CANCER CARE:
A NEW PARADIGM

REPORT - JANUARY TO SEPTEMBER 2022
India has a huge burden of cancer. Every year, over 14 lakh new cases are reported in the country. Most of these cases are reported in the later stages, leading to a high morbidity and mortality rates. The problem of high incidence and late detection is aggravated by various factors like shortfall of infrastructure and skilled manpower to treat the disease, concentrated urban cancer care resulting in patients having to travel far off distances to seek treatment and care, leading to high out of pocket expenses and consequently, high dropout rates along the treatment pathway. Besides this, unhealthy lifestyle habits and lack of awareness contribute to an increased risk for cancer.
With a vision to transform Cancer Care in India, Tata Trusts introduced the Cancer Care Programme in 2017. The primary focus of the programme is to ensure affordable, high-quality healthcare to millions of Indians, closer to their homes.

**DISTRIBUTED MODEL OF CANCER CARE**

<table>
<thead>
<tr>
<th>ENHANCED ACCESS</th>
<th>UNIFORM HIGH QUALITY CARE</th>
<th>AFFORDABLE CARE</th>
<th>AWARENESS AND EARLY DETECTION, PALLIATIVE CARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>taking care closer to people’s homes through a step-down model of infrastructure development</td>
<td>by use of technology and standardized treatment protocols</td>
<td>providing access to state and central government health insurance benefits</td>
<td>work at grass root level creating awareness and for regular screening of for early detection and treatment</td>
</tr>
</tbody>
</table>

**Step-down model of infrastructure**

The vision is for patients to have a cancer-care facility within a three-hour journey from their homes, enabling them to stay on the treatment pathway. Accordingly, a network of cancer-care facilities are being created at 4 levels.

- **Comprises** awareness, screening for early detection and palliative care. These services are available at all centres at all levels.
- **Diagnostic and day-care radiotherapy and chemotherapy units.**
- **Comprehensive cancer hospitals providing the entire range of oncological services.**
- **Apex centres providing the entire array of medical oncology, radiotherapy, surgical oncology, palliative care, nuclear medicine, oncopathology and radiology – as well as high-end laboratory and research facilities.**

This comprehensive care model is being rolled out in Andhra Pradesh, Assam, Jharkhand, Karnataka, Maharashtra, Odisha and Uttar Pradesh.
assam and other states of Northeast has a high incidence of cancer. As per ICMR, the state of Assam has an incidence of approximately 50,000 new cancer patients annually. The region is one of the most underserved in area of quality and affordable cancer care in the country. Moreover, these cases are reported late, leading to a very high mortality.

In 2018, the Government of Assam and the Tata Trusts entered into an MoU, to set-up a network of cancer care facilities comprising apex institutes, comprehensive treatment hospitals and day-care chemotherapy, radiation and diagnostic centres to ensure that affordable care is accessible nearer to home. On 28th April 2022, a network of seven hospitals were inaugurated by the Hon’ble Prime Minister, Mr. Narendra Modi and Mr. Ratan N. Tata, Chairman, Tata Trusts, in a function held at Dibrugarh, Assam. The inauguration was held in the august presence of Prof. Jagdish Mukhi, Governor, Assam; Dr. Himanta Biswa Sarma, Chief Minister, Assam; Mr. N. Chandrasekaran, Chairman, Tata Sons, Mr. N. N Tata, Trustee, Tata Trusts and a host of other ministers and dignitaries.

The seven hospitals are located at Dibrugarh, Barpeta, Kokrajhar, Lakhimpur, Darrang, Jorhat and Tezpur.

The L2 centres at Barpeta and Dibrugarh have 180 beds each. The key facilities made available are - Radiation therapy, Surgical Oncology, Chemotherapy, PET Scan, MRI, CT Scan, Mammography, Critical Care, Blood Banks, Palliative Care, etc. supported with advanced laboratory. Recently, the Nuclear Medicine services were started at Dibrugarh Cancer Centre.
The L3 centres at Tezpur, Lakhimpur, Jorhat, Kokrajhar and Darrang are 45 bedded facilities. While the key facilities available are - Radiation therapy, Chemotherapy, CT Scan, MRI and laboratory for day care services.
S VICCAR (Sri Venkateswara Institute of Cancer Care & Advanced Research), Tirupati is a comprehensive and advanced cancer care facility in the region. The hospital has been set up by Alamelu Charitable Foundation (ACF), supported by Tata Trusts in partnership with the Tirumala Tirupati Devasthanams (TTD) to address the gap in cancer care infrastructure in the region. The state-of-the-art hospital offers a range of cancer care services— from diagnostics, to medical oncology, surgical oncology, radiotherapy and palliative care. The TTD has provided a 25-acre land parcel for its construction, and the Government of Andhra Pradesh has supported its establishment.

On 5th May, 2022, Mr. Y. S Jagan Mohan Reddy, Chief Minister of Andhra Pradesh inaugurated the said facility in the presence of Mr. Y. V. Subba Reddy, Chairman, Tirumala Tirupati Devasthanams (TTD); Dr. K S Jawahar Reddy, IAS, Executive Officer, TTD; Mr. N. Srinath, Chief Executive Officer (CEO), Tata Trusts; Dr. Sanjiv Chopra, Chief Executive of ACF, and many other distinguished guests.

The facility offers - 92 beds, Radiation therapy, Surgical Oncology, Chemotherapy, MRI, CT Scan, Mammography, Critical Care, Blood storage facility, palliative care and an advanced laboratory.

DERALAKATTE, KARNATAKA

Y enepoya Medical College (Deemed to be University), at Deralakatte, Mangalore, Dakshina Kannada District, has been committed to education for over two decades. The
Hospital operations started at Ranchi Cancer Hospital and Research Centre in September 2022. Cancer patients from the region can now have medical consultations and access to quality cancer care services nearer to their home.

**Key facilities:** Chemotherapy, Radiation therapy, along with all diagnostic and screening services.
KEY PARTNERS

- Bharat Petroleum Corp. Ltd. (BPCL)
- DIAV
- Dmart
- Engineers India Ltd. (EIL)
- Exim Bank
- HDB Financial Services
- Indus Ind
- IOCL
- Late Justice SC Agrawal
- LIC Housing
- Numaligarh Refinery Ltd. (NRL)
- Pfizer
- Tata Autocomp
- Tata Capital Financial Services Ltd.
- Tata Capital Housing Finance Ltd.
- Tata Communications
- Tata Consultancy Services (TCS)
- Titan
- Trent
- Universal Comfort Products Limited (subsidiary of Voltas)
- Voltas

*arranged in alphabetic order
One of the key issues that challenge quality cancer care delivery in our country is late detection of cancer disease. It’s a well-known fact that if cancer gets detected early, then it’s possible to treat, improve quality of life and save lives. Trusts’ outreach teams at Assam, Tirupati, Ranchi, Chandrapur, and Cuttack have been working to create awareness about cancer and early screening, tobacco control and training the frontline health workers. A few outreach initiatives that were carried out recently are:

- 200 students came forward to take a pledge against tobacco consumption and participated in the walkathon in an awareness programme by Assam Cancer Care Foundation (ACCF) in collaboration with District Tobacco Control Cell and Swami Yoga Nanda Giri College, Kokrajhar, Assam.

- A picture presentation session on cancer awareness was held for illiterate population of Dobargaon, Kokrajhar, Assam, in collaboration with District Social Welfare Department.

- Beneficiaries were screened and Community Health Officers (CHOs) were provided on the job training for screening and anti-tobacco counselling at a Health Mela in Lakhimpur, Assam.

- 2,000 people attended the special awareness session organised for a group called Bahari Satra Mahasabha at Barpeta.

- 30 Mobile Medical Unit (MMU) camps were conducted by SVICCAR team in and around Tirupati, for people living in remote areas and special groups like factory workers, municipal workers and dairy workers.

- The team from Ranchi Cancer Hospital and Research Centre (RCHRC), participated in a mega health camp titled ‘नमान स्वास्थ्य’ meaning ‘our better health,’ organized by Ministry of Tribal Affairs at Khunti, Jharkhand. Beneficiaries were screened for oral, breast and cervical cancer, and also Hepatitis B and Hepatitis C infections.
20 educational institutes in Ranchi were supported in their drive to become Tobacco Free Educational Institute (ToFEI), in order to curb the use of tobacco amongst adolescents and youth.

In a special screening programme 523 jail inmates at District Jail, Chandrapur, were screened for oral, breast and cervical cancers. The team identified 4 suspects – 1 for oral cancer, 2 for breast cancer and 1 for cervical cancer who are being followed up.

418 individuals from 33 Self Help Groups (SHGs) were sensitised at Cuttack and a special group screening was conducted for Odisha State Road Transport staff, wherein bus drivers and conductors were informed about the harmful effects of tobacco consumption and checked for oral cancer.

Access to Cancer Care Services
April 2022 to September 2022

Number of patients consulted at seven centres in Assam; SVICCAR, Tirupati; RCHRC, Ranchi; and Yenepoya, Karnataka

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>NO. OF PATIENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dibrugarh</td>
<td>7,887</td>
</tr>
<tr>
<td>Barpeta</td>
<td>5,299</td>
</tr>
<tr>
<td>Jorhat</td>
<td>976</td>
</tr>
<tr>
<td>Tezpur</td>
<td>2,368</td>
</tr>
<tr>
<td>Lakhimpur</td>
<td>2,184</td>
</tr>
<tr>
<td>Darrang</td>
<td>976</td>
</tr>
<tr>
<td>Kokrajhar</td>
<td>1,175</td>
</tr>
<tr>
<td>Total Assam</td>
<td>20,865</td>
</tr>
<tr>
<td>Tirupati</td>
<td>5,905</td>
</tr>
<tr>
<td>Ranchi*</td>
<td>166</td>
</tr>
<tr>
<td>Yenepoya**</td>
<td>2,798</td>
</tr>
</tbody>
</table>

*Ranchi – soft launch in September 2022 | **Yenepoya – commissioned in June 2022

Assam

A 43 year old ovarian cancer patient from Dhemaji started her treatment at Dibrugarh Cancer Centre, which was 53kms away from her place.

An Oesophagus cancer patient from Nalbari got to know about the Barpeta Cancer Centre, which is 27 kilometers away from his house. The individual visited the hospital for further treatment planning and consultation.

A landless farmer, suffering from colon cancer was spending ₹4,500 (a huge amount for him), every time he had to visit Guwahati for his treatment. With cancer-care treatment available just 8.5kms away from home at Tezpur Cancer Centre has reduced his travel expenses.
A young mother visited Kokrajhar Cancer Centre 60kms away from her house. She has been complaining of consistent abdominal pain and the inability to carry out routine home work. Her condition is currently being evaluated and counselled.

An 80 year old from Panbari (47.5 kms away from Lakhimpur), recently got diagnosed with Oropharyngeal Cancer. He is the first one to access treatment at Lakhimpur Cancer Centre.

The first patient at Darrang Cancer Centre is a cancer suspect who presented with prolonged symptoms. Tests are being conducted and his symptoms are being managed.

For the 80 year old breast cancer patient from Tirumala, SVICAAR offered hope and comfort. Apart from the convenience of seeking treatment at SVICAAR, the patient and family were appreciative of the counselling and nursing care provided at the hospital.

A 75 year old prostate cancer patient started visiting the SVCCAR day care in 2020. Visiting the newly inaugurated SVCCAR facility for his treatment was a moment of delight for him as he received all requisite cancer care services under one roof!

*TNames and images of the patients have been withheld for privacy reasons.*
JULY 2018
Indian Railway Cancer Institute and Research Centre (IRCIRC), Varanasi upgraded

MAY 2011
Tata Medical Center, Kolkata started operations

FEBRUARY 2019
Mahamana Pandit Madan Mohan Malaviya Cancer Centre, Varanasi, constructed in record time of 10 months

JANUARY 2020
Daycare Chemotherapy and Radiation Centre opened in Tirupati. Health and Wellness Screening Kiosk opened at Guwahati

SEPTEMBER 2019
Meherbai Tata Memorial Hospital, Jamshedpur, renovated

OCTOBER 2019
Centre for Oncopathology, Mumbai, established

NOVEMBER 2019
Aswini Hospital, Tirumala, upgraded

DECEMBER 2020
Mobile Medical Unit (MMU) operational at Tirupati. Health and Wellness Kiosk opened at Chandrapur

JANUARY 2021
Health and Wellness Screening Kiosk opened at Chittoor

FEBRUARY 2021
Health and Wellness Screening Kiosk opened at Diphu

NOVEMBER 2020
Daycare Centres established at Diphu and Barpeta

APRIL 2021
Health and Wellness Screening Kiosk opened at Silchar

NOVEMBER 2019
Health and Wellness Screening Kiosk opened at Ranchi and Dibrugarh

APRIL 2022
Network of 7 hospitals in Assam, with foundation stone for 7 more

APRIL 2021
Health and Wellness Screening Kiosk opened at Silchar

MAY 2022
Comprehensive Cancer Care Centre at SVICCAR, Tirupati

JUNE 2022
Zulekha Yenepoya Institute of Oncology inaugurated

SEPTEMBER 2022
Ranchi Cancer Hospital and Research Centre (Day Care Centre)
IN THE MEDIA

Assam

Times of India

Northeast Business Mirror

Express Healthcare

Assam Tribune

Haflong News

Around Odisha

PM inaugurates multi-level cancer care network in Assam

Tata Trusts cancer care model relief for patients

Narendra Modi inaugurates seven cancer care facilities in Assam

PM inaugurates multi-level cancer care network in Assam

Assam: A day after PM Modi’s visit, Dibrugarh Cancer Centre becomes operational
CM unveils Radio logo of TTD's SVBC

From page 1

The CM reiterated that his government’s ultimate goal is to ensure no single patient shall die of cancer in the state or rush to neighbouring states for treatment. With the cooperation of Tata Trust and renowned Oncologist Dr. Sreeni Dattatreya, the state government aims to set up a state-of-the-art oncology centre soon, he said.

The Chief Minister was shown a 5-minute AV on TATA cancer care, while the CEO of TATA Trust N. Srinath, CEO of JDC Dr. Sanjiv Gupta and other doctors were introduced to the CM.

Deacon Dr. Ramana, medical director of SVICCAR explained to the CM.

Cochlear Implantation, the CM interacted with doctors and parents of patients who had successfully undergone the surgery and spent time with the children, taking selfies and photos.

CM INAUGURATES TATA Trust’s cancer care hospital, lays foundation for TTD-sponsored children’s super specialty hospital.

STATE GOVERNMENT’S ultimate goal is that no single patient shall die of cancer or rush to neighboring states for treatment, says CM.

Deccan Chronicle

Tata cancer hospital in Tirupati

TIRUZIPATI: AP Chief Minister Y S Jaganmohan Reddy inaugurated a charitable state-of-the-art cancer care institute set up by the Tata Trust at Alipiri. Built at a cost of Rs 180 crore, the hospital called Sri Venkateswara Institute of Cancer Care and Advanced Research (SVICCAR) was constructed by Tata Trusts.

Medical Dialogues

Deccan Chronicle

CM: Free treatment for all types of cancers in state

DC CORRESPONDENT

TIRUZIPATI, MAY 5

Chief Minister Jagan Mohan Reddy on Thursday said all types of cancers are brought into the bracket of free treatment as part of the AP government’s comprehensive cancer care scheme.

The state government has enhanced the Ayogswari scheme and increased the number of medical services. Whenever treatment for even cancer can be availed free of cost,” the chief minister said after inaugurating the Tata Trust’s Sri Venkateswara Institute of Cancer Care and Advanced Research (SVICCAR) in Tirupati.

Jagan hailed the gesture of the Tata Trust to set up a hi-tech cancer care institution in the temple city.

“The initiative of Tata Trust to collaborate with the TTD and the AP government will help address the gap in cancer care infrastructure in the state. This will provide quality medical care for cancer patients at an affordable cost,” he said.

The New Indian Express

The New Indian Express

Jagan unveils Radio logo of TTD’s SVBC

Deccan Chronicle

TATA TRUSTS LAUNCHES SWASTH CHITTOOR

Express News Service

TATA Trusts on Friday inaugurated the state-of-the-art Swasth Chittoor, a screening and diagnosis clinic at the Tirupati hospital in Chittoor district. The clinic, has been set up at the Sri Venkateswara Institute of Cancer Care and Advanced Research (SVICCAR), a unit of the trust’s cancer institute – Alachenia Charitable Foundation (ACF).

Services like screening for non-malignant diseases (diabetes, high blood pressure, etc.) and cervical screening for women will be provided at the clinic.

The MCA will also offer free health advisory services on lifestyle, nutrition, maternal health, maternal and child health care and an easy-to-understand manner.

The clinic was inaugurated by Chittur MLA D. Padmanabham and District Collector P. Sundar. A health camp was also conducted at the hospital.

The New Indian Express
The Times of India

Chancellor sets up cancer hospital in memory of mother

Vijayakarnataka

Oncology centre opens in M’luru

Prajavani

Deccan Herald

Zulekha Yenepeya Institute of Oncology will provide quality care to patients: Abdulla Kunhi

The Hindu

Thank Tata Trust for helping him in the endeavour

Deralakatte, Karnataka

Mangalore: We will leave no stone unturned in our efforts to provide quality cancer care: cancer care centre inaugurates Zulekha Yenepeya Institute of Oncology

Vijayakarnataka

The Times of India

Prajavani

Vijayakarnataka
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