



Impact assessment of Comprehensive Cancer Care Program

IndusInd Bank

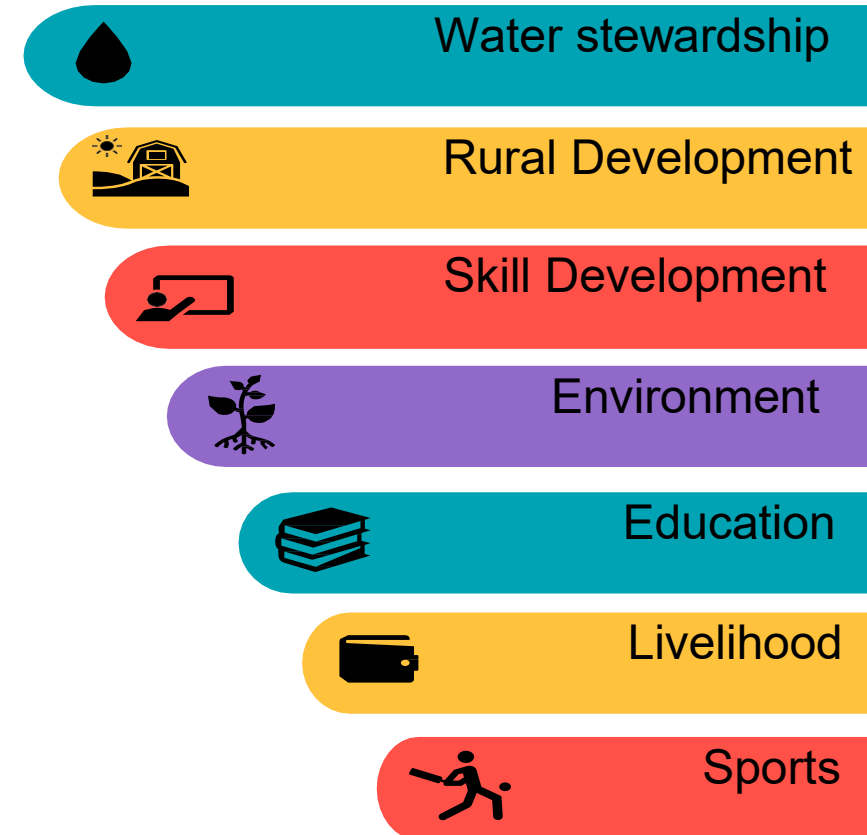
June 2025



Background and introduction

- Established in 1994 by the late Mr. Srichand P. Hinduja and members of the Indian diaspora, IndusInd Bank has emerged as a trusted and inclusive financial institution serving individuals, businesses, public sector entities, and development partners across India.
- The Bank is committed to delivering a seamless, efficient, and technology-enabled customer experience while staying anchored in the principles of responsible and sustainable banking. Its operations are closely aligned with Environmental, Social, and Governance (ESG) frameworks, underscoring a long-term commitment to ethical conduct and social impact.
- Guided by its vision “to be trusted, valued and respected for our financial, environmental and social performance,” the Bank places inclusivity at the core of its initiatives. It actively champions equity by facilitating access and participation for underrepresented groups, particularly women, persons with disabilities, and economically marginalized communities.

Key Focus Areas



About the study

Grant Thornton Bharat LLP (GTB) was engaged by IndusInd Bank to conduct impact assessment studies for its CSR Projects. The assessment was conducted in 2024.

The scope of work for the assignment included:

1. To assess the achievement of outcomes committed under the project MoU
2. To confirm the activity reports & utilization certificates provided to donors using available means of verifications.
3. To assess the project impacts and sustainability of benefits generated.
4. Document relevant success stories and challenges.

About the Project

- The project is a comprehensive public health initiative aimed at increasing awareness, reducing risk factors, and promoting early detection of oral, breast, and cervical cancers in Assam. Through community-based education and targeted screening, the project empowers individuals with knowledge about cancer prevention and encourages proactive health-seeking behavior .
- Special emphasis is placed on reaching vulnerable and marginalized populations by offering free screenings and patient support services, including treatment facilitation and accommodation. Youth engagement through school-based tobacco control programs and the involvement of NSS, NCC, and NGOs further strengthens the preventive approach, fostering a culture of health consciousness from an early age.

Project Objectives



Raise awareness on cancer prevention and early detection through education and screenings.



Offer free screenings and support to marginalized communities for timely diagnosis and treatment.



Conduct awareness drives, stakeholder trainings, and outreach to strengthen community engagement.



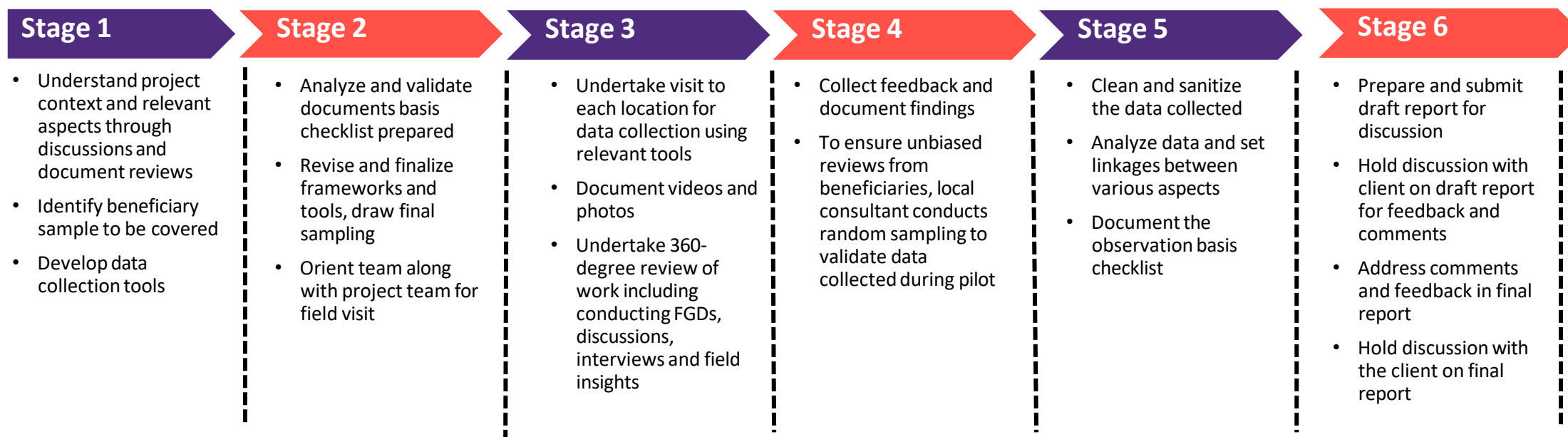
Train grassroots workers to enhance local cancer care capacity.



Ensure continuity of care with patient navigators and a structured referral system.

Methodology

- The aim of the study was to assess the activities, outputs and impact of the projects through discussions with relevant stakeholders. The study also documented the stakeholder's perception and feedback on the outcomes and impact of the project. Additionally, it also focused on capturing their suggestions for improvement.
- The study was conducted through a pre-defined approach to assess the outcome/ impact of the project on the beneficiaries. Mixed methodology was use for the study including both qualitative and quantitative techniques of data collection and analysis.
- The study followed the OECD-DAC indicators which helped understand the project holistically and focuses on six (06) key principles



Key findings

Key findings

Social profile

Age of the respondents:-

- Avg. age of students – 15 years
- Avg. age of adult males – 45.4 years
- Avg. age of adult females – 45.7 years

In terms of gender, 38% of the beneficiaries were male and 62% of the respondents were female



Relevance

- **Assam is high cancer zone. Tobacco drives oral cancers (48.2%)**



Effectiveness

- **66% women** reached. **99% satisfaction rate** indicates strong engagement within the community.



Sustainability

- **Patient navigators** and **ASHAs** ensuring follow through.
- **Community-led engagement** builds long-term trust and participation



Efficiency

- **Perfect Likert scores (5.0)** across all seven service dimensions
- **Zero-cost delivery model** ensures financial sustainability



Impact

- **80% of referrals = diagnosis**
- **Cultural shift toward preventive care**, reducing fear and stigma around screenings.
- **Financial burden elimination**



Coherence

- **Govt. MoU's + local partnerships.**
- **Aligned, trusted, scalable.**

Relevance

- 100% of screening participants affirmed the necessity of the intervention.
- Aligns with NFHS-5, reinforcing low baseline coverage.
- Targeting aligns with WHO's guidance on focusing on high-risk, underserved groups.

The intervention is highly relevant, **addressing critical disparities in screening coverage**, and aligning with **global and national health priorities** to target high-risk, underserved populations.

Purpose of joining the training project

- Screening Coverage Disparities: In Assam, only 0.2% of women aged 30–49 have undergone cervical cancer screening, significantly below the national average of 1.9%. This underscores the critical need for targeted interventions in the region.
- Regional Cancer Burden: The Northeastern Region (NER) of India is projected to experience a 13.5% increase in cancer cases, from 50,317 in 2020 to 57,131 by 2025. This escalating burden highlights the urgency for effective cancer control measures.
- Additionally, to evaluate whether prior cancer screening experience differed by gender, a Chi-Square Test of Independence was conducted. The analysis aimed to determine whether gender was statistically associated with having undergone cancer screening before the current intervention.
- The test produced the following results:
 - Chi-Square Statistic (χ^2): 15.29
 - Degrees of Freedom (df): 3
 - P-value: 0.0016
- The observed value of 15.29 indicates a statistically significant difference ($p < 0.05$). As such, the null hypothesis of independence between gender and prior screening status is rejected.
- There is a statistically significant association between gender and prior access to cancer screening.

Effectiveness



Community awareness session for women.

The intervention demonstrated **remarkable efficiency** in mitigating Out-of-Pocket (OOP) costs—one of the most significant barriers to cancer screening and diagnosis in India. The program **was highly effective in achieving its intended outcomes**, both in terms of service delivery and participant comprehension.

OOP Cost mitigation:

- **Direct Cost Avoidance:** Each participant received free screening services, which translates to a total OOP savings of INR 1.8–2.4 lakhs—a substantial economic relief for low-income households.
- **Opportunity Cost Reduction:** By conducting sessions within local geographies, the intervention minimized travel and wage loss.
- **Resource Optimization:** Leveraging existing community health workers and infrastructure minimized additional resource requirements, enhancing program efficiency.

Screening Services:

- 100% indicated they would recommend the screening to others.
- All service elements—including pre- and post-counselling, procedural quality, equipment safety, test reliability, staff professionalism, and privacy—received the maximum score (5 out of 5) from all respondents, with no deviation.

Awareness Sessions:

- 100% of participants confirmed that they understood the session content.
- 100% affirmed the sessions were necessary.
- 100% reported applying the information gained in their personal lives.

Efficiency

The intervention demonstrated exceptional efficiency in the delivery of both components.

ASSAM CANCER CARE FOUNDATION									
PATIENT DETAILS	RT NO.	DIAGNOSIS	TECHNIQUE	STARTING DATE	COMPLETION DATE	PREScribed DOSE & FRACTION	REF. NAME	REF. ADDRESS	REF. PHONE
SAHJIB BEHA	285/21	G-10	SOCKET	18/11/2021	—	50mg/10# (50/10/2021)	Dr. RCT	—	—
SAUBIN AHMED	286/21	G-10	SOCKET	28/11/2021	—	50mg/10# (50/10/2021)	Dr. RCT	—	—
ANIL NEOG	287/21	G-10	SOCKET	08/11/2021	—	50mg/10# (50/10/2021)	Dr. RCT	—	—
PITAL DAS	288/21	G-10	RA	27/11/2021	Done	50mg/10# (50/10/2021)	Dr. RCT	—	—
NIRDA DOKA	289/21	G-10	RA	27/11/2021	Done	50mg/10# (50/10/2021)	Dr. RCT	—	—
PARDEEP KUMAR DEBRI	290/21	G-10	SOCKET	08/11/2021	—	50mg/10# (50/10/2021)	Dr. RCT	—	—
ALVINMA KAJAHHUM	291/21	G-10	RA	01/11/2021	—	50mg/10# (50/10/2021)	Dr. RCT	—	—
TULU KAI SHINHA SHINHA	292/21	G-10	—	—	—	50mg/10# (50/10/2021)	Dr. RCT	—	—
CHANDOI MILI	293/21	G-10	RA	01/11/2021	Done	50mg/10# (50/10/2021)	Dr. RCT	—	—
ASHUT SAM	294/21	G-10	RA	01/11/2021	Done	50mg/10# (50/10/2021)	Dr. RCT	—	—
ANANDHARAH TAPULI	295/21	G-10	SOCKET	08/11/2021	—	50mg/10# (50/10/2021)	Dr. RCT	—	—
KODUM GUKA	296/21	G-10	RA	10/11/2021	Done	50mg/10# (50/10/2021)	Dr. RCT	—	—
SUBB DEVI	297/21	G-10	RA	10/11/2021	Done	50mg/10# (50/10/2021)	Dr. RCT	—	—
INDEGUR BHUTAN	298/21	G-10	RA	01/11/2021	—	50mg/10# (50/10/2021)	Dr. RCT	—	—

Screening register at
ACCF Hospital

- All screening services were provided **at no cost to participants**, significantly **lowering access barriers** by approximately INR 1500.
- Standard deviation across service quality indicators was zero, suggesting **uniformly high standards and well-controlled delivery across all respondents**.
- Despite varied entry points to the awareness sessions (e.g., community health workers, schools, social circles), participants **consistently reported full comprehension and high utility** of the information delivered.
- This uniformity of outcomes, coupled with minimal participant cost, **reflects a highly efficient use of program resources**.

Impact

The program has created **measurable short-term and long-term impacts**, fostering **sustained behavioral change** in cancer awareness and early detection.

- This intervention has successfully met immediate objectives while initiating broader community-level change, strengthening cancer prevention efforts and improving health outcomes.

- **Early Detection & Mortality Reduction:** Screening efforts led to **3–4 early detections**, significantly improving prognosis. Studies show **30–60% mortality reduction** with early diagnosis, highlighting the life-saving potential of such interventions.
- **Youth Awareness & Engagement:** Among awareness session participants, adolescents demonstrated **100% understanding** that cancer is treatable and applied their knowledge, ensuring **high receptivity for behavior change** and intergenerational health literacy.
- **Behavioral Shifts & Multiplier Effect:** All participants expressed intent to **disseminate knowledge**, creating a **multiplier effect** that extends awareness across households, schools, and informal networks, potentially reaching **600–1000 individuals** through peer education.
- **Community-Level Impact:** The inclusion of adolescents in awareness efforts fosters **early health education**, ensuring **long-term shifts in perceptions and proactive health-seeking behaviors**. Awareness sessions resulted in **unanimous improvements in knowledge**, reinforcing the importance of **early detection and treatment availability**.

Coherence and Sustainability

- Institutionalization Potential: Strong alignment with **public health priorities** enhances the program's **credibility and long-term sustainability**.

Coherence

The program demonstrated a high degree of alignment with existing public health policies and service delivery frameworks.

- **Integration with National Programs:** The project aligns with the National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases, and Stroke (NPCDCS), ensuring coherence with national health strategies.
- **Community Engagement:** Leveraging ASHAs and educators strengthens public health infrastructure, fostering community trust and program sustainability.
- **Public Sector Synergy:** Most participants who had prior screenings accessed government health facilities, indicating the initiative complements existing systems rather than operating separately.
- **Awareness Session Focus:** Topics such as cancer prevention, early detection, treatment options, and stigma reduction align with national non-communicable disease strategies.

Sustainability

Community Integration: Strong community engagement and alignment with public health objectives enhance the program's sustainability prospects.

Scalability: The program's design allows for replication in similar settings, facilitating broader implementation.

SROI Analysis

- Social Return on Investment (SROI) analysis helps to measure and account for change, with respect to social, economical & environmental outcomes that are relevant to the stakeholders
- It enables a ratio analysis of benefits to costs incurred, making it easier for an organization to communicate the overall value of their projects to external stakeholders
- To establish the impact, the cumulative monetized value of impacts was adjusted against the deadweight, displacement, attribution and drop-off factor

SROI result	
Total Investment	INR 95,00,000
SROI Ratio	1.84

Recommendations

To enhance the project's effectiveness and scalability, several areas could be strengthened:

- **Expand Screening Infrastructure:** Strengthen mobile diagnostic units, referral linkages, and decentralized hubs to improve early detection, especially in underserved areas.
- **Institutionalize Community Leadership:** Formalize training for 9,000+ influencers through workshops, certification, and integration into local health governance.
- **Enhance Youth Health Promotion:** Embed health education in schools, promote peer-led initiatives, and use digital storytelling to empower youth in cancer prevention.
- **Leverage Digital Media:** Scale up mobile apps, interactive content, and regional messaging to expand health awareness among tech-savvy populations.
- **Ensure Continuity of Care:** Strengthen patient navigation, psychosocial support, and logistical assistance to reduce treatment dropouts.
- **Increase System Resilience:** Adopt hybrid service models, virtual training, and contingency protocols to mitigate future disruptions.
- **Strengthen Collaboration & Policy Integration:** Align with NGOs, academic institutions, and national health missions for sustained impact and institutional support.

Thank You.