

# Annual Report 2013



**Cancer Patients Aid Association**

**Total Management of Cancer**

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



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## About CPAA

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

The objective of CPAA as broadly stated 'Total Management of Cancer', is measured through the activities periodically planned, monitored, reviewed and reported in the annual report. The annual report is presented to the Board of Directors, and approved by the members to indicate that CPAA has met the objectives, as per the recorded data.

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

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### **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

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### **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

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2013 was a year of financial instabilities throughout the world and the effects were noticeably felt by us at CPAA too as several philanthropic endeavours that supported us came to a standstill. But, 'When the going gets tough, the tough get going'. Team CPAA took it up as a challenge to overcome these obstacles keeping in mind our commitment to 'Total Management of Cancer'. In these testing times CPAA rekindled it's spirit with innovation and entrepreneurship. Each department took it upon itself to continue the activities as charted out, by raising funds independently to support their projects.

While the Rehabilitation Center continued to cater to the existing set of prestigious customers with new and exclusive designs, they also expanded their clientele by adding new customers like Wockhardt, Nutricia International, Merck Ltd, LIC Of India and NIIT. This ensured continued support for the reinstatement of patients and their families affected by cancer.

The Insurance Policy department initiated and successfully ran a fund-raising campaign amongst its 12,332 policy holders. When the depleting inflow of funds restricted our patient aid services, the Patient Care department approached various charitable trusts who in-turn adopted the spillover of patients that we were unable to help.

CPAA's projects fulfilled the criteria to be beneficiaries of various CSR projects. The Mazagaon Docks Ltd and State Bank of Travancore were two such organisations that started supporting CPAA in 2013. We are especially grateful to Mazagaon Docks Ltd. for funding CPAA to create the infrastructure for the HPV Laboratory Project to provide HPV test for screening of Indian women for cervical cancer at their High Risk Oncogenic HPV Screening Laboratory in Mumbai.

This year CPAA won a seven-year legal battle against Swiss drugmaker Novartis AG's attempt to further patent anti-leukemia drug Gleevec, a drug effective in treating chronic myeloid leukemia (CML). The cost of Gleevec is 1.2 lakh per month (approx). The Supreme court verdict allows Indian manufacturers to continue making inexpensive generics at the affordable price of 8,000 - 10,000 per month.

CPAA was granted a listing under Give India's Tier I and Tier II category after fulfilling their criteria and conforming to their stringent measures of assessment. Prospective donors can now also donate to CPAA through CPAA's iGive page on GiveIndia's website. CPAA continues to offer the Verisign-secured online payment donation option, along with options to donate online from your bank account through BillDesk and from the mobile phone.

Over the years, through it's continued and sustained efforts, CPAA has been able to spread cancer awareness to over 4 lakh individuals; screen 2,55,684 healthy individuals for cancer out of which 507 cases were detected and have been able to provide medical, financial and emotional assistance to over 10 lakh cancer patients. Whatever the situation may be, CPAA remains committed to our core promise of offering services for 'Total Management of Cancer'.

I wish our team the very best to continue the good work keeping in mind the vision, mission and core values of CPAA.



**Y K Sapru**  
Founder 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 Board of Directors (defined in its "Rules and Regulations, June 1999") and Senior Management team.

### SENIOR MANAGEMENT COMMITTEE:

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. The members of the senior management committee are:



**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.



**SILOO JASDANWALLA**  
**Honorary Secretary**

Mrs. Jasdanwalla 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. She engaged several celebrities as ambassadors for our cause. With her grit and determination she opened many doors for CPAA when none had hope.



**REKHA SAPRU**  
**Honorary Joint Secretary**

Rekha Sapru is one of the founder members of CPAA. She was a columnist with Dharamyug and Eve's Weekly magazines. In the initial days of CPAA, she managed the daily running of this fledgling organisation due to Mr Sapru's corporate responsibilities. The organisation flourished under her tutelage. For her exemplary work and outstanding contribution in the field of Social Service, she was honoured with the Giants Award in 1999.



**Dr. SHASHI BAKRE**  
**Medical Director**

A general practitioner by profession, Dr. Bakre is well-known for her social work along-with her flourishing practice. She joined CPAA in 1971 when its activities were expanding from aid disbursement to prevention. 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 Prabhadevi.



**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 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 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.



**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 worked with CPAA since the days when the operations were out of a small room and activities 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.



**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. When she joined CPAA in 1999 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 and Additional Projects**

Dr. Dhananjaya Saranath, Ph.D. from Mumbai University, fellow of the Maharashtra Academy of Sciences, Professor Emeritus – School of Science, NMIMS, 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 and 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. She is instrumental in our Cervical Cancer screening project at the CPAA HPV Laboratory.



**KIRAN HUKKU**  
**Director – New Delhi Branch**

Kiran Hukku, an alumna of Ruparel College Mumbai, was a champion sports woman in school and college. She joined the teaching profession and was principal of Vidya Niketan School, New Delhi., Mrs. Hukku proved that she was an educationist par excellence. She took charge of the CPAA, Delhi Branch in 1999. She motivated her team strongly with several new activities and is totally devoted to this noble cause. Under her guidance CPAA Delhi has gone from strength to strength. Kiran had a vision to create a Diagnostic cum

Detection center for the poor in the National Capital Region.

Her vision became a reality in 2007 when Global Charity Foundation, USA, agreed to lend full monetary support to this project and SOS Aangpur provided space. Kiran is always available to guide and listen to patients, families and colleagues who come to her for support. Her professional advice laced with motherly concern and affection uplifts the morale of all who approach her and she empowers them to face their problems bravely and courageously. She aims to make CPAA Delhi a totally independent and self-sufficient branch, and to a large extent she has succeeded in this.



**MAHARUKH MEHTA**  
**Director - Pune Branch**

Maharukh Mehta, alumni of K C College, Mumbai, joined CPAA as a volunteer at the Mumbai Branch. When she moved to Pune in 1996 she was invited to be a part of the Pune branch and in 2003 she took over as the Director. Under her leadership the Pune branch team has garnered support from several corporates and individuals.





**JOAN SHENOY**  
**Chairperson - Rose Day**

Joan Shenoy has a 25 year association with CPAA. As a young writer she was appointed to cover 'Uncommon Passions in Corporate Leaders'. A riveting interview with Mr. Y K Sapru, then Vice-President with Johnson & Johnson gave her insights into his pet project, Cancer Patients Aid Association and that changed things forever. She joined CPAA as a Communications Director and worked full-time with the organization for 10 years during which she edited and produced a quarterly publication 'Cancer Care'; scripted and produced an audio-visual movie for CPAA; created a bank of educational and awareness literature, besides lending her creativity to oversee and build CPAA's offices in Adams Wylie and King George Memorial.

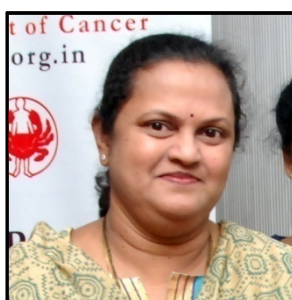
ROSE Day was her vision for CPAA and was instituted to draw people into a conversation on cancer in a non-intimidating way...to reach out to cancer patients in compassion and love. Joan is a freelance writer, events and editorial consultant by profession. As Chairperson of ROSE Day, she leads the project.



**VINAYA CHACKO**  
**Director - Patient Care**

Vinaya Chacko, heads the most vital Patient Care Department and has been with CPAA since 1990. She joined CPAA after acquiring a Bachelors degree in Arts (Social Sciences) from SNDT College, Mumbai. Her repertoire of activities include registration of patients, hospital visits, planning medical aid, counseling and support for patients and their family members. Besides, she is associated with planning house visits for palliative patients, organising special events, conducting playgroups for pediatric patients at various hospitals and institutes. She has also started working on a clinical research relating to counseling of breast cancer patients.

Vinaya has received special training through programs like Breast Cancer Support Group Volunteers Training course organized by Indian Cancer Society, Sahachari and Mastectomees Association of India and Training Programme in Social Work for Volunteers organized by Department of Extra Mural Studies, Tata Institute of Social Science. She recently attended The International Society of Paediatric Oncology (SIOP) meeting at the CICG, Geneva, Switzerland, where she made a presentation on 'Art Therapy for Cancer Afflicted Children'.



**NEETA MORE**  
**Director - Prevention & Early Detection**

Neeta More is an Economics graduate and has qualified with a course in law. She joined CPAA in 1990 in Administration department, followed by a stint in Fund Raising, before she found her forte in the Awareness and Early Diagnosis Department. She now heads the Prevention and Early Diagnosis Department, which tries to tackle the problem of lack of knowledge and highlights the importance of regular cancer screening and follow up. The team identifies groups, deliver lectures and arrange on-site camps at factories, mills and offices.

Neeta has developed a special ability to reach the influential person in charge and arrange camps where most needed, be it a jails, police stations or even red light area. She has consciously formed alliances with social workers in various fields and organisations and paramedical social workers, to reach the underprivileged. She completed UICC's APCASOT Fellowship for a study that she undertook on the topic prevention and Early Detection at the Queensland Cancer Fund (QCF), Australia in 2007.



**ANITA PETER**

**Director – Cancer Insurance Policy**

Anita Peter joined CPAA in 1991. Her multi faceted nature, exemplary, communication skills and commitment, soon saw Anita move to the position of Director, Cancer Insurance Policy, a department which required perfect balance between customer satisfaction, empathy towards patients and deliverance of Insurance claims on time. She plays a very vital role in Event Management and shares a major responsibility in organising events for the association. Anita's liaising skills benefited the organisation in the form of donations and goodwill.

She is the proud recipient of the UICC's APCASOT Fellowship for a study she undertook on the methodology utilised to combat tobacco issues and cancer screening at the Queensland Cancer Fund (QCF), Australia in 2004. Since then, Anita has been responsible for the training of the international APCASOT (UICC) scholars that CPAA hosts for a week every year.



**SHAILJA SINGH**

**Director - Special Projects**

An alumini of La Martiniere Girls college, Shailja has a post graduate degree in Economics. She joined CPAA as a fund-raiser in 1997. Being an army officer's wife, she has traveled extensively across the country doing a variety of jobs like: teaching, conducting empowerment workshops and a range of welfare and social service activities. At CPAA, she is involved in conceptualizing, organizing and managing various fund raising events like musical concerts, fashion shows, plays and events garnering celebrity support.

She liaisons with several corporates to facilitate adoption of patients, funds for medicine, useful machines for the rehabilitation centre, ambulances etc through various CSR projects. She completed her UICC APCASOT fellowship at the Queensland Cancer Fund, Brisbane, Australia in 2011.



**ADITI BAPAT**

**Director – Information Technology and Communications**

Aditi Bapat joined CPAA in 2001. With a bachelor's degree in Commerce and Economic from Narsee Monjee College and a post graduate degree in Software Technology from NIIT, she heads the Information Technology and Communications department of CPAA.

She is responsible for maintaining and updating our exhaustive and informative website [www.cancer.org.in](http://www.cancer.org.in) with regular articles, e-newsletters, special appeals and events. She is also responsible for in-house IT Training and Support, Server Administration and Communications. Her repertoire of activities also include designing and create material for awareness campaigns (Brochures, billboards, pamphlets, presentations etc.) She brings with her, technological expertise which has helped CPAA in constantly updating and upgrading themselves. In 2007, she successfully completed her UICC APCASOT fellowship at the Queensland Cancer Fund, Brisbane, Australia.



**PIALI SYAM**  
**Director – Special Projects**

Piali Syam joined CPAA in 2007. Her degree in Visual Art from Government College of Art and Craft, Calcutta coupled with an exposure to art since childhood, makes her best qualified to be the curator for CPAA's annual art exhibition and sale, 'Colours of Life'. Over the years, the exhibition and sale has grown in stature to become the largest fund raising event for CPAA and one of the most sought after art exhibitions in Mumbai. Piali has independently conceptualized, curated and managed this largest art event.

Her experience in the advertising field helped focus CPAA's strategy and branding of the organization. She is responsible for creating an unified look and feel which is used in every communication and event. Piali was responsible for CPAA's training project, Udaan, run in collaboration with FICCI-FLO, for families financially affected by cancer which aims to provide vocational training to a member, helping them to find appropriate employment. Piali is also part of the Psycho-oncology training programme faculty which is held once every month. Her dynamic ability to adapt, her quest for newer ideas and involvement in multiple activities has made her an asset for CPAA. Her experience in the last few years with CPAA has helped her tap new opportunities in fund mobilisation. Since 2010 Piali has been a member of The Terry Fox Committee, Mumbai which annually conducts the Terry Fox Run and a brunch to raise funds for research through the Tata Memorial Hospital in Mumbai.



**SUSMITA MITRA**  
**Director – Special Projects**

Susmita has a Masters degree in Geography from Science College, Kolkata. After a one year stint of lectureship she joined UCO Bank. During the course of 11 years in the bank, she held various positions, from branch manager to departmental head in the Foreign Exchange department. When she joined CPAA in 2003 as a volunteer, Susmita acquired a good understanding of cancer treatment, problems of the patients and counseling. She now runs CPAA's Psycho Oncology Volunteer Training program. She also leads a twenty member volunteer team and liaisons with leading cancer hospitals of Mumbai to counsel patients and caregivers and to organise support groups for them.

She conducts awareness lectures, especially in regional languages like Bengali. Susmita has put together informative booklets on various cancers (In English, Hindi, Marathi, Gujarati and Bengali), on topics like Diet, Smoking and Non-smoking tobacco and a hand-book of various cancer resources called 'Sahayata'. She also heads the Capacity Building programme under the Twinning project.



**ZAINAB ALLANA**  
**General Manager - Fundraising**

After working for 13 years as a nurse in various hospitals, Zainab Allana, joined CPAA in 1982. Her initial focus was on awareness and raising funds for needy cancer patients. Her fund raising initiatives - Donation boxes at shops and hotels and Collection of old newspapers from homes and offices have been very successful. She is responsible for getting patronage and donations from companies like Mazagaon Docks Ltd, RBI, IDBI and Shipping corporation.



**PHUL MATHUR**  
**General Manager - Fundraising**

Phul Mathur joined CPAA in 1988 as a fundraiser. She has been responsible for getting financial aid and support from various charitable trusts and companies for CPAA's awareness and patient care projects.



**ZAKIA TOPIWALA**  
**General Manager - Fundraising**

Zakia Topiwala joined CPAA 18 years ago after doing a course in Social Work from the Tata Institute of Social Services, Mumbai. In her role as a fundraiser, she has been instrumental in supporting various awareness and patient related projects.



**KAVITA KULKARNI**  
**General Manager - Fundraising**

Kavita joined CPAA in 1998. She initially helped organise and conduct cancer awareness lectures and cancer detection camps. This gave her opportunity to raise funds for the cause. She soon realized that though this is an important aspect in the process of Total Management of Cancer, the collections through such camps, would be insufficient to meaningfully help the cancer patients. She ventured into activity of raising funds from Corporates.

Her acumen and personal effectiveness soon brought sizable resources in the corpus of CPAA. The top brass of corporates like ONGC, Hindustan Petroleum, Bharat Petroleum, Indian Oil Corporation, to name a few, soon became the partners-in-service for the cause of Cancer. As an innovative way hitherto, she roped in support of some of the topmost banks like SBI, HSBC, Citibank through direct debit appeals to their credit-card holders. She convinced BPL, one of the major mobile phone service provider, to support CPAA through their mailers. With her dedicated efforts, Citibank agreed to specially open Payment-Gateway for CPAA.

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## **BOARD OF DIRECTORS:**

The Board of Directors comprises of members to oversee, review and approve progress, budgets, annual activity reports and audited financial statements. The members also ensure organisation compliance with applicable laws and regulations. The Chairman/CEO nominates members to the Board, ensuring that the nominee is a respected member of the society, with good reputation, interested in serving in the cause of solidarity and support for cancer patients, and have no conflict of interest with the vision and interest of CPAA. The Board members are:

**Chairman: Mr. Y K Sapru (B Sc)**

Founder Chairman and CEO, CPAA

**Member Secretary : Dr. Dhananjaya Saranath (Ph.D., FMAS)**

Executive Director – Research Studies & Additional Projects, CPAA

Members:

- **Ms. Gulshan Hodiwalla (B A Economics)**  
Executive Director – Administration, CPAA
- **Dr. Shubha Maudgal (Ph D, IIT Mumbai)**  
Executive Director - Special Projects, CPAA
- **Ms. Manju Gupta (BA)**  
Executive Director - Rehabilitation, CPAA
- **Ms. Naseem Matani (BA)**  
Member, CPAA
- **Dr. Aparna Khanna (Ph D)**  
Dean, School of Science, NMIMS (Deemed-to-be) University
- **Dr. Rajesh Korde (MD Pathology)**  
Head, Molecular Medicine Group, Reliance Life Sciences

## **SCIENTIFIC AND INSTITUTIONAL ETHICS COMMITTEE:**

CPAA's Scientific and Institutional Ethics Committee ensures and approves research projects. The members constitute:

### **SCIENTIFIC COMMITTEE:**

Mr. Y K Sapru- Chairman

Dr. Dhananjaya Saranath - Member Secretary

#### **Members:**

Dr. Shubha Maudgal

Ms. Gulshan Hodiwalla

Dr. Veena Shukla

Ms. Neeta More

Ms. Anita Peter

Ms. Vinaya Chacko

### **INSTITUTIONAL ETHICS COMMITTEE:**

Dr. Hemant Tongaonkar - Chairman

Dr. Dhananjaya Saranath - Member Secretary

#### **Members:**

Mr. Y K Sapru

Ms. Gulshan Hodiwalla

Dr. Shubha Maudgal

Dr. Archana Swami

Dr. Sumeet Shah

Dr. Indira Nair

Ms. Anita Vesuwala

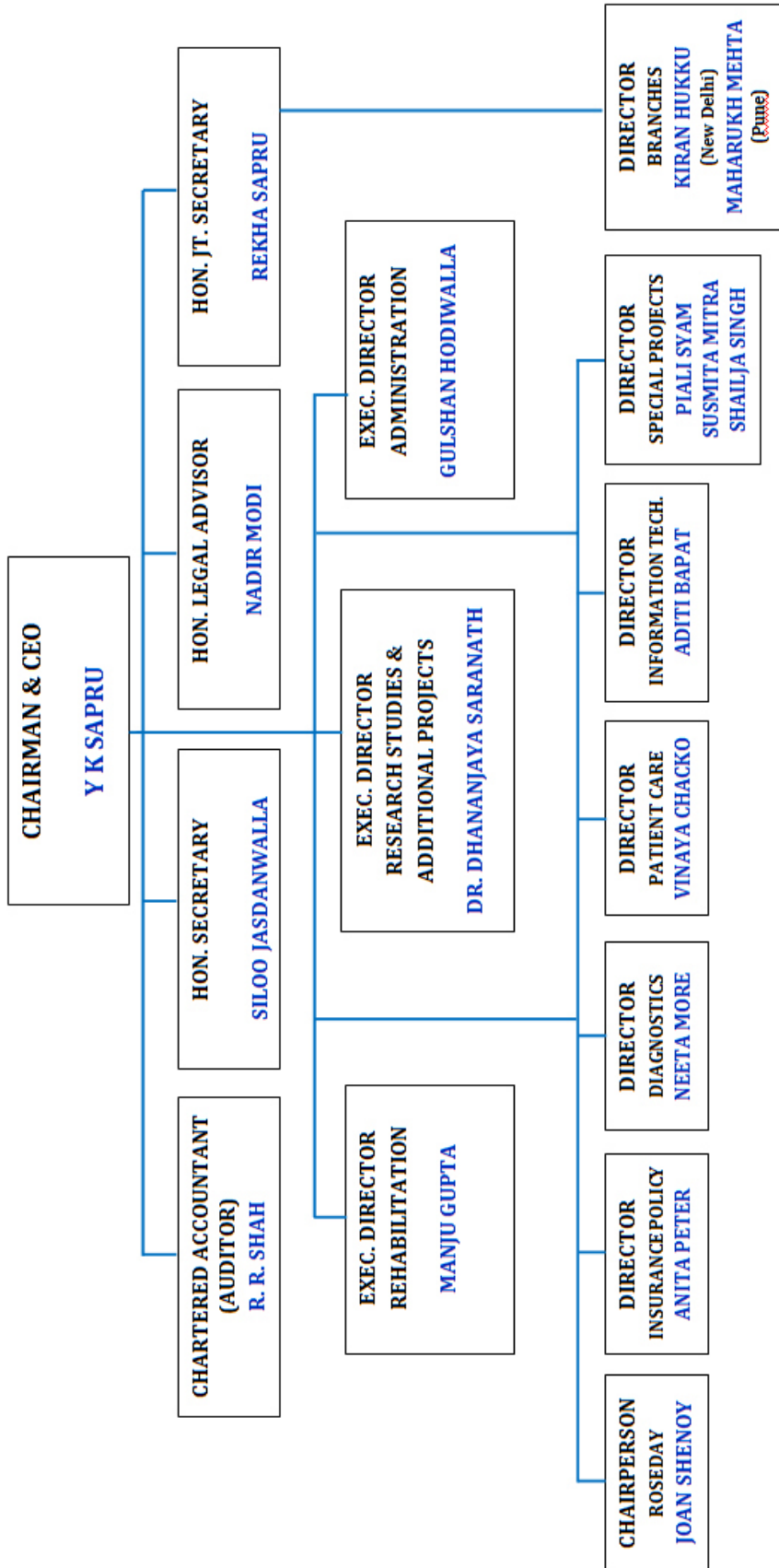
Dr. Bharat Agarwal

Dr. Shubhangi Parker

Mr. Ashok K Gupta

# Organogram

## CPAA ORGANOGRAM

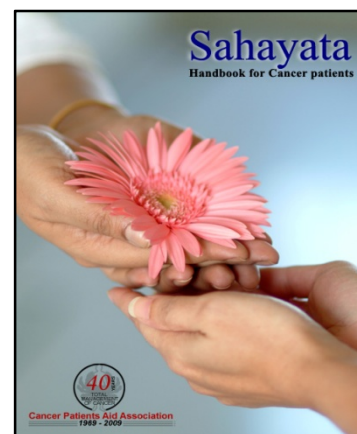


## Awareness

In India, one of the major problems for cancer control is the lack of information. While faulty lifestyles and societal practices are largely responsible for our cancer incidence, primarily most people are ignorant about it. Creating cancer awareness is CPAA's first step in the 'Total Management of Cancer'. Our awareness efforts focus to maximise reach with the aim of educating on signs and symptoms of cancer, risk and causative factors, ill effects of tobacco and other related issues.

### INFORMATION:

CPAA's informative and easy to understand brochures on different types of cancers, the symptoms and treatment are available in English, Hindi, Marathi and Bengali. The topics covered are: Breast cancer, Cervical cancer, Diet and Cancer, Leukemia, Lymphedema, Ovarian cancer, Tobacco related cancers, Prostate cancer, Testicular cancer, Chemotherapy and Radiation. Our anti-gutkha stickers are available in three languages. Our quick reference handbook, 'Sahayata' is a compilation of community help and welfare services pertaining to cancer-related issues.



### 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. The efforts have won us many awards and accolades worldwide and have thus signaled the organisation's seriousness in dealing with tobacco issues and policies. Log on to our website [www.cancer.org.in](http://www.cancer.org.in) to view them.

### LECTURES:

CPAA conducts awareness programs at schools, colleges, factories, hotels, residential localities and offices, to alert the audience about the correlation between wrong lifestyles and cancer. The lectures are given in English or a local regional language. The accompanying presentations give facts, statistics of prevalence and prevention. Posters, pamphlets, slide shows accompany the awareness lecture to present a realistic picture about cancer and help remove the perceived stigma. The presentations are freely available to download from our website [www.cancer.org.in](http://www.cancer.org.in). Some of the significant programs conducted in 2013:

- **13 February:** Cancer awareness lectures conducted by Dr. Tushar Patil at Grupo Antolin Pune Pvt. Ltd. (Ranjhangaon, Near Pune) for 200 individuals.
- **22 February:** Breast cancer awareness program for women and anti tobacco awareness for men at IIPM, Great Indian Dream Foundation (GIDF), New Delhi.
- **8 March:** Breast cancer awareness program for 65 women at Suryaa Hotel, New Delhi on occasion of International Women's Day by Dr. Kanchan Kaur, Breast Disease Specialist from Medanta Hospital.
- **20 March:** Breast cancer awareness programme for 60 women Madanpur Khadar, New Delhi, in association with CASP Delhi Unit. The lecture was followed by a demonstration of how to do self-breast examination by Dr Shiveta Razdan.
- **5 July:** Cancer awareness lecture was held at National Association of the Blind, Mumbai, by CPAA's Minal Parab.

- **18 July:** A Breast and Cervical Cancer Awareness Campaign was conducted by CPAA for the employees of Xerox India Ltd. Dr Kanchan Kaur, a specialist in Breast Disease from Medanta - The Medicity Hospital, Gurgaon shared her rich experience with the audience. She empowered them with the much required knowledge on the causes and warning signs of breast and cervical cancer and the need for regular health check-ups. The highlight of the program was the availability of video conferencing that connected with the women employees of Mumbai and Bangalore branches of Xerox Co.
- **6 August:** A cancer awareness program with special emphasis on womens' cancers was conducted for women employees of Indian Oil Corporation Ltd, New Delhi by Dr Deepali Kapoor, Psycho Oncology Department, Apollo Hospital.
- **13 August:** An anti- tobacco awareness lecture was conducted for 65 employees of BHEL, Noida, by Dr Biswajyoti Hazarika, Head and Neck Surgeon and Consultant from Max Health Care. He spoke about the carcinogenic agents in tobacco, and the importance of regular health checkups for early cancer detection. This was followed by a session by Dr Sajeela Miani, Tobacco Cessation specialist on quitting tobacco. She also checked the carbon monoxide levels in smokers with the help of a smoke check instrument.
- **13 August:** A tobacco awareness program was conducted at Diamond Jubilee High School, Mazgaon, by CPAA's Dr. Veena Shukla , Susmita Mitra and Ketaki Karnik Dani for students, teachers and Principal. Similar such programs were organised at Jacob Sassoon School; Nalanda Foundation, Byculla, Mumbai; Mahila Mandal Sangathan, Vashi, for women domestic workers and other masher users.
- **17 September:** A cancer awareness program was organised for the members of the Rotary Club Hill South at the Taj Hotel, Mumbai, by Susmita Mitra.
- **21- 28 October:** Breast cancer awareness programs were conducted at Mahindra Tech by Dr. Vineeta Goel (Consultant, Radiation Oncology, MAX Hospital); at Xerox India by Dr. Mudit Agarwal (Surgical Oncologist, MAX Hospital) and at J C Penny by Dr. Deepali Kapoor (Psycho Oncologist, Apollo Hospital). The session at J C Penny was aired live via video conferencing to their offices in Bangladesh and Pakistan. A similar program at the International Labor Organization (ILO) had an additional talk on Stress Management and Life Disorders by Dr Sajeela Maini along with Dr. Deepali Kapoor's Breast Cancer awareness lecture.
- **18 October - 25 October:** Cancer awareness lectures were given by Dr. C J Joshi and CPAA's Neeta More at United Ways, Mumbai and Barclays India, Mumbai Ltd. CPAA's Minal Parab held an awareness lecture at NAB, Mumbai for ladies.



BHEL, Noida



Barclays India



- **25 October:** An awareness talk on cancer was held at Barclays, Pune, on the initiation of Dr. Vinod Gore entitled signs and symptoms of breast cancer. He stressed on the need for timely preventive checkups. The interactive session through teleconference answered all their queries and doubts. The women wore pink to emphasis support towards the cause.
- **9 November:** Border Security Force (BSF) invited CPAA to organise a cancer awareness program for their Jawans as a part of their Annual Health Mela. Through this platform, CPAA was able to address 1200 Jawans along with their families. The facts, myths, prevention, lifestyle factors and symptoms of cancer and the necessity for early detection were stressed. Dr Prabhat Raina, a Surgical Oncologist from Jamia Hamdard Hospital and University, presented an audio-visual presentation ill effects, symptoms and prevention of cancer. The BSF Jawans came out with pertinent questions and took it up as a challenge to bring some lifestyle changes.
- Awareness Talks were conducted at Magarpatta City, Railway Hospital, K. Raheja Commerzone, Grupo Antolin factory by CPAA's Pune Branch.

### OPEN FORUMS:

Open forum programs on breast and cervical cancer were conducted 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.

**3 February:** An open forum lecture in Marathi on Breast and Cervical Cancer in association with Dilasa and Tilak Mandir at Vile Parle, Mumbai, for 180 individuals. The panelists included CPAA's Neeta More (Director), Dr. Rashmi Fadnavis (President Dilasa), Dr. Rucha Kaushik (Onco Surgeon - Tata Memorial Hospital), Dr. Hiren Desai (CMO and Head CSR Mazagon Dock Limited) and Dr. Vrunda Karanjgaokar (Onco - Surgeon Cervical - Uterine Cancer). The special guests were actresses Sukanya Kulkarni Mone and Mrunal Kulkarni. Mrs. Sandhya Patwardhan compered the event.



**7 March:** An open forum lecture on breast and cervical cancer was held in association with Sarvajanik Ganeshotsav Mandal. Dr. C J Joshi and Dr. Mandakini Purandare were the guest speakers at this forum which was attended by 200 participants.

**28 March:** An open forum on Breast and Cervical cancer was held in association with Carter Road Police Station, Bandra for about 500 participants. The panelists included Dr. Mandakini Purandare, Dr. Hemant Tongaonkar, Neeta More, Jt. Commissioner Shri Sadanand Date, ACP Vishwas Nangre Patil and Ms. Sameera Reddy.

**1 September:** An open forum on Cancer awareness was held at the Goregaon Sports Club, supported by Rotary Club of Bombay Midcity for an audience of 150 people. The panel of eminent doctors - Dr. Satish Rao, Raheja Hospital; Dr. Vani Parmar, Tata Hospital; Dr. Prashant Nyati, Mulund-Wockhardt Hospital along with Neeta More Director, CPAA; Mrs Mala Swarup, President, Rotary Club of Bombay Midcity;

Sunil Kabra, Joint Secretary, Goregaon Sports Club and Mahendra Agrawal, Chief Medical Officer, Goregaon Sports Club discussed several aspects of cancer.

#### **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, causal relationship with cancer and strategies used by the tobacco industry to promote addiction. The information is related in a scientific, non threatening manner, providing education on the deleterious effects of tobacco on health, benefits of quitting and providing motivation. Introductory training on Tobacco cessation is imparted to the entire employee population per se without segregating tobacco users. Users are invited to contact us through email, mobile or personal visit to our centre at Prabhadevi, Mumbai, directly or through their HR department. Tobacco Cessation programs were held at Larson and Toubro, Powai and Airoli, Mumbai.

#### **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, articles of interest, reports, links and clippings and CPAA's e-newsletters.

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 26,31,880 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 connect to several individuals and like-minded associations across the globe, thereby spreading awareness about cancer, treatment and our related activities.



## Early Detection

Early detection of cancer by recognition of possible warning signs and taking prompt action greatly increases the chances of successful treatment. Early diagnosis and cure is particularly relevant for cancers of the breast, cervix, mouth, larynx, and head and neck region, cancers that ail urban and rural India. CPAA's Early Detection programme was developed due to the need for a patient-friendly, non-invasive screening mechanism, that would be effective enough to detect cancer early, yet non-intimidating so that all would be willing to come in and be tested.

- **March:** Early detection camps were held in New Delhi at Madanpur Khadar community for women, Aarth Astha - Lal Kuan for women and children.
- **23 - 24 March:** Early Detection camps were held at Rani, Rajasthan, in association with Bramakumaris (Rani Centre) and sponsored by Lions Club of North Bombay and Lions Club of Rani for a group of 400.
- **3 - 4 April:** A cancer screening camp was held at Dharwad, Hubli in association with Family Planning Association of India (FPA)India and sponsored by Mahindra Finance Limited for 430 participants..
- **27-28 April:** Cancer screening camps were conducted in association with Royal Rajasthan Club, Mumbai for 500 healthy women. Actress Tara Sharma presided as the chief guest.
- **28 April:** Awareness lectures were conducted by CPAA's Neeta More and Dr C J Joshi at Rajasthan Royal Club on 28 April for 500 men.
- **28 July:** An early detection camp was held at Shirodkar School, Lower Parel, Mumbai in association with JSM Medical Trust supported by Maharashtra Navnirman Sena (Sewree Vibhag) for 450 individuals.
- **1 - 31 August:** 6 cancer screening camps were conducted in the month of August at RCF Ltd, Chembur, Mumbai for 350 participants.
- **19 December:** A health check up camp was held at Munirka, New Delhi in association with Vidya Foundation for women and children. Two cases were detected as high risk for cervical cancer. Medicines were distributed to the group present.
- Detection Camps were held at the Railway Hospital and at K. Raheja Commerzone for 200 by CPAA's Pune Branch.



Camp in New Delhi



Camp with Rajasthan Royal Club, Mumbai

### STATISTICS - CANCER SCREENING AND EARLY DETECTION

	ON SITE CAMPS	CPAA CLINICS	DIAGNOSTIC CENTER (NAIGAON)	
<b>Total</b>	180	51	<b>Pathological Tests</b>	4,847
<b>Individuals screened</b>	7,928	591	<b>Radiological Tests</b>	1,688
<b>Males:</b>	2,254	124	<b>Mammography</b>	335
<b>Females:</b>	5,674	467	<b>X-rays</b>	397
<b>Detected Cases</b>	1	6	<b>Sonography</b>	878
<b>HPV DNA PCR screening : 713</b>				

#### HPV Laboratory Project 2013:

Cervical cancer is the most common cancer in females in India, with annual incidence of 135,000 representing about 27% of the global cervical cancer cases. High risk oncogenic Human Papilloma Viruses (HR-HPV) are the causative agents of cervical cancer, with the HR-HPV detected in 99.7% of cervical cancers. Thus, detection of the virus in women indicates high risk of cervical cancer in woman. It must be noted that not all women detected with the virus, will develop cervical cancer, and persistent

presence of the virus is necessary for progression to cervical cancers. Earlier screening for risk of cervical cancer was tested by a cytological test called the Pap smear test, and it was an invaluable tool for screening women. However, with advances in technology, the Pap test needs to be replaced by HPV testing as the primary test for screening for cervical cancer risk in the population. A negative HPV test performed correctly with appropriate controls and technology indicates a low/no risk of cervical cancer. If the lifestyle and life partner is not altered, the test may be repeated after a period of five years. A



positive HR-HPV test with no clinical symptoms, indicates a repeat test after about twelve months. Two consecutive test with HR-HPV positive, or two of three tests at annual intervals detecting HR-HPV positive, indicates high risk of cervical cancer. Follow-up of the women will results in early cervical cancer detection, resulting in good prognosis and cure, as well as down staging of cervical cancer in Indian women.

The state-of-the-Art Polymerase Chain Reaction (PCR) based Human Papilloma Virus (HPV) DNA laboratory were set up at CPAA in 2013, with funding from Mazgaon Docks Ltd. The project and the laboratory was inaugurated on 27 June 2013 at CPAA's Cancer Management Center at Mahalaxmi by Rear Admiral R K Sherawat (AVSM) - Chairman and Managing Director, Mazagaon Dock Ltd with Mr. Y K Sapru - Founder Chairman & CEO of CPAA and other dignitaries. A fund to provide free HPV test for 5,000 women including underprivileged women for screening risk, early detection and prevention of cervical cancer was set up. CPAA offers HPV testing at no cost to the individual, at our Naigaon clinic, and CPAA screening camps.



CPAA held its first Cervical Cancer Screening by HPV DNA PCR test at the Women Health Camp, Mazgaon Docks, Mumbai, on 12th July, screening about 150 women. Subsequently, a second HPV Screening camp was conducted for 100 women in the lower socio-economic group at Stree Hitkarni Camp at Dadar on 17th July. The assay for detection of high risk HPV was developed and validated at the laboratory and to-date 1000 women have been screened for risk to cervical cancer. Thirty seven women were HPV positive with 9 women showing presence of high risk HPVs, and 26 women detected with low risk HPVs. Thus, about 1% women showed an increased risk to developing cervical cancer. Our data is in concordance with the national data estimates of 1-2% women in India reported to be HPV positive and high risk to developing cervical cancer.

The women are counseled and supported, HPV vaccination is recommended to the HPV negative women.

## Patient Care Services

The Patient Care Services form the heart of CPAA's activities, providing help on the emotional, financial and medical 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 and Special Investigations

**COUNSELING AND GUIDANCE:** Our counseling cells at cancer hospitals in Mumbai, New Delhi and Pune are manned by our force of trained volunteers and experienced, professional counselors who act as 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 distribution of awareness literature, palliative care, rehabilitation, second-opinions, CPAA is there to help!

**SUPPLEMENTARY AID:** Accommodation, Diet supplements, Entertainment programs, Educational Help, Food bank, Patient transportation, Rehabilitation, Secure Handicap Certificates, Travel assistance constitute additional help to cancer patients.

### PATIENT AID STATISTICS FROM HOSPITALS & INSTITUTES IN MUMBAI, DELHI and PUNE

Hospitals	General Assistance	General Counseling	Palliative Counseling	Patients Ward Visits	Information Booklets
Bai Jerbai Wadia Hospital	500	265	-	465	632
Tata Memorial Hospital	7,500	3,794	205	394	2,410
LS Raheja Hospital	150	242	-	412	612
Cama and Albless Hospital	600	395	-	434	840
B Y L Nair Hospital	500	563	-	650	864
Lokmanya Tilak Hospital	200	266	75	309	354
King Edward Memorial	60	15	-	25	60
Balabhai Nanavati Hospital	500	335	-	480	820
CPAA Mumbai Head office	2,400	440	-	-	2,050
CPAA Delhi office	960	2,564	38	470	6,500
CPAA Pune Office	80	38	-	-	500
<b>TOTAL</b>	<b>13,450</b>	<b>8,917</b>	<b>318</b>	<b>3,639</b>	<b>15,642</b>

New Patients Registered	
Scheme	Patients
Adopted patients	30
New registration	368
Walk-in Patients	557
<b>Total</b>	<b>955</b>

Aid to registered patients	
<b>Breast Prosthesis:</b>	88 patients
Amount spent	Rs. 97,991
<b>Radiation :</b>	56 patients
Amount spent	Rs. 1,52,500
Medical Aid	2,787 patients

## SUPPORT GROUP MEETINGS:

### Mumbai:

A cancer support-group meeting was organised on **22 April** at the Holy Spirit Hospital, Mumbai for patients and survivors. Dr. Ruksana Ayaz, Mamta Goenka and the hospital dietician Jayashree Kannan addressed the group.

Another such meeting was conducted for the patients of Jagjivan Ram Railway Hospital on **26 October** by CPAA's Susmita Mitra and Dr. Veena Shukla. The Indian Railways provide free accommodation to their employees afflicted with cancer while they undergo treatment at Tata Memorial Hospital. The meeting provided the 26 patients with an avenue to share their concerns and apprehensions. Pleased with the outcome of the meeting, the hospital authorities have decided to conduct such meetings every month, and also augment with Yoga demonstrations and other useful activities.

### New Delhi:

CPAA along-with the Surgery Department (AIIMS) and Rotary Club of Delhi Safdurjung celebrated the first anniversary of Breast Cancer Support group on **8 March**. 150 survivors and their family members attended the celebrations. The program started with a panel discussion on the medical breakthrough in breast cancer treatment. The expert panel comprised of Prof. M C Misra, Head of Surgery Department; Prof. P K Julka, Head of Radio Therapy, Prof. Anurag Srivastav and Asst. Prof. Anita Dhar from the Municipal Corporation of North Delhi. The meeting ended with an enthusiastic Q & A session to dispel myths and misconceptions in the minds of the participants.

A support group meeting for Breast Cancer Survivors was held on **14 May**. Mrs. Arunrekha Gogia, a Lymphedema expert gave a talk on Lymphatic systems. She demonstrated the process of tying the bandages and precautions to be taken for the prevention of Lymphedema. Rotary Club of Delhi Safdurjung donated 50 bandages to deserving patients assisted by CPAA.



Another breast cancer support group meeting was held on **19 July** at the All India Institute of Medical Sciences (AIIMS). Gynecologist Dr. Renu Misra conducted a session highlighting precautions to be taken by breast cancer patients and importance of regular screening for cervical cancer. Prof. Anurag Srivastav, a senior Breast Cancer surgeon (AIIMS) answered queries by the patients. Ms. Vandana Natu gave a talk on 'Why women should not shy away from camera after mastectomy and chemotherapy', and gave several pointers on how to enhance their self esteem in public eye.

# Rehabilitation

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



## Training and production Workshops

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

**Products:** The product line keeps changing according to the trends and requirements of the market. The category of products made here are :

- Linen for the hotel industry
- Gift Stationary
- Diwali Diyas, Torans, Ganpatis
- Candles, Corporate and Personal gift items
- Jute Bags



## Breast Prosthesis

Bone cancer, breast cancer and laryngeal cancer patients often need prostheses (artificial body parts) post surgery. Prostheses act as replacement parts for those that were removed during surgery. Prostheses manufactured abroad are difficult to obtain and can be prohibitively expensive. In the past, CPAA has communicated with the manufacturer of such prostheses to negotiate reduced rates and then helped the patient raise the necessary resources to buy them.

Self-image is an important part of the recovery process following a mastectomy for breast cancer, and so, CPAA decided to develop low-cost, high-quality breast prosthesis in-house. Manju Gupta the Executive Director of the Rehabilitation Center, who was accompanying a relative undergoing medical treatment in New York's Sloan Kettering Memorial Hospital, investigated the various kinds of foam, silicone liquid and solid breast prostheses available, then returned and developed a prosthesis based largely on Indian material.



The prosthesis is fully washable (important in view of the hot and humid climate), gives an extremely good cosmetic appearance, and costs Rs.400 to 650 (depending on size) versus Rs.7,500 - Rs. 8,500 for the imported models.

**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
- Four Seasons Hotel



Apart from our regular customers like the Taj Group of Hotels, Contemporary Arts and Crafts, Tressorie, Westside, Hotel Trident, Patchi, the following new prestigious customers have been recently added:

- Wockhardt
- Nutricia International
- Merck Ltd
- LIC Of India
- NIIT

**STATISTICS FOR 2013**

• <b>Total No. of patients rehabilitated</b>	<b>1,076</b>
New patients / relatives adopted	26
Breast prosthesis manufactured	213
• <b>Total amount spent on patients</b>	<b>Amount (INR)</b>
Patient wages	49,08,769
Patient aid	1,35,463
Food grains	1,05,950
Education & vocational training	2,32,615
• <b>Sales / Income</b>	<b>1,83,16,447</b>
• <b>Raw Material Expenses</b>	<b>86,12,911</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 can enroll under the scheme of their choice from those listed below. The policy takes effect 30 days from the date of the medical check-up.

<b>15 Year Comprehensive Scheme</b>		
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 an individual is subsequently diagnosed with 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.

<b>Statistics from October 1994 to December 2013</b>	
Policy enrollments from 1994 - 2013	12,332
Individual	7,187
Corporate	5,145
Claim amount paid till today	Rs. 5,28,61,209

## Research Studies

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 appropriate statistical analysis, validated and the results disseminated through participation in conferences, workshops and publications in peer reviewed journals.

Biomedical Research forms an innate part of CPAA with the major objective comprising translational community based research projects. The analysis is validated and disseminated through publications in peer reviewed national/international journals, presentation in conferences and communicating the key messages to the community.

The projects initiated in 2012-13, and the new projects proposed for 2014 include:

**1. Population Based Screening for Cervical Cancer in Indian women**

**Savita Sanap, Yogita Salunkhe, Neeta More, Dr. Dhananjaya Saranath**

The state-of-the-Art Polymerase Chain Reaction (PCR) based Human Papilloma Virus (HPV) DNA laboratory was set up at CPAA in 2013, with funding from Mazgaon Docks Ltd. The assay for detection of high risk HPV was developed and validated at the laboratory and 966 women were screened for risk to cervical cancer. Thirty seven women were HPV positive with 9 women showing presence of high risk HPVs, and 26 women detected with low risk HPVs. Thus, about 1% women showed an increased risk to developing cervical cancer. Our data is in concordance with the national data estimates of 1-2% women in India reported to be HPV positive and high risk to developing cervical cancer. The women are counseled and supported for HPV vaccination in the HPV negative women.

**2. Role of social support on mental and emotional adjustment in cancer patients**

**Dr. Veena Shukla, Dr. Shubha Maudgal, Dr. Dhananjaya Saranath**

On a multidimensional scale of perceived social support, 210 cancer cases at initial diagnosis, and 180 six month of the cases follow-up post counseling, we observed the cancer patients get extensive support from family members, rather than friends. The data also indicated that cancer patients with lower scale on maturity scale showed poor adjustment to the cancer diagnosis. The data has been forwarded for publication.



**3. Perception of young adults toward hookah use in Mumbai**

**Ketaki Karnik, Dr. Kunal Oswal, Dr. Shubha Maudgal, Dr. Dhananjaya Saranath**

With rampant use of tobacco in India and introduction of Hookah Parlors in Mumbai, perception of hookah use among 500 young college students was initiated through a self-administered questionnaire. The analysis of the data indicated that despite awareness of hookah use being injurious to health, the students used tobacco based hookah due to peer pressure, as a means of socializing and displaying a cool attitude. The data is in Press.

**4. Assessment of long term motivation of volunteers who had undergone a Psycho-Oncology Training Workshop**

**Dr. Asawari Gupta, Dr. Dhananjaya Saranath**

Assessment of 400 individuals having undergone a three day Psycho-Oncology workshop, indicated a small group of 4% of the volunteers actively engaged in volunteering for cancer patients, after 1-2 years post training. The data has been published.

**5. Assessment of monthly Reminders for Breast Self-Examination (BSE)**

**Ketaki Karnik, Dr. Dhananjaya Saranath**

Reminders for BSE through SMS, Phone calls or Post cards, were assessed in 200 women trained at CPAA clinics/camps. Our data analysis indicated that although 69% of the women were compliant and underwent monthly BSE, the women were primarily self-motivated. The monthly reminders did not seem to significantly increase the women to screening for risk and early detection of breast cancer.

**NEW PROJECTS**

In 2014, two additional projects are initiated. These include:

- **Single Nucleotide Polymorphisms as Predictive Biomarkers in Oral Cancer**

Dr. Dhananjaya Saranath, Neeta More

It is a well-accepted fact that not all tobacco habitués – chewers/smokers develop oral/lung cancer. Thus, in the current project the genomic constitution through single nucleotide polymorphism of long term tobacco chewers with and without oral cancer will be analysed. The project anticipates defining the genomic variants to enable identification of a panel of Predictive Biomarkers for Oral Cancer.

- **Breast Cancer and Obesity**

Dr. Dhananjaya Saranath, Dr. Veena Shukla

Obesity has been demonstrated to play a critical role in development, response to treatment and recurrence to several human cancers. There is dearth of information on Obesity and Cancers on the Indian scenario. We propose to assess the role of Obesity in Breast Cancer in Indian women.

- **To explore social support and its relationship with Quality of life in Indian cancer patients**

Dr. Veena Shukla, Dr. Dhananjaya Saranath

Social support has been identified as a significant factor, positively influencing Quality of Life (QOL). However less is known about whether and how social support remains important among cancer survivors over the course of the survivorship trajectory. The purpose of the current project study is to examine the relationship between social support and Quality of life in cancer patients. Identification of the unmet needs of cancer patients, is anticipated to lead to simultaneous management of distress and also impacts the quality of life.

**Publications:**

- Assessing the long term motivation of Volunteers of Psycho Oncology Workshop. National Journal of Medicine India, 2013 - Dr. Asawari Gupta and Dr. Dhananjaya Saranath.
- Perception of young adults toward hookah use in Mumbai. Indian Journal of Cancer, 2013(In Press). Ketaki Karnik, Dr. Kunal Oswal, Dr. Shubha Maudgal, Dr. Dhananjaya Saranath.

- Tobacco industry tactics with advertisements at the point of sale in Mumbai. Indian Journal of Cancer 2013;50(3):245-249 - Dr. Shital Patel, Helen Rendell, Dr. Shubha Maudgal, Dr. Kunal Oswal.
- Global transcriptional profiling of longitudinal clinical isolates of Mycobacterium tuberculosis exhibiting rapid accumulation of drug resistance. PLoS One, 2013, 8 (1), 1-8, e54717. Doi:10.1371/journal.pone.0054717 - A. Chatterjee, D. Saranath, P. Bhattar, N. Mistry
- Single-cell polymerase chain reaction-based pre-implantation genetic diagnosis using fragment analysis for B-thalassemia in an Indian couple with B-globin mutations. J Human Reproductive Sciences, 2012, 5(3): 289-292 - Dr. S. Gada-Saxena and Dr. Dhananjaya Saranath.
- Chromosomal aberrations in 2000 couples of Indian ethnicity with reproductive failure. Reproductive BioMedicine Online (2012), 25(2), 209 – 218 - Dr. S. Gada-Saxena, K. Desai, L. Shewale, P. Ranjan, Dr. Dhananjaya Saranath.
- BRCA1/BRCA2 gene mutations and BRCA1 haplotypes in early-onset breast cancer patients of Indian ethnicity. Med Oncol.2012; 29:3272-3281 - Dr. Abida Juwle and Dr. Dhananjaya Saranath.
- Genome-wide disease association study in chewing tobacco associated oral cancers. Oral Oncology, 2012, 48 (9): 831-835 - Renu Bhatnagar, Dr. Jyoti Dabholkar, Dr. Dhananjaya Saranath.
- Hospital based prevalence study of trinucleotide repeat Spinocerebellar Ataxias: Experience of a tertiary Care Centre in Western India. Neurology Asia 2012, 17(3), 213-217 - Dr. Satish Khadilkar, Dr. Rajesh Dabhi, Dr. Pramod Dhonde, Dr. Nilesh Nadkarni, Smita Kulkarni and Dr. Dhananjaya Saranath.
- VKORC1 and CYP2C9 Gene Polymorphisms and its Effect on Warfarin Response. J Association of Physicians of India, May 2012 - Dr. Kavita Shalia, Dr. Dhananjaya Saranath.
- Alexithymia in children with cancer and their siblings. Journal of Psychosomatic Research. 2012;72(4):266-268 - Dr. Veena Mishra Shukla, Dr. Shubha Maudgal, Theunissen SCPM, Rieffe C.

**Manuscript submitted:**

Mental Adjustment to breast cancer diagnosis: An Indian Study. International Journal of Psycho-social Oncology - Dr. Veena Shukla, Dr. Shubha Maudgal, Dr. Dhananjaya Saranath.

**Manuscript In-Preparation:**

Assessment of methods of monthly reminders for undertaking Breast Self-Examination (BSE)- 2014 - Ketaki Karnik-Dani, Dr. Shubha Maudgal, Dr. Dhananjaya Saranath

## Advocacy

CPAA is an active crusader when it comes to effecting policies relating to the rights of cancer patients. It has been recognised globally for its campaigns on creating awareness about anti-tobacco legislation and assisting in its implementation, and facilitating availability of generic medicines at affordable costs.

India has an estimated 3 lakh Chronic Myeloid Leukemia (CML) patients, with 20,000 added every year. The treatment of this blood cancer includes expensive targeted therapy and bone marrow transplantation. The targeted therapy is recommended for at least five years to a lifetime.

Invented in 1991 by Novartis AG, Glivec was a miracle cure for CML increasing survival rate to over 95%. It was first commercially sold in 2001 and granted exclusive marketing rights (EMR) in January 2003. As a result Indian courts forbade 6 out of 9 generic producers to market Imatinib Mesylate (IM), the main component of Glivec. While Glivec is sold by Novartis for about Rs 1.2 lakh per monthly dosage, Indian manufacturers sell the same generic drug at a monthly cost of Rs 8,000. This was the reason why Novartis launched a legal battle to protect and extend its patent on the drug.



In April 2014, CPAA won a seven-year legal battle against the Swiss drug-maker Novartis' attempt to extend the patent of the anti-leukemia drug Glivec. The Supreme Court rejected Novartis' efforts to the patent of the beta crystal form of Imatinib Mesylate in India stating that the drug is not novel, not inventive and does not satisfy the requirements of section 3(d) of the Indian Patent Law. No material had been offered to prove that the new form of Glivec would produce enhanced or superior efficacy. CPAA fought relentlessly from 2006 to keep prices of this cancer drug in check in the country.

The verdict now allows Indian manufacturers to continue making inexpensive generics of the drug at a fraction of the cost of Glivec, which like many patented foreign drugs, is out of reach to a majority of the country's population. The apex court's ruling has been hailed by domestic manufacturers as well as health activists, who say poor Indians will now be able to afford the cancer treatment. Y K Sapru, Founder Chairman and CEO of CPAA, the petitioner in the patent case, said "Today's land-mark judgment will make life-saving anti-cancer drugs affordable so that no lives will be lost to cancer just because the drug available for treatment is unaffordable. The judgment will totally change the cancer scene in India as well as over 75 other countries where India exports cancer drugs."

Cancer Patients Aid Association represented the cause of patients in this case fought along with Advocate Anand Grover and his team at Lawyer's Collective.

The judgment in this case is a victory for patients both in India and around the world.

## 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

Patient Care services were 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 / LNJP 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.



**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.

**Pediatric Oncology:** 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, Christmas and other important days / festivals. Every Wednesday juices and bread buns are distributed to patients coming to the Day Care Unit from the wards.



**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 completed two years of their initiative of Breast Cancer Support Group. To keep the momentum generated by this initiative, efforts are made to hold meetings once in two months.

**Shuttle Service:** CPAA Delhi runs a shuttle service thrice a week to bring patients and their families from Dharamshala to AIIMS. Around 1,350 persons benefit from the service during the year.

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



State Bank of India donated an ambulance to the New Delhi Branch for their shuttle service for the cancer patients for transport to the treatment centers. The project was initiated by CPAA's Neelima Batra



## 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 support to other hospitals like Bharti Hospital, Cipla Palliative Care Unit, Command Hospital, Deenanath Mangeshkar Hospital, D. Y. Patil Hospital, Jehangir Hospital, Navale Hospital, Noble Hospital, Ruby Hall Clinic, Sahyadri Hospital, Sassoon Hospital, Y.C.M Hospital, Indrayani Hospital and Cancer Institute, and Ayurvedic Hospital Research and Development.

### PATIENT CARE SERVICES:

**Medicine disbursement:** Poor and needy cancer patients referred by the doctors from the above hospitals are helped by giving them the required medicines. Patients are also given help for their radiation treatment. Provisions are made for special investigations for the deserving patients.

**Make a Cancer Patient Smile:** Various activities are conducted throughout the year to keep the patients in a happy and positive frame of mind. Programmes like singing, painting and magic shows are conducted at hospitals for in-patients. Besides this film shows and outings are also arranged. These activities help them to interact with the other patients.



**Counseling:** At the time of registering patients, they are counseled about cancer, treatment, the side effects of chemotherapy and precautions to be taken. Information about radiation, as well as their diet and nutrition, is given to the patients.

**Ration Distribution:** Every month ration consisting of food grains like rice, wheat, sago, rava, moong, etc. along with dry fruits and nutritional food supplements like eggs, complan/bournvita are distributed to patients. Toys, clothes, towels, shawls, blankets and utensils are distributed at festivals and special events.

**Transport services** are offered to patients to and from different hospitals to their place of residence.

### CANCER AWARENESS AND DETECTION:

Early detection camps are held in and around Pune at hospitals, factories, villages, bus depots etc. Suspected cases are referred for further tests and investigations. Awareness talks are also conducted at corporates, railway hospitals and in the slums.

## Sharing our knowledge

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### 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.

Ms. Felicia Zahida (Head of Cancer Survivor Association and Indonesian Cancer Foundation, Indonesia), Mr. Samadhi Rajapaksa (President, Cancer Care Association, Sri Lanka) and Yam Nath Mainali (Cancer Society Nepal, Nepal) were nominated this year for the APCASOT fellowship to study at CPAA, Mumbai. 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 Programme' every month to educate individuals working in the field, imparting basic information regarding cancer, highlighting psychological, social and medical problems faced and help the patients and family members cope with cancer. 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, with our experience over the years.

The programme has run successfully for the past four years and over 400 volunteers have benefited from the programme. The programme is of use to anyone working in the field of cancer including employees of healthcare institutions, pharma companies and medical equipment manufacturers as well as CSR departments of corporates.

The workshop aims to initiate participants into the CPAA approach to volunteering and counseling. It provides basic information and knowledge about cancer and its treatment.

However, its larger aim is to help participants understand the universality of grief and loss, and the ability to deal with cancer.

Apart from the monthly workshops, exclusive workshops were organised for C M College, Ulhasnagar; Mumbai Smile(NGO); SIES College's Department of Counseling and a newly established NGO, 'Race to

rein-in cancer' at Gandhi Nagar, Gujarat. Karunakare Foundation, Ahmedabad invited CPAA to conduct a workshop for their group comprising of senior oncologists, doctors, nurses, counselors and pharmacologists, working or associated with cancer hospitals. Mr. Ushakant Shah founder of Karunakare Foundation and its staff members also attended and benefitted from the workshop.

Currently, Dr. Veena Shukla coordinates the workshop, with Ms. Susmita Mitra and Dr. Dhananjaya Saranath as the core faculty.

#### **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 each from 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 2013 are:

- Yoonas Yoosaf (Pain & Palliative clinic, Trissur, Kerala)
- Dr. Naveen Rudolf Rodrigus (AGAPE, Mangalore, Karnataka)
- Muzamil khan, Longjam Ellena Devi, Nepram Sushil Kumar, Dollar Meitei (Salutary Services Society, 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 2013

CPAA organises several awareness, patient-oriented, entertaining or fund-raising events through the year. We observe and celebrate several significant global and national events such as World Cancer Day, World No Tobacco Day, Cancer Rose Day with patients, survivors and their families. The fund-raising events garner monetary support for the activities of CPAA. We present a snapshot of the significant events held in the year 2013 in Mumbai, New Delhi, Pune and the various cities with presence of CPAA.

### JANUARY

On 5th January, the group 'Clown without borders' headed by Rupesh Tillu performed for over 50 childhood cancer patients at the Radio Club, Mumbai. Their show brought laughter and cheer into the lives of these brave patients and their caretakers.



A special showing of the popular movie 'Makhkhi' was arranged on 15th January for 50 childhood cancer patients and their parents by Leo Club of Bombay. This event was organised as an initiative of the Standard Chartered Bank.

On 24th January, actress and CPAA patron Tara Sharma, invited 30 childhood cancer patients to Mumbai's first indoor play center, Funky Monkey. Tara brought along her children Zen and Kai, who enjoyed the various entertaining activities and games there. Tara Sharma distributed lovely Johnson & Johnson kits to all the children.

### FEBRUARY

On the occasion of World Cancer Day, CPAA Mumbai organised an Open Forum lecture in Marathi on Breast and Cervical Cancer in association with Dilasa and Tilak Mandir on 3rd February at Vile Parle, Mumbai, for 180 individuals. The panelists included CPAA's Neeta More (Director), Dr. Rashmi Fadnavis (President Dilasa), Dr. Rucha Kaushik (Onco Surgeon - Tata Memorial Hospital), Dr. Hiren Desai (CMO and Head CSR Mazagon Dock Limited) and Dr. Vrunda Karanjgaokar (Onco - Surgeon Cervical - Uterine Cancer). The special guests were actresses Sukanya Kulkarni Mone and Mrunal Kulkarni. Mrs. Sandhya Patwardhan compered the event.



World  
Cancer Day

On 4th February, on the occasion of World Cancer Day, International Amusement Park Pvt Limited (IRPPL), pioneers in amusement parks in India, invited CPAA Delhi for a fun filled day with fifty childhood cancer patients and their attendants. The joyrides at the park were a completely new experience for children who otherwise spend a good part of their day in their fight against the disease. Renowned singer Shanker Sahani joined the gathering after the children had enjoyed a delicious lunch and performed a musical show while the children danced to his tunes. Such events help children as well as their caregivers forget their daily stress.



On 6th February, a breast cancer awareness lecture was conducted for Air Force Wives Welfare Association followed by a complete Gynecological check up including pap smear tests. High risk women were referred for mammograms to the mobile van which was present at the site at Air Force Station, Rajokri.

Patients were taken on a tour of the Coca Cola factory at Pirangut near Pune on 5th February. They saw the manufacturing and bottling plant. Mr. Joseph from Coca Cola distributed chocolates and coke cans amongst the patients and treated them to a delicious lunch.

30 cancer patients and their spouses were treated to a Valentine's Day party at Mumbai's R-City Mall on 13 February. Various entertainment activities were planned for them to applaud their fight against cancer and the unflinching support of their better halves.

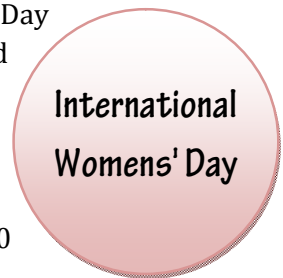
Vaishali Nritya Niketan, Mumbai selected CPAA as their NGO of choice and donated Rs. 1 Lakh towards the Patient Care activities at their Annual Programme on 16 February.



## MARCH

The staff of Indian Overseas Bank, Colaba celebrated International Women's Day with women patients at CPAA's head office, making the day very special and distributed gift bags to the patients.

An open forum lecture on breast and cervical cancer was held in association with Sarvajanic Ganeshotsav Mandal on 7 March. Dr. C J Joshi and Dr. Mandakini Purandare were the guest speakers at this forum which was attended by 200 participants.



New Delhi: A breast cancer awareness program was organised at Suryaa Hotel on 8 March to celebrate International Women's Day. Dr. Kanchan Kaur, Breast Disease Specialist from Medanta Hospital addressed over 65 women from all walks of life, present there. The enthralling standup act by comedian Neeti Palta tickled every body's funny bone while activist, Neelam Katara spoke to the women about standing up and fighting for their rights. The programme was ably compered by Ridhima Batra. All the women delegates were offered free nail art and beauty treatments along-with food and wine served by Surya Hotel.

Pune: The Women's Day celebration was hosted by Hotel Sun-n-Sand on 8 March for 80 patients and their care-givers. Dr. Chetan Deshmukh addressed the group about the psychological and emotional problems faced by cancer patients. Pidilite distributed their Glass painting and rangoli kits amongst the participants. They also sponsored the prizes for the winners. High tea was served to all the guests by Hotel Sun-n-Sand.

## APRIL

On 12 April GE group staff distributed 25 soft toys to childhood cancer patients at Tata Memorial Hospital.

A music programme by Rahul Pawar in association with Shraddha Charitable Foundation was arranged on 13 April at Sion Hospital. Patients from Tata Memorial Hospital, B J Wadia Hospital, KEM Hospital and Sion Hospital along-with the doctors and donors thoroughly enjoyed this musical evening. The children took to the floors and danced to their hearts content. They were treated to a delicious lunch and gifts.

Musical evening by renowned devotional singer, Vikram Hazra for 50 patients and care-givers at Wattumul College Auditorium, Worli on 14 April organised by Touch base entertainment



**Mahalaxmi Race Course**

On 16 April donor Shaherbanoo Laghad took 15 childhood cancer patients to Mahalakshmi Race Course to observe the race horses in their stables and in their swimming pools. The children saw how the horses exercise and how their diet and nutrition is taken care of. The children enjoyed the touch and feel of the horses and took photographs with the horses. This was a unique experience for the children struggling with their cancer and treatment.

thoroughly enjoyed this children's reality show, and were treated to lunch and gifts.

On 22 April, CPAA patron, actor Vivek Oberoi invited 35 childhood cancer patients to Famous Studio to view the shooting of his show 'India's Best Dramebazz'. They

As part of its stress releasing activities, CPAA organised a drawing competition for 40 childhood cancer patients and their siblings on 26 April in the Daycare center of AIIMS. Apart from being a motivational activity, the event also brought forth the latent talent in many patients. Mr. Ramesh Chandra Mishra, Head of Social Work Department, AIIMS cheered and motivated the children. Every child who participated was a winner in his/her own respect. The drawing material, prizes and refreshments were sponsored by Cipla Ltd.



**Drawing competition**

## MAY

**Mumbai:** A print advertisement competition for professionals and amateurs on the topic Ban tobacco advertising, promotion and surrogate advertising was launched during the month of April. The competition was adjudged by Piyush Pandey, Executive Chairman and Creative Director, South Asia Ogilvy & Mather India; Mr. Ravi Deshpande, Chairman & CEO, Contract India; Dr. P C Gupta, Director, Healix Sekhsaria Institute for Public Health, India.

World  
No Tobacco  
Day



A press conference was held at Trident Hotel, Bandra, on 25 May to announce CPAA's Salim-Sulaiman Concert 'Celebrate Life'. CPAA's Chairman Y K Sapru chaired the panel comprising of Sadanand Date, Jt. Commissioner Law & Order; composers Salim and Sulaiman, Director Mahesh Bhatt, Actors Vivek Oberoi and Neetu Chandra, who pledged their support to CPAA's tobacco control program. The composers Salim and Sulaiman Merchant and singers Aakriti Kakkar, Shilpa Rao, Shrraddha Pandit, Neha Bhasin, Mamta Sharma and Sriram Iyer were felicitated for organising and participating in the concert to be held on 26 May at Rangsharda Auditorium, Bandra. The concert was inaugurated by actress Raveena Tandon, designer Shaina N C and Chairman Y K Sapru. Singers Salim Merchant, Sulaiman Merchant, Vishal Dadlani, Aakriti Kakkar, Shilpa Rao, Shrraddha Pandit, Neha Bhasin, Mamta Sharma, Sriram Iyer, Shweta Pandit, Shruti Phathak, Aditi Singh Sharma, Shadab Faridi enthralled the audience with popular Bollywood numbers. They encouraged the audience present, especially the youth to keep away from or quit tobacco by emphasising the it's ill-effects of tobacco and impact on the society. The show was ably compeered by Tarun Ratnani



An ENT screening camp sponsored by Mahindra & Mahindra Ltd. was held on May 29 at Navnirman Samaj Vikas Kendra, Kandivali with 81 individuals screened at the camp.



Dr Veena Shukla Mishra and her team conducted a Tobacco Cessation and Awareness Lecture for the L&T Infotech, Powai employees on May 30.

In continuation of the World No Tobacco Day activities, a drawing competition was held on June 1, in association with Mumbai Police Welfare Department with 157 kids participating in the competition. The competition was judged by well

known artists Ravindra Vengurlekar, Ananya Banerjee, Kishor Nadavdekar and CPAA's panel doctor Dr. C. J. Joshi.

**New Delhi:** An anti-tobacco awareness lecture was conducted for 700 workers of Marathon Electric India Pvt. Ltd, Faridabad. Dr Sajeela Maini from Sir Ganga Ram Hospital, a leading hospital with programs on Tobacco Cessation, presented a lecture on - Ill effects of Tobacco, causes and symptoms of cancer, and gave simple tips on how to quit tobacco. This was followed by an interactive session with the enthusiastic participation from all. The President and CEO of Marathon Electric, M K Trisal, successfully quit smoking and wanted his entire team too to become tobacco free. He also encouraged his workers to have their families screened by a cancer specialist.

**Pune:** Awareness lectures and early detection camps were conducted through the month of May. Programs were conducted for the staff of Magarpatta City by Dr. Amol Dumbre Patil and Dr. Chetan Deshmukh; for the Railway hospital staff and relatives by Dr. Vinod Gore, and for the construction workers and security staff, K Raheja Commerzone by Dr. Amol Dumbre Patil. It gave the people an opportunity to educate themselves and clarify their doubts. A 1000 participants benefitted from these programs.



Awareness program at Magarpatta City

## JUNE

### Caring with Style



**Caring with Style:** CPAA and Pidilite Industries Ltd hosted the 8th Annual 'Caring with Style' Fashion Show at the Cricket Club of India's (CCI) Brabourne Stadium, Mumbai on June 2. It showcased the latest collections of CPAA patrons and designers Shaina NC and Manish Malhotra. Prominent industrialists, achievers and Bollywood style icons like Waheeda Rehman, Asha Parekh, Juhi Chawla, Pankaj Udhas, Dia Mirza, Amisha Patel, Shriya Saran, Madhoo, Neha Dhupia, Chunkey Pandey, Geeta Basra, Terence Lewis,

Sophie Chaudhary and others walked the ramp pledging their support to raising funds for cancer patients. Electrifying performances by composers Sajid-Wajid, Mohit Chauhan, Shilpa Rao and Meiyang Chang, along with the unexpected downpour made for a very dramatic setting for the evening. The celebrity models were cheered by a sea of yellow umbrellas provided by Fevicol, as the show continued despite the deluge.



On June 7, an Art Exploration Creative Workshop was conducted in collaboration with Pearl Academy of Fashion & Design, New Delhi, organised for childhood cancer patients in the pediatric ward of AIIMS. The 39 children who participated thoroughly enjoyed making masks, lanterns, painting with stencils, etc. Exciting and vibrant music with their favorite songs played during the workshop cheered them and added zest. La Marche-Sugar & Spice sponsored refreshments for children.



**Colours of Life**

**Colours of life:** CPAA presented the Ninth Annual Art Exhibition 'Colours of Life', at The Viewing Room, Mumbai from 10 June - 10 July.

104 leading and renowned Indian artists came together to showcase their work for the noble cause of raising funds for deserving cancer patients. The artists included K H Ara, F N Souza, Akbar Padamsee, Badri Narayan, Lalu Prasad Shaw, Shuvaprassana, Shipra Bhattacharyya, Prafulla Dahanukar, Subrata Gangopadhyay, Sanjay Bhattacharyya, Samir Mondal, Bharti Prajapati, Bina Aziz, Brinda Chudasama Miller, Sanatan Dinda, Atin

Basak, Buwa Shete, Seema Kohli, Surya Prakash, T Vaikunthan, Yusuf Arakkal, Nayanaa Kanodia, Lalitha Lajmi, H R Das, Ramesh Gorjala, Charan Sharma, Yashwant Shirwadkar amongst others. The collection displayed a large spectrum of work, styles, media and price ranges.

Every art lover was given an opportunity to own a piece of work without having to stretch their budget. Also it gives a unique opportunity to the art collectors to select from different genres of artists and make their collection more dynamic.



**Senior Artist Prafulla Dahanukar**

One of our regular patrons and donor Mrs. Heena celebrated her daughter Ria's birthday in a unique way this year. With the assistance of the social workers of CPAA, she planned a party with a group of childhood cancer patients at the Tata Memorial Hospital, on 29th June. Ria had a wonderful day as she played with the children, cut a cake, enjoyed the games, dancing, singing, along with wonderful snacks. The children were happy to receive return gifts as the party came to an end.

CPAA's New Delhi branch collaborated with Yoga Enjoyment to hold Pranayama workshops for Cancer Survivors once a month. The first workshop was held on June 18 and was conducted by Yoga Guru, Ramneek Wig, a cancer survivor himself. He won over his third relapse of Lymphoma with the regular practice of Pranayama. His testimony inspired the participants to take up pranayama as an additional therapy in their fight against cancer.

## JULY

CPAA along with PATUT (Parents' Association Thalassaemic Unit Trust) organised the 11th Annual fund-raising event Khazana - a festival of Ghazals on 26th and 27th July 2013. PATUT is spearheaded by noted ghazal maestro Padma Shri Pankaj Udhas. The Oberoi Hotels & Resorts Mumbai have been the proud hosts of this event for nine consecutive years. The noted singers who performed at this two-day concert were Padma Shri Anup Jalota, Padma Shri Pankaj Udhas, Bhupinder Singh and Mitali Singh,



Talat Aziz, Anita Singhvi, Kavita Seth, Ahmed Hussain and Mohammad Hussain, Pooja Gaitonde, Krupali and Sumeet Tappoo, Runa and Neha Rizvi and Sudeep Banerji. The proceeds of the funds raised at this resoundingly successful event are to be utilised for the uplift and rehabilitation of patients suffering from cancer and thalassemia under the guidance of the two NGOs.

## AUGUST

Mrs. Kiran Hukku, Director of New Delhi branch was felicitated for CPAA's exemplary work in the field of Breast Cancer at All India Institute of Medical Sciences (AIIMS), New Delhi. She was presented with a trophy by Dr. Jaipal Reddy, Honorable Minister for Science & Technology and Ministry of Earth Sciences; at the kickoff event for the 'Pink Chain' campaign held at Hotel Ashok on 5th August.

A special screening of the movie 'Bhaag Milkha Bhaag' was organised for childhood cancer patients and their care-givers, by DT Star Cinema, Vasant Kunj, Delhi, on 7th August. The children were treated with refreshments during the movie.

Fun-filled events were organised in the month of August by CPAA at AIIMS. Flag Foundation of India donated badges through the nursing staff and resident doctors of the children in the pediatric wards on the occasion of Independence day. Raksha Bandhan was celebrated in CPAA's play room on 21st August. Children made the traditional 'rakhis' followed by a drawing workshop sponsored by CIPLA Ltd. Goody bags were distributed.

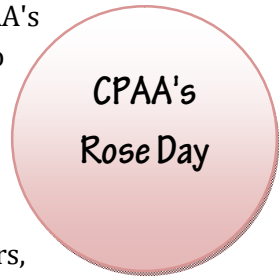
## SEPTEMBER



CPAA showcased a range of products produced at the Rehabilitation Center at the Design One Expo at World Trade Centre, Mumbai, on 16 and 17 September. CPAA's Stall this year displayed an range of exclusive Diyas, Hampers, Pouches and Torans.



The past 19 years has seen CPAA's Rose Day grow and evolve into an initiative that draws every stakeholder into a conversation on the disease. It brings together patients, doctors, care-givers, well-wishers, various care-centres, drug manufacturers, into a meaningful interaction that drives at a single objective - 'How can I improve the quality of life and bring care and solace to the Cancer Patient'. While Rose Day 2013 kept its core promise of bringing magic moments to cancer patients in the midst of trauma and suffering, we were able to extend the efforts and drive towards prevention and



awareness too.

**Hospital events:** Rose Day's foremost promise of reaching out to the Cancer patients is one we consider sacred. Thanks to the overwhelming goodwill and generosity of well-wishers, donors, the common man, CPAA was able to host back-to-back events in hospitals extending to 3000 patients. Artists from the music fraternity, magicians, puppeteers, entertainers, jesters brought magic moments and surprises for patients with the message of Love and Hope, making Rose Day 2013, yet another beautiful memory. The hospitals, hospices and treatment centers that were covered through this activity were: Aasha Cancer Hospital, ACTREC - Khargar, AIIMS Hospital, B J Wadia Hospital, Bharat Sevashram, BND Onco Clinic, Bombay Hospital, Breach Candy Hospital, Cama Hospital, CPAA's Rehabilitation Center, Ernest Borges Home, Garib Nawaz Hiranandani Hospital, Holy Family Hospital, Holy Spirit Hospital, Jaslok Hospital, KEM Hospital, Kokilaben Hospital, Leelavati Hospital, Masina Hospital, Mhaskar Hospital, Nair Hospital, Nana Palkar Hospital, Nanavati Hospital, Noori Musafir, Parsi General Hospital, P D Hinduja Hospital, Prince Aly Khan Hospital, S L Raheja Hospital, Shanti Avedna, Sion Hospital, St. Jude's Hospital, Tata Memorial Hospital and Wockhardt Hospital.



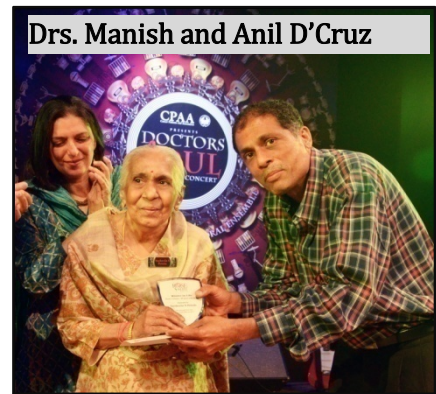
**Mumbai:**



**Doctor's of Soul:**

Doctors from the medical profession with a talent for music took centre stage as 'Rock Stars' and raised their voices for CPAA and Cancer on 1st October at the St. Andrews Auditorium. Awesome performances by Drs. Abhay Nene, Junaid Alam, Robin Pinto, Brian Pinto, Dilip Nadkarni and Victor and the Crowns left patients and the audience spell-bound. The event hosted by Shahriyar Atai with his rib-tickling humour brought in light moments.

The clincher however was the Winners-in-Life and Nightingale Awards that drew the spotlight on patients who have battled their situation with a winning attitude. Recognizing the outstanding resilience of the patients, oncologists across city hospitals nominated their winning patients from 3 to 93! A panel comprising Dr. Rajan Badwe, Medical Director Tata Memorial Centre and Head, Dept. of Surgery; Dr. Vani Parmar, Tata Memorial Centre; Dr. Hiren Shah, CSR Mazagaon Docks Ltd.; Erica D'Souza RJ 94.3 and CPAA representatives deliberated and zeroed in on the winners who were felicitated at the event. The Chief Guest for Doctors of Soul was Dr. Anil D'Cruz, Director, Tata Memorial Hospital, and his charming wife Dr. Manisha D'Cruz.



**Skip-a-thon:** Rose Day 2013 blossomed new initiatives this year like 'Skip-a-thon' a fitness cum fundraising effort by kids for kids. Children from close to 17 schools across Mumbai came on board. Skip-a-thon stretched the boundaries and redefined fundraising in several ways. It involved a fun Q&A on life-style concerns and challenges as part of the one-on-one launch in schools. It then got kids to volunteer and sign up to skip for health and barter those skips to raise money from their social network and support systems. This EARNING and GIVING of themselves for kids in an unfortunate place, sensitized kids and aligned them with a cause at a very personal level. The response was very encouraging from students to teachers to Principals. It was a shot in the arm to hear kids give you statistics on childhood cancers; promise to take their life-style habits in hand and even egg their dads and moms to kick the butt! It was also gratifying to see that they took their role as Change-Agents seriously, both at the level of fitness for self and as champions of a cause.

#### New Delhi:

New Delhi branch organised an event for childhood cancer patients, receiving chemotherapy treatment support through the Global Charity Foundation, USA, on the eve of Cancer Rose Day. The event was sponsored by Hilton Hotel, New Delhi. The management of Hotel Hilton believe that there is nothing more satisfying than children smiling, especially when they are battling cancer. As promised it turned out to be truly a memorable day for the children. The children were taken for joy rides at the Amusement Park in Noida. It was overwhelming to see involvement of the caring executives of Hotel Hilton, who personally accompanied the children for the rides and served specially cooked lip smacking food throughout the day. Children were also given goody bags while returning home.



Mrs. Hukku, Director of Delhi Branch, visited pediatric cancer wards of All India Institute of Medical Sciences (AIIMS) and cheered the children undergoing chemotherapy with roses and gifts sponsored by Lioness Club of Sukarma.

A special Rose Day program was organised for Breast Cancer Survivors at AIIMS. It was both informative as well as entertaining. Dietician Richa Jaiswal, associated with the Surgery Department of

AIIMS, gave a presentation on appropriate diet for cancer patients while answering all their queries. Payal Manek, a Genetic Counselor, enlightened the audience about the genetic and familial cause of cancers as well as the benefits and limitations of testing. The participants put together a musical program of soulful songs. Kiran Hukku, Director of the New Delhi branch presented them with roses, gifts and nutrients, followed by sumptuous snacks at this event sponsored by Cipla Ltd.



**Pune:**

The O hotel hosted the Rose Day celebration of the Pune Branch on 30th September. Six patients were conferred with the Winners-in-Life award for indomitable spirit in their fight to overcome cancer. Each was awarded a trophy and a cash prize. Schools and their star-students who turned into 'Rose Warriors' to raise funds for cancer patients were felicitated and awarded a trophy. Sandy's Dance Studio entertained the guests by dancing to the latest popular Bollywood songs. The tea and snacks served were relished by all.

**OCTOBER**

UWCSEA is one of the leading IB Diploma schools in Singapore, and one of the largest in the Asia Pacific region. Cancer Awareness East is a Global Concern at the UWCSEA East campus that supports Cancer Patient's Aid Association (CPAA). CPAA being their NGO of choice, they successfully planned and carried out 'Breast Cancer Awareness Week' in their school in the month of October. They had a pink themed bake sale which was very popular and sold 500 awareness T-shirts making a \$5 profit on each one!

They raised over \$3,500 through this community project and adopted 5 cancer patients at CPAA.



Prof M C Misra, Director, All India Institute of Medical Sciences (AIIMS), Delhi, invited CPAA, Delhi Branch to organise Pink October 2013 at the AIIMS premises for the Breast Cancer Survivors. The event was held on Sunday 20th October. It was an event of fun and frolic along with interaction with oncologists. Prof. Anurag Srivastava, Head of Surgery Department with the entire surgical oncology team of AIIMS was

present to answer queries from the patients. The success of the event goes to the survivors who enthusiastically came forward to give a helping hand to CPAA and participated in games and music with gusto. It was truly an event - of the survivors, by the survivors and for the survivors! This event was covered by Lok Sabha TV and a Radio Channel.

CPAA along with the Rotary Club of Kalyani Nagar, Pune, organised a Diwali party for the patients and their relatives at Kalyani Nagar on 30th October. They sang old melodies springing nostalgia. The children did colouring and all played games. The snacks served were enjoyed by all. A gift as a memento for each one of them was a crowning glory.

## NOVEMBER

As is the tradition at CPAA, a Diwali puja was organised at Rajgharia Dharamshala, New Delhi, on the auspicious day Dhanteras day. A generous donor sponsored sweet boxes which were distributed to the residents. CPAA Mumbai's Dr. Dhananjaya Saranath, Executive Director, Research Studies, was present at the occasion to cheer the children and joined them in dancing, fun and frolic.

A Children's day program was organised for childhood cancer patients on 26th November. The benevolent Sahani family opened the doors of their farmhouse at Rangoli Gardens near New Delhi, for the children. It was a fun filled day of magicians, tattoos, joy rides, moonwalkers, games and sumptuous food. The children each received a unique coffee mug with their own picture embossed on it. The children were photographed on arrival and the gift was promptly prepared and handed over to them as a part of their goody bag.



Forty cancer patients and their relatives were treated to a special screening of Krrish 3 at PVR Cinemas at Phoenix Market City, Pune, on 27th November. The desi superhero enthralled the audience with his action stunts. The patients were treated to a sumptuous snack after the show.

## DECEMBER

Pearl Academy of Fashion, New Delhi sent in their Christmas angels to spread cheer at CPAA's Christmas party at the Pediatric Ward of All India Institute of Medical Sciences (AIIMS) on 23rd December. The faculty and the students of the academy used different mediums of paintings and helped the children undergoing chemotherapy to come out and express their positivity. A generous Santa distributed special gifts to the children along with snacks boxes. Another such fun filled afternoon was organised for the residents of Rajgharia Dharamshala on 20th December. The games and activities organised were enjoyed by the children and adults alike. It was a double celebration as they sang and danced in merriment celebrating the birthday of CPAA Delhi's Director, Mrs Kiran Hukku. Pastries and woolen blankets were distributed to all the residents.



Another Christmas party was hosted by Phoenix Market City, Pune for 50 patients and their relatives. The Emcee interacted with the audience and made them sing and dance to some foot tapping music. Mr and Mrs Santa Claus distributed gifts to the children and entertained them. Photographs of the patients in various getups depicted the enjoyment.

Mr. Rajiv Malla, Centre Director of Phoenix Market city was joined by the children in cutting the Christmas cake. Tasty snacks that were served added to the enjoyment of the patients.

# Brief Financial Statement

(Extract from CPAA Audited Annual Financial Statement for 2012-13)

## FUNDS AND LIABILITIES

	Trust Funds or Corpus	Amount (Rs)	Amount (Rs)		Property And Assets	Amount (Rs)	Amount (Rs)
	Balance as per last Balance Sheet		9,891,140		Balance as per last Balance Sheet	26,883,523	
Add:	Transferred during the year		0	Add:	Additions during the year	4,827,192	
	Other Earmarked Funds		68,784,935	Less:	Depreciation	31,710,715	28,781,002
	Balance with Naigaon Project ( approved u/s. 35AC)		2,492,219		Investments		27,066,330
	Liabilities				Furnitures & Fixtures		11,123,191
	For Expenses	4,312,263			Inventories in Rehab Center		4,428,167
	For Advances	31,000			Advances		8,307,864
	For Rent & Other Deposits	8,500			Outstanding Income		
	For Patients	1,694,404			Interest	844,509	
	Sundry Liabilities	1,425,099	7,471,266		Other Income	2,627,205	3,471,714
	Income & Expenditure Account				Cash and Bank Balance		
	Balance	33,817,693			In Current / Savings Account	24,190,148	
Add:	Surplus	1,641,610	35,459,303		In FD's	16,700,042	
					With Manager	30,405	40,920,595
			<b>124,098,863</b>				<b>124,098,863</b>

## INCOME AND EXPENDITURE ACCOUNT

Expenditure	Amount (Rs)	Amount (Rs)	Income	Amount (Rs)	Amount (Rs)
On Properties		238,318	By Rent		0
Establishment Expenses		21,322,251	<u>By Interest</u>		0
Remuneration to Trustees		1,161,952	On Savings Bank Account	669,412	
Audit Fees		202,248	On Fixed Deposits	919,974	
Bad Debts written off		263,938	On Others	28,000	1,617,386
Depreciation		4,585,004	By Dividend on Mutual Funds		222,361
Other Expenses		18,760	By Donations in Cash / Kind		32,987,090
Expenditure on the Objects of the Trust		51,690,309	<u>By Income From Other Sources</u>		
Surplus carried over to Balance Sheet		<b>1,641,610</b>	Income from Advertisements	954,500	
			Income from Charity Shows	15,917,706	
			Sale of Articles & Painting	22,648,449	39,520,655
			Miscellaneous Income		1,027,315
			Earmarked Funds Written Back in excess of WDV of the Asset		2,766,465
			Gain On Redemption Of Investments		2,983,118
<b>TOTAL</b>		<b>81,124,390</b>	<b>TOTAL</b>		<b>81,124,390</b>

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



## DREAM COME TRUE !

CPAA's long standing dream of having an self-owned office space was realised this year. **Dr. Vithaldas Parmar Research & Medical Centre** was formally inaugurated in June 2013 by patron and long time supporter, Mrs. Hansaben Mehta, who's kind contribution helped us modernise and refurbish the center. This Center at Worli, Mumbai houses CPAA's Research, IT and Administrative departments.

## Awards and Achievements

- Give India Accreditation: GiveIndia is a donation platform that allows you to support a cause of your choice from several NGOs that have been scrutinised for transparency & credibility. This year CPAA was granted a listing under Give India's Tier I after fulfilling their criteria and conforming to their stringent measures of assessment. Prospective donors can now donate to CPAA through CPAA's iGive page on GiveIndia's website.
- Mrs. Kiran Hukku, Director of New Delhi branch was felicitated for CPAA's exemplary work in the field of Breast Cancer at All India Institute of Medical Sciences (AIIMS), New Delhi. She was presented with a trophy by Dr. Jaipal Reddy, Hon. Minister for Science & Technology and Ministry of Earth Sciences; at the kickoff event for the 'Pink Chain' campaign held at Hotel Ashok on 5th August.
- CPAA's Neeta More and Minal Parab were felicitated by Lions Club Of North Bombay for the their efforts towards the early detection of cancer.



## Staff Development

Training and conferences attended

Name and Designation	Date	Purpose	Location
Kirti Dustakar Diagnostic Services	April 2013	APCASOT	Cancer Council, Brisbane, Australia
Dr. Veena Shukla Research Studies	29 Nov - 1 Dec 2013	Academy of International Psycho-Oncology Society (IPOS)	Tata Memorial Hospital, Mumbai

\* 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.



## Donors and Funding

Major Monetary Contributors		
ACC Limited	Hotstuff Events & Repro Pvt Ltd	Samira Habitats
Aditya Birla Group	HSBC	Sanjay Khemani
Aditya Birla Management Corporation Pvt. Ltd.	Hypercity	Sanofi Pharma
Arvind Gala	Indian Oil Corporation	Saraswatibai B Lal Maheshwari Foundation
Ashok A Kothari	Jayesh Vora	Sarita Jain Foundation
AVON Global Foundation	Jean & Bomanji A Dubash Charitable Trust	Sham Sunder
Barclays India Ltd.	Jolly Board Ltd	Shobha & Pratap Mohan Kamat - Uma Offset
Bharat Petroleum Corporation Limited	Kalpataru Trust	Shree Mahalakshmi Temple Charities
Binani Trust	Kishorbhai Shah	Shree Mumbadevi Mandir Charities
Ceat Tyre Ltd	Kotak Mahindra	Shyam Jeswani
Chandra Grubb	Lal Tahilramani	Sir Kikabhai Premchand Trust Settlement
Citibank	Lalit Pipes and Pipes	Siyaram
Col. R C Kolhi	Late Mr. Sushil Marwah	St. Micheals Medical Trust
Cybage Software	Mahalakshmi Temple Charities	State Bank of India
Dabur Juices	Mazgaon Dock Ltd	Sud Chemie India Pvt. Ltd.
Deloitte	Naraindas Morbai Budhrani Trust	Tadiwalla Dharamshala Trust
Dhirajbhai Mehta	Naresh Thadani	Talera Motors
Dhirajlal Manilal Mehta Foundation	Natco Pharma Pvt Ltd	Tavescor Charitable Trust
Dr Vithaldas Parmar Charitable Trust	Navdeep Chemicals	The Automotive Research Association of India
Dynamic Computer Services	Nestle India Ltd.	Tobacowalla Foundation
Emcure Pharmaceuticals	New India Assurance Co	Tribhuvandas Bhimji Zaveri
Encube Ethicals Pvt Ltd	Nomura	Union Bank Of India
Five Stars Bulk Carriers Ltd.	ONGC	United Ways, Mumbai
General Insurance Corporation	Pidilite	Urvi Ashok Piramal Foundation
Glaxo Smith Kline	Raghava Charity Trust	Vaishali Nriyaniketan
Global Charity Foundation	Rajagopalan	Vidyasagar Classes
Godrej & Boyce Mfg. co.ltd	Realtors	Vikram Mehta
Godrej Industries Ltd	Red Rose Bandra	Vikramditya Kukreja
Hardeodas Agarwalla Trust	Rohan Builders	Voltas
Harish Ghelabhai Soonderji Trust	S D Kulkarni	Y M Desai
Harjivan Vassanji Charitable Trust	Sachin Tendulkar	Z Z Kothavala and family
Harvest Gold	Salehbhai Shirinbai Wagh Trust	Zee TV
Hindustan Petroleum Corp Ltd	Sameer Bangara	

<b>Non- Monetary Contributors</b>		
91.1 FM Radio City	Gabriel	Reserve Bank of India
Ace Security & Protection	Ganesh Chordiya	Rotary Club
Andrea Aga	Ginger PR	Rotary Club of Mumbai North End
Anil Makhija	Gits Company	ROWA ( Revenue Officers Women Assn)
Anil Thakkar	Godrej	S Kumars
Ankit Dave	Godrej Consumer Products	Sable & Waghire Company
Artist Aloud	Himalaya	Sachin Nahar
Arun Nathani	Hindustan Lever	Sandeep Batra
Beena Fernandes	Hiralal Bhai Shah	Sandeep Pardesi
Best TV	Hotel Rangsharda	Sara D'souza
Big Cinemas	Hyper City	Shahriyar Atai
Cinemax	IDBI	Shailesh Modi
Coca Cola	Jagannath Shetty	Sharad Jagtiani
Dabur	Jess Food Pvt Ltd	Shivani Kekre
Dawoodi Bohra Trust	Kaytee Corporation	Shriram Iyer
Deepak Punjabi	Kothari trust	Society Tea
Dorabjees	Kunal Ganjawalla	Stafecraft
Dr C J Joshi	Leena Damle	Tata Tea
Dr. Abhay Nene	M/S. Parakh and Company	The Band Of Priests
Dr. Brian Pinto	Mapro	The Stop - Gap Choral Ensemble & Alfred D'souza
Dr. Dilip Nadkarni	Minesh Mehta	The Viewing Room
Dr. Junaid Alam	National Eggs Co ordination Company	Trident BKC
Dr. Nikhil Cunha	Parle - G	UB Group
Dr. Robin Pinto	Pioneer Outdoors	Usha Garments
Dr. Vernon Sequeira	Premal Udani	Varsha Taurani
Dr. Victor Rodrigues (Victor & The Crowns)	Ranzelle Fernandes	Vivek Oberoi
Extentia	Rashna Variava	Zemira D'souza
<b>Community Contributors</b>		
Antonio De Souza High School (Anza)	JBCN International School Parel	Rotary clubs
Bai Avabai Framji Petit Girls High School	JBCN International School, Borivli	Rustamji School,Dahisar
Bishops CoEd School	Kothari National School	Senior Citizen's Club of Pune Central
Canossa Convent High School	Lions Clubs	St Michaels High School
Cathedral & John Connon High School	MSB Educational Institute	St Theresa Convent High School
Dadar Parsee Youths Assembly High School	Our Lady Of Remedy High School	St. Isabel's High School
Dastur School	Our Lady's Home School	Sydenham Institute Of Management Studies
Dawoodi Bohra Welfare Trust	R N Podar School	The Cathedral & John Connon School
DPYA School, Wadala	Rotary Club of Bombay Mid-city	The Diamond Jubilee High School Secondary
Erin Nagarwalla School	Rotary Club of Kalyani Nagar	

## Donation Channels

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CPAA welcomes your help. There are innumerable ways in which you can assist us in our work. We append a list below for your reference. Do not hesitate to contact us if you are interested in any item, or if you have any other ways of helping us.

### How to Donate:

#### 1. Cheque / Bank Draft Payment:

Direct donations can be made by Cheque or Bank Draft in favour of 'CANCER PATIENTS AID ASSOCIATION' and sent to:

Ms. Gulshan Hodiwalla  
Cancer Patients Aid Association  
Smt. Panadevi Dalmia Cancer Management Centre, King George V Memorial, Dr. E Moses Road,  
Mahalaxmi, Mumbai, INDIA – 400 011

#### 2. NEFT / RTGS Transfer:

NEFT / RTGS details available on request for a direct online transfer of funds to CPAA. Email [online@cancer.org.in](mailto:online@cancer.org.in)

#### 3. Online (Credit Card):

- a. A donation can be made through CPAA's Verisign-secured website [www.cancer.org.in](http://www.cancer.org.in) using a credit card.
- b. You can call the numbers 022-67237667, 40366867 or 26814367 using your mobile phone and donate using your credit card while following the instructions on line.

#### 4. Redemption of Citibank Credit Card Reward Points:

CPAA's Verisign-secured website make a special provision to donate Citibank Credit Card reward points accumulated against purchases. A visit to website [www.cancer.org.in](http://www.cancer.org.in) can guide you to do the same.

#### 5. CPAA's iGive page :

CPAA is now listed under Give India's Tier I. Donations can be made through CPAA's iGive page on GiveIndia's website.

Logon to: <http://www.giveindia.org/iGive-CancerPatientsAidAssociation>

**\* Note all donations to CPAA are exempt from Income Tax under Section 80-G of the Income Tax Act (50% tax exemption). You will receive a tax exemption certificate along with a receipt for the amount donated.**

# Team CPAA 2013

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**Mr. Y K Sapru**  
Founder Chairman & CEO

**Ms. Siloo Jasdanwalla**  
Honorary Secretary

**Mrs. Rekha Sapru**  
Honorary Joint Secretary

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## **DIAGNOSTIC SERVICES**

**Director: Neeta More**

Valsa Peter  
Minal Parab  
Nutan Jadhav  
Rajashree Budharap  
Vimala Verghese  
Sajida Dhanshe  
Krishika Sankpal  
Divya Jagtap  
Sneha Piraware

## **FUNDRAISING**

Zainab Allana  
Phul Mathur  
Zakia Topiwala  
Kavita Kulkarni  
Snehal Pawar  
Laxmikant Naik  
Sushila Sawant  
Swati Kulkarni

## **RESEARCH STUDIES**

**Exec. Director: Dr. Dhananjaya Saranath**

Veena Shukla  
Savita Sanap  
Yogita Salunkhe  
Ketaki Karnik  
Dr. Asawari Gupta

## **CANCER INSURANCE POLICY**

**Director: Anita Peter**

Gorethi Rodrigues  
Poonam Bhovar  
Anila Satam  
Pradnya Phatak  
Pallavi Shinde  
Pranjal Jain  
Sanchita Surve

## **ADMINISTRATION**

**Exec. Director: Gulshan Hodiwalla**

Kirti Dustakar  
Clotilda D'souza  
Manijeh Irani  
Akshata Mohite  
Priti More  
Avira Fernandes  
Victoria Santos  
Malthi Yogeshwarar

## **SPECIAL PROJECTS**

**Director: Susmita Mitra**

**Director: Piali Syam**

**Director: Shailja Singh**

Darshana Satam  
Keerti Chaudhary

## **PATIENT CARE**

**Director: Vinaya Chacko**

Halima Aurangabadkar  
Mallika Narayan  
Sonali Arte

## **REHABILITATION**

**Exec. Director: Manju Gupta**

Rashmi Gaikwad  
Madhu Neb  
Jennifer Tarwadi  
Suchita Mane  
Manisha Koltharkar

## **NEW DELHI BRANCH**

**Director: Kiran Hukku**

Niharika Raina  
Neelima Batra  
Rashmi Warty  
Sargam Mathew  
Sangeeta Dubey  
Leela Joshi  
Asha Kumari

## **PROJECT ROSEDAY**

**Chairperson: Joan Shenoy**

## **INFORMATION TECHNOLOGY**

**Director: Aditi Bapat**

## **PUNE BRANCH**

**Director: Maharukh Mehta**

Veena Gaikwad  
Suphala Gaikwad  
Najeeya Pathan  
Sumangala Sapru

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## **VOLUNTEERS**

Anjana Chattopadhaya  
Aquila Shaikh  
Gargi Shah  
Dr. Indira Nair  
Lakshmi Jairaman  
Joaquim Anthonylopes  
Madhu Bajaj  
Manju Shekhar

Mukta Mathur  
Naseen Mulji  
Resham Mahtanay  
Rita Chatterjee  
Samina Adenwale  
Sanghamitra Roy  
Savita Dutta  
Shahanaz Banglawala

Shalini Basu  
Sheela Goveas  
Shilpa Mazumder  
Shubhangi D'Souza  
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Sudeshna Basu  
Sushma Shenai

## Contact Information

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### Diagnostic Centre

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



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

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