – Medical Oncologist- Lilavati Hospital)

# Cancer Cure Fund Outcome

## 5 year Survival Outcome for patients sanctioned till Sep 2018



- Alive for 5 years
- Expired within 5 years
- Lost to Follow up

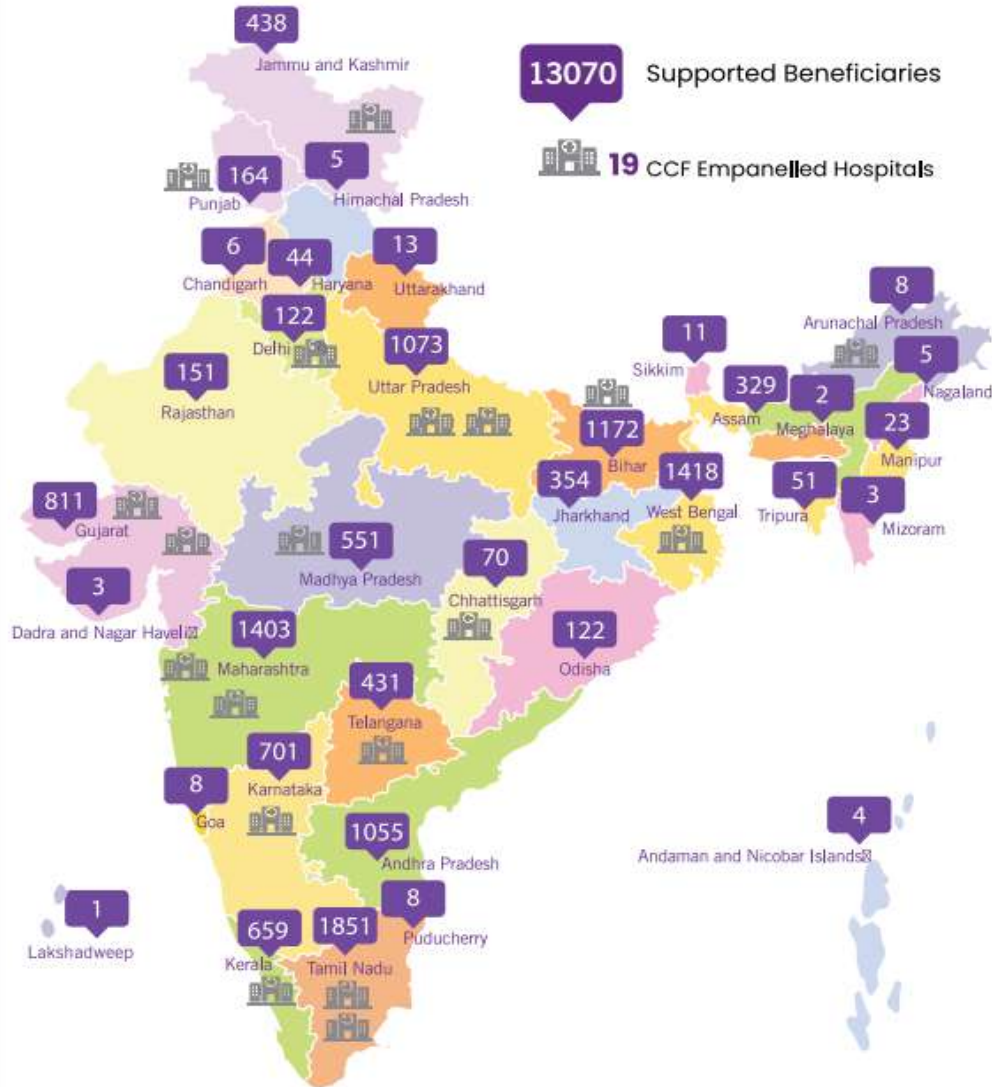
*“Cancer Institute (W.I.A) Chennai, is privileged to be associated with Indian Cancer Society (ICS). Over the last decades we have strived hard to provide the state of art treatment to the underprivileged without any social or economic divide. This has been made easier by the generosity of ICS whose funding has helped us to fulfil the needs of many patients.*

*The unique feature of the funding from ICS is the promptness with which the funds are released. This has helped us in treating patients without delay.”*



*Late Padma Vibhushan Dr. V. Shanta,  
Chairperson  
Cancer Institute, Adyar, Tamil Nadu*

### SUPPORTED BENEFICIARIES PAN INDIA



<https://www.indiancancersociety.org/what-do-we-do/cancer-cure.aspx.org/>

**2023 – The Société Internationale d’Oncologie Pédiatrique/International Society of Paediatric Oncology (SIOP) Ottawa, Canada** Poster presentation on Impact of Financial Support and Outcomes of Children with Cancer – Indian Cancer Society-Cancer Cure Fund (ICS-CCF) and on Structured Paediatric Care Aids the AI in Prior Authorisation for financial assistance- Navya AI and ICS-CCF

**2023 – Indian Cancer Congress (ICC) Mumbai, India** Oral Presentation **awarded 2<sup>nd</sup>** on Navya AI helps to prior authorize financial assistance to cancer patients which can serve as a useful health-economy model for National health Insurance – A validation study by Navya AI and Indian Cancer Society and was **awarded the Best Poster** for Poster Presentation at Indian Cancer Congress (ICC) on Saving Lives through unique philanthropic mutual fund model

**2022 – Union for International Cancer Congress - Geneva, Switzerland** – Oral presentation- **Nominated for an award** on “Enhancing the efficiency of philanthropic support through use of AI: Experience of Indian Cancer Society.”

2022 – UICC Geneva, Switzerland -Digital presentation on” Cancer Cure: Philanthropy through Asset Management and AI” Link to the video <https://www.youtube.com/watch?v=O2uGJ90lg7Y>

**2021 –The Société Internationale d’Oncologie Pédiatrique/International Society of Paediatric Oncology (SIOP) Hawaii, USA:** Poster presentation on “Enhancing impact and efficiency of financial support for Cancer through use of AI : A Nascent initiative of Indian Cancer Society

**2021 –San Antonio Breast Cancer Symposium (SABCS), Texas, USA:** Poster Presentation on “Enhancing impact and efficiency of financial support for Breast Cancer through use of AI : A Nascent initiative of Indian Cancer Society”

**2019 – SIOP, Cape Town, South Africa:**Poster Presentation “Impact of Sustainable financial support through Indian Cancer Society – Cancer Cure Fund for treatment of Cancer patients. A model from a developing country

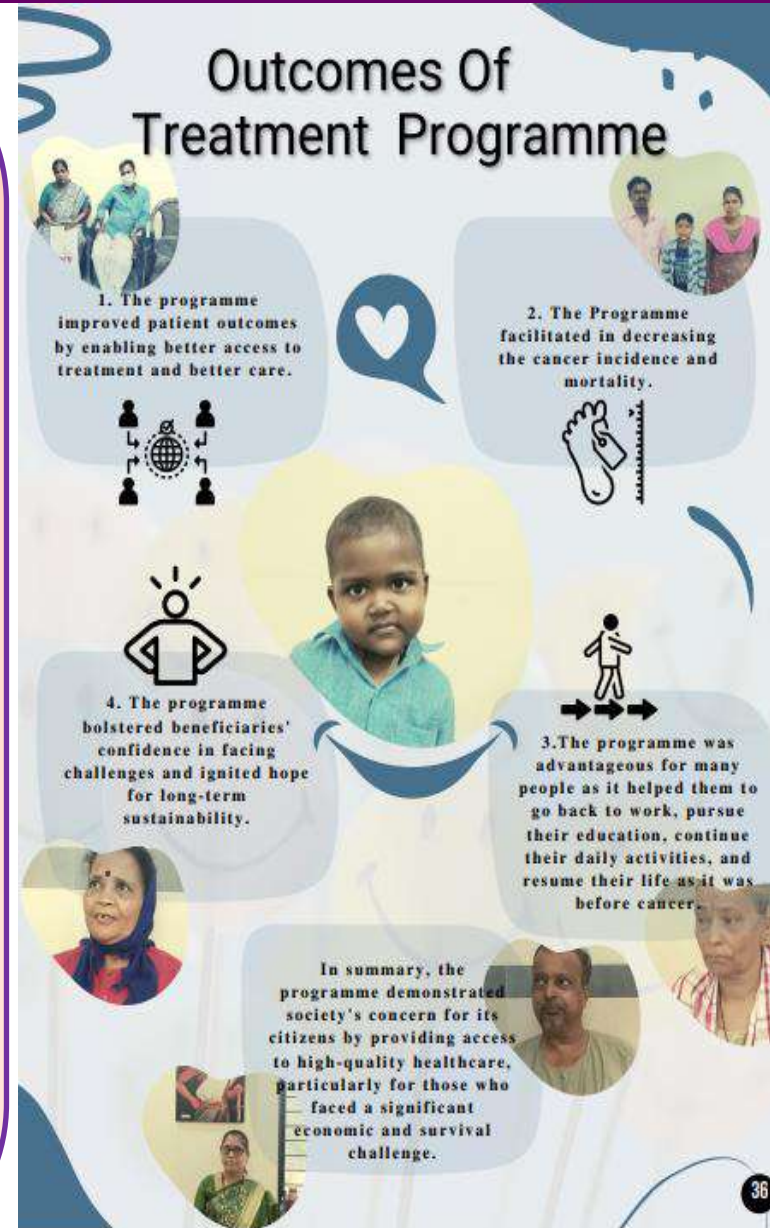




# Impact Assessment conducted by Cancer Cure Donors

## Findings Social Impact Study - SBI Foundation

- Due to the financial assistance the beneficiaries and their families they are able to look forward to a second chance at life.
- The quick turnaround time between a beneficiary applying for assistance and receiving it ensured that no one's treatment was affected.
- Apart from gaining their health back, they also received mental and emotional solace as a result of the money they received. This has allowed most of them to return to some level of normalcy and regain the ability to live their pre-cancer life..
- ICS has stayed true to their commitment of assisting those who are undeserved and perhaps needed assistance the most.
- While other programs at ICS are able to support the investigation and diagnostics phases of the treatment process as well as elements of post treatment care looking ahead, this program could also consider integrating these components along with provision of awareness of patients around managing their health and nutrition in the future.



Link for Impact Study pls. scroll down : <https://www.indiancancersociety.org/what-do-we-do/cancer-cure>

## Conclusion

The CSR funded programme for cancer treatment has had a significant impact on the lives of patients across India, including paediatric cancer patients. It has provided access to treatment for those who may not have been able to afford it, alleviating the financial burden on families, improving the chances of survival and recovery for patients, and raising awareness about cancer prevention and early detection.

Additionally, it has reduced the psychological burden of patients and their families, providing support and nurturing the will and confidence of patients to combat cancer and endeavour to survive.

The programme is an excellent example of how corporate social responsibility can make a meaningful impact in the healthcare sector, where access to treatment and resources can be challenging.

# ICS Donors

# Success Stories



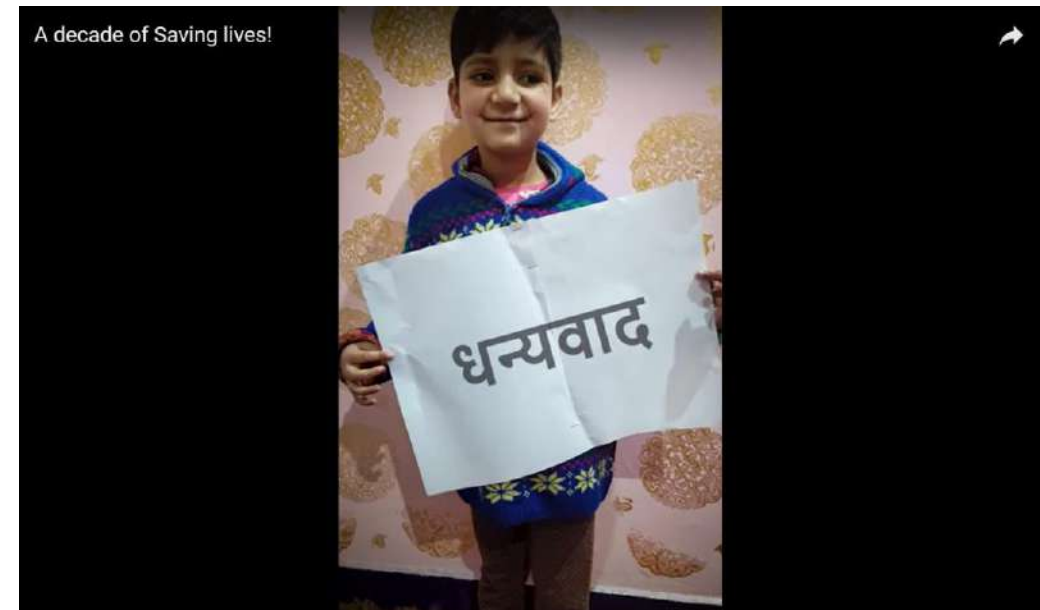
Vansh



Mr. Milind Barve Former MD HDFC AMC



Nidhi



Thank You



RISE AGAINST CANCER



[ann.rawat@indiancancersociety.org](mailto:ann.rawat@indiancancersociety.org)



9920030924

<https://www.indiancancersociety.org/what-do-we-do/cancer-cure>