

Executive Summary

of Bone Marrow Transplant

Kotak Securities Limited (KSL), through its CSR initiative, supported the Bone Marrow Transplant (BMT) Project implemented by Manipal Academy of Higher Education (MAHE) at Kasturba Medical College (KMC), Mangaluru, to provide life-saving treatment to underprivileged children suffering from severe haematological disorders such as thalassemia, aplastic anaemia, leukaemia, SCID, lymphoma, and neuroblastoma. For many of these conditions, BMT is the only curative option, yet remains financially inaccessible to most low-income families.

The project addressed critical gaps in paediatric cancer and blood disorder care—high treatment costs, delayed access, and treatment abandonment—by offering comprehensive financial, medical, and psychosocial support. Support covered the entire treatment pathway: pre-BMT evaluation, donor testing, stem cell harvest, transplant procedure, hospitalisation, medicines, follow-up care, and indirect costs such as counselling, accommodation, and nutrition.

NuSocia conducted an impact assessment to evaluate outcomes for beneficiaries. The findings were structured using the OECD-DAC REECIS framework and drew on a qualitative approach, including in-depth interactions with 4 parents of beneficiaries and 03 other key stakeholders.

Key Findings

Project Reach and Beneficiary Profile:

13
children

~92%
families from low-income groups

~38%
beneficiaries were girls

Key Impact:

~5%
treatment abandonment
reduced from 50%

~67%
survival rates achieved

Impact

The project created multidimensional impact:

- Health impact: Children who would otherwise face progressive illness or death received a real chance at life.
- Financial impact: Families were protected from catastrophic healthcare expenditure (BMT costs ₹18–20 lakh per child).
- Psychosocial impact: Parents reported reduced anxiety, restored hope, and improved emotional wellbeing due to counselling and continuous support.
- Equity impact: Simplified documentation ensured that lack of paperwork did not exclude deserving families.

Conclusion:

The BMT Project stands as a powerful example of high-impact, compassionate, and equitable CSR in healthcare. By removing financial barriers, strengthening clinical systems, and walking alongside families through one of the most difficult journeys of their lives, the initiative has not only saved lives but also restored dignity, hope, and future possibilities. It offers a scalable blueprint for how CSR can meaningfully transform paediatric healthcare outcomes in India.