

Annual Report 2014

Awareness
Prevention & Early Detection
Cancer Insurance Policy
Patient Care
Rehabilitation
Advocacy
Research Studies



Cancer Patients Aid Association
Total Management of Cancer

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About CPAA

Cancer Patients Aid Association (CPAA) was established in 1969, to provide support and assistance to underprivileged cancer patients. Over the last forty five 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 Medical Oncologists, Physicians 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.

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

Registered Office:

5, Malhotra House, Opposite GPO, Mumbai - 400 001

Tel: +91 22 2269 8964, +91 22 2269 3790

Fax: +91 22 2269 7255

Head Office:

Smt. Panadevi Dalmia Cancer Management Centre

King George V Memorial, Dr. E. Moses Road, Mahalakshmi, Mumbai - 400 011

Tel: +91 22 2492 4000 / 2492 8775

Fax: +91 22 2497 3599

Contact:

Ms. Gulshan Hodiwalla (Executive Director)

Email: admin@cancer.org.in

Website: www.cancer.org.in

Bankers: Deutsche Bank, Mumbai and HDFC Bank, Mumbai

Auditors: Rashmikant Shah & Associates

Chairman's Message

Total Management of Cancer has been the cornerstone of Cancer Patients Aid Association (CPAA) since its inception in 1969. It has been our constant endeavour to strive towards its achievement through a dynamic course of action. Our multi-pronged approach covers all the pertinent aspects of cancer, from care of the patient to control of the disease. Our key activities of Awareness, Prevention and Early Detection, Cancer Insurance Policy, Patient Care, Rehabilitation, Advocacy and Research Studies encapsulate this philosophy.



While Cancer Care for the underprivileged and raising awareness about Cancer has always been our focal point, I would attribute CPAA's successful journey of 46 years on the ability to build a strong network based on trust and performance and our sustainability even in trying times.

Premier institutes Tata Institute of Social Sciences (TISS), Regulatory and Accreditation bodies including National CSR Hub and GiveIndia have audited and approved CPAA with their stamp of approval and credibility. CPAA is listed under Give India's Tier I category and has been empanelled by TISS after fulfilling their criteria and conforming to their stringent measures of assessment. UICC Asia-Pacific Cancer Society Training Grants (APCASOT) is a program by Union for International Cancer Control for staff or accredited volunteers of voluntary cancer societies located in the Asia-Pacific region, objective being to build cancer control capacity and to learn from the activities and campaigns conducted by established voluntary cancer societies in the region. CPAA has been one of the host organisations for this program along-with The Cancer Council Queensland, Brisbane, Australia and has hosted participants from 20 cancer care NGOs from countries across Asia-Pacific. Eleven members of CPAA have also undergone this program.

Over the years CPAA has networked with and participated in several International events to raise awareness or funds for cancer. Foremost amongst them are World Cancer Day, World No Tobacco Day, Standard Chartered Marathon, International Children's Palliative Care Network and Breast Cancer Awareness Campaign. CPAA has initiated programs like National Cancer Rose Day, Ghazal Khazana, Colours of Life and Caring with Style, which have all been running successfully for over a decade.

I applaud the unflinching efforts of our dedicated team of professionals who not only plan and strategise projects but also execute and deliver with equal finesse. I would also like to thank the many volunteers and associate social workers whom we met as they inspire and motivate all with their determination and strength.

Y K Sapru

Founder Chairman & CEO #

#

Governance in CPAA

Governance in CPAA follows the norms defined by the Societies Act 1860 and the Mumbai Public Trust Act 1950. Overseeing 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.

(A) BOARD OF DIRECTORS:

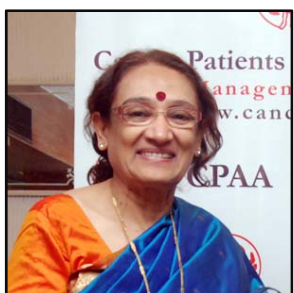
The Board of Directors oversee, review and approve CPAA progress, budgets, annual activity reports and audited financial statements. The members also ensure organisation compliance with applicable laws and regulations. The Chairman/CEO nominates members to the Board, ensuring that the nominee is a respected 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, Cancer Patients Aid Association

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 Marketing Director. Subsequently, he joined Johnson & Johnson in the pharmaceutical division for 10 years and diagnostic division for 7 years. He retired as their Executive Director in 1999. Encouraged and elated by benevolent fund-raising gesture alongwith a few friends, for a cancer patient, he conceived Cancer Patients Aid Association (CPAA) in 1969. It is his vision and farsightedness that has seen the germ of an idea mature into the well-respected association that CPAA is today. Mr. Sapru coined the phrase 'Total Management of Cancer', the credo that has been the cornerstone of CPAA's philosophy all these years.



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

Executive Director – Research Studies & Additional Projects, CPAA

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, New Delhi, 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 CPAA's Cervical Cancer screening project at the CPAA HPV Laboratory.

BOARD MEMBERS:



Member: Mrs. Gulshan Hodiwalla (BA Economics)

Executive Director – Administration, Cancer Patients Aid Association

Mrs. Hodiwalla joined CPAA in 1979 with a degree in Economics from Wilson College, Mumbai, as CPAA's Administrative Officer. From co-ordinating donations collected through moneyboxes, in the initial days to being in charge of Human Resources, Finance, Legal and Administrative matters of the association, she has come a long way. She supervises the receipt and disbursement of donations and ensures compliance of rules and regulations and transparency in execution. Whilst CPAA draws its entire annual budget from corporate and individual donations, it is through her efforts that it is able to sustain and deliver the short term and long term goals and effectively accomplish out core mission.



Member: Mrs. Manju Gupta (BA)

Executive Director - Rehabilitation, CPAA

CPAA's Rehabilitation Center started under Mrs Manju Gupta's tutelage in 1987, with just one person and a single machine. Manju has used her creativity to develop a range of merchandise at our Rehabilitation Center and each item is produced with an eye to detail.

Manju has a background in television and was the first newscaster and newsreader with Bombay Doordarshan, presenting programmes in both Hindi and English. She has also worked at Cornell University Medical College and attended a course in Television and Film Production during her stay in USA. 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. She now directs and guides a team of about 100 cancer survivors or their family members, after giving the vocational training.



Member: Dr. Shubha Maudgal (Ph D, IIT Mumbai)

Executive Director - Special Projects, CPAA

Dr. Maudgal, a PhD from IIT Mumbai, has worked as a Resident Research Associate at NASA, USA; Technical Services Executive at Johnson & Johnson, Mumbai; Scientist at Aeronautical Development Establishment, Bangalore and Research Scientist at National Physical Laboratory, London. She helped set up CPAA presence on the World Wide Web through its informative and exhaustive website. The website provided a means to make CPAA's activities known to a wider audience and helped network with similar organisations globally. Today she spear-heads the Special Projects team by applying prevailing technology, ideas or issues to take the organisation forward and upward.



Member: Ms. Naseem Matani (BA)

Member, CPAA

Naseem Matani, a founder member of CPAA is a Medical Social Worker. She is also currently attached to Khidmat Charitable Trust. She is associated as a social worker with Sion Hospital, Nair Hospital, J.J. Hospital and Tata Memorial Hospital. She regularly visits transit camps at Parel, for providing weekly food ration to cancer patients from out of Mumbai. She distributes daily breakfast to relatives of patients at the

premises of J.J. Hospital

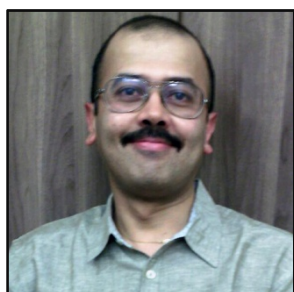


Member: Dr. Aparna Khanna (Ph D)

Dean, School of Science, NMIMS (Deemed-to-be) University

A Ph.D. from National Institute of Immunology Dr. Aparna is currently the Dean of the School of Science, NMIMS (deemed-to-be) University, Mumbai. She has extensive research experience in Virology, and her current focus is in the area of Stem cells. She has extensive academic, research and administrative experience. She has authored about 35 papers in peer reviewed journals, is a mentor for Ph.D. students and a

member of several professional organisations.



Member: Dr. Rajesh Korde (MD Pathology)

Head, Pathology Group, IGenetics

Dr. Rajesh is currently the Head, Pathology Group, IGenetics, Mumbai, and Secretary, Association of Molecular Pathologists, India. He is a histopathologist with expertise in Onco-pathology and cellular pathology, having trained at various NHS hospitals in United Kingdom. His current focus is in breast pathology and cancer tissue biomarkers.



Member: NEETA MORE (BA Economics)

Executive Director - Prevention & Early Detection, CPAA

Neeta More is an Economics graduate, Mumbai University. She has also completed UICC's APCASOT Fellowship for a study that she undertook on 'Prevention and Early Detection' at the Queensland Cancer Fund (QCF), Australia, in 2007.

Neeta joined CPAA in 1990 and now heads the Awareness and Early Detection Department. Under her leadership, the department has grown from strength to strength. She has consciously formed alliances with social workers in various fields, organizations, and paramedical social workers, to reach the most underprivileged and high risk groups. Her focus is to sensitize them to the ground realities of cancer and make cancer screening facilities free and freely

available to them at their doorstep. Neeta has also represented CPAA at various forums and panels on National Television and actively participates in debates and discussions to promote Cancer Awareness. Today, over 50 Oncologist and Physicians serve on CPAA's panel and form a part of CPAA's Cancer screening program.



Member: ANITA PETER (B. Sc, DMLT)

Executive Director – Cancer Insurance Policy, CPAA

Anita Peter has a Bachelor's degree in Science and is a qualified DMLT (Diploma in Medical Laboratory Technology). She joined CPAA in 1991 and currently heads the Cancer Insurance Policy. She plays a very vital role in Event Management and shares a major responsibility in organising events for the association. She has spear-headed CPAA's Tobacco Control campaign and has not only been successful in liaising with UICC,

WHO and the Ministry of Health and Family Welfare, but also in engaging celebrities from Film, Music and Fashion Industry to advocate for the same. Anita's liaising skills have thus benefited the organisation in the form of goodwill and donations.

She received the Rashtra Shakti Award in 2010 for her exemplary work in cancer control. Anita undertook UICC's APCASOT Fellowship for a study on the methodology utilised to combat tobacco issues and cancer screening at the Queensland Cancer Fund (QCF), Australia, in 2004. She is now responsible for the training of the international APCASOT (UICC) scholars that CPAA hosts for a week every year. She has participated in and represented CPAA at various International Cancer Conferences and Symposia and presented abstracts and presentations on pertinent topics.

EX-OFFICIO MEMBERS:



SILOO JASDANWALLA

Honorary Secretary and Founder Member, CPAA

Mrs. Jasdanwalla worked with Mr. Sapru at John Wyeth & Brother as the Family Planning Officer. When she initiated CPAA with Mrs and Mrs Sapru, Mr Sapru recognized her capabilities would be a valuable asset, and requested 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 were easily available.



REKHA SAPRU

Honorary Joint Secretary, Founder Member, CPAA

Rekha Sapru is one of the founder members of CPAA. She was a columnist with Dharmayug magazine. In the initial days of CPAA, she managed the daily running of this fledgling organisation due to the Chairman'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.

(B) 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, 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
Chairman & CEO
Founder Member



Siloo Jasdanwalla
Hon. Secretary
Founder Member



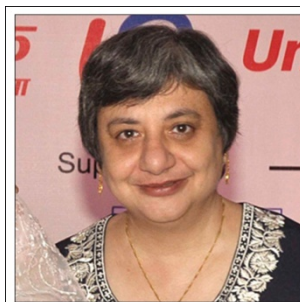
Rekha Sapru
Hon. Jt Secretary
Founder Member



Dr. Shashi Bakre
Medical Director



Manju Gupta
Executive Director
Rehabilitation



Gulshan Hodiwalla
Executive Director
Administration



Dr. Shubha Maudgal
Executive Director
Special Projects



Dr. Dhananjaya Saranath
Executive Director
Research Studies & Addn Projects



Neeta More
Executive Director
Awareness & Early Detection



Anita Peter
Executive Director
Insurance



Shailja Singh
Senior Director
Special Projects



Kiran Hukku
Director
New Delhi Branch



Maharukh Mehta
Director
Pune Branch



Vinaya Chacko
Director
Patient Care Services



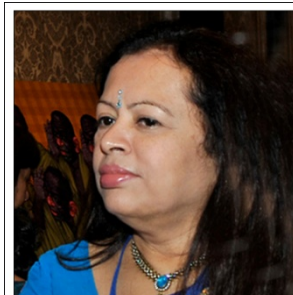
Aditi Bapat
Director
Information Technology



Piali Syam
Director
Special Projects



Susmita Mitra
Director
Special Projects



Kavita Kulkarni
General Manager
Fundraising



Phul Mathur
General Manager
Fundraising



Zainab Allana
General Manager
Fundraising



Zakia Topiwala
General Manager
Fundraising

(C)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
- Mrs. Gulshan Hodiwalla
- Dr. Veena Shukla
- Mrs. Neeta More
- Ms. Anita Peter
- Ms. Vinaya Chacko

INSTITUTIONAL ETHICS COMMITTEE:

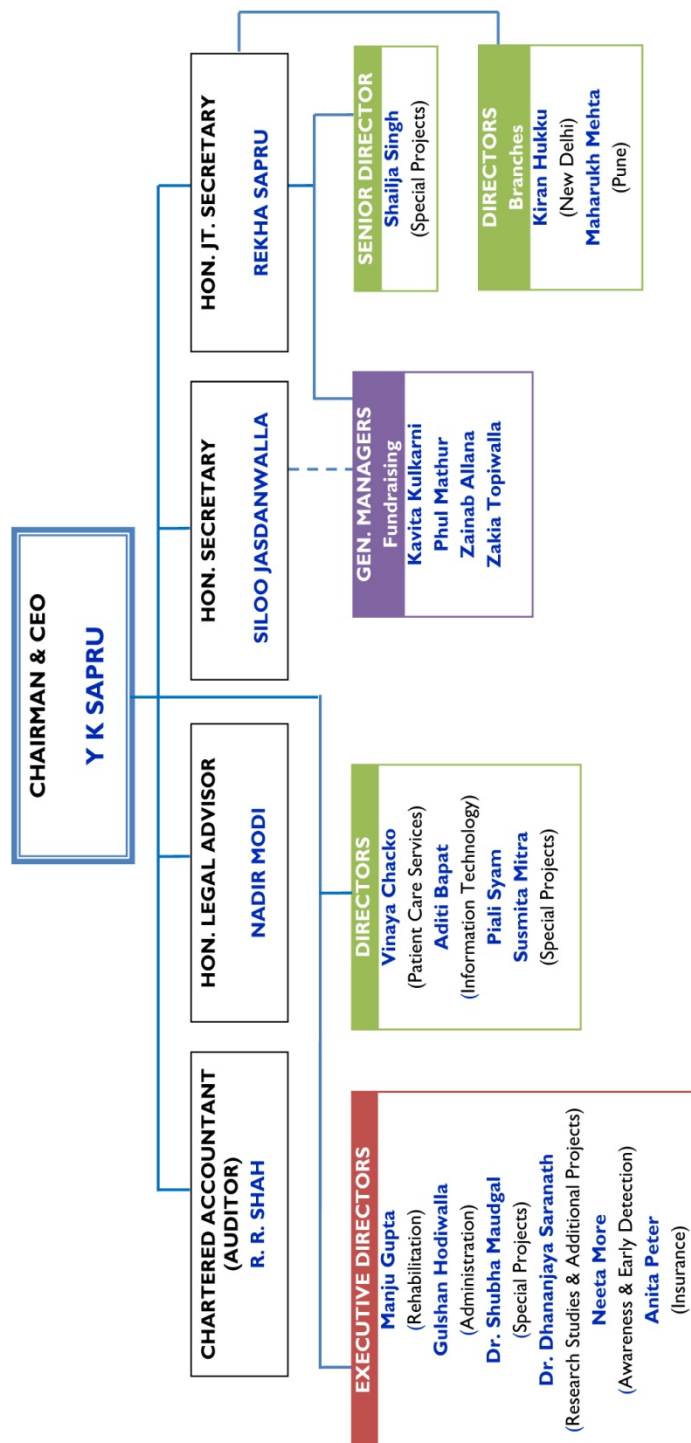
Dr. Hemant Tongaonkar - Chairman

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. Shubhangi Parker
- Dr. Bharat Agarwal

Appendix I - CPAA ORGANOGRAM



Brief Financial Statement

Name of the Public Trust : CANCER PATIENTS AID ASSOCIATION (Registration No. F - 1894)					
The Bombay Public Trusts Act, 1950 SCHEDULE - IX [Vide Rule 17 (I)]					
Income and Expenditure Account for the year ending 31st March 2014					
EXPENDITURE	Rs	Rs	INCOME	Rs	Rs
To Expenditure in respect of Properties					
Rates, Taxes, Cesses	2,51,056		By Rent (accrued) † ..	--	
Repairs and Maintenance	--		(realised)	--	
Salaries	--		By Interest (accrued) † ..	--	
Insurance	--		(realised)	--	
Depreciation (by way of provision of adjustments)	29,61,092		On Securities - Dividend on Mutual Fund		72,813
Other Expenses	80,758	32,92,906	On Loans	4,51,452	
To Establishment Expenses		2,45,77,870	On Bank Account		
To Remuneration to Trustees		15,99,116	On Others	69,501	
To Remuneration (in the case of a math) to the Head of the math, including his household expenditure, if any		-	(Saving Bank, FDR A/c & Earnmore Deposit A/c)	17,99,271	23,20,224
To Legal Expenses		-			
To Audit Fees		2,02,248	By Dividend		-
To Contribution and Fees		-	By Donations in Cash or Kind		3,82,47,175
To Amount Written off:			By Grants		
a) Bad Debts / Deposits	2,34,737		By Income from other sources		
(Prior Year Tax Adjusted)			1. Income from advertisements	7,89,000	
b) Loan Scholarship	-		2. Income from Charity shows	2,26,99,587	2,34,88,587
c) Irrecoverable Rents	-		3. Total Sales Revenue from Sale of articles & Painting Exhibition		2,01,47,857
d) Other Items (Loss on Sale of Assets)	79,015	3,13,752	4. Miscellaneous Income		38,83,853
		-	5. Sundry Credit Balances Written back		1,04,697
To Miscellaneous Expenses			6. Earmarked Funds Written Back on sale of Assets		9,80,000
To Depreciation		21,39,044	7. Gain on Redemption of Investment		24,36,750
To Amount transferred to Reserve or Specific Funds		-	8. Gain on sale of Assets		54,312
To Deferred Tax Liability		47,202			
To Expenditure on Objects of the Trust		-			
(a) Religious	-				
(b) Educational	-				
(c) Medical Relief	1,43,48,823				
(d) Relief of Poverty	-				
(e) Other Charitable Objects					
(i) On Souvenir advts & charity Shows	1,52,30,299				
(ii) On Purchase of Articles & Paintings	2,15,72,667	5,11,51,789			
To Surplus Carried over to Balance Sheet		84,12,342			
TOTAL(Rs.)		9,17,36,269	TOTAL(Rs.)		9,17,36,269

Name of the Public Trust : CANCER PATIENTS AID ASSOCIATION (Registration No. F - 1894)					
The Bombay Public Trusts Act, 1950 SCHEDULE - VIII [Vide Rule 17 (I)]					
Balance Sheet As At 31st March 2014					
FUNDS & LIABILITIES	Rs	Rs	PROPERTY AND ASSETS	Rs	Rs
Trusts Funds or Corpus :-			Immovable Properties :- (At Cost)		
Balance as per last Balance Sheet	98,91,140		Balance as per last Balance Sheet		
Add - Transferred during the	10,366	9,901,506	Additions during the year		27,056,641
Other Earmarked Funds :-			Less : Sales during the year		
(Created under the provisions of the trust deed or scheme or out of the Income)			Depreciation up to date		
Depreciation Fund	--		Investments :-		
Sinking Fund	--		Note : The market value of the above investments is Rs.....		29,195,703
Reserve Fund	--				
Any other Fund	6,77,78,165	6,77,78,165	Furniture & Fixtures & Other Assets:-		
			a. Balance as per last Balance Sheet		
Balance Fund with Naigaon		29,13,757	Additions during the year		12,270,152
			Less : Sales during the year		
			Depreciation up to date		
Loans (Secured or Unsecured)			b. Inventories at Rehab. Centre		4,517,736
From Trustees					
Liabilities :-			Loans (Secured or Unsecured) : Good/doubtful		Nil
For Expenses	40,68,980		Loans Scholarships		
For Advances	10,09,138		Other Loans		
For Rent & Other Deposits	--		Advances:(Includes Security Deposits)		
Other Liabilities			To Trustees		
a) Deferred Tax Liability	47,202		To Employees		
b) Other Liabilities	14,13,435	65,38,754	To Contractors		
			To Lawyers		
			To Others		74,66,113
Income and Expenditure A/c :-			Income Outstanding :-		
Balance as per last Balance Sheet closing Inventories	3,54,59,304		Rent	--	
Add: Adjustment for last year			Interest	9,07,334	
Less : Appropriation, if any	--		Other Income	33,01,848	42,09,182
Add : Surplus as per Income and	84,12,342		Cash and Bank Balances :-		
Less :- Deficit Expenditure A/c			(a) In Current/Saving Account with Bank	1,83,61,967	
		4,38,71,646	In Fixed Deposit Account with Bank	2,79,00,706	
			(b) With the Trustee	--	
			(c) With the Manager	25,627	4,62,88,300
			Income & Expenditure Account :-		
			Balance as per Balance Sheet		
			Less : Appropriation, if any		
			Add : Deficit as per Income and		
			Less : Excess Deficit adjusted with Hospital Bldg. Fund		
Total (Rs)		131,003,828	Total (Rs)		13,10,03,828

(A) Details of salary paid to staff:

Slab of gross salary (in Rs) plus benefits paid to staff (per month)	Male staff	Female staff	Total staff
Less than 5000	23	42	65
5,000 – 10,000	22	32	54
10,000 – 25,000	19	37	56
25,000 – 50,000	0	15	15
50,000 – 1,00,000	0	2	2
Greater than 1,00,000	0	1	1

(B) Minutes of Statutory Governing Body Meetings:

Years required	Dates of Statutory Governing Body Meetings	Names of Statutory Governing Body Members who attended	Minutes documented and circulated	Total strength of Statutory Governing Body on the date this meeting was held
Last Meeting of FY2012-2013	08/03/2013	Mr. Y. K. Sapru, Dr. Dhananjaya Saranath, Mrs. Gulshan Hodiwalla, Mrs. Manju Gupta, Mrs. Naseem Matani, Dr. Aparna Khanna, Dr. Rajesh Korde	Yes	8
All Board meetings in FY 2013-2014				
Annual General Body meeting (if applicable)	30/09/2013	Mr. Y. K. Sapru, Smt. Tasneem Mistry, Dr. Dhananjaya Saranath, Mrs. Gulshan Hodiwalla, Mrs. Naseem Matani	Yes	8
Board Meeting 1	23/04/2013	Mr. Y. K. Sapru, Dr. Dhananjaya Saranath, Mrs. Gulshan Hodiwalla, Mrs. Manju Gupta, Dr. Aparna Khanna, Dr. Rajesh Korde	Yes	8
Board Meeting 2 Executive Committee	25/07/2013	Mr. Y. K. Sapru, Dr. Dhananjaya Saranath, Mrs. Manju Gupta, Mrs. Gulshan Hodiwalla, Dr. Aparna Khanna, Mrs. Naseem Matani	Yes	8
Board Meeting 3 Executive Committee	05/12/2013	Mr. Y. K. Sapru, Dr. Dhananjaya Saranath, Mrs. Gulshan Hodiwalla, Dr. Aparna Khanna, Dr. Rajesh Korde	Yes	8
Board Meeting 4 Executive Committee	29/01/2014	Mr. Y. K. Sapru, Dr. Dhananjaya Saranath, Mrs. Gulshan Hodiwalla, Mrs. Manju Gupta, Dr. Aparna Khanna, Dr. Rajesh Korde, Mrs. Naseem Matani	Yes	8

*** Please note that the 2014 – 15 audited statement, R & P statement will be audited and completed by September 2015 and will be placed in the 2015 Annual Report.**

Awareness

CPAA's first step in the 'Total Management of Cancer' is creating awareness, since lack of information is one of the major problems in cancer control in India. A large number of people are ignorant about our faulty lifestyles and societal practices, which are responsible for high rate of cancer incidence. CPAA's awareness efforts aim to educate people on signs and symptoms of cancer, risk and causative factors, ill effects of tobacco and other related issues.

(A) INFORMATION:

CPAA compiles and creates informative cancer brochures which are easy to understand and act as a quick reference guide to patients, caregivers or even a layman. Brochures on Breast cancer, Cervical cancer, Diet and Cancer, Leukemia, Lymphedema, Lung cancer, Ovarian cancer, Tobacco related cancers, Prostate cancer, Testicular cancer, Chemotherapy and Radiation are available in English, Hindi, Marathi and Bengali languages at various hospital and treatment centers. They elaborate on symptoms, risk factors, treatment options etc and are endorsed and approved by concerned expert oncologists. CPAA's 'Sahayata' is a quick reference resource handbook containing contacts of community help and welfare services pertaining to cancer-related issues.

(B) 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 to view them.



(C) LECTURES:

CPAA's cancer awareness lectures educate about the correlation between wrong lifestyles and cancer. Lectures are given in English or a local regional language at schools, colleges, factories, hotels, residential localities and offices. The facts are explained with the help of pertinent presentations giving facts, statistics of prevalence and prevention, posters and brochures to portray the realistic picture about cancer and help remove the perceived stigma. The presentations are freely available to download from our website www.cancer.org.in.

Some of the significant programs conducted in 2014:



Date	Program Details
3 Feb	Participation in the 'Health Talk' on DD News with Prof. Julka and Prof M C Misra from AIIMS, New Delhi
8 Feb	Cancer awareness talk conducted and brochures distributed at Amanora Mall, Pune
4 Feb	Awareness lecture by Dr. Ravindra Ambardekar at Technip KT India Ltd, Mumbai
24 Feb	Cancer awareness lecture at NAB, Mumbai.
24 Feb	Cancer awareness, Anti-tobacco lecture, talk on Awareness & Prevention of Head Injury & Road Safety and presentation on Smoking Habits for students of IIT Delhi.
31 May	Cancer awareness program, signature campaign on a mock cigarette pledging support to the WHO theme of 'Raising taxes on tobacco products to reduce its consumption' and distribution of badges with the message 'Tobacco free world' at Select City Walk, New Delhi
15 May	Lecture on Cancer awareness and the ill-effects of tobacco by Dr. Shree Inamdar at Rohan Builders at Sinhgad Road
23 May	Lecture on Cancer awareness and the ill-effects of tobacco by Dr. Shree Inamdar at Viman Nagar
19 May	Awareness talks on cancer and the ill-effects of tobacco by Dr. Chetan Deshmukh at Market Yard, Pune
13 Jun	Cancer awareness lecture by Dr. Chetan Deshmukh at Mercedes Benz factory, Chakan
19 Jun	Cancer awareness presentation at the HELP library, Mumbai
14-15 Jul	Neeta More participated in the 'Vyasankmukti Saahitya Sammelan' organised by the Social Justice Department of Maharashtra Yashvantrao Chavan Pratishthan, Colaba, Mumbai
18 Jul	Neeta More participated as a panelist on Voice of the patient: 'Challenges in Accessing Quality RMNCH Care' at Bangalore.
16 Jul	Neelima Batra conducted a lecture on breast and cervix cancer and personal hygiene and cleanliness for the beneficiaries of SOS village, Gurukul, Faridabad
22 Aug	Interactive and informative presentation on the ill-effects of tobacco was conducted for students and teachers of class 6 - 8 of the Vidya Niketan School, Saket by Dr. Deepali Kapoor of Apollo Hospital.
9 Jul	Rashmi Warty was interviewed by New Express Channel on NGO's role in helping Bone Marrow Transplant patients
2 Aug	Cancer Awareness lectures at Tech Nova Imaging Systems Pvt Ltd., Taloja
21 Oct	Talk on Breast Cancer with special emphasis on breast self examination and discussion on myths and mind blocks about cancer for students of Lady Shri Ram College by Dr Geeta Kadyaparth of Max Hospital.
16 Oct	Awareness talk on Breast cancer was conducted for the female staff of The New India Assurance Co. Ltd, Pune by Dr. Chetan Deshmukh.
13 Sep	Awareness lecture on Breast and Cervical Cancer for teachers of Delhi Public School, Mathura Road by Dr Sapna Manocha (Radiation Oncology) from Apollo Hospital
30 Sep	Lecture on Breast Cancer for students of IIT Delhi by Breast Cancer Specialist Dr. Kanchan Kaur, Medanta Hospital, New Delhi
30 Nov	Neeta More participated in IBN Lokmat Channel's live talk show on the topic 'Oral Cancer and Ill-effects of Tobacco Habits'.
5 Dec	Breast Cancer Awareness program by specialist Dr Geeta Kadyaparth, Max Hospital at Sasshastra

	Seema Bal, Ghitorni, New Delhi.
5 Dec	Breast and Cervical Cancer Awareness program by specialist Dr Geeta Kadyaparth, Max Hospital for the Mahilla Battalion and wives of jawans and officers.
5 Dec	Presentation on Anti-Tobacco and presentation on Prostate Cancer and the ill effects of tobacco by Dr Mudit Agarwal, specialist in Head and Neck cancer from Max Hospital, for the jawans of the Sashastra Seema Bal, Ghitorni.
12 Dec	Breast and Cervix Cancer Awareness program by Dr Geeta Kadyaparth, Max Hospital, explaining the sign and symptoms and precautions to be taken regarding breast and cervix cancer for early detection at the Coast Guard Complex, Noida, for the Coast Guard Women Welfare Association.
16 Dec	Cancer Awareness lecture with special emphasis on breast and cervical cancer for women, and oral cancer and general cancer for men of the staff of Radiant Heat Exchanger Pvt. Ltd, Bhosari, by Dr. Jayant Gawande.
26 Dec	Awareness lecture on breast and cervical cancer at the Evan-e-Saifee Hall for a group of Bohri women by Dr. Chetan Deshmukh

(E) OPEN FORUM PROGRAMS:

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 (Executive Director - Diagnostics Services) in Hindi and Marathi.

- An open forum program on breast and cervical cancer was held on 3rd February on the occasion of World Cancer Day at Ramkrishna Shikshan Mandal Sanskruti Bhavan, Kandivali, Mumbai, for 200 staff members and parents of its Bal Niketan Primary School. The speaker panel comprised of Dr. Mandakini Purandare (Gynaecologist), Dr. Prashant Nyati (Oncologist), Neeta More (Executive Director, CPAA), Suvrata Garge (Manager, Mahindra Tractors).



- An open forum program on breast and cervical cancer was held on 4th February for over 250 women staff of the Naval Dockyard. Dr. Vani Parmar (Onco-surgeon), Dr. Prashant Nyati (Oncologist), Neeta More (Executive Director, CPAA), Mr. R P Singh (Surgeon Comm, Naval Dockyard) were the speakers at the forum. Actress Varsha Usgaonkar was the chief guest.
- An open forum program on cancer was held on 28th March for the employees of Mahindra Tractors. The program was sponsored by Sanofi India Pvt. Ltd. Dr. Sanjay Dudhat (Onco-surgeon - Balabhai Nanavati Hospital), Dr. R Gopal (Fortis-Sanofi India Ltd), Ushakiran Sisodia (Dietician-Nanavati Hospital), Sanjay Mone (Actor & writer), Neeta More (Executive Director, CPAA), Suvrata Garge (Manager- Employees Relations and Development, Mahindra & Mahindra Tractors) were the speakers on the panel, while Neela Ravindra anchored the program.
- BEST Sewree invited CPAA to conduct an open forum program on cancer on 30th April 2014 for their employees. Mukund Ambre (Chief Deputy Engineer - BEST), Dr. Sanjay Dudhat (Onco-surgeon - Balabhai Nanavati Hospital), Dr. C. J. Joshi (General surgeon), Neeta More (Executive Director, CPAA), Varsha Usgaonkar (Actress), Aishwarya Narkar (Actress) and Avinash Narkar (Actor) were the speakers on the panel. The show was ably compered by Vijay Suryavanshi.

(F) TOBACCO CESSATION PROGRAM- '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 employee population per se without segregating tobacco users. Users are invited to contact us through email, mobile or personal visit to our office at Mumbai, directly or through their HR department.

(G) CPAA ONLINE:

CPAA maintains a comprehensive and interactive website: 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 cancer, 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 2.7 million hits in 2014. We also receive thousands of 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 related activities.

Early Detection

A majority of the cancers that ail India are by and large symptomatic and curable if detected in the early stages by recognition of possible warning signs. Prompt action thereafter greatly increases the chances of a successful treatment. Early diagnosis and cure is particularly relevant for all cancers including the breast, cervix, mouth, larynx, and head and neck region, cancers that ail urban and rural India. CPAA's Early Detection programme is a patient-friendly, non-invasive screening process, that is effective enough to detect cancer early, yet non-intimidating and friendly for all to be willing to come in and be tested.##

CPAA runs a Diagnostic Clinic and Pathology lab at Naigaon, Mumbai and a state-of-the-art Polymerase Chain Reaction (PCR) based Human Papilloma Virus (HPV) DNA laboratory at Mahalaxmi, Mumbai. Free cancer screening clinics are conducted at Naigaon on Tuesday between 2 - 3.30 pm for all walk-ins and on Wednesdays between 2 - 3.30 pm for Insurance Policy check up.



CPAA's PCR based HPV DNA laboratory

On-site camps at subsidised rates are conducted in Mumbai, New Delhi, Pune and throughout India. The Naigaon Clinic offers sonography, mammography, x-ray and other ancillary investigations at subsidised rates. The Well Mens' Clinic and Well Womens' Clinic is a free awareness and cancer diagnostic and follow-up program, run for men and women from the lower economic strata.

STATISTICS - CANCER SCREENING AND EARLY DETECTION				
	Site Camps	CPAA Clinics	Diagnostic Center (Naigaon)	
Total	116	44	Pathological Tests	5,663
Individuals screened	5,436	653	Radiological Tests	1,355
Males:	1,892	133	Mammography	270
Females:	3,544	520	X-rays	275
Detected Cases	1	0	Sonography	745
HPV DNA PCR screening : 1,108				

Cancer Screening Camps help in 2014:

DATE	CAMP SITES	SCREENINGS	TYPE
5-Jan	Samrat Ashok Seva Mandal , Dharavi, Mumbai	76	ENT Camp
15-Jan	Rangoonwala Community, Mumbai	100 women	Cancer Screening
19-Jan	Lions Club Of Juhu, Mumbai	98 women	Cancer Screening
22-Jan	Rangoonwala Community Centre, Jogeshwari	100 women	Cancer Screening
24-Jan	Rangoonwala Community Centre, Andheri	100 women	Cancer Screening
27-Jan	Shraddha Foundation, Andheri , Mumbai	68	Cancer Screening
29-Jan	PMC Bank, Vasai, Mumbai	98	Cancer Screening
30-Jan	BPT, Wadala, Mumbai	98 women	Cancer Screening
31-Jan	Naval Dockyard, Mumbai	79 women	Cancer Screening
5-Feb	Coast Guard Wives Welfare Association (CGWWA) at Noida	58 women	Cancer Screening and mammography
7-Feb	Naval Dockyard, Powai, Mumbai	100 women	Cancer Screening
9-Feb	Orlem Church, Mumbai	99	Cancer Screening
11-Feb	Naravne Vidyalaya, Mumbai	100 women	Cancer Screening
14-Feb	Slum Rehabilitation, Goregaon, Mumbai	94 women	Cancer Screening
18-Feb	Sneha, Kandivali, , Mumbai	43 women	Cancer Screening
26-Feb	RCF Hospital, Chembur, Mumbai	100 women	Cancer Screening
14-Mar	Staff of Tagore International School, New Delhi		Mammography & BSE
18-Mar	Jeevan Vikas Mandal, Mumbai	100 women	Cancer Screening
19-Mar	Ratia Marg, New Delhi	43 women	Cancer Screening
21-Mar	Slum Rehabilitation, Dharavi, Mumbai	100 women	Cancer Screening
25-Mar	RCF Hospital, Chembur, Mumbai	94 women	Cancer Screening
26-Mar	Beneficiaries of Kalyanam NGO, Mumbai	42 women	Cancer Screening
26-Apr	Streehitkarini, Lower Parel, Mumbai	102 women	Cancer Screening
6-May	Naigaon Police, Mumbai	99	Cancer Screening
10-May	JSW Steel - Sane, Pali, Vashind	100 women	Cancer Screening
17-May	Staff of Tagore International School, New Delhi		Mammogram & BSE
19-May	Market Yard, Pune	217	Cancer Screening
23-May	Navjeet Health Centre, Bandra	84 women	Cancer Screening
26-May	PMT Swargate Depot, Pune		Cancer Screening
28-May	Yashawant Natya Mandir, Dadar, Mumbai	60	ENT Camp
28-May	Katraj Depot, Pune		Cancer Screening
29-May	Yerawada Jail, Pune	295	ENT Camp
31-May	Mahindra Tractor Division	234	ENT Camp
4-Jun	Jain Internation Women's Org., Vile Parle, Mumbai	87 women	Cancer Screening
11-Jun	Mumbai Railway Vikas Corporation, Mumbai	95	Cancer Screening
19-Jun	Punjab & Maharashtra Bank, Kalyan, Mumbai	100	Cancer Screening
24-Jun	Talegaon Dhabhade, Malvadi	106 women	Cancer Screening
25-Jun	Om Siddhakala Vishwastha Mandal, Dahisar, Mumbai	77	Cancer Screening

8-Jul	Talegaon Dhabhade, Malvadi	38 women	Cancer Screening
16-Jul	Beneficiaries of SOS Village, Faridabad	90	Cancer Screening
23-Jul	Navodaya Movements, Kalyan	70 women	Cancer Screening
4-Aug	Dadar Police Station, Mumbai	78	Cancer Screening
7-Aug	Gamdevi Police Station, Mumbai	65	Cancer Screening
11-Aug	Malabar Hill Police Station, Mumbai	75	Cancer Screening
15-Aug	Rotary Club Of Dombivali, Mumbai	86	Cancer Screening
21-Aug	Okhla Centre for Vidya Foundation, New Delhi	97	Cancer Screening
25-Aug	Malad Malvani Police Station, Mumbai	93	Cancer Screening
27-Aug	Stree Mukti Sanghatana, Mumbai	62	Cancer Screening
14-Sep	Lions Club Of Mira-Bhayander, Mumbai	97	Cancer Screening
17-Sep	Stree Mukti Sanghatana, Govandi, Mumbai	96	Cancer Screening
26-Sep	Naravane School, Kandivali, Mumbai	69	Cancer Screening
28-Sep	Rajasthani Ekta Group, Borivali, Mumbai	198	Cancer Screening
5-Oct	Lions Club Of Kanjurmarg, Mumbai	65	Cancer Screening
6-Oct	Shradha Foundation, Andheri, Mumbai	100	Cancer Screening
8-Oct	Streehitkarini, Lower Parel, Mumbai	100 women	Cancer Screening
12-Oct	Pawapuri Ashram	201	Cancer Screening
17-Oct	Malayalee Association of Faridabad		Cancer Screening
19-Nov	Rangpura Pahari & Harijan Basti Slum, Vasant Kunj		Cancer screening
23-Nov	St Anthony's Church, Mumbai	50	Cancer Screening
24-Nov	Strihitkarini, Lower Parel, Mumbai	100 women	Cancer Screening
28-Nov	Slum Rehabilitation, Andheri, Mumbai	97 women	Cancer Screening
30-Nov	JSM Medical Trust, Mumbai	145	Cancer Screening
3-Dec	RCF, Alibag	100	Cancer Screening
7-Dec	Thodamal Sahani Centre of Management, Bandra, Mumbai	52	Cancer Screening
12-Dec	Phoenix Mill Compound, Lower Parel, Mumbai	68	Cancer Screening
13-Dec	Phoenix Mill Compound, Lower Parel, Mumbai	89	Cancer Screening
14-Dec	Phoenix Mill Compound, Lower Parel, Mumbai	113	Cancer Screening
16-Dec	Women of the Malayalee Association, Faridabad		Mammography
20-Dec	Naigaon Police, Mumbai	88	Cancer Screening
21-Dec	Innerwheel Club of Thane, Thane	99 women	Cancer Screening



Cancer Screening and Early Detection Camps at Mumbai, Pune and New Delhi

Cancer Insurance

CPAA tie-up with New India Assurance Company is 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 has to 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 180 days from the date of the medical check-up.

15 Year Comprehensive Scheme		
Category	Sum Insured (Rs.)	One time Lumpsum Payment (Rs.)
I	30,000	2,400
II	50,000	3,000
III	1,00,000	4,700
IV	1,50,000	6,300
V	2,00,000	8,000
* Age limit for issue of a new policy is upto 50 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.

Statistics from October 1994 to December 2014	
Policy enrollments from 1994 - 2014	
Individual	7,252
Corporate	5,145
Claim amount paid till today	5,72,57,554

CPAA's core commitment is to provide help on emotional, financial and medical fronts to cancer patients and their family. It is an empathetic, reassuring, non-medical presence to support treatment and overall needs of cancer patients. CPAA's dedicated team of social workers and volunteers rises to every need of the patient to make their treatment and medical rehabilitation most effective.

(A) MEDICAL AID: Blood Bank, Medicines, Prosthesis and Special Investigations

(B) 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.



Patient Aid Statistics from Hospitals & Institutes in Mumbai, Delhi and Pune					
Hospitals	General Assistance	General Counseling	Palliative Counseling	Ward Visits	Information Booklets
B Y L Nair Hospital	232	407	5	618	98
Bai Jerbai Wadia Hospital	569	359	18	234	70
Balabhai Nanavati Hospital	293	360	2	161	166
Bombay Hospital	138	113	-	125	55
Cama and Albless Hospital	85	53	28	32	37
Holy Spirit Hospital	15	26		32	8
King Edward Memorial	469	566	80	636	91
LS Raheja Hospital	251	108	54	168	16
Lokmanya Tilak Hospital	156	174	32	148	85
Prince Aly Khan Hospital	152	131	41	113	69
Tata Memorial Hospital	6,638	3,795	807	1,735	1,318
CPAA Mumbai Head office	2,730	255	11	-	125
CPAA Delhi office	960	1,589	596	1,200	4,800
CPAA Pune Office	960	700	5	-	1,000
New Patients Registered		Aid to registered patients			
Scheme	Patients	Breast Prosthesis:		131 patients	
Adopted patients	56	Amount spent		Rs. 1,69,586	
New registration	484	Radiation :			
Walk-in Patients	526	Amount spent		71 patients	
Total	1,066	Medical Aid		Rs. 3,48,500	
Medical Aid given to 3001 patients worth Rs.84,53,348					

(C) SUPPLEMENTARY AID: Accommodation, Diet supplements, Entertainment programs, Educational Help, Food bank, Patient transportation, Rehabilitation, Secure Handicap Certificates, Travel assistance constitute additional help areas for cancer patients.

SUPPORT GROUP MEETINGS:



A patient donor meet was organised for CPAA's long-standing donors and patron, Naraindas Morbai Budhrani Trust at Bajaj Bhavan, Mumbai on 1st March. They had a chance to meet over a 150 patients that they had assisted with medical and financial aid. The patients were treated to an entertaining evening of thereafter.

The 2nd Anniversary of Breast Cancer Support Group initiated by CPAA at All India Institute of Medical Sciences (AIIMS), New Delhi was organized to mark International Women's Day. This was the 13th meeting of the group in the past two years. There was an interactive session held between prominent oncologists of AIIMS and over 200 patients and survivors. Prof. P K Julka, Dean & Head of Radiotherapy, Prof. Seenu, Prof. Rajinder Parshad, Prof Neerja Bhatla and Asst. Prof Anita Dhar participated in this program and interacted with participants to address their health issues. This was followed by an entertainment session filled with songs, dance and games. It was extremely therapeutic and helped the participants forget their anxieties and stress. The event was sponsored by Smile Group.

CPAA, Delhi was invited to participate in the Parents Forum organised by the Pediatric Oncology Department of AIIMS on 12 May. This forum is held once in three months for parents and guardians of childhood cancer patients, in their initial stages of diagnosis and treatment. The aim of this forum is to give complete information and support on the facilities available at the hospital and the additional support of the associated NGOs. The importance of hygiene is reiterated and nutritional advice and tips are given by a dietician. A panel of associate professors and senior residents answer the medical queries too.

A two-day retreat was organised for childhood cancer patients at The Golden Swan Country Club, Thane on May 27 and 28. It was a welcome break for the 16 children aged 12 - 17 years on completion of their



treatment cycle. The children thoroughly enjoyed the swimming, boating, trekking, cycling and badminton facilities offered by the club. Deepak Punjabi conducted a self development workshop coupled with games and a quiz. Alongwith treatment, it is moments like these that help patients regain their energies and recharge.

A Special Support Group Meeting of breast cancer survivors was organised on 5th July. This meeting was dedicated to Ms. R Anuradha a valued volunteer of CPAA who fought her battle with breast cancer gallantly. She displayed tremendous courage and determination for 17 years before she succumbed. She was also an editor in the Ministry of Information & Broadcasting. On this occasion Dr. Julka, Dean of AIIMS and Dr. Anurag Srivastava, Head of Surgical Discipline spoke on issues related to women's health.

A support meeting was held at the Holy Spirit Hospital, Mumbai on 11th August for patients and survivors. Dr. Ruksana Ayaz and Bina Hundai were the external faculty.

AIIMS's Pediatric Oncology Department organised a Parents Forum on 22nd November. It addressed the issues faced by parents of childhood cancer patients, particularly the recently diagnosed. Information on medication, hygiene, emergencies, financial aid, railway fair concession and support of NGOs was given. CPAA's Rashmi Warty, Head of Patient Care spoke on services offered by CPAA and the volunteers kept the children occupied and entertained with craft activities and stories.



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CPAA's 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 26,000 cancer patients and their family members have been provided jobs over the years. The center has also grown to become a support group for the patients and care-givers as they meet and work with people going through similar struggles in life.



The center comprises of the following 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

The product line keeps changing according to the trends and requirements of the market. The products include are:

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



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 prohibitively expensive. In the past, CPAA has communicated with the manufacturer of such prostheses to negotiate reduced rates and helped the patient raise necessary funds to buy them.

Self-image is an important part of the recovery process following mastectomy for breast cancer. Hence CPAA developed 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 and developed a quality prosthesis using Indian material.

The prosthesis is washable (important in view of the hot and humid climate), gives an extremely good cosmetic appearance, and costs Rs.400 to 650 (depending on the 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 upscale and prestigious Exhibitions like Sahachari Foundation's Design One, Ruchika Lifestyle, The Club, Giftex – Trade and Technology.



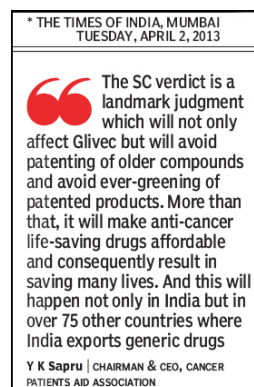
Apart from our regular customers like Taj Group of Hotels, Contemporary Arts and Crafts, Tressorie, Westside, Hotel Trident, Patchi, the following new prestigious customers have been recently added: Godrej – Nature's Basket Limited, Mahendra Brothers Exports Pvt Ltd, Trent Ltd, Lotus House International Airport, Hypercity Mall and Trident Hotel.

STATISTICS FOR 2014

• Total No. of patients rehabilitated	1,020
New patients / relatives adopted	19
Breast prosthesis manufactured	267
• Total amount spent on patients	Amount (INR)
Patient wages	52,23,732
Patient aid	88,388
Food grains	2,60,126
Education & vocational training	2,81,179
• Sales / Income	2,00,07,208
• Raw Material Expenses	87,26,226

CPAA is an active crusader when it comes to effecting policies relating to the rights of cancer patients. It was recognised globally for campaigns on patents and patent extensions for life saving cancer drugs, creating awareness about anti-tobacco legislation and assisting in its implementation, and facilitating availability of generic medicines at affordable costs. Another aspect is CPAA's active participation via advocacy for patents and patent extensions for life saving drugs enabling availability and affordability to cancer patients.

Affordable Drugs Campaign: In April 2014, CPAA won a seven-year legal battle against the Swiss drug-maker Novartis' attempt for extension of the patent of anti-leukemia drug Glivec. The Supreme Court rejected Novartis' efforts to patent 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. The further emphasized that material had not 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 through the offices of 'Lawyers Collective', New Delhi.



While Glivec is sold by Novartis for about Rs 1.2 lakh for monthly dosage, Indian manufacturers sell the same generic drug at a monthly cost of Rs 8,000. The verdict now allows Indian manufacturers to continue making the inexpensive generic 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 cancer patients. The apex court's ruling has been hailed by domestic manufactures as well as health activists, who say poor Indians will now be able to afford the cancer treatment. The judgment in this case is a victory for patients both in India and around the world.

Anti-Tobacco Campaign: Tobacco is responsible directly or indirectly for several cancers globally and in the Indian context with a majority of head and neck cancers attributable to tobacco habits. CPAA efforts focus is to raise awareness through screening and prevention and CPAA is also an active crusader effecting policy changes through advocacy. For banning of tobacco sales in the vicinity of education centers, residential complexes etc., CPAA has taken the task of creating awareness about the Supreme Court of India's judgment banning smoking in public places. CPAA involves the press on the implications of the judgment, involves corporates to declare their workplaces as Tobacco-free zones and counsels and encourages non-smokers in the workplace to vocalize and assert their rights. CPAA has appealed to more than 250 organisations to join the 'Smoke-free Workplace' movement. CPAA's Tobacco Control campaign has been successful in:

- Liaising with UICC, WHO and the Ministry of Health and Family Welfare, India
- Involving policy-makers to effect laws and regulations
- Engaging celebrities from the Film Music and Fashion Industry to advocate for the cause
- Engaging youth to spread awareness
- Partnering with like-minded organisations to create support

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.

Translational research from bench to bedside enabling free HPV testing for estimating risk to cervical cancer and psychosocial trauma to cancer diagnosis, mental adjustment to cancer diagnosis and quality of life of cancer patients, are the recurring themes of the research projects at CPAA. Besides, impact of social support by peer and professional groups to both cancer patients and care givers comprised an important aspect of the research projects.

The projects included in 2014 - 2015 are:

- **SINGLE NUCLEOTIDE POLYMORPHISMS AS PREDICTIVE BIOMARKERS IN ORAL CANCER:**

Dr. Dhananjaya Saranath, Dr. Sultan Pradhan, Ms. Neeta More, Ms. Wendy D'Souza, Ms. Shaleen Multani, Ms. Subuhi Yete

Oral cancer is a high incidence cancer in India, with an annual incidence of 77,003, contributing 26% of the global burden of oral cancer. The major risk factors are tobacco, alcohol, high risk oncogenic viruses HPV16/18, and genomic variants. The focus of the project was the individual genomic variants contributing to a major risk to oral cancer. We identified single nucleotide polymorphisms increasing susceptibility to oral cancer, in cell adhesion genes, signal transduction genes and a neurotransmitter gene; whereas, a cellular metabolism gene showed protection against oral cancer. The study comprised 600 oral cancer patients and equivalent long term tobacco users with absence of oral cancer. The completion of the project proposing examination of 125 variants, will translate to identification of a panel of Predictive and Protective genomic variants in oral cancer.

- **UNCERTAINTY AND ANXIETY IN INDIAN BREAST CANCER PATIENTS:**

Dr. Veena Shukla, Dr. Dhananjaya Saranath

The project was undertaken with a view to assess the mental anguish of breast cancer patients in India, as compared to age matched healthy Indian women. The data demonstrated that uncertainty and anxiety were correlated with poor prognosis. Further the study correlated lesser uncertainty and anxiety in women with higher education, and cordial relationship with their spouse and family members. A role for positive peer support encouraged the patients, and helped overcome the uncertainty.

▪ **SOCIAL SUPPORT AND QUALITY OF LIFE IN INDIAN CANCER PATIENTS:**

Dr. Veena Shukla, Dr. Dhananjaya Saranath

Social support plays an important role in management of cancer patients and better response to treatment. Our study demonstrated that social support improves quality of life in breast, colon and oral cancer patients. Besides, our study emphasized that caregivers of cancer patients need attention and appropriate intervention to cope with their emotional distress, and their concerns should be addressed for the better support to improve the quality of life of the cancer patients.

Publications:

- Sanjukta Chakrabarti, Shaleen Multani, Jyoti Dabholkar, Dhananjaya Saranath
Whole genome expression profile in chewing-tobacco-associated oral cancers: A pilot study.
Medical Oncology.2015; 32:60-71. D: 10.1007/s12032-015-0483-4.
- Dhananjaya Saranath & Aparna Khanna, Editors-in-Chief
Biomedical Research Journal 2014, Volume 1, Issues 1 & 2; pp-85 & pp-86-172.
- Dhananjaya Saranath & Aparna Khanna
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Biomedical Research Journal, 2014, 1 (1), 1-5.
- Dhananjaya Saranath & Aparna Khanna
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Biomedical Research Journal, 2014, 1 (2), 86-89.
- Kavita Shalia, Dhananjaya Saranath, V K Shah
Peripheral Blood Mononuclear Cell ABCA1 Transcripts and Protein Expression in Acute Myocardial Infarction. Journal of Clinical Laboratory Analysis, 2014, 1-8

Manuscript (In Press) :

- Veena Shukla, Dhananjaya Saranath
Mental Adjustment to breast cancer diagnosis: An Indian study, Journal of Psychosocial Oncology, 2015 (In Press).

Manuscript Submitted:

- Veena Shukla, Dhananjaya Saranath
Social Support and Mental Adjustment to Cancer Diagnosis in Patients.

Participation in Conferences: Dr. Dhananjaya Saranath

- **Molecular Diagnostic Tools in Breast Cancer.** Seminar at Leelavati Hosital, Mumbai,
- **Whole genome expression and genome-wide single nucleotide polymorphisms in chewing-tobacco associated oral cancers.** National Seminar on Recent Advances in Applied Sciences, M.S. University, Baroda, August 2, 2014.
- National CSR Hub registered NGO's Meet, Tata Institute of Social Sciences, Mumbai, Sept.19-20, 2014.
- Cervical Cancer Awareness . Initiative, '**Stree-She Matters**', Wilson College Department of B.M.S., Mumbai, January, 2014.
- **Career Options for Science Graduates.** Cross Road 15, Wilson College, Mumbai, December 2014.

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) Hospital and Safdarjung Hospital.



Several childhood cancer patients undergoing treatment at All India Institute of Medical Sciences (AIIMS) are adopted by the Global Charity Foundation (GCF), USA, through CPAA's New Delhi branch. As one of our major donors, the mission of GCF is to improve access to health care and education for patients in rural villages in India. Global Charity Foundation has been supporting CPAA in making treatment possible and saving lives of

several childhood cancer patients. Their Founder President Dr. Reeta Thukral and Mr. Stacy Standly, an esteemed board member, were the special guests for the Diwali party this year. They pledged their unwavering commitment and support to CPAA. It was heartening for them to observe first-hand, the impact of their support towards these families.

(A) Patient Care Services: Patient Care Services are rendered from All India Institute of Medical Sciences (AIIMS).

(B) 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 emergencies.

(C) 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 including lectures on hygiene and cleanliness, nutrition, story-telling, drawing, painting and handicraft. Important festivals and National Days are celebrated with great fervor.

(D) 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 holidays / festivals. Every Wednesday juices and bread buns are distributed to patients coming to the Day Care Unit from the wards.

(E) Ration Distribution: Food rations are distributed at AIIMS and other hospitals every month, supporting patients and their families from out of town. CPAA's volunteers distributed food grains, food packets, supplements and utility items to 720 patients at various hospitals.

(F) 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 the initiative of Breast Cancer Support Group. To keep the momentum generated by the initiative, efforts are made to hold meetings once every two months. Vandana Natsu conducted a workshop for telephonic counseling for 10 Breast Cancer Survivors on 17th January. The purpose of the workshop was to train the survivors to help newly diagnosed cases through their anxiety. Queries regarding social issues which cannot be discussed with their doctors or family members were also addressed.

(G) Shuttle Service: CPAA Delhi runs a shuttle service thrice a week to bring patients and their families from Dharamshala to AIIMS. Around 1,500 persons benefit from the service during the year.



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 Ayurved Hospital Research and Development.

Patient Care Services:

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

(B) 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.



(C) Counseling: At the time of registration patients are counseled about their cancer treatment, side effects of chemotherapy and precautions to be taken. Information about radiation, as well as diet and nutrition, is given to the patients and serves the purpose of Group Therapy sessions.

(D) 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, complain / Bournvita are distributed to patients. Toys, clothes, towels, shawls, blankets and utensils are distributed at festivals and special events.

(E) Transport services are offered to patients to and from different hospitals to their place of residence.

(F) 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 slums.

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 gives 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 societies 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.

CPAA being one of the host societies, also offers this program. This year Osman Gani Mansur, Children Leukemia Assistance & Support Services, Bangladesh; Shusmita Hossain Khan, Eminence and Technical Coordinator, Eminence Associates for Social Development, Bangladesh; Rudra Lal Kadariya, Cancer Council Nepal and Kishore Kumar Pradhananga, Cancer Prevention, Control & Research Dept. BPK Memorial Cancer Hospital, Nepal, were chosen for the fellowship to study at CPAA, Mumbai from 21st to 25th April under the supervision of Ms. Anita Peter.



CPAA's Pradnya Phatak was selected for this fellowship to study at the Cancer Council Queensland, Brisbane, Australia, from 7th to 11th April under the supervision of Ms. Lisa Bridges.

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 patients and family members cope with cancer. The programme was originally developed and put together by a qualified counseling psychologist, Ms. Meghana Suchak. The program has evolved with our experience over the years. The programme has run successfully for the past four years and over 500 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, the larger aim is to help participants understand universality of grief and loss, and the ability to deal with cancer.

Apart from the monthly workshops, exclusive workshops were organised for select groups all over the country. A psycho-oncology volunteer training



workshop was conducted on 18th and 19th January for the members of the NGO 'Race to rein-in-cancer' at Gandhi Nagar, Gujarat, initiated by Rita Banik. This programme was highly appreciated by the participants. Sharing their experiences inspired them to face life with courage and smile and the realization that they are not alone in this fight. Other such workshops were held from 10th - 12th April at Krishna Cancer Aid Association, Daman in association with the local Lioness club, for their members and from 8th - 10th July for the staff and volunteers of Snehanchal NGO of Nagpur at their Palliative Home. CPAA's Dr. Veena Shukla was invited to speak at CME on Psycho-oncology organised by the Central India Cancer Research Institute and Sadhana Charitable Trust, Nagpur, on 18th October at the Rainbow Guest House, Civil Lines Nagpur. She delivered a lecture on 'CPAA model of counseling cancer patients'. The program was attended by medical professionals and post-graduate and research students of Nagpur University and various other institutes.

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 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. This programme empowered them with the 'Total Management' philosophy of CPAA to assist them in taking their work forward more effectively. Participating NGOs in 2014:

- May 2014 - Trivandrum Medical Trust, Trivandrum, Kerala - Dr. Sainuddin and Ms. Lathika S
- November 2014 - Care Foundation, Mangaldai, Assam – Mr. Iftikar Ibrahim

CANCER AWARENESS:

Our cancer awareness presentations in English and Hindi can be downloaded from our website: www.cancer.org.in for free for all wishing to disseminate the information within their community. #

- Rashmi Warty presented her poster on 'Stress releasing and confidence building activities to address the emotional and coping issues in palliative care of Pediatric Oncology' at the 1st International Children's Palliative Care Network (ICPCN) Conference held between 10th - 12th February at Tata Memorial Hospital, Mumbai.
- 'Appreciation Award' Presented to Dr. Dhananjaya Saranath, Towards Thalassemia Awareness and Screening Camps organised at the Police Stations of South Region, Mumbai, 2014.
- 'Distinguished Alumni' Awarded by Sophia College Ex-Students Association to Dr. Dhananjaya Saranath, 2014. Topic presented: A Peep into Contemporary Research in Biological Sciences.
- Extramural Grant from Indian Council of Medical Research, New Delhi. A three year grant was awarded to Dr. Dhananjaya Saranath, for the project 'Single nucleotide polymorphisms as predictive biomarkers in oral cancer' with financial assistance of Rs. 55 lakhs and Intramural grant from SVKM's NMIMS (deemed-to-be) University of Rs. 31 lakhs.
- CPAA's Social Worker Halima Aurangabadkar received a special Award from Tata Memorial Hospital, Mumbai for 20 years of Exemplary Voluntary Service, in August 2014. Halima, has been that friendly reassuring face of CPAA for multitude of underprivileged patients coming to Tata each day.
- Donations through Give India in 2014, Rs. 8.16 lakhs towards providing breast prosthesis for Breast cancer survivors; chemotherapy for Chronic Myeloid leukemia patients; education expenses for a child suffering from cancer, and children of cancer patients; a daily glass of milk and a fruit for cancer patients residing at Ernest Borges Home for cancer patients.
- Accredited by National Corporate Social Responsibility Hub, Tata Institute for Social Sciences, Chembur, Mumbai.

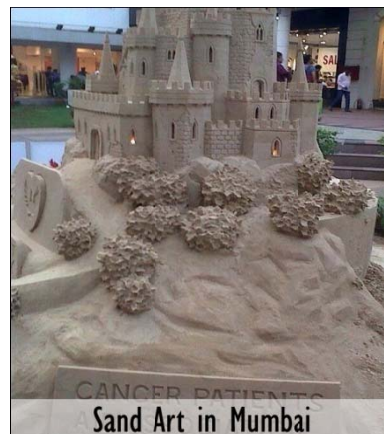


Events 2014

World Cancer Day

Renowned sand artist Simon Smith from Sand Cult, Sand Sculpting Company, created an impressive sand art sculpture in the courtyard area of the bustling Phoenix Mills Mall at Lower Parel, Mumbai in the first week of February 2014. This art was created free of cost on the occasion of World Cancer Day to raise funds for CPAA.

Open forum programs on breast and cervical cancer were held on 3rd February at Ramkrishna Shikshan Mandal Sanskruti Bhavan, Kandivali, Mumbai and on 4th February for the staff of the Naval Dockyard.



Traffic Park Training

In a unique initiative childhood cancer patients were taken to the Traffic Training Park at Roshanara, old Delhi to acquaint them of general traffic rules. A virtual depiction of a typical busy city road alongwith mini two wheelers and helmets helped children understand safety through practical riding.

On the eve of World Cancer Day, CPAA, New Delhi participated in the show 'Health Talk' on DD News along with Prof. Julka (Dean, AIIMS) and Prof M C Misra



A Cancer Awareness Talk was held at Amanora Mall, Pune on 8th February. Shiamak Davar's group through their Victory Arts Foundation performed on the latest Bollywood songs numbers and entertained the gathering there.



Tara Sharma runs for CPAA

The Standard Chartered Mumbai Marathon is the biggest charity event in India and the Asian sub-continent. Over the last 5 years, CPAA has participated in it to raise funds for the treatment of cancer patients. This year CPAA was able to raise Rs. 24 lakhs to become the highest fund-raising charity in the field of 'Health'.

Standard Chartered Mumbai Marathon Day

Actress Tara Sharma ran the marathon as CPAA's ambassador, while employees of HSBC and Kotak Mahindra Bank Ltd participated through the corporate challenge. K V S Manian, was the Highest Individual Fundraiser – Corporate who raised Rs

7,02,100 for CPAA. Companies who supported CPAA were- Kotak Mahindra Bank and The Hong Kong and Shanghai Banking Corporation Limited. The total amount raised Rs. 24,27,651.

International Womens Day

The 2nd Anniversary of Breast Cancer Support Group initiated by CPAA at AIIMS, New Delhi was organized to mark the International Women's Day. This was the 13th meeting of the group in the past two years. This was followed by an entertainment session filled with songs, dancing and games. It was extremely therapeutic and helped the participants forget their anxieties & stress. There were total 200 participants and the event was sponsored by Smile Group.



Breast Cancer Support Group meet



Womens Day at Ivy Studio

The Marriott Courtyard, Pune celebrated International Womens' Day with CPAA's Pune team on 6th March 2014. The General Manager of the hotel appreciated the work done by CPAA at the High tea evening.

On 8th March 2014 Ivy Studio, Pune hosted 30 women patients at their International Women's Day celebrations. Identity Events headed by Mr. Kochari organized this fun filled afternoon. Vicky and his group entertained the audience with their performances on popular songs. Mementos were distributed to all present. Both these events were held on the initiative of Ms. Mita Banerjee,

Writer, Founder Team Miracle.

World No Tobacco Day

World No Tobacco Day is a global event established to call attention to the impact of tobacco use on public health and reduce individual tobacco dependence. This year's theme was Raise Taxes on Tobacco.

Mumbai: This year CPAA and the BEST undertaking joined hands to declare all BEST buses Tobacco-Free. This declaration was made in the presence of actor Vivek Oberoi, cricketer Vinod Kambli and BEST Chairman Mr. Arun Dudhwadkar. The inauguration was followed by a mock funeral of a tobacco habitue, an ENT and Dental Checkup camp for BEST employees, distribution of free voice prosthesis to several cancer patients and initiation of a Quit Tobacco Program for BEST Employees.

ENT Screening camps were organised at Yashwant Natya Mandir, Yerawada Jail, Pune and Mahindra & Mahindra Ltd, Kandivili, Mumbai.



Vivek Oberoi with BEST employees



New Delhi: An awareness program was held on May 31, at Select City Walk, Saket, New Delhi. This was followed by a dance performance by the Delhi Dance Academy students, displaying placards with anti-tobacco messages, and a social street play by the artists of Song and Drama Division of Information and Broadcast Ministry, portraying how tobacco abuse not only disrupts a smokers life but also that of his entire family and the community. On a mock cigarette CPAA Volunteers collected signatures from the audience pledging support to the theme of raising taxes on tobacco products to reduce consumption. Badges with the message 'Tobacco free world' were also distributed.

Pune: Awareness talks on cancer and the ill-effects of tobacco were held at the construction sites of Rohan Builders, Viman Nagar and the Market Yard by Drs Shree Inamdar and Chetan Deshmukh. Over 800 individuals benefited from these talks which emphasised on oral cancer and the harmful effects on the use of tobacco products. Cancer detection camps were held at the Market Yard, PMT Swargate Depot and the Katraj Depot for their staff by a team of doctors and technicians from Ruby Hall Hospital and Bharti Hospital.

Hotel Panchratna, Pune hosted a Poster Competition for schools and colleges on May 30. Winners were given prizes sponsored by Duroshox, Pride Hotel, Courtyard Marriott, Innvenue Hospitality (Baker's Basket) and Krushnai Water Park. Dr. Chetan Deshmukh addressed the patients, winners and their parents. Mr. Yogesh Supekar entertained the audience with his mimicry. Everyone enjoyed the high tea and snacks served by the hotel.



The Ninth edition of '**Caring With Style**' a Fashion Show in support of

Caring with Style

CPAA, sponsored by Pidilite and spear-headed by Shaina NC was held on May 11 at NSCI Indoor Stadium, Mumbai. Achievers from various fields walked the ramp in an ensemble especially created by renowned designers Shaina NC and Vikram Phadnis for the occasion. Sadhana, Poonam Dhillon, Tara Sharma, Penaz Masani, Zeeba Kohli, Durga Jasraj, Arzoo Gowatrikar, Sakshi Tanwar, Rashmi Nigam, Rashmi Uday Singh, Perizad Kolah Marshall, Gauhar Khan, Aditi Rao Hydari, Neetu Chandra, Rashmi Desai, Akriti Kakkar, Sheeba, Vidya Malavade, Vivek Oberoi, Piyush Pandey, Madhur Bhandarkar, Ronnie Screwalla, Mickey Mehta, Niel Nitin Mukesh, Meing Chang and many more showcased creations made by the designer duo. Performances by singers Shankar and Siddharth Mahadevan, Niti Mohan, Akriti, Sukriti and Prakriti Kakkar enthralled the audience. The evening ended with scintillating performance by ace choreographer Terrance Lewis and his troupe.

Colours of Life

CPAA unveiled the collection for its 10th Annual Art Exhibition '**Colours of Life**' - Canvas for a Cause, at The Viewing Room, Colaba on June 7.

The proceeds raised from the initiative support CPAA's commitments towards cancer patients and their families to fight this disease. Hundred renowned Indian artists came together to showcase their art for the noble cause of raising funds for deserving cancer patients. The artists include K H Ara, Anjolie Ela Menon, Ramendranath Chakravorty, Satish Gujral, Prafulla Dahanukar, Shakti Barman, Sunil Das, Shuvaprassanna, Badri Narayan, Jaideep Mehrotra, Paresh Maity, Jayashree Barman, Samir Mondal, Arzan Khambatta, Sunil Das, Kahini Arte Merchant, Nishant Dange, Bina Aziz, Brinda Chudasama Miller, Ajay De, Kishore Roy, Laxman Aeley, Buwa Shete, Seema Kohli, Soketu Parikh, Nayanaa Kanodia, Lalitha Lajmi, Kalpana Shah, H R Das, Ramesh Gorjala, , Ananya Banerjee, Charan Sharma, Kalpana Shah, Yashwant Shirwadkar, Kishor Nedavdekar among others.

Over time, Colours of Life has become one of the largest art shows in Mumbai representing almost all genres of artists, and both the artists and the art patrons look forward to the show. Politician Priya Dutt and actresses Tara Sharma, Madhoo Shah and Varsha Usgaonkar lit the inaugural lamp at the launch of this year's collection. Present at the event were Author Shobhaa De, Food critic Rashmi Uday Singh, Director Kalpana Lajmi and Executive Chairman and Piyush Pandey, Creative Director for Ogilvy and Mather India and South Asia. Amongst the artists who attended the inauguration were Lalita Lajmi, Hema Joshi, Samir Mondal, Charan Sharma, Brinda Chudasama Miller, Jaideep Mehrotra, Bina Aziz, Kahini Atre Merchant and Ananya Banerjee. The chief guests commended the triumph of 10 childhood cancer patients who have benefitted from the funds raised from the show and presented them with gifts. The art catalogue showcasing the collection was designed by O&M and sponsored by Club Mahindra.



Kelloggs Breakfast Campaign: In the month of June, CPAA partnered with Kelloggs Breakfast



Campaign in association with its CSR partner United Way. The aim of this campaign was to spread awareness on the importance of building breakfast as a healthy daily habit and to encourage people to pledge and gift these special breakfast kits to underprivileged children. The Kelloggs breakfast kit which included a pack of Kellogg's cereals, tetra pack of milk, a bowl and spoon and a small pamphlet educating children about importance of breakfast was distributed through CPAA's network in Mumbai to over 11,000 children at cancer hospitals, schools for underprivileged children and orphanages. The schools and institutes covered were Tata Memorial Hospital, ATRECT, Sion Hospital, Earnest Borges Home, St. Jude India Childcare Centre, Swagat Ashram, Sneha Sagar Society, 15 slums under Good Shepherd Convent, Helping Hands, Saraswati Vidya Mandir, G S English High School and Junior College, Good Samaritians, Shelter Don Bosco, Our Lady's Home and many more.

Ghazal Khazana

Celebrating 13 glorious years of soulful melodies, the most talented Ghazal singers of the decade performed together on a single stage to raise funds for CPAA and PATUT (The Parents Association Thalassaemic Unit). This annual fundraiser spear-headed by noted Ghazal singer Padma Shri Pankaj Udhas provides a rare opportunity for Ghazal aficionados to experience live performances by a multitude of renowned and talented artist in one show, whilst donating towards a noble cause. This year's Khazana celebrated 'Ghazals and Nazms' in 100 years of Indian Cinema' and featured performances by Pankaj Udhas, Suresh Wadkar, Talat Aziz, Sonu Nigam, Sadhna Sargam, Bhupinder and Mitali Singh, Shruti Pathak, Runa and Neha Rizvi, Tauseef Akhtar, Surinder Khan and Pooja Gaitonde.



Talat Aziz, Suresh Wadkar & Pankaj Udhas at Ghazal Khazana



Skip-a-thon

A first of its kind event, Skip-a-thon, 'Skip- for- a- cause' activity where

Skip-a-thon

school students were educated, encouraged and channelized into raising funds for cancer patients was a huge success. Fifteen schools participated with amazing results. Childhood obesity and life-style diseases have become a major concern. A sedentary lifestyle pushing buttons is getting our kids nowhere. Skip-a-thon was a fun initiative to drive kids towards health-consciousness, while growing the spirit of volunteerism.

The culminating event was held on 12 July at St. Teresa's Convent High School, Mumbai

Rose Day

Rose Day, CPAA's call to connect with cancer in a non-medical way was launched on September 22, 1994. A relief moment, CPAA opened cancer to mass compassion and goodwill. A simple human gesture, reach out, say you care with a rose and light up someone's life. Several patient-outreach programs were organized by CPAA in the last week of September to commemorate this day.

Mumbai: Variety entertainment programmes were held in hospitals including: ACTREC, AIIMS, Asha Cancer, B J Wadia, B Y L Nair, Boman Dhabar, Cama & Albless, Hinduja, KEM, Lokmanya Tilak Municipal General, Masina, Parsi General, Prince Aly Khan, and cancer care centers like Earnest Borges Home, Garib Nawaz Dharamshala, Mhaskar, Nana Palkar Samiti, Noori Musafir, Shanti Avedna Sadan, St. Jukes and CPAA's Rehabilitation Centre, from 22 - 28 September. Patients and their care-givers were treated to performances by acclaimed artists Shriram Iyer, Anusha Mani, Sangeet Haldipur and Sandip Batra; Illusionist Akshay Laxman; Movie shows, Magic shows, Karaoke by Rashna, dance performances by students of Podar International School and girls from Seva Sadan and various other entertainment programs.



Rose Day in Mumbai

Actresses Varsha Usgaonkar and Tara Sharma joined CPAA in making this day memorable. Floral arrangements were put up in various cancer wards and cancer care centers by CPAA's social workers and volunteer teams to cheer up and raise the spirits of patients and their families battling the big 'C'.



New Delhi: Rose Day celebrations commenced on 14 September with a special screening of the movie 'Mary Kom' sponsored by DT Cinema Saket and Child and Doc n Doc magazine for childhood cancer patients, oncologists and resident doctors of the Pediatric Department, AIIMS. They were all treated to a special lunch at Punjab Grill thereafter. On 19 September, a group discussion was organised for the breast cancer survivors at AIIMS. Dr. Navneet Kaur, Breast Surgeon of Guru Teg Bahadur Hospital interacted with patients and discussed survivorship issues with them. The patients were treated to an entertaining afternoon of Antakshari and given goody bags sponsored by Banita Kukreja, a support group member.

Continuing the Rose Day celebration, on 22 September, Kiran Hukku, Director of Delhi Branch, visited the Pediatric Oncology wards of AIIMS and interacted with the patients and their caregivers. It was a soothing experience for the families to share their anxieties in the reassuring presence of Mrs. Hukku. The Rose Day finale was a special show of Jhumroo, a musical theatrical show and Nautanki Mahal with retro Bollywood songs at Kingdom of Dreams on 26 September.

Pune: The volunteers and social workers of CPAA's Pune branch visited 10 hospitals in the city covering 550 patients to distribute roses, greeting cards, blankets, bed covers, utility items and food stuff. Water purifiers and fans were donated and installed at the Indrayani Hospital, Cipla Palliative Care and Training Centre and Command Hospital.

CPAA along with The Rotary Club of Kalyani Nagar hosted a Rose Day party for the patients. The entertaining evening included a magic show and games, culminated with high tea.



Breast Cancer Awareness

The month of October is globally observed as Breast Cancer Awareness month. Annual International Health Campaign is organised every October to increase awareness of the disease and to raise funds for research into its cause, prevention, diagnosis, treatment and cure. The campaign also offers information and support to affected breast cancer patients.



Neetu Chandra as 'Umrao'

CPAA organised two shows of the Hindi Play 'Umrao', in Mumbai and Pune. The play on Women Empowerment, produced by Aarambh and directed by Hidayat Sami, is an adaptation of the well-known novel 'Umrao Jan Ada'. The play stars Neetu Chandra, brand ambassador for CPAA in the lead role. The show on 11 October at Rangsharda, Mumbai was a fundraiser while the show on 18 October at Bal Gandharva Rang Mandir, Pune was a special screening sponsored by Venkys.

On 21 October a talk on Breast Cancer was organised for students of Lady Shri Ram

College, New Delhi by Dr Geeta Kadyaparth, Breast Cancer specialist of Max Hospital. Dr Geeta explained the importance of breast self examination and made them aware of the various myths and mind blocks about cancer. Students supported the cause by wearing pink ribbons.



Talk for students of LSR College

An awareness talk on Breast cancer was conducted on 16 October for the female staff of The New India Assurance Co. Ltd, Pune by Dr. Chetan Deshmukh. It was both an educative and interactive session.



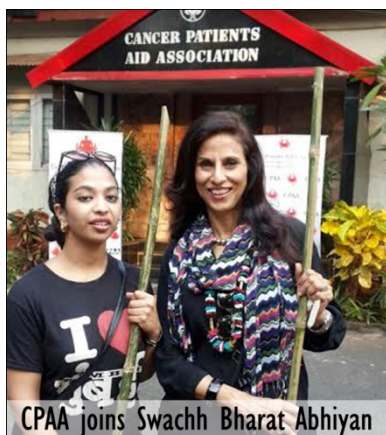
Loksatta Donation Drive

Loksatta Donation Drive: Loksatta, a leading Marathi daily, organised a donation drive for select NGOs, entitled 'Sarva Karyeshu Sarvada' during the months of September - October 2014. CPAA was one of the ten short-listed beneficiary NGOs for the drive year. Loksatta featured articles about the NGOs in their newspaper, urging readers to donate for the cause. This year, readers contributed over Rs. 2.25 crore which was distributed amongst all the NGOs at the culminating event, on 29 October 2014 at their head office at Express Tower, Mumbai by the Chief Guest, Actor and Social Activist, Mr. Atul Kulkarni.

Diwali: CPAA organised a special Diwali party at New Delhi's Rajgharia Dharamshala on 15 October. Global Charity Foundation has been supporting CPAA in making treatment possible and saving lives of several childhood cancer patients. The Founder President Dr. Reeta Thukral and Mr Stacy Standly, an esteemed board member, were the special guests for the Diwali party this year. They pledged the unwavering commitment and support to CPAA. It was heartening for them to observe first-hand, the impact of their support towards the families. The patients and care-givers in turn got an opportunity to express their gratitude towards Dr. Thukral and Mr. Standly. Children thoroughly enjoyed the activities planned for them followed by a hearty festive meal.



GCF ushers in Diwali at CPAA Delhi



Swachh Bharat Abhiyan: Patron Shobha De nominated CPAA to take forward the Swachh Bharat Abhiyan (Campaign Clean India), a national level campaign by the Government of India covering 4041 statutory towns to clean the streets, roads and infrastructure of the country. The campaign was officially launched on 2nd October at Rajghat, New Delhi, where Prime Minister Narendra Modi himself wielded the broom and cleaned a road. The campaign is India's biggest ever cleanliness drive and 3 million government employees and school and college students participated in the event. He also invited nine celebrities to take up the challenge and spread it among others. He asked each one

of the celebrities to nominate nine more people to join the greatest ever cleanliness campaign, and to continue the chain. Reliance Group chairman Anil Ambani who is one of the 9 primary nominees took up the challenge and in turn nominated columnist Shobha De. Shobha De nominated CPAA on her list of 9 to take this chain forward. As a part of this endeavour, she and her daughter Anandita visited CPAA's Mahalaxmi office to initiate the movement.

Christmas: Cancer patients and their relatives were treated to a Grand Christmas Gala on 19th December at the Radio Club, Colaba. An entertainment programme was organised for the patients. Santa distributed gifts to the patients at the fun-filled party.

CPAA's Santa Clause helped spread Christmas cheer in the Pediatric Wards of AIIMS Hospital at the Christmas party on 22nd December. On this day the childhood cancer patients undergoing Chemotherapy to the Day Care ward, were in for a surprise. The SMILE group engaged them in fun-filled activities like Dumb charades, Antakshari, Passing the parcel and many more.

Prof. K.D. Sharma, the Medical Superintendent of AIIMS joined the celebrations to spread Christmas cheer too. The event was aired on the NDTV channel.



The staff of CPAA along with Mr. Bhupendra Muzumdar and his volunteers of Honeywell Automation Pvt. Ltd. visited Command Hospital on 22 December to distribute towels, biscuits, soaps and talcum powder. His presence and words of encouragement uplifted the morale of the patients fighting cancer.



Hard Rock Cafe, Pune hosted a Christmas party for cancer patients on 19 December. Games and dancing preceded the scrumptious snacks and high tea served. The highlight of the evening was the customary dance performed by the staff of Hard Rock Cafe amidst loads of cheering by all. Whilst the children received Hard Rock Cafe T Shirts as mementos, adult patients were gifted cakes and shawls by CPAA volunteers.



31 Jan: Fun Day for childhood cancer patients at National Bal Bhavan, New Delhi

Snapshots of the year 2014



12 Mar: No Smoking Day at the Inorbit Mall, Pune



9 Apr: Self Defense workshop by CPAA, Delhi in collaboration with Aakaar & New India Mission for women cancer survivors



21 May: Actress Sushmita Sen celebrates 20 years of being Miss Universe with childhood cancer patients from CPAA.



22 Jun: Special fundraiser show of Lillette Dubey's English play Boiled Beans on Toast, at Sophia Auditorium.



10 Aug: Raksha Bandhan was celebrated at the Rajgharia Dharamshala.



10 Aug: Cultural fundraiser by Friends of Upasana, Pune organised by Mita Banerjee, Founder of Team Miracle.



14 Aug: Independence Day celebration at the Pediatric wards of AIIMS, New Delhi.



15 Aug: Drawing competition for childhood cancer patients in association with JSM Medical Trust.



13 Sep: Vivek Oberoi celebrated his birthday with childhood cancer patients at Big Cinemas, Wadala with a special show of the film 'Mary Kom'.



20 Oct: Hotel Oasis hosted a Diwali party for patients and their care takers.



14 Nov: Special Children's Day screening of 'Happy New Year' for childhood cancer patients, at Cinepolis, Pune.



17 Nov: Fun filled afternoon for childhood cancer patients at Funky Monkeys with actress Tara Sharma



28 Nov: Deloitte, India's 'Impact Day' at Rajgharia Dharamshala, AIIMS, New Delhi

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Donation Channels

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
Dr. Vithaldas Parmar Research & Medical Centre
Unit No. 6, 'Sumer Kendra', Behind Mahindra Tower, Shivram Seth Amrutwar Road, Worli,
Mumbai – 400 018

2. **NEFT / RTGS Transfer:**

NEFT / RTGS details available on request for a direct online transfer of funds to CPAA. Email online@cancer.org.in

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

- a. A donation can be made through CPAA's Verisign-secured website 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 includes a special provision to donate Citibank Credit Card reward points accumulated against purchases. A visit to website www.cancer.org.in can guide you.

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.

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

A list of ways in which you can assist us in our work

Bone Marrow Transplant	Rs. 10,00,000 - Rs. 50,00,000
Adopt-a-patient	Rs. 50,000 per year
Chemotherapy Medicines	Rs. 5,500 per month
Radiation	Rs. 8,000 per month
MRI Investigations	Rs. 10,000
CT Scan Investigations	Rs. 5,500
Voice Prosthesis	Rs. 40,000
Limb Prosthesis	Total Knee Replacement - Rs. 5,00,000
	Artificial Limbs - Rs. 50,000
Breast Prosthesis	Rs. 1,500
Rehabilitation for Patient / Family	Rs. 10,000
Education / Vocational Training	Rs. 5,000
Diet Supplement	Rs. 500 per packet

*** 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.**

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Founder Chairman & CEO

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Honorary Secretary

Mrs. Rekha Sapru
Honorary Joint Secretary

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Total Management of Cancer
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