



**BREAST CANCER PATIENTS BENEFIT FOUNDATION**

Breast cancer is a major threat to women worldwide; we in India are not immune. In Delhi alone, it is estimated that 1 in 16 women will develop breast cancer at some point in their lives. Support groups are doing a yeoman's service in trying to increase awareness and provide education and counseling to one lakh women every year. Our treatment centers are inundated and professionals grappling to provide optimal care. But the harsh reality is, that despite these facilities, a number of patients have no access to world-class treatment.

Science tries to keep abreast of infirmity. Global efforts towards research, technological advances, financial availability and concern for the afflicted, exhibit heterogeneity. The crux of the problem remains inadequate finances for developing multimodality treatment of acceptable standards and protocols.

This is what motivated a small group of professionals, patients and corporates to act, rather than just discuss the problem and set up the **BREAST CANCER PATIENTS BENEFIT FOUNDATION (BCPBF)**.

Founded by **Dr. Sameer Kaul** in September 2004, the BCPBF is an equal opportunity support organization which, in the interim, comprises of well-known medical professionals, financial experts, entrepreneurs, gutsy survivors and philanthropic members of the community. Its sole purpose is to financially benefit those who cannot afford the treatment and to increase knowledge among those unaware of the disease, by reaching out to them through its programmes like 'Knowledge at your doorstep' awareness camps, public lectures, seminars, corporate health checks and other such events. The foundation also aims to motivate the affluent strata of society to contribute towards the noble cause at fundraising events.

#### **PRIMARY OBJECTS & AIMS OF THE SOCIETY ARE:**

To subsidize the mammoth cost of treatment of Breast Cancer of needy and poor patients and raise funds for the same.

To help early detection of breast cancer and to raise funds for the said purpose.

To set up detection centers, hospitals, nuclear science and pathological labs and radiation/ chemotherapy centers in rural and urban areas for treatment of breast cancer patients and raise funds for the same

To convince pharmaceutical companies to provide drugs for breast cancer treatment at concession rate/free of charge for poor and needy patients

## THE CORE GROUP COMPRISES OF:

### President

Dr. Sameer Kaul is a cancer specialist of repute in the pan-Asian region with a grilling work schedule in New Delhi, INDIA, Mauritius, Ras-el-Khaima, UAE, and most importantly in Jammu & Srinagar state, INDIA. Hailing from the Srinagar Valley himself, Dr. Kaul heads the SURGICAL ONCOLOGY UNIT comprising of six specialized experts and other junior consultants

### Treasure

Dr. Feroz Pasha is a renowned Sr. Consultant, Surgical Oncology at Apollo Cancer Institute with interest and experience in palliative care for breast cancer patients.

### Gen. Secretary

Ms. Mridul Arora is a designer & specializes in organizing national and international medical events. Her work is multi-dimensional, involving business Development, fund raising, organizing national & international conferences, CMEs, free medical camps and designing for medical and general communication

### Members

Dr. Shahin Nooryezdan is a Sr. Consultant and a plastic & reconstructive surgeon at Indraprastha Apollo Hospitals. He has done extensive work in post-cancer reconstructions, especially breast cancer. He is also an extremely skilled burns and micro-vascular surgeon and has helped save lives and successfully re-attach amputated limbs.

Dr. Deepali Kapoor is a Sr. Consultant, Clinical Psychologist and Counselor (Oncology) at Indraprastha Apollo Hospital, New Delhi. She specializes in palliative and end of life care, grief and bereavement counseling, Trauma Counseling, children with HIV (AIDS) also counsel for work related and personal problems.

Mr. Sumeet Nair is the Managing Director of Incube Fashion and is a founding member of the Fashion Foundation of India. He is the former Executive Director of Fashion Design Council of India and had been instrumental in the creation of the council as well as Fashion Week.

Ms. Padma Rao Sundarji is a senior freelance journalist specializing in foreign affairs. She has worked with ARD German Radio and Television in New Delhi and New York, ZDF German Television in New York, and headed the South Asia bureau of German news magazine Der Spiegel for 14 years till 2012. She now covers South Asia for German daily Die Welt and other European publications and occasionally contributes to the Hindustan Times, Outlook and McClatchy USA.

# WORK DONE BY THE FOUNDATION SINCE INCEPTION:

## A. CENTRAL DRUG REPOSITORY :

The BCPBF's most vital program is 'CENTRAL DRUG REPOSITORY' , an honest attempt at providing subsidized / free lifesaving cancer drugs to "Below Poverty Line" patients. Since its inception in April 2009, approximately 57 patients have benefitted by getting drugs worth Rs. 80 Lakh

## B. KNOWLEDGE AT YOUR DOORSTEP :

Imparts knowledge to concerned professionals at their doorstep, create awareness of this disease amongst the masses, enhancement of early detection capabilities at the grassroots level and appropriate referral to higher centers was achieved by its program 'KNOWLEDGE AT YOUR DOORSTEP' comprise of - Continuing Medical Education, Conferences, Public Awareness Lectures.

### CONTINUING MEDICAL EDUCATION (CME):

Through this program, the foundation promotes interaction between primary physicians, nurses, technicians and cancer specialists. Various CMEs (Continuing Medical Educational) including a series of program entitled Cancer Scenarios 2006, 07, 08, 09, 10, 11' have been conducted for primary physicians and health providers at New Delhi, Gurgaon, Noida, Faridabad, East Delhi, Ghaziabad, Jammu, Srinagar, Shimla, Jodhpur, Farukhabad, Imphal, Riwari, Guwahati, Apollo Bramwell Hospital (Mauritius).

### CONFERENCES:

In order to emphasize the role of the non-governmental and private sectors in Healthcare delivery, the Foundation organized:

1. 'HIMALAYAN CANCER CONGRESS 2008' at the Intercontinental Hotel, Kabul from 1- 3 August 2008 in collaboration with the Afghan Doctors' Association, which was attended by 400 specialists from India, Afghanistan, Pakistan and Turkey.
2. 'NATIONAL WORKSHOP ON LIVER CANCER 2010' at Indraprastha Apollo Hospitals, New Delhi, 2 May 2010, attended by 300 Gastroenterologists, Radiation, Medical & Surgical Oncologists, Radiologists of North East India.
3. 'ONCO-HAEMATOLOGY 2011' National Seminar at The Lalit Grand Palace, Srinagar, Kashmir, 11 & 12 March 2011, attended by 375 prime Oncologists, Hematologists, and General Physicians, Laboratory Medicine, Pathologists and opinion-builders from the medical fraternity of J&K.
4. 'WOMEN & CANCER' at the Classic Hotel, Imphal, Manipur, 1 & 2 September 2011, attended by 217 Oncologists, Gynecologists, General Physicians, Surgeons, Radiologists, General Practitioners of North East India, Kolkata, Myanmar and Bangladesh.
5. 'WOMEN & CANCER' at the Hotel Taj Vivanta, Srinagar, Jammu & Kashmir, 4 & 5 May 2012, attended by 195 Oncologists, Gynecologists, General Physicians, Surgeons, General Practitioners of Jammu and Kashmir.
6. 'INDO NEPAL CANCER SYMPOSIUM' at the Hotel Yak & Yeti, Kathmandu, Nepal, 14 Dec 2013, attended by 210 Oncologists, Gynecologists, General Physicians, Surgeons, General Practitioners of Nepal

### PUBLIC AWARENESS LECTURES:

Organized at various places for members / staff. Venues have included the Zuari Industries (Goa), Wahaj Hospital Kabul (Afghanistan), Artemis Hospital (Gurgaon), IMA (Dehradun), Tata Consultancy Services (Gurgaon, Noida, Connaught Place) Shija Hospital, Imphal (Manipur), Florence Hospital (Srinagar), Jain Nursing Home, Meerut (U.P), Masonic Club, Delhi Commonwealth Women Association, Hutch, O&M Advertizing Agency, CMC, Sunlife Insurance, Hotel Hilton, Indian Oil, International Labor Organization, IIT (New Delhi). Special lectures by eminent cancer specialists on 'Defeating Breast Cancer' was organized at Bahai Auditorium, followed by a concert of Sufi music.

### C. ERADICATE CANCER:

Free cancer detection and awareness checkups were organized at various places like Vishwas Camp, Sangam Vihar, Juggi Cluster- Rk Puram For "Maitri Cancer Camp", "Swabhimani Naari Camp" IJ School Gurgaon, Juggi Cluster- Rewari, Harijan Basti- Rewari, Masonic Womens' Club- New Delhi, Quarterly camps at Delhi Commonwealth Women's Association, Tata Consultancy Services - Gurgaon, Noida and Delhi, Juggi Cluster IJ Public School - Gurgaon, Bahai Auditorium New Delhi, Widow Mothers of Vrindawan 2011 & 12 - Vrindawan, Rikshaw Pullers of West Delhi 2010 & 11, Apna Hospital - Shimla, Jodhpur, Kashmir Nursing Home - Srinagar, Home help & Manual Labor class of Moti Bagh - Delhi, City Hospital - Ambala, Digamber Jain Dharamshala, - Kampil, Shija Hospital, Imphal (Manipur), Manual Labor class of Gurgaon 2009, 10, 11, 12 & 13 - Haryana, Eradicate Cancer 2012 - Weekly camp for the Rikshaw Pullers, Juggi Cluster Domestic help & Manual Labor of West & North Delhi, Free Camp for Migrants at Jagati (Nagrota), Wahaj Hospital - Kabul, Afghanistan, etc.

Expressing their appreciation and patronage of selfless charitable activities of our foundation, many noted individuals and organizations assist in augmenting resources for our cause. Similarly, many leading cancer specialists of international repute like Dr. S.H. Advani, Dr. A.K.Raina and Dr. K.A.Dinshaw have been regularly associated with the activities of our organization. Approximately 21400 people have attended our camps.

### D. FUNDRAISERS:

The foundation also aims at motivating the higher strata of society to contribute towards the noble cause by conducting fundraising events. 'Breast Cancer Patients Benefit Foundation' has held the following, very well-attended fundraisers successfully:

1. 'DILKI AWAZ' held in Dec 2004 featured a display of traditional Indian costumes of Mughal era by distinguished designer Ritu Kumar and soulful rendering of ghazals by the legendary artiste, Ghulam Ali, at the Old Fort, New Delhi. Dr.S.H. Advani, one of our foremost crusaders against breast cancer, was honored with a lifetime achievement award.
2. 'EHSAAAS', a cultural evening featured 'Junoon', a musical group from Pakistan based in USA and a display of traditional Indian costumes by well-known designer Tarun Tahiliani in Feb 2007, at The Old Fort, New Delhi.
3. 'THE AWAKENING' a much acclaimed theatre presentation "Kaifi Aur Main" rendered by Shabana Azmi and Javed Akhtar. It also included an auction from the haute couture collections of J.J. Valaya and Ritu Kumar and shimmering silk rugs from the looms of Vicky Shaw.
4. 'CREAFASH' held in December in 2008 at the Hotel Imperial a display and auction of Modern Indian Jewellery designed exclusively with ORRA Diamonds by well-known designer Tarun Tahiliani for the foundation.
5. 'DRAUPADI' a theater presentation on March 2010 at Kamani Auditorium & Ashoka Hotel included contribution by Anjoli Ela Menon, Ritu Kumar, Aman Nath, Shubha Mudgal, Tina Johnson.
6. SERIES OF 'FRIENDSHIP GOLF TOURNAMENT' started in 2008 and held every year after that in the last week of Dec.

**These funds are being used to provide timely subsidized / free treatment to ill affording cancer patients cutting across red tape, caste, color and creed. So far 297 patients have received aid to the tune of approximately Rs. 1.2 Crore**



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Donation to 'Breast Cancer Patient Benefit  
Foundation' are exempt u/s 80G of I/Tax Act

