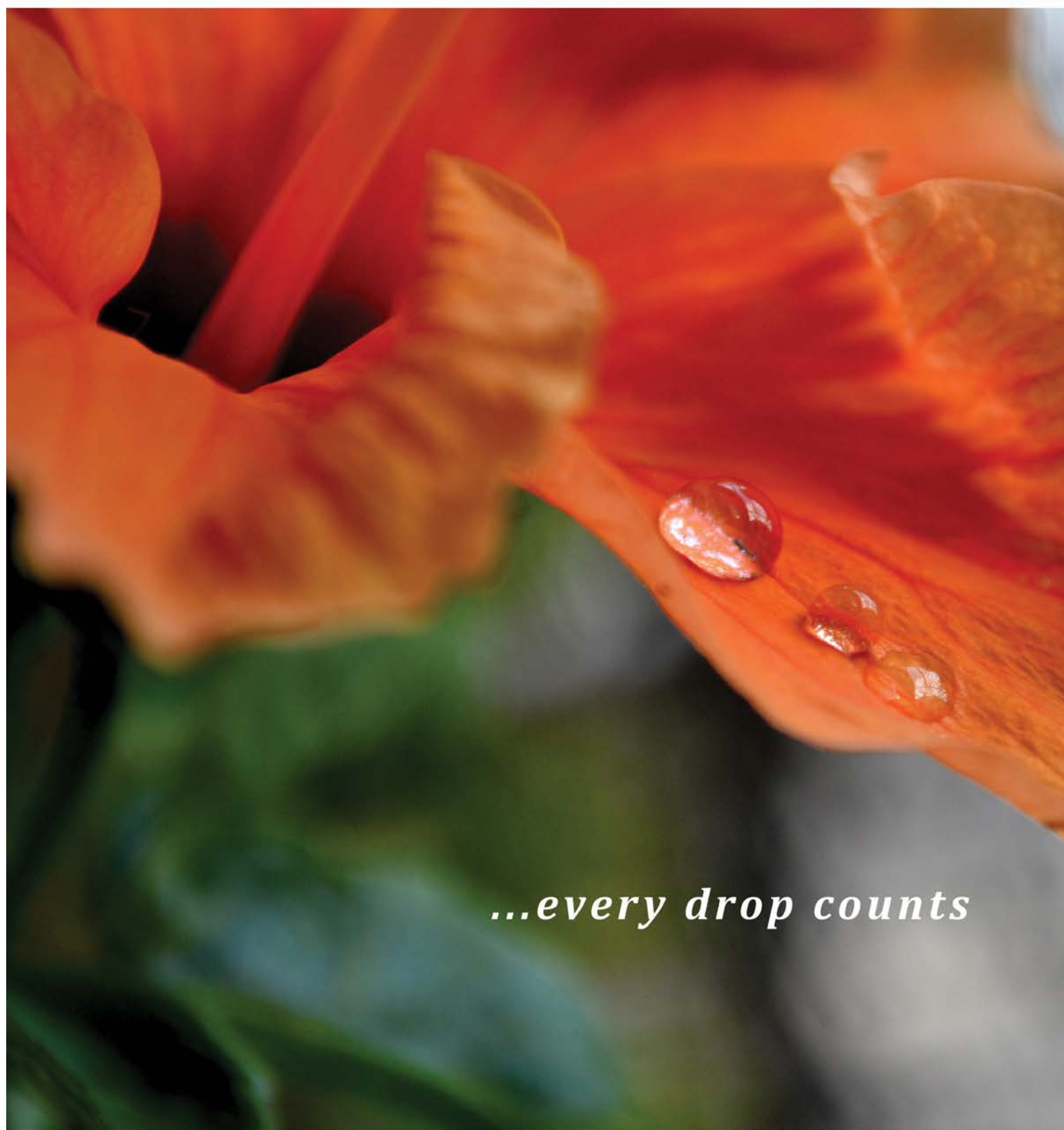


# Annual Report 2012



*...every drop counts*



**Cancer Patients Aid Association**

**Total Management of Cancer**

**[www.cancer.org.in](http://www.cancer.org.in)**



## Contents

<b>About CPAA</b>	<b>3</b>
<b>Chairman's message</b>	<b>4</b>
<b>Governance at CPAA</b>	<b>5</b>
<b>Awareness</b>	<b>8</b>
<b>Early Detection</b>	<b>9</b>
<b>Patient Care Services</b>	<b>12</b>
<b>Rehabilitation</b>	<b>14</b>
<b>Cancer Insurance</b>	<b>15</b>
<b>Research</b>	<b>16</b>
<b>New Delhi Branch</b>	<b>17</b>
<b>Pune Branch</b>	<b>19</b>
<b>Sharing our knowledge</b>	<b>12</b>
<b>Events</b>	<b>22</b>
<b>Brief Financial Statement</b>	<b>33</b>
<b>Staff Development</b>	<b>34</b>
<b>Acknowledgements and Awards Received</b>	<b>34</b>
<b>Donors And Funding</b>	<b>35</b>
<b>Team CPAA</b>	<b>36</b>

## ABOUT CPAA

---

Cancer Patients Aid Association (CPAA) was initiated in 1969, to provide support and assistance to underprivileged cancer patients. Over the last forty three years the organisation has expanded its vision and looked to address the causes of the exponential increase in cancer cases in India, primarily lack of knowledge and awareness of cancer. CPAA complements the work being done by our Oncologists, Medical Practitioners and Hospitals, focusing on education and awareness, early detection, cancer insurance, support to treatment, guidance and counseling, and rehabilitation. The philosophy of CPAA is **"Total Management of Cancer"**.

CPAA is registered under the Societies Act 1860 No. Mumbai 2-70 GBBSD of January 1970 & the Mumbai Public Trust Act 1950 No. F 1894 of February 1970. Donations made to our association are exempt from Income Tax vide Certificate No. DIT (E)/MC/80-G/173 8/2009-10

### **Registered Office:**

5, Malhotra House, Opposite GPO, Mumbai - 400 001  
Tel: +91 22 2269 8964, +91 22 2269 3790  
Fax: +91 22 2269 7255

### **Head Office:**

Smt. Panadevi Dalmia Cancer Management Centre  
King George V Memorial, Dr. E. Moses Road, Mahalakshmi, Mumbai - 400 011  
Tel: +91 22 2492 4000 / 2492 8775  
Fax: +91 22 2497 3599

### **Contact:**

Ms. Gulshan Hodiwalla (Executive Director)  
Email: [admin@cancer.org.in](mailto:admin@cancer.org.in)  
Website: [www.cancer.org.in](http://www.cancer.org.in)

Bankers: Deutsche Bank, Mumbai and HDFC Bank, Mumbai

Auditors: Rashmikant Shah & Associates

## CHAIRMAN'S MESSAGE

---

*The impact of cancer is much greater than cancer statistics. While its advent causes extreme emotional trauma, its treatment puts a major economical burden for the patient as well as their families. In a developing country like India, where we are still struggling to cope with diseases like polio, typhoid and tuberculoses, cancer doesn't feature in the primary agenda of health-care facilities. This is where CPAA steps in to try and make elusive diagnostic and treatment facilities available to as many people as possible.*

*With advances in medical science and widespread awareness efforts, cancer is no longer perceived as an incurable disease. In our pursuit of Total Management of Cancer, we have taken significant strides in this area in the year 2012.*

- *The entry of Dr. Dhananjaya Saranath as the head of Research Studies was one of the most noteworthy events of 2012. Armed with a Ph.D. and expertise in Molecular Oncology, Dr. Saranath brings with her a vast knowledge bank and experience in the area of Cancer Diagnostics and Early Detection. She has been a Research Director, Reliance Life Sciences; Deputy Director – Research, Jaslok Hospital and Research Centre; and Head, Cancer Genes Laboratory, Cancer Research Institute. Her expertise of the advances in bio-technology keeps CPAA abreast with the latest in the field of cancer prevention and treatment.*
- *Studies have shown that most cancers, if detected at a reasonably early stage can be effectively treated and cured. Year 2012 saw significant upgrades in CPAA's cancer screening program. We are now slowly moving towards state-of-the-art screening for risks of cervical cancer, from pap smear to HPV testing via PCR based technology. Our diagnostic centers in Mumbai were upgraded with the latest pathological and radiology facilities, which are made available at affordable rates.*
- *The year was initiated with formalising a Scientific Research Committee and an independent Ethics Committee with Dr. Hemant Tongaonkar (Consultant Surgical Oncology, Hinduja Hospital) as the Chairman, for scrutiny and approval of the research projects initiated at CPAA.*
- *It is matter of great honour and pride that CPAA was invited by the Indian Army's 3rd Battalion, Dogra Regiment, to conduct cancer screening camps at the Baramulla District in Jammu & Kashmir (LOC), this year. CPAA's diagnostic team and doctors screened and counseled over 500 underprivileged people from the villages of Uri, Maiya, Kamalkote, Salamabad, Nawa Runda, Bijihama, Sangria, Lachipora, Odina, Guhallan. Medicines prescribed by the doctors were given to all, through 'Sadbhavana Project', by the Indian Army. Under the project 'RAHAT' further treatment will be provided free of cost to the underprivileged screened in these camps, at Sher-i-Kashmir Medical Centre, Srinagar, by Mazagon Dock Limited and supported by Indian Army - The Dogra Regiment & Kalapahar Brigade.*
- *The World Health Organisation selected CPAA for the World No Tobacco Day 2012 Award for its outstanding contribution in the area of Tobacco control in India with special commendation for its youth-based projects.*
- *Dr. Veena Shukla Misra published her research project paper on 'Alexithymia in children with cancer and their siblings' in the prestigious Journal of Psychosomatic Research.*

*The Annual Report presents an in-depth account of our achievements towards our goal of 'Total Management of Cancer'.*



Y K Sapru  
Chairman & CEO

## GOVERNANCE IN CPAA

*Governance in CPAA follows the norms defined by the Societies Act 1860 & the Mumbai Public Trust Act 1950. Oversight of CPAA's activities is provided by two groups - the Executive Committee (defined in its "Rules and Regulations, June 1999") and Senior Management team.*

**Executive Committee:** The Executive Committee is responsible for oversight of the organization as well as the long-term strategy for the organization. The details of the members of executive committee are outlined below.

**Senior Management Team:** The Senior Management Team in CPAA meets on a weekly basis in Mumbai to share and discuss the day-to-day management of the activities of CPAA and the upcoming events. The team comprises the Heads of Departments, the Fundraisers and selected senior members. Minutes of the meetings are distributed to all participants, including the heads of the branches in Delhi and Pune – this allows all members of the senior management team to be aware of the current activities of the organisation.

### MEMBERS OF THE EXECUTIVE COMMITTEE:

#### MR. Y. K. SAPRU

*Founder Chairman & CEO*

Mr. Sapru is an experienced pharmaceutical professional who started his career with John Wyeth & Brother in 1963, where he progressed from the post of a Medical Representative to the Marketing Director. Subsequently, he joined Johnson & Johnson in the pharmaceutical division for 10 years and the diagnostic division for 7 years. He retired as their Executive Director in 1999. His association with cancer patients began way back in 1969, when he was visiting a friend at Tata Memorial Hospital. On the bed alongside was a little girl battling leukemia, but with little means. Mr. Sapru, along with a few friends, stepped in and raised the money required for the treatment. Jaya Jhabbar was cured and CPAA was born. It is his vision and farsightedness that has seen a germ of an idea mature into the well-respected association that CPAA is today.



It was Mr. Sapru who coined the phrase ***Total Management of Cancer***, the credo that has been the cornerstone of CPAA's philosophy all these years.

#### MRS. SILOO JASDANWALLA

*Honorary Secretary*

Mrs. Jasdanwalla had worked with Mr. Sapru at John Wyeth & Brother as the Family Planning Officer. When he started CPAA, he felt that she would be a valuable asset and asked her to join as Honorary Secretary. She organised the first 'fund raising programme' at CPAA with a concert by the noted singer Begum Akhtar. This was followed by several film premier shows in aid of CPAA. Early on she realised the importance of engaging celebrities as ambassadors for our cause. With her grit and determination she opened many doors for CPAA when none had hope.





## GOVERNANCE IN CPAA

### **MRS. REKHA SAPRU**

#### ***Honorary Joint Secretary***

Rekha Sapru was a columnist with Dharmayug and Eve's Weekly magazines. She was also a radio and TV artist and had worked with Doordarshan. She was one of the founder members of CPAA. Her husband, Mr. Sapru, started CPAA in 1969, but due to his busy work schedule, the daily running of the fledgling organisation fell on Mrs. Sapru by default. This was a task that she was well suited for, given her exposure to social work from childhood and her column 'Upchar Samachar' for Dharmayug where she answered readers' queries related to medical problems, experience that stood her in good stead when handling the queries of cancer patients and their families. She was honoured with the Giants Award 1999, in the field of Social Service. Giants International also honoured her for her outstanding contributions at the Giants Anniversary Celebration on the Founder's Day.



### **DR. SHASHI BAKRE**

#### ***Medical Director***

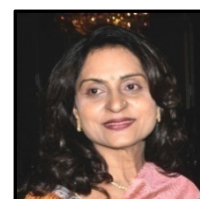
A general practitioner by profession, Dr. Bakre was well-known for her social work despite her growing practice. She joined CPAA in 1971 when its activities were expanding from just aid disbursement to including preventive aspects of cancer. She initiated CPAA's first cancer screening camp and has seen it grow from clinics at the Sophia College Medical Centre to St. Elizabeth Nursing Home, Adams Wylie Hospital at Agripada and Naigaon and most recently at Prabhadevi.



### **MS. MANJU GUPTA**

#### ***Executive Director, Rehabilitation***

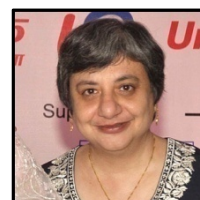
Manju Gupta was the first newscaster and newsreader with Bombay Doordarshan, presenting programmes in both Hindi and English. In 1974 she moved to the US and worked at Cornell University Medical College during the day, attending a course in Television and Film Production at night. When she returned to India in 1982, she joined Doordarshan again, a move that would eventually bring her to CPAA. She joined CPAA in 1984 and as her first assignment created 5 low cost audiovisuals for CPAA. These were greatly appreciated and raised awareness about CPAA's activities. She then took charge of the newly sanctioned Adams Wylie center where the Red Cross had given space to CPAA, for rehabilitation and employment of cured cancer patients. The Rehabilitation Centre started under her tutelage with just one person and a single machine. Manju has used her creativity to develop a range of merchandise in the center and each item is produced with an eye to detail.



### **MS. GULSHAN HODIWALLA**

#### ***Executive Director, Administration***

Gulshan joined CPAA in 1979 with a degree in Economics from Wilson College, Mumbai, as CPAA's Administrative Officer and her association with CPAA is now over 30 years old. She has worked with CPAA since the days when the operations were out of a small room and activities were slow and consisted of aid disbursement to about 10-15 people a month of Rs. 500 per month. She initially co-ordinated donations collected through moneyboxes placed at various locations throughout Mumbai. Today, Gulshan is in charge of Human Resources, Finance, Legal and Administrative matters of the association. Gulshan has been with CPAA through most of its ups and downs, and it is her efforts that keeps the gears turning smoothly.



## GOVERNANCE IN CPAA

### **Dr. SHUBHA MAUDGAL**

#### ***Executive Director, Special Projects***



Dr. Maudgal, a PhD from IIT Mumbai, has worked as a Resident Research Associate at NASA, USA, Technical Services Executive at Johnson & Johnson, Mumbai; Scientist at Aeronautical Development Establishment, Bangalore and Research Scientist at National Physical Laboratory, London. She joined CPAA in 1999 on her return from England. Her first task was to help set up CPAA presence on the World Wide Web through an informative and exhaustive website. Having seen, what this relatively new medium could achieve abroad, Shubha felt that this was a project worth pursuing. The website provided a means to make CPAA's activities known to a wider audience, helped network with similar organisations globally and made it easier to reach potential customers of products produced by the Rehabilitation Centre, thus making us economically self-sufficient. Today she spear-heads the Special Projects team by applying prevailing technology, ideas or issues to take the organisation forward and upward.

### **DR. DHANANJAYA SARANATH**

#### ***Executive Director, Research Studies***



Dr. Dhananjaya Saranath, Ph.D. from Mumbai University, fellow of the Maharashtra Academy of Sciences, Professor Emeritus – School of Science, NMIMS, has joined CPAA in May 2012, to direct CPAA research activities to the next level, reviewed by a professional Scientific Committee and Independent Ethics Committee. She has extensive experience in the field of Molecular Oncology, and has been a Research Director, Reliance Life Sciences; Deputy Director – Research, Jaslok Hospital and Research Centre; and Head, Cancer Genes Laboratory, Cancer Research Institute. She is a Member-at-Large, Council of the International Academy of Oral Oncology; Assessor, National Accreditation Board of Laboratory & Calibration testing, and College of American Pathologists, USA; President, Association of Molecular Pathologists, India, and Past President of the Indian Association of Cancer Research. Dr. Saranath is a member of several scientific advisory councils of national institutes. She has done pioneering work towards understanding the molecular basis of oral cancer, and her current focus in translational medicine aims towards 'Molecular Diagnostics for All' with cost effective tests for molecular biomarkers in human cancers. She has authored 80 publications in peer reviewed journals and chapters in books.

SCIENTIFIC COMMITTEE	ETHICS COMMITTEE
<ul style="list-style-type: none"> <li>Mr. Y K Sapru- Chairman</li> <li>Dr. Dhananjaya Saranath - Secretary</li> </ul> <p><u>Members:</u></p> <ul style="list-style-type: none"> <li>Dr. Shubha Maudgal</li> <li>Ms. Gulshan Hodiwalla</li> <li>Dr. Veena Shukla</li> <li>Ms. Neeta More</li> <li>Ms. Anita Peter</li> <li>Ms. Vinaya Chacko</li> </ul>	<ul style="list-style-type: none"> <li>Dr. Hemant Tongaonkar - Chairman</li> <li>Dr. Dhananjaya Saranath - Secretary</li> </ul> <p><u>Members</u></p> <ul style="list-style-type: none"> <li>Mr. Y K Sapru</li> <li>Ms. Gulshan Hodiwalla</li> <li>Dr. Shubha Maudgal</li> <li>Dr. Archana Swami</li> <li>Dr. Sumeet Shah</li> <li>Dr. Indira Nair</li> <li>Ms. Anita Vesuwala</li> <li>Dr. Bharat Agarwal</li> <li>Dr. Shubhangi Parker</li> <li>Mr. Ashok K Gupta</li> </ul>



## AWARENESS

*Lack of knowledge about wrong lifestyles and societal practices that cause cancer is one of the main problems in the control of cancer in India. Over the years, our awareness programs on lifestyle as risk to cancer have reached over 300,000 people in schools, colleges, offices, factories, community welfare centers, residential locations etc. We educate people on the signs and symptoms of cancer, causative factors, ill effects of tobacco and other related issues.*

**LITERATURE:** Our informative and easy to understand pamphlets on different types of cancers, their symptoms and treatment are available in English, Hindi, Marathi and Bengali. Our anti-gutkha stickers are available in 3 languages. Our quick reference handbook, 'Sahayata' is a compilation of the community help and welfare services pertaining to cancer-related issues. It also provides credible information on types of cancer, treatment, diet and nutrition. (Brochure topics: Breast cancer, Cervical cancer, Diet and Cancer, Leukemia, Lymphedema, Ovarian cancer, Tobacco related cancers, Prostate cancer, Testicular cancer, Chemotherapy and Radiation).

**INFOMERCIALS AND FILMS:** Over the years several advertising agencies and publishing houses have come forward to help us raise awareness about critical issues pertaining to tobacco consumption and cancer in general by creating short films, infomercials and posters. Their efforts have won us many awards and accolades worldwide and have thus signaled the organisation's seriousness in dealing with tobacco issues and policies.

**AWARENESS LECTURES:** (in English / Hindi / Marathi): CPAA conducts awareness programs at schools, colleges, factories, hotels, residential localities and offices, to inform the audience regarding the correlation between wrong lifestyles and cancer. These presentations give cancer facts, statistics, prevalence and prevention. Posters, pamphlets, slide shows accompany the awareness lecture to present a realistic picture about cancer and help remove the stigma. Some of the major programs conducted in 2012:

- Awareness lectures conducted at FedEx, MIDC and Marol on 17th February
- CPAA's Neeta More conducted an awareness lecture at the Anudutt High School (Mumbai) in association with Mahindra Tractors for over a 100 parents and teachers on 15th June.
- A cancer awareness lecture was conducted by CPAA's Neeta More on Tobacco & Diet at DAV High School, Mumbai for 350 students of class IX and X on 26 July.
- CPAA, Delhi was invited to participate in public awareness and exhibition held on 10th November, 2012 at Jawahar Lal auditorium, All India Institute of Medical Sciences (AIIMS). This was an initiative taken by the Pediatric Department, AIIMS, to observe Global Childhood Cancer Day. CPAA volunteers displayed their activities as well as created a mock play room where children participated in different activities such as painting, storytelling, indoor games, video film, etc. Prof. R C Deka, Director, AIIMS inaugurated this exhibition and applauded CPAA's contribution for the cause for the past 32 years through AIIMS.
- Teal and Pink: - Healthy women raise healthy families - an informative and fun-filled afternoon for women from all walks of life in association with C'est la vie on 8th December. (see events for details).
- Awareness talk was organised for 150 workers and staff of Grupo Antolin Pune Pvt. Ltd. at Ranjangaon, Pune, on 19th December. Dr Chetan Deshmukh gave a lecture on Oral cancer: general symptoms, causes and prevention.



Neeta More conducts an awareness lecture

**OPEN FORUMS:** Open forums programs on breast and cervical cancer were organised at various places with the purpose of creating awareness and motivating people to come forward for regular cancer screenings. Awareness lectures were conducted by leading oncologist and general practitioners, along with Neeta More (Director - Diagnostics Services) in Hindi and Marathi. A celebrity is invited to help generate interest.

On the occasion of World Cancer Day, an open forum in Hindi on Breast and Cervical Cancer was conducted at the Naval Dockyard, on 3rd February 2012, for 350 female staff members. Dr. Nita Nair - Onco-surgeon, Tata Memorial Hospital & Dr. Prashant Nyati - Onco-surgeon, Wockhardt Hospital & Fortis Hospital were the speakers. Ms. Sangeeta Vyas compered the forum.

On International Women's Day, an open forum in Hindi in association with Mahindra Tractor was conducted on 7th March 2012 at Kandivali for 300 women. Dr. Rajashri Kelkar, Dr. Vrinda Karanjgaokar, Mrs. Neeta More and Mrs. Suvrata Gharge were the speakers. Mrs. Renuka Shahane Rana was the chief guest. The forum was compered by Mrs. Sandhya Patwardhan. Another such program was conducted in association with Maitreya Group of Companies on 15th March 2012 at Nagpur for 300 women. This forum was sponsored by Mahindra & Mahindra Ltd. - Nagpur Division. Dr. Hemant Tongaonkar, Dr. Mandar Nadkarni, Mrs. Neeta More and Ms. Varsha Satpalkar were the speakers. Mrs. Sindhutai Sapkal and Mrs. Sukanya Kulkarni Mone were the chief guests. The forum was compered by Mrs. Sandhya Patwardhan.

**TELEVISION SHOWS (Regional channels):** Zee Entertainment Enterprises Ltd. (Zee Marathi) selected CPAA as their beneficiary NGO on their famous game-show 'Hafta Bandh'. A short-film on CPAA's activities was aired during the program. CPAA received a donation of Rs. 2 Lakh for treatment of childhood cancer patients.

**TOBACCO CESSATION - 'QUIT TOBACCO FOR LIFE':** Today's laws have made it mandatory for corporates to enforce a tobacco free workplace. However, CPAA believes that it is in the employer's interest to help employees to quit voluntarily rather than have it forced upon them. Smoking has an adverse effect on your employees' health and results in loss of productivity; hence the use of effective workplace smoking cessation initiatives will give measurable benefits in terms of health, social and economic gains. CPAA's Tobacco Free Workplace program starts with an awareness lecture to explain the dangers of smoking, the causal relationship with cancer and strategies used by the tobacco industry to promote addiction, in a scientific, non threatening manner, providing education on the deleterious effects of tobacco on health, benefits of quitting and providing motivation and introductory training on how to quit to the entire employee population, not segregating those who use tobacco. Users are invited to contact us through email, mobile or personal visit to our centre at Prabhadevi, Mumbai, directly or through their HR department.

**CPAA ONLINE:** CPAA maintains a comprehensive and interactive website: [www.cancer.org.in](http://www.cancer.org.in) with windows and links that offer the latest on global cancer-related issues, case files, events, activities, an information platform with FAQs about the disease, e-newsletters, articles of interest, reports, links and clippings.

A VeriSign certified online payment-donation gateway enables CPAA to reach vast audiences with special appeals. The website is a valuable resource to many and has garnered 29,26,841 hits in 2012. We also receive e-mails from around the world with enquiries, requests for second opinions and financial help, tips on tobacco cessation etc. Our presence in the social networking world helps us to connect to several people and like-minded associations across the globe, thereby spreading awareness about cancer, its treatment and our related activities.

## EARLY DETECTION

*Our vision for 2012 was to expand our horizons within our realm of Early Detection activities. 2012, was a landmark year for the Diagnostics team. The milestones that we achieved this year were:*

- *The Diagnostic Center at Naigaon (Mumbai) was upgraded with the latest pathological and radiology facilities with the support of donors like Mazagaon Docks Ltd (MDL).*
- *Our team was invited by the Indian Army Dogra regiment to conduct cancer screening camps in some of the most remote villages of Baramulla District of Jammu & Kashmir (LOC). This prestigious venture was sponsored by the Mazagon Dock Ltd and ably co-ordinated by the officers of Indian Army.*
- *The year 2012 also witnessed the launch of our HPV project for 5,000 women with the sponsorship of MDL.*

*In 2013, we aim to be able to take our awareness and early detection program beyond the cities to the most difficult to reach interior parts of our country.*

Some significant cancer screening programs conducted in 2012 were:

Date	Site	Individuals Screened
17 Jan	Motilal Nehru Camp, Munirka with Vidya Foundation, New Delhi	37 women, 80 children
17 Jan	Bhosari Sadguru Nagar Bus Depot, Pune	114 men
21 Jan	Vengurla, Maharashtra	250 men and women
24 Jan	Nigadi Bus Depot, Pune	111 men
31 Jan	Pimpri Nehru Nagar Bus Depot, Pune	150 men
21 Feb	Madangir Community Center, sponsored by Canara Bank, New Delhi	55 women, 85 children
8 Jun	HOCL, Rasayani, Maharashtra	200 men and women
24 Jun	Hubli, Karnataka in association with Grama Shikshan Foundation	200 men and women
24 Sep	Harkesh Nagar in association with Adharshiela	42 women
24 Sep	SOS children's village, Faridabad	53 women
24 Sep	Kamala Nehru Girls' College in association with Medanta City Hospital, Gurgaon. Educated the girls on symptoms of breast cancer and taught them breast self examination. The female staff of the college offered screening facility at Medanta's mobile mammography van	125 students
6 Nov	Cancer awareness and detection camp at Tihar Jail, Delhi with the initiative of Director General of Police	Female inmates and staff
7 Nov	Vidya Foundation, Okhla Center, New Delhi	34 women, 48 children
19 Dec	Tihar Jail with a mobile mammography van from Medanta - The Medicity Hospital, Gurgaon	85 women

*CPAA was invited by the Indian Army's 3rd Battalion, Dogra Regiment, to conduct cancer screening camps at the Baramulla District in Jammu & Kashmir (LOC) on 3rd and 4th October. This program was sponsored by Mazagon Dock, Mumbai. CPAA's diagnostic team and doctors screened and counseled over 500 underprivileged people from the villages of Uri, Maiya, Kamalkote, Salamabad, Nawa Runda, Bijihama, Sangria, Lachipora, Odina, Guhallan. Medicines prescribed by the Doctors were given to all through 'Sadbhavana Project' by Indian Army. Under the project 'RAHAT' further treatment will be provided free of cost to the underprivileged screened in these camps, at Sher-i-Kashmir Medical Centre, Srinagar, by Mazagon Dock Limited and supported by Indian Army - The Dogra Regiment & Kalapahar Brigade.*

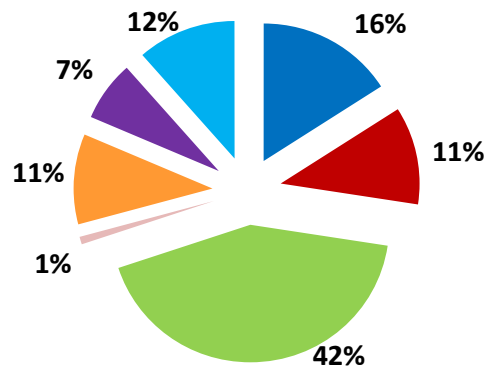
## EARLY DETECTION

STATISTICS - CANCER SCREENING AND EARLY DETECTION				
	ON SITE CAMPS	CPAA CLINICS	DIAGNOSTIC CENTER (NAIGAON)	
Total	164	89	Pathological Tests	6,980
Individuals screened	6,752	1,181	Radiological Tests	1,945
Males:	1,826	318	Mammography	331
Females:	4,926	863	X-rays	417
Detected Cases	Nil	3	Sonography	1,111
			E.C.G.	79
			Follicular Study	7

### STATISTICS OF WORLD NO TOBACCO DAY - FREE CANCER SCREENING CAMP on 31<sup>st</sup> May 2012

TOTAL INDIVIDUALS SCREENED	162
Conditions detected	
Submucous Fibrosis	8
Leuko/Erythro/Melano Plakia	8

TOBACCO TRENDS		
TYPES OF TOBACCO		%
Betel Leaf		16
Betel Nut		11
Tobacco		42
Tobacco Toothpaste		1
Cigarettes		11
Pan Masala/Gutka		12
Masheri		7



## PATIENT CARE SERVICES

*The Patient Care Services form the heart of CPAA's activities, providing help on the emotional, financial and medical aid fronts to cancer patients. It is an empathetic, reassuring, non-medical presence to support the treatment and overall needs of cancer patients. CPAA rises to every need of the patient to make their treatment most effective. Our focus during the coming year is to rehabilitate patients and get them back on their feet.*

### PATIENT CARE SERVICES OFFERED AT CPAA:

- **MEDICAL AID:** Blood Bank, Medicines, Prosthesis, Special Investigations
- **COUNSELING AND GUIDANCE:** Counseling cells at major hospitals in Mumbai, Home visits, Hospital visits, Information leaflets in regional languages, Palliative Counseling, Rehabilitation, Second-opinions from doctors, Support groups
- **SUPPLEMENTARY AID:** Accommodation , Diet supplements, Entertainment programs, Educational Help, Food bank, Patient transportation, Rehabilitation, Secure Handicap Certificates, Travel assistance

### PATIENTS AIDED IN VARIOUS HOSPITALS & INSTITUTES IN MUMBAI

Hospitals	Counseling & Guidance	Palliative Counseling	Ward Visits	Information	Total
Bai Jerbai Wadia Hospital	1,230	-	596	980	2,806
Tata Memorial Hospital	7,345	234	477	2,850	10,906
LS Raheja Hospital	720	36	620	1,000	2,376
Cama and Albless Hospital	1,430	83	560	1,220	3,293
B Y L Nair Hospital	1,435	99	800	1,265	3,599
Lokmanya Tilak Hospital	1,031	-	684	729	2,444
Balabhai Nanavati Hospital	1,355	-	955	1,350	3,660
CPAA Head office	4,100	-	-	4,700	8,800
<b>TOTAL</b>	<b>18,646</b>	<b>452</b>	<b>4,692</b>	<b>14,094</b>	<b>37,884</b>

New Patients Registered		Aid to registered patients	
Scheme	Patients	Breast Prosthesis:	71 patients
Adopted patients	27	Amount spent	Rs. 75,641
Permanent registration	281	Radiation :	76 patients
Temporary registration	564	Amount spent	Rs. 3,38,500
Special reference	35	Medical Aid	2,452 patients
<b>Total</b>	<b>907</b>	Amount spent on patients	Rs. 57,73,462

## PATIENT CARE SERVICES

---

### SUPPORT GROUP MEETINGS:

A breast cancer support group meeting was organised at Holy Spirit Hospital by Susmita Mitra and Ketaki Karnik on 3rd March. The meeting was attended by 11 breast cancer survivors. Nishu Singh Goel's session - 'Introduction of Yoga for a Healthy Lifestyle' inspired the participants to include simple exercises in their daily schedule.



A support group meeting of women cancer patients and survivors was organised at Holy Family Hospital, Bandra on 11 July. Ruksana Ladhani conducted a demonstrative workshop on 'Importance of Acupressure'. The participants were benefitted by learning some useful remedies. This was followed by a session on self- introspection. The support group meeting was both inspiring and refreshing for all the participants.

A childhood cancer patients' support group meeting was organised for 30 childhood cancer patients and their parents at Lokmanya Tilak Municipal General Hospital, Sion on 14 August. Doctors from the Pediatric ward of the hospital also attended this meeting. The parents were given an opportunity to share their views and clear their doubts about cancer treatment of their wards and its management thereafter. The children were treated to a wonderful evening of games, singing and dancing.

A support group meeting of women cancer patients and their caregivers was organised at the Holy Spirit Hospital on 30th October. Nishu Singh Goel conducted a demonstrative workshop on 'Yoga, way for happy healthy living'. This was followed by an interactive session by Lymphedema expert Mamta Goenka.

### COUNSELLING CELLS:

Our counseling cells at major cancer hospitals in Mumbai, Delhi and Pune are manned by our force of trained volunteers and experienced, professional counselors who act as virtual catalysts in making treatment effective. Be it finding boarding facilities for patients from out of city, advice on hygiene and diet, stepping in with financial aid when necessary, providing nutritional supplements, help with linen, clothing and food grains, help with filling in forms or the distribution of awareness literature, CPAA is there to help. Counseling cells were launched at the Holy Spirit Hospital and KEM hospital in Mumbai.





## REHABILITATION

*CPAA initiated its Rehabilitation Centre in 1987 with the objective of restoring confidence in the lives of cancer patients. Efforts were first directed towards the weaker sections of society – to give them the dignity of being able to support themselves. As many as 25,000 cancer patients and their family members have been provided jobs over the years.*

Once the ailment has gone through the normal cycle of Diagnosis and Treatment, the emphasis has to shift to Emotional and Economic support, so that the patient and family can return to the mainstream of life. This is where the Rehabilitation Centre plays its role of empowering the patient. Efforts are made to provide personalised care and attention to everyone through vocational training, counseling and support. The USP of this centre is that apart from being a Rehabilitation Centre, it is also a Profit Centre, wherein a hundred odd people work diligently, cutting, stitching, painting and packing a variety of products for the discerning customers in India and abroad, thereby generating and making it a self-sustaining operation.

### Training and Production Workshops:

- Arts & Crafts Unit
- Breast Prosthesis Unit
- Candle & Diya making Unit
- Full-fledged Tailoring Unit
- Paper cutting and Punching Unit
- Screen-printing Unit
- Shrink Packaging Unit

**The Products:** Linen for the hotel industry, Breast Prosthesis, Gift Stationary, Diwali Diyas, Torans, Ganpatis, Candles, Jute Bags Corporate and personal gift items.



### Products show-cased at:

Our entire range of Diyas, Torans, Hampers, Pouches, etc was exhibited and sold at the upscale and prestigious Exhibitions: Kala Ghoda Exhibition, Women Entrepreneurs of the Indian Merchant Chamber, The Club, Horniman Circle Garden and Four Season's Hotel.

### Prestigious high-volume customers:

Taj Group of Hotels, Contemporary Arts and Crafts, Tressorie, Westside, Hotel Trident, Patchi, Wockhardt, Nutricia International, Merck Ltd, LIC Of India, NIIT

### STATISTICS FOR 2012

• <b>Total No. of patients rehabilitated</b>	<b>1,071</b>
New patients / relatives adopted	36
Breast prosthesis manufactured	213
• <b>Total amount spent on patients</b>	<b>Amount (INR)</b>
Patient wages	5,011,326
Patient aid	1,33,614
Food grains	39,566
Education & vocational training	2,19,645
• <b>Sales / Income</b>	<b>1,82,93,728</b>
• <b>Raw Material Expenses</b>	<b>96,55,330</b>

## CANCER INSURANCE

*CPAA ties-up with New India Assurance Company to provide a unique cancer insurance policy to healthy individuals after a free medical check-up to screen for commonly occurring cancers. Policy holders are contacted annually for a follow-up health check. If during the validity of the policy, the insurance policy holder gets cancer, CPAA validates the claims for speedy processing by the insurance company. The measure is in keeping with our philosophy of spreading awareness and encouraging citizens to secure their financial future against potential health risks. This policy ensures regular funding for expensive and prolonged cancer treatment.*

An individual wishing to take this policy must first undergo a mandatory free check up at one of the CPAA's Cancer Detection Centers. If the individual is found to be cancer-free as per the screening procedure, they are then enrolled under the scheme of their choice from those listed below. The policy takes effect 30 days from the date of the medical check-up.

### 15 Year Comprehensive Scheme

Category	Sum Insured (Rs.)	One time Lumpsum Payment (Rs.)
I	30,000	2,400
II	50,000	3,000
III	1,00,000	4,700
IV	1,50,000	6,300
V	2,00,000	8,000

\* Age limit for issue of new policy upto 45 years only

The policy has many unique benefits. If the person is subsequently found to be suffering from cancer, reimbursement of expenses for treatment, hospitalisation, investigations related to cancer as specified in the policy document up to the insured amount will be made each year against bills submitted until the patient is considered cured or succumbs to the disease. All treatment has to be taken in India and must be allopathic in nature.

### Statistics from October 1994 to December 2012

<b>Policy enrollments from 1994 - 2012</b>	
<b>Individual</b>	<b>7,135</b>
<b>Corporate</b>	<b>5,145</b>
<b>Current Policy holders</b>	
<b>Individual</b>	<b>7,100</b>
<b>Corporate</b>	<b>5,135</b>
<b>Claim amount paid till today</b>	<b>Rs. 4,69,99,722</b>

*CPAA has worked in the field of cancer since 1969. Our focus on cancer research aims at objective analysis of community based research project. The final data is subject to valid statistical analysis, validated and disseminated through participation in conferences, workshops and publications in peer reviewed journals. Given below is a list of publications from CPAA.*

The year was initiated with formalising a Scientific Research Committee and an Institutional Committee with Dr. Hemant Tongaonkar as the Chairman, for scrutiny and approval of the research projects initiated at CPAA.

The projects initiated included:

**Exposure to non-thermal radiofrequencies and its effect on human health**

- by Ketaki Karnik, Dr. Asawari Gupta, Aparna Kapoor, Dr. Shubha Maudgal and Dr. Dhananjaya Saranath.

**PCR based detection of high risk oncogenic HPVs as a primary screening tool for cervical cancer**

- by Neeta More, Dr. Shubha Maudgal, Dr. Dhananjaya Saranath. The group is in the process of developing the laboratory infrastructure for screening women by molecular testing for high oncogenic Human Papilloma viruses.

**The role of social support on mental and emotional adjustment in cancer patients**

- by Veena Shukla-Mishra, Dr. Shubha Maudgal, Dr. Dhananjaya Saranath. On the multidimensional scale of perceived social support, patients get extensive support from family, rather than friends or significant others. Besides, patients with lower score on emotional maturity scale, have poor mental adjustment with disease.

**Assessment of methods of monthly reminders for breast self examination**

- by Ketaki Karnik and Dr. Dhananjaya Saranath has been completed with response from 200 women. The study results indicated that the women on the project were primarily self motivated. A detailed report and manuscript for submission to a journal is in preparation.

**A manuscript on a study 'Perception of Hookah among youth in Mumbai'**

by Dr. Kunal Oswal, Ketaki Karnik and Dr. Dhananjaya Saranath – is under review by Journal of Addiction Medicine.

CPAA has submitted an Application for Empanelment with the National CSR Hub, Tata Institute of Social Sciences, Mumbai in November 2012. We are awaiting their approval.

The team is active in getting sponsors for various fund activities, and during 2012-13 cumulative efforts precipitated a collection of Rs.12 lakhs, besides a sanction of Rs.60 lakhs for the HPV project sponsored by Mazagaon Docks Ltd.

## NEW DELHI BRANCH

---

*The Delhi Branch was started in 1979. The activities were kicked-off in partnership with the Rotary Club at the Rotary Cancer Hospital. Today these activities have been extended to the All India Institute of Medical Sciences (AIIMS), Loknayak Jayprakash Narayan (LNJP) and Safdarjung Hospitals.*

**PATIENT CARE SERVICES:** rendered from the All India Institute of Medical Sciences (AIIMS).

**Medicine disbursement:** Medicines such as chemotherapy drugs are disbursed to needy cancer patients referred by AIIMS doctors at the out-patient department of the hospital. Special provision has also been made to provide medicines to the patients, in case of emergencies.

**Childhood cancer patients:** A playroom is managed by CPAA's social workers at the AIIMS hospital for childhood cancer patients undergoing treatment and their accompanying siblings who are welcome to spend time here. Games and toys are made available to keep them in a happy and stress free environment. The social workers try and involve the children in simple activities like craft, games, reading etc. Special activities are organised on Rose Day, Diwali, and Christmas.

**Recreational room:** The Rajgarhia Dharamshala (AIIMS) houses outstation patients undergoing treatment in the city, along with their care-givers. Thrice a week, CPAA runs various recreational activities for the inmates including yoga, arts and crafts, indoor and outdoor games, singing, dancing, education and lectures on hygiene and cleanliness, nutrition, story-telling, drawing and painting and handicraft. Important festivals and National Days are celebrated with great fervor too.

**Breast Cancer support:** CPAA social workers visit patients who have undergone surgery for breast cancer, in AIIMS. Along with counseling, they are informed about post surgery care and precautions, chemotherapy, diet and nutrition etc. Guided by CPAA's Total Management philosophy, the Delhi branch recently started a new initiative - Breast Cancer Support Group meetings.

The first Breast Cancer Support Group meeting was held on 6th March. Lymphedema expert, Ms.



Anurekha Gogia, spoke on Lymphedema prevention. Dr. Anita Dhar (Additional Professor, Surgery Dept, AIIMS) conducted an interactive session with the participants and answered their queries. Two breast cancer survivors, Dr. Uma Passi a medical practitioner and Mrs. Padmashree Srivastav cited their experiences giving a boost to the morale of the participants. The meeting was attended by 32 women and their family members. On 2nd May, breast cancer survivors along with their spouses and family members attended the support group meeting. Nisha Mahajan, a renowned Kathak dancer and yoga teacher taught the participants a few breathing techniques. The high point of the meeting was a session on 'Emotional hygiene - stress and burn-out', conducted by Vandana

Natu, a film maker and survivor herself. This session helped many women to vent out their suppressed emotions and bitterness. At the end of the meeting, the group was so motivated that they unanimously decided to meet again and keep up the momentum generated by this initiative.

## NEW DELHI BRANCH

---

The next meeting was held on 14th September. The session was conducted by Dr. Parthasarthy Ghana, M.D. (Medicine) on diet and nutrition for prevention of cancer and for cancer patients undergoing therapy and post treatment followed, by an interactive question and answer session. As part of confidence building exercise, Rishi Raj, Chief fashion designer from Pearl Academy of Fashion conducted a session on 'Grooming and Enhancing Self Esteem'. This session was specifically targeted for housewives from the middle income groups. It was heartening to see that the group bonded well and that the lectures motivated them. The 5th Support Group meeting was held on 4th December. Dr M C Misra, Head, Surgery and Trauma Center, AIIMS addressed the issues related to Post Surgery Pain of Breast Cancer survivors. Each lady got an opportunity to discuss her individual case personally and seek advice from the expert. Mrs. Arunrekha Gogia, President of Rotary Club of Delhi Safdarjung and Lymphedema expert demonstrated simple arm exercises and how to tie the bandages to prevent Lymphedema.

**Ration Distribution:** Food rations are distributed at the AIIMS and other hospices every month to patients and their families who come from out of town.

**Shuttle Service:** CPAA offers patients free shuttle service between Ratila Gami Seva Sadan (Dharamshala) and AIIMS. 1,800 patients and their family members benefitted this year.

### **CANCER AWARENESS AND DETECTION:**

CPAA, Delhi holds health check up and cancer detection camps regularly in Delhi and NCR (National Capital Region of India). A mammogram van from Medanta Hospital is also present at camps for women where suspect cases are offered instant mammogram on-site. Awareness lectures are conducted at schools, colleges and corporates by our panel doctors. However the main focus remains on under privileged areas. 679 individuals were screened at the 7 camps organized in 2012. (See Early detection section for further information)

## PUNE BRANCH

*Pune branch was started in 1995 with the help of doctors from Inlaks and Buddhrani Hospital. Over the years we have extended our reach to other hospitals like Bharti Hospital, Cipla Palliative Care Unit, Command Hospital, Deenanath Mangeshkar Hospital, D Y Patil Hospital, Inamdar Hospital, Jehangir Hospital, Navale Hospital, Noble Hospital, Ruby Hall Clinic, Sahyadri Hospital, Sasoon Hospital, Sahara Hospital and Y C M Hospital.*

### PATIENT CARE SERVICES:

**Medicine disbursement:** Chemotherapy drugs are distributed to poor, needy cancer patients undergoing treatment at the above hospitals. Special provisions are made for special investigations for deserving patients.

**Make a Cancer Patient Smile:** Programmes are arranged to keep patients in a positive state of mind. This would help them forget their pain for a few hours. Programmes like singing, painting and magic shows etc are also conducted at hospitals for in-patients.

**Counseling:** Patients are informed about post surgery care and precautions about chemotherapy, radiation, diet and nutrition.

**Ration Distribution:** Every month ration consisting of food-grains, dry fruits and nutritional food supplements are distributed to patients. Toys, clothes, towels, shawls and utensils are distributed at festivals and special events.

**Transport services** are offered to patients to and from different hospitals.

### CANCER AWARENESS AND DETECTION:

Early detection camps are held regularly in and around Pune region at hospitals, factories, bus depots, villages etc. Suspected cases are referred for further tests and investigations. Awareness lectures are also conducted at Corporates, villages, self help groups, municipal workers and the slums.

Awareness talks were conducted at Pune Central Jail, Vascon construction site, Gits Food, Abeda Inamdar College, Central Bank – Zonal Office, Muktangan Self Help Group Ladies and Grupo Antolin factory at Ranjangaon. 477 patients were screened at the 4 camps organised, and 50 cases were sent for further investigations.





## SHARING OUR KNOWLEDGE

---

### Asia-Pacific Cancer Society Training Grants (APCASOT)

UICC Asia-Pacific Cancer Society Training Grants are offered by the International Union Against Cancer (UICC) and the Cancer Council Australia to develop cancer control capacity in the Asia-Pacific region. The grants provide selected Fellows with a unique training and development experience, and the host cancer society the opportunity to contribute to cancer control in the Asia-Pacific region. The objective is to build cancer control capacity by participating in and learning from activities and campaigns, conducted by established voluntary cancer society in the region. Candidates can choose from a number of projects that are offered each year covering educational subjects including fundraising, prevention and early detection, cancer support services, tobacco control and advocacy. The training program is funded by William L Rudder Memorial Fund.

Shrestha Swosti (Cancer Society, Nepal), Babita Bhattarai (Nepal Cancer Relief Society), Dinesh Chandra Goswami (Guwahati Pain and Palliative Care Society) and Ms. Ya Yang (New Sunshine Charity Foundation, China), were nominated this year for the APCASOT fellowship to study at CPAA, Mumbai from 9th to 13th April 2012. CPAA's Anita Peter facilitated the transfer of technologies, techniques and skills needed to better serve cancer research activities, treatment and care of cancer patients, to the trainees.

### Psycho-oncology workshop:

CPAA runs a 3 day Psycho-Oncology Volunteers Training Workshop every month to educate individuals working in the field, imparting basic information regarding cancer, highlighting psychological, social and spiritual problems of the patients, and guide the volunteers to help patients and family members. The programme was originally developed and put together by a qualified counseling psychologist, Ms. Meghana Suchak. As we see it today, the program has further evolved, over the years. The programme has run successfully for the past three years and over 300 persons have been trained.



The programme is of use to individuals working in the field of cancer including employees of healthcare institutions, pharma companies and medical equipment manufacturers as well as CSR departments of any corporate. The workshop initiates participants into the CPAA approach to volunteering and counseling, providing basic information and knowledge about cancer and its treatment. However, it aims to help participants to understand the universality of grief and loss and how individuals deal with it. We try to create dedicated volunteers who can counsel patients and their family members going through the trauma of cancer; but, equally important is also to apply these principles in their own lives to achieve a better understanding of their own motivations. Currently, Dr. Veena Shukla coordinates the workshop, with Ms. Susmita Mitra and Dr. Dhananjaya Saranath as the core faculty.

## SHARING OUR KNOWLEDGE

---

Dr. Shubha Maudgal and Susmita Mitra conducted a 3 day Psycho-Oncology Volunteers Training programme for the benefit of Delhi participants at AIIMS from 17<sup>th</sup> - 19<sup>th</sup> April 2012. Two representatives each from the AIIMS Radiation and Medical Oncology departments, 3 NGOs, the daughter of a breast cancer patient were among the participants. The Psychology department of Ruia College, Mumbai invited CPAA's faculty to conduct their Psycho-oncology volunteer training workshop from 17<sup>th</sup> - 19<sup>th</sup> December for their 3rd year psychology students. 5 participants who received training this year joined CPAA as volunteers for Raheja, Fortis, Tata Memorial, KEM and Sion Hospitals

### **Twinning:**

CPAA's UICC funded Twinning Project was launched in 2010. To share the learnings of the past years, in particular, the philosophy of 'Total Management of Cancer', CPAA identified NGOs, one from each of the Indian states, working in the field of cancer. The project put them in touch with one another and shared CPAA's information material in the form of brochures, leaflets, CDs, booklets and stickers in regional languages. During the past year professionals from NGOs all over India have participated in this programme.

The organisations that participated in 2012 are: Kopai Society for Environment Education and Development from Saithia (West Bengal), Mayureswar Ambedkar Smriti Sangha from Birbhum (West Bengal) and Council for Anti Poverty Action & Rural Volunteers (CAPARV) from Imphal (Manipur)

### **Cancer Awareness:**

Our cancer awareness presentations in English and Hindi can be downloaded from our website: **[www.cancer.org.in](http://www.cancer.org.in)** for free for all wishing to disseminate the information within their community.

## EVENTS

*Throughout the year CPAA celebrates several significant days such as World Cancer Day, World No Tobacco Day, Cancer Rose Day with patients, survivors and their families. We also organise various fund-raising events to garner funds for the activities of CPAA. We present a snapshot of some of our significant events held in the year 2012 in the various cities with presence of CPAA.*

### January



*Tara Sharma runs marathon for CPAA*

**Standard Chartered Mumbai Marathon :** CPAA participated in the Standard Chartered Mumbai Marathon held on 15th January 2012. Over 38,000 people including professional runners, celebrities, corporates, NGOs and enthusiastic citizens participated in this event. Kotak Securities, GSK and Marico supported CPAA besides individual volunteers. This year also actress Tara Sharma pledged her support and ran for CPAA.

On 23rd January, Hotel J W Marriott, opened their doors to childhood cancer patients and their parents along with CPAA's social workers to celebrate Republic Day. They organised an entertainment programme for the patients and treated them with snacks and gifts.

Fun Day was organised for childhood cancer patients and their caregivers on 27th January, 2012 at Bal Bhavan, New Delhi.



*Republic Day party at JW Marriot*

### February

**World Cancer Day:** 4<sup>th</sup> February is globally observed as World Cancer Day to raise awareness of cancer and to encourage prevention, detection, and treatment. World Cancer Day was founded by the Union for International Cancer Control (UICC) to support the goals of the World Cancer Declaration, formulated in 2008. The primary goal of the World Cancer Day is to significantly reduce death and illness due to cancer. CPAA was involved in a number of activities related to the event.

**Mumbai:** On 3<sup>rd</sup> February, an open forum programme on breast and cervical cancer was organised at Naval Dockyard, for their staff members. Dr. Nita Nair (Onco-surgeon, Tata Memorial Hospital), Dr. Prashant Nyati (Onco-surgeon, Wockhardt and Fortis Hospital) were the speakers. Ms. Sangeeta Vyas compered the forum, attended by over 350 women.

EMDI Institute of Media and Communications' SWAT team (Students Working Against Tobacco) observed World Cancer Day on 3<sup>rd</sup> February through a candle light march, followed by a concert on 4<sup>th</sup> February. CPAA thanks all the youngsters for taking the pledge not to smoke.

CPAA was the beneficiary of Simon Smith's Sand Castle for a Cause project. This was a unique initiative taken by Sand Cult in association with High Street Phoenix and CPAA with the objective of collecting funds for cancer patients while raising awareness about sand sculptures as an art form. The sand sculpture, emblazoned with the CPAA logo, was on display at the Courtyard of High Street Phoenix, Mumbai from 4<sup>th</sup> – 12<sup>th</sup> February. A cheque of Rs. 80,000 was handed over to CPAA.



*Madhuri Dixit cheers kids at a World Cancer Day event*

On 4<sup>th</sup> February 2012, Pawan Hans Helicopters Ltd organised a helicopter joy ride for 23 childhood cancer patients from CPAA. Actress, Madhuri Dixit-Nene came to cheer the kids as they took this memorable ride over the city of Mumbai. She gifted them autographed mementos and even sang to them. On 7<sup>th</sup> February 2012 CPAA received a cheque of Rs. 20,000 from D Y Patil International School in Worli.

DELHI: On 3<sup>rd</sup> February a camp was organised at Air force Station, Rajokri for Wives' Welfare Association. Prior to the camp a breast cancer awareness lecture was organised

followed by mammograms, in association with Medanta Hospital. Around 100 ladies were screened post lunch for cancer detection.

CPAA is proud to serve on the Terry Fox (India) Committee which successfully completed its 14<sup>th</sup> run in Mumbai on 5<sup>th</sup> February 2012. CPAA's Piali Syam and Aditi Bapat represented CPAA on the committee. Over 7,000 students from various school of Mumbai participated in this non-competitive run from Oberoi Hotel to Brabourne Stadium. Funds raised through this event are donated by the Terry Fox Foundation, Canada, to Tata Memorial Hospital, Mumbai, to support their cancer research projects.



*CPAA contingent at Lavasa Women's Drive*

CPAA's Piali Syam, Susan Verghese, Shubha Maudgal and Aditi Bapat participated in the Lavasa Women's drive on 26<sup>th</sup> February 2012. Cars were decked with imaginative themes and messages supporting various causes including cancer prevention. The event was supported by several Bollywood celebrities and personalities. The CPAA team came a creditable 113<sup>th</sup> with 80 penalty points.

## **March**



*Open Forum for International Women's Day*

International Women's Day : Mumbai: Two open-forum lectures on breast and cervical cancer were organised at Mahindra Tractor Mumbai and Maitreya Group of Companies Nagpur, on 7<sup>th</sup> and 15<sup>th</sup> March. Over 600 women attended the programmes. Dr. Rajashri Kelkar, Dr. Vrinda Karanjgaokar, Mrs. Suvrata Garge and CPAA's Mrs. Neeta More were the speakers and Mrs. Renuka Shahane Rana was the chief guest at the Mumbai programme. Dr. Hemant Tongaonkar, Dr. Mandar

Nadkarni, Ms. Varsha Satpalkar and Mrs. Neeta More were the speakers and Mrs. Sindhutai Sapkal and Mrs. Sukanya Kulkarni Mone were the chief guests at the Nagpur programme. The forums were compered by Mrs. Sandhya Patwardhan.

Pune: On 9<sup>th</sup> March, 30 cancer patients were taken for a picnic to Ghadge Botanical Farm. It was a fun filled day enjoyed by all the ladies. They received gifts and were treated to a sumptuous lunch.

A cancer screening camp was held in Yerwada Central Female Jail on March 14<sup>th</sup>. 102 women were screened.



On March 4<sup>th</sup>, Holi was celebrated at the farm house of a generous donor. It was a grand affair and children enjoyed animal rides, magic show, puppet show and lots of games. The children relished a lavish spread of delicacies prepared specially for the festive occasion.

CPAA, Delhi's Kiran Hukku was invited as the Guest of Honor for a charity dinner hosted by Global Charity Foundation at Las Vegas USA, on 9<sup>th</sup> March. The dinner was attended by 3000 people and the proceeds of the same were donated to CPAA Delhi branch's activities.



*Holi celebrations*



*Harsha and Anita Bhogle show CPAA the Winning Way*

On March 9<sup>th</sup>, the entire CPAA family met for its Annual Review. The team of Anita and Harsha Bhogle conducted a workshop entitled 'The Winning Way', which showed how learnings from the field of sport are universally relevant and how they can be applied to improve our approach to life. The workshop allowed CPAA employees, otherwise caught up in day to day work, to sit back, introspect and rediscover their passion for excellence through examples from sport.

On 28<sup>th</sup> March, 150 patients and their relatives were treated to a sumptuous dinner at Ernest Borges Home, Bandra. CPAA's Gulshan Hodiwalla, Joan Shenoy and the entire patient care team made sure each and every person had a good time.

DNA organised its first ever Womens' Half-Marathon in Mumbai on March 11<sup>th</sup>. The 21-km inaugural run aimed at inspiring women to reach great heights while raising awareness about cervical cancer, educating the girl child and making public places safe for women - a thumping success as they overcame exhaustion to cross the finishing line. CPAA was invited on board as one of the partner NGOs. Proceeds from the registration were donated towards funding the activities of the partnering NGOs. A kiosk showcasing CPAA's activities and awareness literature was arranged at the Avion Hotel on the day of bib-distribution as well as the marathon. CPAA's Ketaki Karnik, Aparna Kapoor and Nasin Mulji participated in the run while Susmita Mitra and Piali Syam managed the kiosk.



*CPAA at DNA's Half Marathon*

## **April**



*Spirit of CCI for CPAA*

**'Spirit of CCI' Triathlon :** The 'Spirit of CCI' Triathlon was conducted at the historic Brabourne Stadium on 14<sup>th</sup> April. The five leading clubs of South Mumbai-CCI, Bombay Gymkhana, Willingdon Club, Malabar Hill Club and The Bombay Presidency Radio Club, co-hosted the event. Singer Gary Lawyer regaled the audience with his popular songs after the sporting capsule. This was followed by drinks and dinner by Indigo, making for a great evening out for the entire family. Prizes were distributed by CPAA Founder Chairman and CEO, Mr Y K Sapru. The funds raised from the event were donated to CPAA.

**Scientific Research Projects:** CPAA's Scientific Committee was initiated in accordance with national and international guidelines, with CPAA's Chairman and CEO, Mr. Y K Sapru as the Chairman of the committee. The mandate of the committee was : Review and approval of new projects, assessment of the progress to ensure successful culmination of the projects with presentations and publications of the results in peer reviewed national and international journals, and conferences, and a systematic review of departmental projects, and re-organisation for achieving maximum efficiency. The first Scientific Committee Meeting was held on 27 April. The project leaders presented the five new projects, which were reviewed and approved by the committee members.

## May

**World No Tobacco Day :** Every year, on the 31st of May, World Health Organization (WHO) observes World No-Tobacco Day. This year, the WHO selected 'Tobacco Industry Interference' as the theme. The campaign focused on educating policy-makers and the general public about the tobacco industry's harmful tactics. On this day and throughout the following year, WHO will urge countries to put up a fight against tobacco industry interference at the heart of their efforts to control the global tobacco epidemic. WHO, also recognises individuals or organizations in each of the six WHO Regions for their accomplishments in the area of tobacco control. This year Cancer Patients Aid Association received WHO World No Tobacco Day Award 2012 for contributions in the area of tobacco control in India.

**CPAA's World No Tobacco Day events:**

**Mumbai:** A youth-group participated in a Flash-mob held at Carter Road, Bandra, on 19th May to encourage the youth to quit smoking.



Photography Competition for World No Tobacco Day

185 participants from all over the country participated in CPAA's Photography Competition. The competition was adjudged by noted fashion photographer Atul Kasbekar, model-actor Milind Soman, Dr. P C Gupta (Director, Healix - Sekhsaria Institute for Public Health) and Mr. Raj Halankar (MD, Kalpakal Design House & Edutainment Pvt. Ltd.) on the topics: Tobacco industry marketing tactics; Ill effects of tobacco; Harm from Second Hand Smoke. The photographs were exhibited and the top three were awarded at the World No Tobacco Day press conference at The Trident, Bandra, Mumbai, on 25th May. Mr Y K

Sapru (Chairman, CPAA) welcomed Mr. Arup Patnaik (Mumbai Police Commissioner), Mr. Rajendra Agarwal (MD, Donear), Mr. Amal Psup (Director, Ministry of Health & Family Welfare) Shankar-Ehsaan-Loy (Singer-Composer), Vivek Oberoi (Actor), Ms. Rituparna Sengupta (Actress) and Mr. Atul Kasbekar (Fashion Photographer) who spoke about their support to the cause of tobacco control. Celebrated composers Shankar-Ehsaan-Loy announced their concert 'Celebration of Life' to be held on 27th May at Rangasharda Auditorium on the occasion of World No Tobacco Day. The esteemed panel then felicitated the singers who were to participate in this concert.

The 'Celebration of Life' concert was inaugurated by Dr. L Swasticharan, actresses Tara Sharma and Zareen Khan and actor Jacky Bhagnani. Singers Shaan, Raman Mahadevan, Aakriti Kakkar, Anusha Mani, Shilpa Rao, Shweta Pandit, Shruti Pathak and Neha Bhasin sang their popular songs to a houseful crowd. The highlight of the evening was the nonstop sing-a-thon by the winning trio of Shankar-Ehsaan-Loy. The Bollywood music industry



Shankar -Ehsaan - Loy perform live



used this platform to spread the message 'TOBACCO KILLS', amongst the youth. The show was ably compered by Tarun Ratnani. The celebrities also presented oral cancer patients with voice prosthesis to enable them to speak and live a life as close to normal as possible.

200 patients, relatives and visitors at KEM hospital's department of Psychiatry were sensitized with informative literature, free Anti-gutka stickers on 31<sup>st</sup> May. Patients' needs were recorded in the form of messages and slogans in a suggestion box.

An ENT cancer screening camp was organized at the Samata Nagar Police Station for policeman, their families and the general public on 29th May 2012 in association with Mahindra Tractors (Kandivali). Actors Sachin Pilgaonkar and Renuka Shahane Rana were the chief guests at this event.



Delhi: An inter-school essay-poster-slogan competition was held at Tagore International School on 8th May for 120 students. The topics for the competition were: Tobacco/Smoking Kills ! Papa, Why do you smoke ! Don't you care about my future and Letter to your favorite film star to stop smoking, up to 200 words. The judging panel of Dr Manoj Sharma (Advisor, Cancer Control Program, Government of NCT of Delhi). Mr. Emmanuel Upputuru (National Creative Director, Publicis) and Mrs Kiran Hukku (Director, CPAA New Delhi) adjudged The Millennium School as the top performer.

Dr Sajeela Maini, a senior consultant and tobacco cessation specialist from Gangaram Hospital conducted Anti tobacco campaigns for CPAA Delhi at various venues: A motivation enhancement therapeutic and interactive session was conducted at Airtel Ltd on 25th May. The participants were sensitized towards the harmful effects of tobacco, nature and severity of addiction, passive smoking and its ill-effects.

On 29th May an awareness program was held at the Lotus Temple Auditorium for 400 police personnel of the Delhi Police - South East District. A few participants even came forward to seek help from Dr Mani, to quit tobacco. Additional Commissioner of South Zone, Mr. Ajay Chowdhary was present on this occasion to give the message 'Kill the evil, stop smoking from today'.

A talk on zero smoking and no tobacco was organised at Tihar Jail No 5 for inmates. Mr. G Sudhakar (DIG, Prisons) appealed to those present to save their earned money and send it to the family members instead of wasting on tobacco. Encouraged by his talk a few prisoners pledged to do the same.

Pune: A slogan competition was arranged for students of Erin Nagarwalla School, Citi International School, Kendriya Vidyalaya, Utkarsh School, Vidya Academy, Crescent School and Ambedkar Jr. College. The top two slogans were awarded trophies and a gift at a function held on 31st May at Hotel Pride. An awareness talk on ill-effects of Gutka and Tobacco was given by Dr. Shone Nag. Three awareness talks were held at Yerwada Central Jail, Vascon and Gits Food Pvt. Ltd. in Pune. 500 people attended the talks.

Childhood cancer patients were taken to 21 Gun Salute, an authentic fine dining multi cuisine restaurant at Gurgaon, depicting the era of Maharajas and the glory of aristocratic past. The restaurant celebrated its first anniversary by inviting our patients for a bring-smile lunch. Children took a ride in the vintage cars.



## June

**Colours of Life : CPAA's eighth annual art exhibition 'Colours of Life', curated by Piali Syam, was**



*Colours of Life*

**inaugurated on 11th June at The Viewing Room, by Nana Chudasama, Shobhaa De, Sudhir Mishra and Shreyas Talpade. The evening was also attended by Lilette Dubey, Kalpana Lajmi, Raell Padamsee and artists Nayanaa Kanodia, Jaideep Mehrotra, Brinda Miller, Samir Mondal, Bina Aziz and Ananya Banerjee. This year's collections included works of 119 senior and contemporary artists from all over India who came together to raise funds for cancer patients.**

**The collection had a large spectrum of works, styles, media and price range to give art lovers an opportunity to own the piece of work they desired without having to stretch their budget.**

In June 47 patients were taken to Balaji Mandir at Ketkawle and Datta Mandir at Narayanpure near Pune for an outing under the 'Make a cancer patient smile' project.

32 Childhood cancer patients were invited to the sets of popular Star Plus daily soap 'Ek Hazaaron Mein Meri Behna Hain' at the Cinevista Studios on 16<sup>th</sup> June. The show, through their story, has tried to highlight a cancer patients story. After interacting with the stars and the crew of the show, the children were treated to a magic show, a delicious dinner and some gifts. The channel donated Rs. 1 Lakh towards the treatment of these young patients.

## July

**Caring With Style: CPAA along with Pidilite Industries Ltd hosted the much awaited 7th Annual 'Caring with Style' Fashion Show on 1st July at The Lalit Hotel, Mumbai.**

**This initiative is a part of Pidilite's continuous commitment to support children suffering from cancer for the 7th year in succession. At the event, 101 style icons from the film fraternity, prominent industrialists and achievers from different walks of life, like Ayushmann Khurrana, Omi Vaidya, Zarine Khan, Vidya Malvade, Shamita Shetty, Tanisha Mukherjee, Diana Hayden, Smriti Irani, Shalini Thackrey, Sheetal Mafatlal, Shibani Kashyap, Mona Singh, Vidyut Jamwal, Sophie Chaudhary, Suchitra Pillai, Shahzaan Padamsee, Alyque Padamsee, Leena Mogre, Aashish Chaudhary, Suchitra Pillai, Harsha Bhogle, Neetu Chandra, Shailendra Singh, Diana Eduljee, Manju Nichani sashayed down the ramp dressed in creations by Manish Malhotra and Shaina NC. The ever gorgeous Priyanka Chopra looked stunning as the show stopper in a Manish Malhotra creation.**



*Caring with Style*

**The event is known for its glamorous and stylish appeal where the crème de la crème of society rub shoulders with each other to raise funds for this noble cause. A proud Shaina NC said, "We have received immeasurable support for children suffering from cancer through this event in the past, and this year too we have received an overwhelming response." Manish Malhotra added, "It gives me immense satisfaction to be a part of such a noble cause which not only raises funds for children afflicted with cancer, but also celebrates fashion." Commenting on the initiative, CPAA's Founder Chairman Y K Sapru said, "Through this show we are once again raising funds to save the lives of several children suffering from blood cancer."**



CPAA, the Parents Association Thalassaemic Unit Trust (PATUT) and The Oberoi Hotel, led by noted ghazal singer Pankaj Udhas, came together once again this year to bring forth the country's finest ghazal singers to present '**Ghazal Khazana**'. The Regal Room of the Oberoi Trident played host to the annual two day festival of ghazals on 27th and 28th July.

A treasure of talented artistes like Pt. Ajay Pohankar, Anup Jalota, Bhupinder Singh, Mitali Singh, Talat Aziz, Abhijit Pohankar, Hariharan, Mohammed Hussain, Ahmed Hussain, Chandreya Bhattacharya, Suchismita Das and Pankaj Udhas performed live at this two-day concert for the cause of cancer patients and thalassaemic children. Various donors, well-wishers and patrons contributed to the success of the event.

## August

Actress Mallika Sherawat visited CPAA's head office on 4 August to celebrate Raksha Bandhan with childhood cancer patients. She tied auspicious 'Rakhis' on the young boys' wrists and distributed gifts to all. She spent time interacting with the kids, making this day special for them.

Raksha Bandhan was celebrated in the pediatric wards and day care center of AIIMS on 1<sup>st</sup> August. Children visiting the AIIMS playroom, managed by CPAA, had made around 200 rakhis during their art activity session. These rakhis were tied to the patients as well as resident doctors, creating a festive atmosphere in the otherwise gloomy wards with children undergoing chemotherapy. A generous donor distributed sweets amongst the children. Such events reinforce a strong bond among patients and between patients and care givers.

The playroom of AIIMS was energized with patriotic fervor as the children sang popular patriotic songs with the tricolor in their hands as they celebrated Independence Day on 15 August. They were sporting tricolor wrist bands made earlier during their art activity class. Flag Foundation of India had donated badges which were distributed to the nursing staff and resident doctors. Dr. Rachana Seth, Additional Professor Pediatrics graced the occasion with her team and congratulated the children for this initiative.

## September

**Rose Day :** ROSE Day, CPAA's project dedicated to bringing smiles to cancer patients, has grown from strength to strength over the past 18 years. Rose Day is a human expression that says, 'I Care'. Looking deeper however, it's what gives CPAA the dynamic energy and scope to engage itself in the very real issues of cancer, ie. treatment, prohibitive costs of cancer drugs; lack of awareness; endemic proportions of Head and Neck cancers thanks to our tobacco chewing habits. The various events organised to mark this day were:

**Mumbai:** Entertainment programs were organised at various hospitals and cancer care centers such as Tata Memorial Hospital, Shanti Avedana, St. Jude's, India Childcare Centre, ACTREC, B J Wadia, Cama and Albless, BYL Nair, Asha Cancer Hospital, Bharat Seva Sangh, Prince Ali Khan Hospital, B D Petit Parsee General, KEM Hospital, Holy Spirit Hospital, Bombay Hospital and many other institutions with the support of Artist Aloud. Over 3,000 patients were reached and gifted utility bags, distributed at these centers.





CPAA's Rose Warrior campaign enlisted young, enthusiastic school children to partner with us in our battle against cancer, where the children showed their concern by stepping out of their comfort-zone to collect funds and entertained patients in hospitals. This year the highest collection of Rs. 3 lakh was made by The Dadar Parsee Youth Assembly High School.

The 'Winners in Life' Awards instituted in 2010, celebrates and awards cancer patients who have fought the brave fight and managed a positive outlook in life, against all odds. The 'Nightingale Awards', given in memory of Late Lt. Mrs. M R Crasto, focuses on nursing care with a difference - recognizing healthcare workers who walk the extra mile for the patient. This year the award was given to nurses from ACTREC Hospital, Hinduja Hospital and BYL Nair Hospital. Nominations for these awards were drawn by leading oncologists across hospitals in Mumbai and the ceremony was held at the Trident Hotel, Bandra on 2<sup>nd</sup> October. 8 patients were felicitated for the unique handling of their ailment and their outstanding achievements in life thereafter. Actors Vivek Oberoi, Tanushree Dutta, Neetu Chandra and Shri Sanjay Dina Patil graced the occasion to encourage the cancer patients.. Performers Chaitanya Bhosale, Shakti Mohan, Deepak Singh, Marischa, Nicole, Neeti Mohan, Meiyang Chang and Sunita Bhuyan regaled the audience.



*'Winners in Life' Awards*



Delhi: Kiran Hukku, Executive Director (CPAA New Delhi), distributed roses and goody bags to patients at a programme organised at AIIMS on 21st September. On 22nd September fifty childhood cancer patients and their care givers were treated to a fun filled day of magic show, games, dancing, cartoon characters, cartoon films and goodies at Hotel Radisson, Paschim Vihar. The hotel staff took special care of their little guests and personally served them lunch and participated in all the activities befitting the purpose of Rose Day - Bringing Smiles.

Pune: Staff and volunteers of the Pune branch visited 8 key cancer hospitals of the city to greet patients with gift packets and roses. They carried forward the 'Winners in life' awards and felicitated six patients with a trophy and a cash prize, to applaud their spirit and encourage their recovery. Students of the Erin Nagarwalla and Crescent School raised the highest funds under the Rose Warrior campaign. The winners were awarded at a gala event held on 26th September at Hotel Ista. It was well attended by patients, their relatives, donors and well-wishers. A magic show and a dance by Hotel's staff were the highlights of the day.

CPAA's historic campaign on passive smoking entitled 'Second Hand smoking kills' was chosen By Mr Piyush Pandey for the Expert's Choice Award for excellence in Print Advertising presented at the launch of HT Media's coffee table book 'The Magic of Print' on 14th September in Mumbai. It is one of the three Expert's Choice Awards that was given out this evening to honour the best work in Indian print advertising in the last 2 years. Mr. Y K Sapru, Founder Chairman of CPAA received this award from Ad-guru Alyque Padamsee.



## October

'Where Is My Purdah' an English Play By Mahesh Dattani, Sahitya Akademi Award Winner, and directed by Lillete Dubey was held on 10th October at Sophia Bhabha hall. Inspired by the spirit of the famous doyens of yesteryears like Ms Zohra Sehgal and others, this play is set in the world of theatre and cinema against a background of 50 years of history including the Partition. The play had Lillete Dubey, Soni Razdan, Neha Dubey, Sid Makkar and Priyanka Karunakaran as the lead cast.

CPAA, New Delhi, organised an evening out for breast cancer survivors at Delhi Gymkhana on 13th October to celebrate **Breast Cancer Survivors' Day**. On this occasion India's most celebrated cookbook



*Cake mixing at Hotel Novotel*

author Nita Mehta, was invited along with her team for a live demonstration of healthy recipes. She interacted with the group and gave them simple but useful dietary tips which were greatly appreciated by all. This event was sponsored by Rotary Club of Delhi, Safdurjung, which is an exclusive women's club.

15 childhood cancer patients were invited by Novotel, Mumbai, to participate in the cake mixing for the Christmas Cake on 13th October. This special fruit cake needs to contain fermented fruits, which were mixed and soaked by the kids.

## November

**Diwali Party :** A Diwali party was organised for the inmates of Delhi's Rajgharia Dharamshala on 12th November. A magic and puppet show was organized for entertainment of the children. A generous donor distributed 500 boxes of sweets to the participants. Dr. Reeta Thukral, Chairperson, Global Charity Foundation, USA, was the guest of honour on this occasion. She interacted with CPAA's adopted patients.

A Diwali celebration was organised for the patients at ACTREC at Kharghar on 12th November. CPAA's Halima Aurangabadkar organised a lunch and gifts for 100 patients on this occasion.

CPAA celebrated Diwali with 55 patients and relatives at Hotel Oasis, Pune, with a delicious lunch followed by games and a dance program. The Inner Wheel Club of Pune Downtown sponsored the gifts for the patients, while Penosh arranged for their conveyance. The Pune Merchant Chambers and Mrs. Ujjawala Nahar arranged to distribute special Diwali treats.

**Children's Day:** The members of Lioness Club of Parinita were invited by CPAA, Delhi, to donate toys and nutritional supplements to the patients undergoing treatment in the Pediatric wards of AIIMS on 18th November for Children's Day. They also donated antifungal medicines for the Pediatric Department of AIIMS. Childhood cancer patients undergoing treatment are often prone to fungal infections. The effective drugs for treating them are very expensive and hence this gesture was well appreciated.

On 23rd November, as part of their **Impact Day** activities, Deloitte India, invited 50 childhood cancer patients to a special show at Nehru Planetarium. Their volunteers organised an entertaining afternoon with games, drawing competitions and above all a Planetarium show for these patients. The programme ended with lunch and take away gifts for them.



**Teal & Pink - Healthy women raise healthy families :**

**Epidemiological analysis indicate a rising trend in the incidence of Cervical and Breast Cancers in**



**India, with breast cancer the number one cancer in several metropolitan cities, and cervical cancer the most common cancer in females in India. Faulty lifestyle contributes to the increasing burden of cancer. Despite both breast and cervical cancers amenable to early detection by screening for the cancers, and cervical cancer a preventable cancer, 135,000 new cases of cervical cancers and 100,000 new cases of breast cancers are diagnosed every**

**year, in India. The high mortality in these cancers is due to ignorance, misconceptions and unawareness. Hence, Cancer Patients Aid Association (CPAA) has put in resources and efforts to raise Awareness and promote Early Detection in cancer. CPAA conducts awareness programs at schools, colleges, factories, hotels, residential localities and offices, to inform the audience regarding the correlation between lifestyles and breast and cervical cancer.**

**Actor Aamir Khan, who is known to support pertinent social causes, also observes that, "It's important for women to educate themselves and know the signs and symptoms of cancer. Early diagnosis can save your life. I applaud the efforts taken by NGO's like CPAA in trying to reach out to women and inform them about this." Actor Imran Khan adds, "Women's health is very important and breast and cervical cancer is a prominent menace that can easily be fought through awareness."**

**As a part of these efforts, CPAA and C'est la Vie came together for Teal & Pink - an informative and fun-filled afternoon for women at C'est la Vie, Bandra on 8th December 2012. Inspired by its noble work, eminent designer Anita Dongre joined hands with CPAA to become the Brand Ambassador for this event. She says, "Cancer is on the rise globally and there is no efficient way to fight it, than to prevent its spread. Early detection is vital as it increases the survival rate. Through this event I would urge women not to shy away from regular check-ups." She further adds, "I extend my complete support and appreciation to CPAA for their active role in creating awareness and arming women with the required information to prevent the spread of cervical and breast cancer."**



**Actress Katrina Kaif was the chief guest for the launch of this program at C'est la Vie. She felicitated women patients who have won their battle against cancer, at the event. Rita Chatterjee, a volunteer with CPAA and a cancer survivor herself gave a firsthand account of her journey and victory. The awareness presentation on vital information about breast and cervical cancers - signs and symptoms, risk factors and treatment options by Dr. Dhananjaya Saranath, proved to be informative and thought-provoking to all women present.**



A Patient-Donor meet was organised by CPAA at YMCA, Colaba, by Naraindas Morbai Budhrani Trust on 24th December. 30 patients along with their attendants met the kind Samaritans from the trust who had been instrumental in their treatment. The patients were happy to meet their benefactors and be able to express their gratitude to them. The members too got an opportunity to know them and personally enquire about their well-being.

#### **Christmas :**



**New Delhi:** Christmas Party at AIIMS: CPAA's Santa Clause visited the Pediatric wards at AIIMS to bring festive cheer amongst the children undergoing chemotherapy and cancer treatment with lots of goodies on 24th December. The gifts were sponsored by Fidelity Information Services (FIS) and their executives took time out of their busy schedule to participate in the party. Children in the play room managed by CPAA welcomed FIS team and sang hymns and Christmas carols. Resident doctors and nurses participated in this function whole heartedly.

**Pune:** CPAA joined hands with the Rotary Club of Pune Central, the Inner wheel Club of Pune Central, The Poona Club Ltd. and Grant A Smile, to organise a Christmas Party for childhood cancer patients and their family members on 18th December. The children danced to music and enjoyed the tasty treats, while Santa distributed gifts. Mrs. Sheron Motwani of Copper Chocs distributed her special chocolates to the children. Later on 24th December, CPAA volunteers played Santa for the patients receiving treatment at the OPD of Sassoon Hospital by distributing a goody bag of utility items.

.....

## BRIEF FINANCIAL STATEMENT

(Extract from CPAA Audited Annual Financial Statement for 2011-12)

FUNDS & LIABILITIES			
TRUST FUNDS OR CORPUS	INR	PROPERTY AND ASSETS	INR
		<b>IMMOVEABLE PROPERTIES</b>	
Balance as per last Balance Sheet	26,86,855	Balance as per last balance	2,68,83,523
Add: Transferred during the year	72,04,285	Additions during year	49,460,000
<b>Other Earmarked Funds</b>	6,81,26,713	Investment	78,79,171
<b>Balance with Naigaon 35 AC</b>	9,61,537	Furniture & Fixtures	38,11,592
		Inventories in Rehab Center	1,22,76,258
<b>Liabilities</b>		Advances	
For Expenses	51,18,946		
For Advances	5,27,528	<b>Outstanding Income</b>	
For Rent & Other Deposits	8,500	Interest	14,545
For Patients	16,94,405	Other Income	26,03,256
Sundry liabilities	8,39,770		
		<b>Cash &amp; Bank Balance</b>	1,76,50,132
<b>Income &amp; Expenditure Account</b>		In Current/Savings Account	3,52,854
Balance	2,88,84,879	In FDs	54,901
Surplus	49,32,814	With Manager	2,68,83,523
<b>TOTAL</b>	<b>12,09,86,23</b>	<b>TOTAL</b>	<b>12,09,86,232</b>

INCOME & EXPENDITURE			
INCOME	INR	EXPENSE	INR
<b>By Rent</b>	...		
<b>By Interest</b>	...	<b>On Properties</b>	24,809
Dividend on Mutual Funds	10,12,600	<b>Establishment Expenses</b>	2,04,48,638
Savings Bank, FDs etc	10,44,442	<b>Remuneration to Trustees</b>	11,90,385
<b>Cash/Kind Donations</b>	3,94,01,367	<b>Audit Fees</b>	1,74,158
		<b>Amount Written Off</b>	34,79,367
<b>Grants</b>			
<b>Other Sources</b>		<b>Depreciation</b>	12,29,928
Advertisements	9,30,700	<b>Expenditure on Objects of</b>	
Charity Show/Art5 Exhibition	1,11,83,399	<b>Trust</b>	4,89,38,252
Miscellaneous Income	9,86,588		
Sale of Articles & Art Painting	2,58,59,255	<b>Surplus</b>	49,32,814
<b>TOTAL</b>	<b>8,04,18,351</b>	<b>TOTAL</b>	<b>8,04,18,351</b>

\* Details of remuneration, international travel expenses, etc are available on request subject to terms of confidentiality

.....

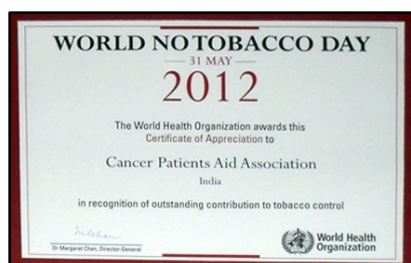
## STAFF DEVELOPMENT

### Training and conferences attended

Name and Designation of Staff / Volunteer / Board Member	Date	Purpose of Travel	Location
Gorethi Rodrigues: General Manager	15 <sup>th</sup> - 19 <sup>th</sup> April 2012	APCASOT	Brisbane, Australia
Shailja Singh: Director	27 <sup>th</sup> - 30 <sup>th</sup> August 2012	UICC Cancer Congress	Montréal, Canada

\* Typically, the sponsoring organization pays for the Conference Registration, travel and hotel stay. CPAA pays for the visa processing as well as, in special circumstances, a daily allowance.

## ACKNOWLEDGEMENTS AND AWARDS RECEIVED



The **World Health Organisation** selected CPAA for the World No Tobacco Day 2012 Award for its outstanding contribution in the area of Tobacco control in India with special commendation for its youth-based projects.

CPAA's Patient Care Social worker Mallika Narayan was awarded the Shukriya Award by Sion Hospital, Mumbai for her dedicated work for their cancer patients. These awards have been instilled to encourage social workers who help the hospital in caring for their patients and act as a link to the doctor.

Deloitte India awarded CPAA's Patient Care Department for the outstanding accomplishments and contributions to the welfare of the society.

## DONORS AND FUNDING

### Major Donors

Aditya Birla Group	J. Dichter	Rohan Builders
AGFA Healthcare India Pvt. Ltd.	Jayesh Vora	S Kumars
Archana and Amit Chandra	Kotak Mahindra Group	Sachin Tendulkar
Ashok A Kothari	Kusumtai Deshpande Charitable Trust	Salehbhai Shirinbai Wagh Trust
BPCL	Lal Tahilramani	Samira Habitats
Ceat Tyres Ltd	Lalit Pipes And Pipes	Sammer Bangara
CITIBANK	Laljee Godhoo & Co	Sanjay Khemani
Cybage Software	Lioness Club of Cuffe Parade	Sarita Jain Foundation, Chennai.
DBS Treasures	Mahindra & Mahindra Limited	School Of Science, NMIMS (Deemed-To-Be) University
Deloitte	Mazagon Dock Limited	Sham Sunder
Donear	Mridula Thakkar	Shree Mahalakshmi Temple Charities
Dynamic Computer Services	Mumbadevi Charity Trust	St. Micheal's Medical Trust
Eldee Velvets & Industries	Naraindas Morbai Budhrani Trust	State Bank Of India
Gitanjali Group	Naresh Thadani	Tadiwala Dharamshala Trust
Godrej & Boyce Mfg Co Ltd	Navdeep Chemicals	Talera Motors
Godrej Consumer Products	Nomura	Tribhuvandas Bhimji Zaveri
Hansa Dabke	Omega Shipping Agencies Pvt. Ltd.	Union Bank of India
Hardeodas Agarwalla Trust	ONGC	Vidyasagar Classes
Hari Souya Bobale	P Kothari	Vithaldas Parmar Charitable Trust
Harish Ghelabhai Soonderji Trust	Pidilite	Voltas
Hirlekar Precision Engg. Pvt. Ltd.	R M Creations	Well Wisher
HPCL	Raghava Charity Trust	Zarine Kothavala and Family
HSBC	Reserve Bank of India	Zee Entertainment Enterprises Ltd.
IOC		

### Non-monetary support

Archies	Nandkumar Menon	Sachin Nahar
Arvind Gala - Jaysons International	Naseema	Safdarbhai
Colgate-Palmolive (India) Limited	Nilima	Shabbir Bhinderwala
Dheeraj Mehta - Libra Products	Ogilvy & Mather	Shree Atmakripa Trading Company
Gits Food Product (I) Pvt. Ltd.	Parul Majethia	Siyaram's
Kishor Shah - Grab Apparels	Pawan Hans Helicopters Limited	Sunita Malpani
Kumar Suttrave	Phooldevi Singhanian	UB Group
Laxmi	QuantumLink Communications Pvt Ltd	Vaishali Restaurant
Mars Hospitality	Rajashree Parekh	Vimal Wagle
Marico Industries	Ranjana	Yasmeen
Mukhta	Rotary Club of Mumbai North End	
Nadi	Sable Waghire & Company	

### Community contributions

Dawoodi Bohra Welfare Trust	Innerwheel Club of Bombay Midtown	Rotary Club of Bombay Queen City
Deloitte	Lions Club of North Bombay	Rotary Club of Mumbai Queen's Necklace
DPYA School, Wadala.	Mahindra & Mahindra Limited - Tractor Division	Rustamji School, Dahisar
Hiralaxmi Memorial Foundation	Rangoonwala Foundation (India) Trust	The Viewing Room Gallery
Indian Army (Dogra Regiment )	Rotary Club of Bombay Mid-city	

## TEAM CPAA

Mr. Y K Sapru Founder Chairman & CEO	Ms. Siloo Jasdanwalla Honorary Secretary	Mrs. Rekha Sapru Honorary Joint Secretary
<b><u>DIAGNOSTIC SERVICES</u></b> <b><i>Neeta More</i></b> [Director]  Valsa Peter Kirti Dustakar Minal Parab Nutan Jadhav Rajashree Budharap Vimala Verghese Sajida Dhanshe Upasana Adhikari Krishika Sankpal Suman Rangankar Ram Dhadve Deepak Tirlotkar Sanjay Borge Shobha Chigmeti Abhay Patil Anjali Liman Meena Kharate Nanda Kharivale Sunita Vijay Jadhav Vandana Jadhav  <b><u>RESEARCH</u></b> <b><i>Dr. Dhananjaya Saranath</i></b> [Executive Director]  Dr. Veena Shukla Dr. Asawari Gupta Ms. Ketaki Karnik  <b><u>SPECIAL PROJECTS</u></b> <b><i>Susmita Mitra</i></b> [Director] <b><i>Piali Syam</i></b> [Director] <b><i>Shailja Singh</i></b> [Director] Darshana Satam	<b><u>PATIENT CARE</u></b> <b><i>Vinaya Chacko</i></b> [Director]  Halima Aurangabadkar Mallika Narayan Sonali Arte Nitin Haldankar Pandurang Chavan  <b><u>CANCER INSURANCE POLICY</u></b> <b><i>Anita Peter</i></b> [Director]  Gorethi Rodrigues Poonam Bhovar Anila Satam Pradnya Phatak Raju Kamble Sandeep Ghuma Jayant Dandekar Pranjal Jain  <b><u>PROJECT ROSEDAY</u></b> <b><i>Joan Shenoy</i></b> [Chairperson]  <b><u>INFORMATION TECHNOLOGY</u></b> <b><i>Aditi Bapat</i></b> [Director]  <b><u>FUNDRAISING</u></b> Zainab Allana Phul Mathur Zakia Topiwala Kavita Kulkarni Snehal Pawar Laxmikant Naik Sushila Sawant Swati Kulkarni	<b><u>REHABILITATION</u></b> <b><i>Manju Gupta</i></b> [Executive Director]  Rashmi Gaikwad Jennifer Tarwadi Suchita Mane Manisha Koltharkar  <b><u>ADMINISTRATION</u></b> <b><i>Gulshan Hodiwalla</i></b> [Executive Director]  Akshata Mohite Avira Fernandes Victoria Santos Manijeh Irani Clotilda D'souza Kashmira Irani  <b><u>NEW DELHI BRANCH</u></b> <b><i>Kiran Hukku</i></b> [Director]  Niharika Raina Neelima Batra Rashmi Warty Nishchint Soni Khaneja Kavita Khiwaiwal Sargam Mathew Sangeeta Dubey Reena Lal  <b><u>PUNE BRANCH</u></b> <b><i>Maharukh Mehta</i></b> [Director]  Veena Gaikwad Suphala Gaikwad Najeeya Pathan Sumangala Sapru
<b><u>VOLUNTEERS</u></b>		
Anjana Chattopadhyaya Aquila Shaikh Dr. Indira Nair Gargi Shah Jayashree Viswanathan Joaquim Anthonylopes Kanchan Rajani Madhu Bajaj	Manju Shekhar Mukta Mathur Naseen Mulji Rita Chatterjee Samina Adenwale Sanghamitra Roy Savita Dutta Shahanaz Banglawala	Shalini Basu Sheela Goveas Shilpa Mazumder Shubhangi R D'Souza Spandana Mehta Sudeshna Basu Sushma Shenai



**Cancer Patients Aid Association**  
**Total Management of Cancer**  
**www.cancer.org.in**

Smt. Panadevi Dalmia Cancer Management Centre  
King George V Memorial, Dr. E. Moses Road, Mahalakshmi, Mumbai - 400 011  
Tel: +91 22 2492 4000 / 2492 8775 Fax: +91 22 2497 3599  
e-mail: [webmaster@cancer.org.in](mailto:webmaster@cancer.org.in) website: [www.cancer.org.in](http://www.cancer.org.in)