



Cancer
Join and Fight

Maanavseva

A Massachusetts registered and IRS 501(C)(3) approved non-profit organization established in USA to help and support underserved communities in India.

What?



Spiraling Statistics



Why?



“Maanavseva” is “Maadhavaseva”

- Cancer is a very costly disease. There are still many underserved who can barely afford basic treatment.
- A cancer patient not receiving treatment, because he or she cannot afford it, is a blot on the rest of us in the society.
- It is our moral responsibility to come together, help the needy and ensure that NOT a single cancer patient goes without treatment.

Why?



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Diversity is a challenge too!

- *India is a country of tremendous diversity*
- *Diversity exists in healthcare too*
- *Healthcare for high socio-economic strata is on par with that of developed nations*
- *The scenario is entirely different in rural India*

Why?



Cancer burden in India

- A million people are diagnosed with cancer annually
- Breast, Uterine, Cervical and Oral Cavity Cancers constitute 34% of the total burden
- Screening and early detection are possible for all these cancers

Why?



Cervical Cancer in India

- Second most common cancer in women in urban India
- Still the leading cause of cancer and mortality in rural women
- About 140,000 new cases are diagnosed annually
- Half of them die in less than a year due to advanced disease

Why?



Oral Cancer

- Third most common cancer in India
- India has 9th highest incidence in the world (7.2/100,000)
- Some parts of India especially Andhra Pradesh has very high incidence: 17.1/100,000 in men and 7.6/100,000 in women
- Tobacco usage in all forms - betel leaf, areca nut, paan, khaini and gutka along with alcohol are responsible

Why?



Breast Cancer

- Leading cancer in women worldwide
 - 43.1/100,000 women
- In India it is 25.8/100,000 women
- But, mortality is 12.7/100,000 women in India which is similar to worldwide mortality of 12.9/100,000 women
- Cancer is seen at a younger age in India by a decade - 48% are less than 50 years of age
- Early detection improves survival and reduces associated medical costs

Why?



Short term Mission (2015-2016)

- To emulate a model to impart education, create awareness, conduct screenings for the 3 major malignancies in rural women in India.
- The model will document the various challenges and solutions to overcome those challenges through involvement of local service organizations.

When?



Mid term Mission (2016-2017)

- To procure a mobile vehicle that is fully equipped to screen cervical, oral and breast cancers.
- To make the vehicle fully operational and be able to cover multiple villages.
- To document and build a model that is sustainable & replicable.

When?



Long term Mission (2017-2020)

- To replicate the model in other districts and in other states through corporate social responsibility, governmental bodies and local NGOs
- Work on sustainability, feedback & improvement and attain a reliable model that addresses most of the challenges.

When?



Solution

- Educating & Creating awareness about cancers.
- Identifying and addressing cultural issues, taboos and social barriers.
- Using local bodies, NGOs and other existing infrastructure and creating a workable facilitating mechanism.

How?



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Solution

- Not a “random medical camp” or # of people “covered”but
- Adopt a village and ensure 100% coverage irrespective of the time taken.
- Repeated “door to door” campaigns and check-ups to reach 100% coverage goal

How?



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Solution

- Enable & establish a reliable mechanism in each village for follow-up
- Find ways and means to make the model self-sustainable.
- Indigenize the established practices of the developed world.

How?



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Solution

Creating an awareness about cancers and particularly of breast cancer is of an unparalleled importance and is the only way we will achieve early detection of cancer and reduce the trauma of treatment, expenses, and improve quality of life and longevity.

How?



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Mobile Mammogram Screening Unit (Example)

How?



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Mammomobile

Mobile Unit Fixed Costs

Cost Elements	Cost (Rs. in Lakhs)
Cost for the bus including all major equipments and essential accessories.	50.00
Siemens MAMMOMAT 3000 Mammography Unit, including installation and accessories	45.00
Digitized image reader and other medical equipment	25.00
Total	120.00

How?



Homi Bhabha Cancer
Hospital, VSP

"Maanavseva"
USA / India

Early Detection and Prevention of Cancer in Rural Women

Rotary Club,
VZM

Sri Chinna Jeeyar
Swamiji Trust, VZM

How?



Partners for Maanavseva

- Dr. Homi Bhabha Cancer Hospital and Research Center at Vizag.
- ECK Development Trust (Non-Profit registered Trust in India)
- Rotary Club of Vizianagaram & Rotary International.
- Vikasa Tarangini, Vizianagaram - wing of Sri. China Jeeyar Swamiji Trust.
- GMR Care Foundation, Rajam - Foundation wing of GMR Group of companies.

How?



Your help is needed

- To make people aware of this early detection, it is going to need a lot of effort, especially since Indian society is so deep rooted in myths and alternative treatment and unusual illogical beliefs.
- It will take a lot of time to reverse this and get people on track. And the time is NOW!

You!



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Our Pledge

- Transparency & Accountability in all we do!
- Our books are open - Financials on Website
- Long term commitment!
- Every dollar goes to the cause!
- Almost “0” overhead.
- Professionally manage with defined goals & targets.
- Non-profit to work like “for-profit” to achieve goals

Us!



Let us do it together!

- You can become a sustained member
- You can adopt a woman or a village
- You can vaccinate young girls of the village
- You can adopt the training camps for a village
- You can contribute to the purchase of equipment

No amount is small! Every penny counts

You, Me & US_(A) !



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Medical Camp - July 2015

Dhannanapeta - Vizianagaram District, AP



How?



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How?



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కేన్సర్ నియంత్రణకు 'రోటరీ' కృషి

● క్లబ్ బిల్లా అధ్యక్షురాలు పద్మకుమారి ● మెగా వైద్య శిబిరానికి విశేష స్పందన

నెల్లెమర్ల: కేన్సర్ వ్యాధి నియంత్రణపై రోటరీ క్లబ్ ప్రత్యేక దృష్టి సారిస్తోందని క్లబ్ బిల్లా అధ్యక్షురాలు డాక్టర్ పద్మకుమారి అన్నారు. ఈ దిశగా గ్రామాల్లో కేన్సర్ పై అవగాహన, వైద్య శిబిరాలు నిర్వహిస్తున్నామని, అవసరమైన వారికి ఉచితంగా వైద్యం అందించేందుకు చర్యలు తీసుకుంటున్నట్లు తెలిపారు. రోటరీ క్లబ్, అమెరికాకు చెందిన మానవ సేవ సంస్థ సంయుక్త ఆదర్శంలో దన్నానపేటలో ఆదివారం కేన్సర్ గుర్తింపు, నియంత్రణ వైద్యశిబిరాన్ని ఏర్పాటు చేశారు. ఈ సందర్భంగా ఆమె మాట్లాడుతూ నానాటికీ కేన్సర్ రోగుల సంఖ్య పెరుగుతోందన్నారు. పలువురు సరైన సమయంలో వైద్యసేవలు తీసుకోకపోవడంతో మృత్యువాత పడుతున్నారని తెలిపారు. ఈ ఏడాది జిల్లాలో ఆరు వైద్య శిబిరాలు నిర్వహించనున్నామన్నారు. ఎవరికైనా ఈ వ్యాధి ఉన్నట్లు నిర్ధారణ అయితే విశాఖ జిల్లా అగసంపూడిలో ఉన్న టాటా మెమోరియల్ కేన్సర్ ఆసుపత్రిలో ఉచితంగా వైద్యం అందిస్తామని తెలిపారు. ఈ శిబిరాలను ప్రజలు సద్వినియోగం చేసుకోవాలని కోరారు. అనంతరం శిబిరానికి హాజరైన 473 మందికి వైద్యులు డాక్టర్ పతివాడ రామునాయుడు, లీలా, సంతోష్లు వైద్య సేవలు అందించారు. వీరిలో ఆరుగురికి కేన్సర్ లక్ష



దన్నానపేటలో వైద్యసేవలు అందిస్తున్న దృశ్యం

ణాలు ఉన్నట్లు వైద్యులు గుర్తించారు. వీరికి రోటేరియల్ బాటా, సర్పంచ్ గేదెల రాజారావు సహకారం అందించారు. కార్యక్రమంలో మన ఊరి సేవా స్వచ్ఛంద సంస్థ అధ్యక్షుడు రేగాన గోవిందరావు, రోటరీ క్లబ్ ఆరోగ్య విభాగం ఇన్చార్జి సుధాకర్, జిల్లా కార్యదర్శి రవి మండా, సామాజిక సేవా విభాగం వైద్యకర్త నారాయణమూర్తి, వికాస తరంగిణి ప్రతినిధి చెరుకూరి శ్రీధర్ పాల్గొన్నారు.

How?



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Medical Camp - July 2015

Dhannanapeta - Vizianagaram District, AP



How?



Fund Raiser event - 20th February 2016

McCarthy Middle School, Chelmsford, MA

[illegible]

How?



Fund Raiser event - 20th February 2016

McCarthy Middle School, Chelmsford, MA



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Maanavseva is a registered Non-Profit Organization in India and USA

First Annual Celebration And Fundraising Event

McCarthy Middle School
250 North Road, Chelmsford MA 01824

Saturday 20th February 2016
5:00 PM to 8:00 PM



We are an IRS approved 501(c)(3) charity. Tax ID # 47-2172361
Contributions are tax deductible as per IRS guidelines

How?



Maanavseva

Fund Raiser event - 20th February 2016

McCarthy Middle School, Chelmsford, MA



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McCarthy Middle School, Chelmsford, MA



How?



Equipment Donation by Maanavseva

on 16th March 2016 to
Regional Cancer Hospital, Vizag, AP India



How?



Maanavseva

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How?

