



TAJ GOES GOLD

Childhood Cancer Survivor Led Campaign

Issue no. 1

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A CHILDHOOD CANCER SURVIVOR LED ADVOCACY CAMPAIGN

- ➔ Children with Cancer deserve the best treatment, care and support. Childhood Cancer Survivors are campaigning for childhood cancer to be a child health priority in India
- ➔ We are collecting 250,000 signatures through a pledge campaign from doctors, hospitals, parents, donors and other stakeholders. One signature for each child diagnosed with cancer worldwide each year. We want the Taj Mahal to Go GOLD this September.
- ➔ Child Cancer patients across the country are participating in an "I Deserve" Poster competition & Parents are being educated and encouraged to "advocate" for their rights – for their children to get the BEST treatment, care and support.
- ➔ In Cancer Centers all over the country, Children with Cancer and their parents, together with their doctors and hospital administrations are decorating and "Lighting up Gold" Taj Mahal cut outs.
- ➔ Children with Cancer wore Light it up Gold Taj Mahal T-shirts in support of the campaign.

CHILD 4 CHILD



WE ARE ASKING FOR CHILDHOOD CANCER TO BE A CHILD HEALTH PRIORITY IN INDIA

The Campaign was launched on February 4th with the Survivors and children from cancer centers all over the country singing and recording the chorus of "We are ONE". The song has been created by Christophe Beck, composer of Disney's smash hit Frozen, along with his 12 year old daughter Sophie. Many famous child Youtube celebrities were brought together by Swedish agency Garbergs for this amazing Child4Child initiative on behalf of Childhood Cancer International and its 180 member organisations in 90 countries globally, to raise awareness about childhood cancer and honour the children battling the disease. Till today, more than 900,000 children and teens have participated in singing the chorus, creating dances, lip-syncing videos, and even creating some amazing covers!



Campaign Leaders - Childhood Cancer Survivors – Ritu Bhalla, Kapil Chawla, Chandan Kumar, Sumit Mehrotra, Charu Mittal, Neha Saini, Abhishek Kumar – KidsCan Konnect – Teenage & Young Adult Childhood Cancer Survivors Group of Cankids KidsCan

Cancer Survivors launch Campaign

New Delhi: On February 15th the Light It Up Gold Taj Mahal campaign was launched at the country's premier medical institution – All India Institute of Medical Sciences, New Delhi. Professor Dr. M C Misra, Director, AIIMS pledged his support as the 1st signatory of the campaign.

Light it UP Gold Taj Mahal was launched with 35 participating cancer centers across the country. It is spearheaded by Kidscan Konnect the Teenage and Young Adult childhood cancer survivors group of the NGO Cankids Kidscan – the National Society for Change for Childhood Cancer in India.



"We want Taj to turn gold as this is the colour of childhood cancer and the Gold ribbon and Gold light are symbols that honor the courage and struggle of childhood cancer patients and their families." said **Ritu Bhalla**, who is the Girl Child Cancer Ambassador and Campaign Manager.

In this campaign, the cancer survivors aim to collect 2,50,000 signatures to make Taj Mahal 'Go Gold' for childhood cancer.

September is childhood cancer awareness month and Gold is the colour that represents childhood cancer. As children are precious and priceless like gold, the survivors plan to light up the Taj in a unique way to celebrate the fighting spirit of cancer survivors and also to bring to light the remarkable way in which they have come forward and fought cancer fearlessly.



Participating Cancer Centers

NORTH 16 Centers:- IRCH, AIIMS, RP Centre, Safdarjung, Kalawati Saran, RGCI, Max-Saket, GTB, Medanta, PGIMS, BHU, MCS, KGMU, SMC Shimla, SMGS Jammu, KNC Allahabad

WEST 8 Centers:- TMH, BJ Wadia, Canshala, LMTC SION, BLY Nair, GCRI, GMC Nagpur, SMS

EAST 6 Centers:- SGCCRI, MCK, TATA Medical College, KMC, HAH, NRS

SOUTH 5 Centers:- MMH Madurai, JIPMER, RCC Trivandrum, Adyar Cancer Institute, ICH Chennai,

NDTV Anchors wear Gold Ribbons

NDTV Anchors wore Gold ribbons on 15th February, International Childhood Cancer Day. In September 2015 many monuments and installations in different parts of the world went Gold as part of a unique Tribute Lighting Program to raise childhood cancer awareness among key stakeholders and governments



Leading national broadcasting channel NDTV Anchors wore Gold Ribbons to support Childhood Cancer.



More than 100 prominent buildings, iconic landmarks and monuments on 4 continents around the world participated in the international gold lighting program to raise awareness for childhood cancer.





Raise your Voice for a

Childhood Cancer Sing along.

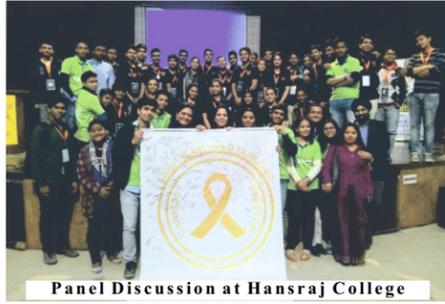
NEW DELHI: Cankids...Kidscan in collaboration with Childhood Cancer International and its 181 member organizations in 90 countries across 5 continents, has launched Child4Child. This is a stellar global campaign to honour children around the world who are courageously battling childhood cancer.



Cancer Children Singing - Sing along

The Society of General Awareness of Hansraj College - AVGAT (Delhi University) along with CanKids organized a programme at the college premises, on 4th February. The programme was led by Kidscan Konnect (Teenage and Young Adult Childhood Cancer Survivor Group). The group performed a Nukkad Natak (street play) on a cancer survivor story entitled "Astitva Ki Pehchan".

The Kidscan Konnect cancer survivor group had led this entire campaign and approached others to be a part of this initiative. A presentation on general cancer awareness and Childhood Cancer was made by Ms. Poonam Bagai and Mr. Chandan Kumar (Cancer Survivors).



Panel Discussion at Hansraj College

A panel discussion was organized on Stigma with distinguished panellists like Poonam Bagai (Chairperson, CanKids), Sonal Sharma (Co-Founder & Board Member - CanKids), Huma Anis (General Manager & Senior Psycho-oncologist Paediatric Psycho-Oncology Program - Cankids), Dr. Ramandeep Arora (Consultant Paediatric Oncologist, Max Super Specialty Hospital), Chandan Kumar (ALL (Blood) Cancer Survivor, Team Leader - KCK), Rishab Mittal (President - AVGAT (Society of General Awareness), Hansraj College) and Dr. Rama Sharma (Principal, Hansraj College).



IRCH, AIIMS

New Delhi, February 15, 2016: The Maulana Azad Medical College, Rajiv Gandhi Cancer Institute & Research Centre and IRCH, AIIMS conducted ICCD on 15th February, 2016. Children with cancer and their families along with Doctors took part in the event and also participated in the various competitions that were held.



Safdarjung Hospital

Safdarjung Hospital celebrated ICCD on the 16th of February, 2016 to promote and spread awareness about Childhood Cancer.

A signature campaign was conducted to pledge support to the Light It up Gold Taj Mahal 2016 campaign where we were able to collect 11 pledges from IRCH, 25 pledges from MAMC and 55 pledges from Safdarjung Hospital.



Kalawati Saran Children's Hospital (KSCH)

Kalawati Saran Children's Hospital (KSCH) celebrated International Childhood Cancer Day with children suffering from cancer and their families on 17th February, 2016. The event was successful with various competitions like Decorate Taj Mahal Cut out and the 'I Deserve' poster competition taking place. A prize and certificate distribution was also organised.



R.P. Center, AIIMS

R.P. Center: On 17th February, 2016 Dr. Rajendra Prasad Center for Ophthalmic Sciences also celebrated ICCD event. Childhood Cancer children and families participated actively in the events and competitions. The 'I Deserve' poster making competition was conducted and Taj Mahal Gold cut outs were decorated by children with Cancer and Survivors. T-shirts were also distributed to children.

Pledge Campaign



The pledge campaign initiated by CanKids is an effort to make people aware about Childhood Cancer and collect pledges for a change for childhood cancer in India. We want to apprise the government about the issues of Childhood Cancer in India, for which we have started Light it Up Gold Taj Mahal campaign, which is a survivor led campaign. The 8 demands which are the basic rights of every child should be fulfilled through these pledges.

2,50,000 children are diagnosed with cancer worldwide every year. Our aim is to collect 2,50,000 pledges.

One child is diagnosed with cancer every hour worldwide and 50,000 cases of childhood cancer are diagnosed in India every year.

Doctors have pledged their support to our campaign to bring a change, and get the best treatment, care and support. The pledge campaign is also supported by various schools, colleges and corporate. We have distributed pledge books to all of them, and are constantly getting support from them.

We request all of you to join us in our initiative and pledge support to our campaign. You can pledge support by visiting our website "www.cankidsindia.org". Every pledge will count as it will be vital in providing much needed support to whole campaign.



AIIMS

New Delhi: Dr Rachna Seth (Asst Prof, Dept of Paediatric division of Paediatric Oncology, AIIMS), along with her team organized a public lecture on awareness about childhood cancer on 18th February at JN Auditorium, AIIMS.

Gold balloons were released by Dr. M.C Misra (Director, AIIMS), dignitaries, childhood cancer patients, survivors and their families.



AIIMS

The 3 Gold Taj Mahal cut-outs from IRCH, AIIMS Paediatrics and R.P. Center were lit up together by Dr MC Misra, Dr Vinod Paul (Professor & Head Department of Paediatrics) and Dr. Madhulika Kabra (Department of Paediatrics) who were the chief guests at this programme.

The Department felicitated all partnering NGOs including Cankids, Indian Cancer Society, Cancer Patients Aids Association and St Jude's, before a speech made by Ms. Poonam Bagai (Chairperson, CanKids) where she spoke about the Light it up Gold Taj Mahal 2016 campaign which is underway across the country.

NDTV covered this event and also conducted an interview of Dr Misra and Dr. Paul.



Director AIIMS Felicitating Ms. Poonam Bagai

GO GOLD PLEDGES

Dr. M C Misra (Director, AIIMS)

Childhood Cancer is Curable, Let's Pledge complete support to Childhood Cancer control Programme Pan India, My best wishes and support for Childhood Cancer Diagnosis and Treatment and beyond.

Let us go gold, light up Taj to go gold. People should recognize Childhood Cancer needs special focus from one and all.

Their aim is to collect 250,000 signatures to support the Light It up Gold campaign.



Dr. Ravi Kant, VC, KGMU, Lucknow

This event by Cancer Children is very special & emotional. I wish that on 15th September Taj Mahal is lit up gold. All Cancer Children should get cured. Cure Cancer should also be added as a slogan with Cancel Cancer.



Dr. Anil K. D'Cruz TMH, Mumbai

"Best wishes to all our Children on International childhood Cancer Day as they fight this Cancer, large victories and become our role models. Let us go gold Taj Mahal this September."



Dr Vinay Jain, JivDaya foundation

"Go Team CanKids"



Dr. Vinod Kumar Paul (AIIMS)

"Children have the first right over our love, Resource and Heritage. Children with Cancer are our special responsibility. No child should be deprived of healthcare, more so for Cancer because Childhood Cancer is Treatable. If only we all write, no child with Cancer would lose life. Let us light up the Taj Mahal gold this September to make this pledge."





Lets honour all the little fighters from around the world on the International Childhood Cancer Day



Light it up Gold Taj Mahal by Dr. Ravikant (VC, KGMU) along with Dignitaries and Children

Lucknow, Feb. 27, 2016: On 27th February CanKids organized an ICCD event in Lucknow. The event was organized by King George Medical University in collaboration with CanKids. The University was known as Chhatrapati Shahuji Maharaj Medical University and is a medical school located in Lucknow, Uttar Pradesh. The event was attended and supported by dignitaries from other foundations like JivDaya Foundation (provide support staff), Chander Kishore Rastogi, Head, Hari Om Sewa Kendra (provide free medicine), Satya Sai Sewa Sansthan (provide free ration every Saturday), Ishwar Welfare Foundation (providing hygiene kit and medicine) and Helping Hand (support to get a pediatric ward built in the hospital).

At this event Ms. Poonam Bagai (Chairperson – CanKids) addressed the audience where she brought to the fore 2 important issues which should be addressed with utmost importance. She pointed out that there is a lack of qualified doctors and nurses in pediatric oncology, we need to arrange training, forums and workshops to increase their workforce to handle the increasing number of children with cancer.

Dr. Ravi Kant, Vice Chancellor, KGMU made a speech at this event, where he stressed the importance of the Pediatric Oncology department, and assured that this matter is being pursued very seriously and it will be a reality soon. He also stressed the importance of social worker as Ms. Poonam Bagai had mentioned.

The Taj Mahal cutout was lit up by Dr. Ravi Kant, Vice Chancellor, KGMU along with Dr. Arun Chaturvedi, Pro Vice Chancellor, Archana Kumar, Dr. A.K Tirpathi, Dr. Himanshi, Dr. S.C Tiwari, Dr. S.N Pori, Dr. Tulika Chandra, Dr. Nishant Verma and Dr. Vishal Pooniya who were the guest of the program.



Children Celebrating ICCD Event



Child cancer patients to decorate replica of Taj with gold ribbons

PONDICHERRY, Feb. 28, 2016: CanKids along with Department of Medical Oncology, Regional Cancer Centre, Jipmer along with Jiv Daya Foundation and The Rotary Club Beach Town organized day long activities for cancer children to mark International Childhood Cancer Day on 28th February. The day began with an Awareness Walk from the Kargil War Memorial on the beach road to the Duplex Statue. It was flagged off by the chief guest Dr. Vishnu Bhat, (Dean – JIPMER Research) and a welcome address was given by Dr. Smita Kayal, Assistant Professor, Department of Medical Oncology, JIPMER.



Children participating in Cancer Awareness Rally



Prize distribution for I DESERVE Competition

Students from various schools and colleges in the city, staff and students of JIPMER joined hands with Childhood Cancer survivors and their caretakers, to show their solidarity and support in the fight against cancer.

A speech was given by Mr. Ayyanar (Deputy Tahisldar) and Rtn. Praseed Thambi (Rotary Club President) for the awareness of childhood cancer. It was stressed that early detection and diagnosis is the key to treatment and cure of Childhood Cancer.

A Magic show was organised to entertain and make children happy, so that they can forget their pain and sufferings they wanted to enjoy every bit of the event; it was a pleasant change for them from the normal hospital routine.

Children decorated Taj Mahal cut-outs with gold ribbons as Gold is the chosen colour for Childhood Cancer, because our children are as precious and priceless as gold.

Ms. Gini Gulati (Director National Outreach Program) addressed the gathering and shared information on International Childhood Cancer Day and why it is important to make efforts to promote awareness, reach out to people at all levels and make Childhood Cancer a healthcare priority in India. The decorated Taj Mahal was also lit up by Ms. Gulati.



International Childhood Cancer Day Celebration at Jipmer, Pondicherry

The event was also attended by Dr. Dhanashri Pradhan (Deputy General Manager, CanKids) and Mr. Yesu Raj (RPM South, CanKids).

The 'I Deserve' competition was also conducted where children wished for better health, treatment and care. This whole event was an initiative to promote awareness about childhood cancer and to apprise the government that childhood cancer must be a healthcare priority for the country.

Kolkata Hospital Participates in Go Gold Taj Mahal Campaign

Kolkata, Feb. 26, 2016: Kolkata also known as the "The City of Joy" raised the spirits of all Children with Cancer and their families by participating in CanKids initiative to celebrate the 15th ICCD (International Childhood Cancer Day) celebrated on 15th February.

The Home Away Home (HAH), Kolkata and Nilratan Sircar Medical College, Tata Medical Center and Calcutta Medical College and Hospital celebrated ICCD on 18th, 26th and 29th February.

NRS Medical College & Hospital had many distinguished guests at the event which included Dr Prantar Chakrabarty, Dr Rajib De, Dr Tufan Kanti Dollai, Dr Praksh Kr Mondal, Dr Mahapatra, Dr B.N Ray, Dr S. Biswas, Dr P.K.Mishra, Dr Dibyarup, Dr Manik Mondal and rest of doctors.



Sing along



ICCD Celebration at MCK Hospital



The guests included Professor Debasish Bhattacharyya (Principal), Prof. Dr Sk Ali Amam (MSVP), Ms. Poonam Bagai (Chairman), Meeta Khurana (Director TSP) and Neena Manchanda (BOG Member, Director (Hon), Medical Support).

The "We Are One" video was shown at Medical College and Hospital, Kolkata and a speech was given by Dr. T.K. Lahiri (Principal Calcutta Medical College Director IHTM), Dr. Maitreyee Bhattacharyya IHTM and Dr. Sidhartha Sankar Ray (IHTM), where the need for trained pediatric oncology doctors and nurses was stressed.

The Home Away Home, Kolkata event was attended by Neil Joshi and Sweet Thomas from HT Parekh Foundation.

Chocolates and sweets were distributed to children and their families by the guests, who were present at the event. The Taj Mahal cut out was lit by the donors from HT Parekh Foundation, Ms. Gini Gulati (Director National Outreach Program) and HAH Team.



Guests with Taj Mahal cutout - HAH



Cancer children with Dr. Mammen Chandy



Sweet Distribution - HAH

Tata Medical Centre ICCD event was coordinated by Mrs Anu Mammen Chandy (TMC Director's wife) and Mrs Debjani Agarwal and they were also the judges for the I Deserve Poster Competition. Dr Mammen Chandy (Director - TMC) also participated in the program for a short period despite his busy schedule.

The Taj Mahal cutout was finally lit up Gold by the distinguished guests present at the event. The event concluded with prize distribution ceremony for the best 'I Deserve' poster and T-shirt distribution.





Ahemdabad, Nagpur, Allahabad, Shimla

Allahabad: On 15th February along with the launch of the campaign in New Delhi, Kamala Nehru Memorial Hospital, Allahabad celebrated International Childhood Cancer Day, and supported the cause to promote awareness about Childhood Cancer and make it a Child Healthcare Priority in India.

The event was organized by CanKids in association with Jiv Daya Foundation, and Children with Cancer and their families were an active part of the event.

The event was also attended by Dr. B. Paul (Head of Department, Radiation & Oncology), Dr. R.R. Ghosh (Sr. Consultant, Radiation & Oncology), Dr. Sonia Tiwari (Consultant & Principal Collaborator JDF Assisted Pediatric Oncology), Dr. Vibha Saluja (Senior Registrar), Dr Gautam (JR), Dr Ravi (JR), Dr Chirag (JR), Dr Pankaj (JR), Dr Ashutosh (JR) along with Rukhsar Farid (Social Worker) and hospital staff.



Doctors and Children with decorated Taj Mahal, Allahabad



Kamala Nehru Memorial Hospital, Allahabad

Ahmedabad: On 25th February, Gujarat Cancer Research Institute, Ahmedabad celebrated International Childhood Cancer Day. The event was attended by Children with Cancer and their families along with the Various competitions were conducted and chocolates and sweets were distributed to Children with Cancer and families present at the event.



Children and Doctors with Lit Up Taj Mahal, GCRI Ahmedabad



Prize Distribution for I DESERVE, GCRI - Ahmedabad

Shimla: Indira Gandhi Medical College, Shimla celebrated International Childhood Cancer Day on the 3rd of March. Various competitions were organized like the 'I Deserve' Poster Competition, where children expressed their wishes and what they believe they deserve. The best I Deserve Poster was declared by Dr. Ashwani Kumar Sood, Professor and Head of Paediatrics department.



Doctors and Children with Lit Up Taj Mahal, IGMC - Shimla



Government Medical College and Hospital, Nagpur

The Taj Mahal cut out was decorated by children and their families and was finally lit up by Dr. Ashwani Kumar Sood, Dr.Hemant (Department of Pediatrics), Dr.Vinod Bhardwaj (Registrar) Dr. Kaushik, Surdesh who is President of Nav Nirman Welfare Society, Kiran Sharma Pediatric department (social work) , Alka Bhardwaj (Nutrition Counsellor).

Nagpur: Government Medical College and Hospital, Nagpur celebrated ICCD on 5th March. Children with Cancer and their families along with the Doctors participated in it enthusiastically.

The 'I Deserve' Poster Competition was organized and was judged by Dr. A.K.Diwan, HOD, Department of Radiation Therapy and Oncology.

The Taj Mahal cut out was decorated and later lit up by Dr. C. M. Bokade, President Indian Association of Paediatric and Professor Paediatrics GMC, Nagpur. The awards for Poster Making, certificates and gifts were distributed by Dr. C. M. Bokade.

Samarpan Foundation had sponsored the lunch at this event and the snacks were sponsored by Dr. Arti from Devta foundation, which were thoroughly enjoyed by children and their families, and all present at the event.

Samarpan Foundation, Mr. Amit Kanade (TCS) and Dr. Arti from Devta foundation were the key sponsors of this event. Devta foundation along with CanKids had also helped in organizing the event.

Honouring the Women on Women's Day

New Delhi, March 8, 2016: When a child is diagnosed with cancer, their mother is perhaps affected the most when she finds out. She feels the pain and suffering of her child during the course of their treatment, but she does not have the liberty of breaking down at this crucial time. She has to remain rock-solid to hold her child and family together.

If a mother is diagnosed with cancer, she is often more concerned about her child and family. She will often do her best to make it through all the painful treatment and medication with a smile on her face to make her family comfortable.

A group of women who have been through this pain and understand this kind of suffering have come together and pledged that they will work to bring a Change towards Childhood Cancer in India. They aim to reduce the suffering in the lives of other women whose children have been diagnosed with cancer.

Poonam Bagai (Chairperson – CanKids), Surabhi Kakar, Priti Dhall and Anita Gupta are women who have joined hands to fight for this cause and try to make a Change for Childhood Cancer. They are saluted by people all over the country for their contribution towards this noble cause.

Poonam Bagai



Poonam Bagai was born in Bhopal, grew up in Delhi and completed her further education from St. Stephens College, Delhi University. She joined the Government of India as a Class 1 Officer in the Indian Railway Accounts Service in 1984. She was married in 1986 and had two boys in 1993 and 1997. She moved abroad with her husband and lived in Bangkok, Moscow and Warsaw. It was in Warsaw in the year 2000 when she was diagnosed with cancer. She fought courageously and recovered from the disease. From there her journey to fight for the cause of childhood cancer began and in 2004 she set up CanKids..Kidscan, an organization that enables children with cancer and their families.

Ms. Bagai has been felicitated with various awards, the Indira Gandhi Priyadarshini Award for outstanding services, achievements and contributions in the field of social services being one of them. She has also been rewarded the Nargis Dutt Cancer Conqueror Award by the Nargis Dutt Cancer Foundation which was presented to her by Priya Dutt.

She has been instrumental in a number of developments related to Childhood Cancer in India and has made considerable effort over the last decade to really bring about a Change for Childhood Cancer in India.

Surabhi Kakar



Surabhi's family had a history of cancer. Because of this history, she too has made it her mission to fight the disease. She has played an important role in the CanKids story, and was crucial in setting up the Canshala School in Mumbai. Canshala is based on a 'school in the hospital' concept, and was started in November 2012, serving children with cancer coming to Tata Memorial Hospital, Bai Jerbai Wadia Hospital for Children, Lokmanya Tilak Municipal General Hospital and other Cancer Centers in Mumbai. It is the first school of its kind in India.

Surabhi Kakar was felicitated by Union Bank on International Women's Day for her services to the society. We salute her in all her initiatives as a mother, wife and above all else, a woman. She has helped selflessly in bringing about a change for Childhood Cancer in India.

Anita Gupta

Anita is a 40 year old woman who was diagnosed with eye cancer when she was a child. She fought it, recovered and later got married- a seemingly happy ending. But life has a habit of throwing you curve balls, and it did, when things came full circle and her daughter was diagnosed with eye cancer too.

At this difficult time, any person would lose their patience, as now it became about the well being of their child, but Anita did not give up. She fought and helped save her daughter, who is now cured and studying in school.

Anita did not want to keep this success to herself; rather, she wanted to work towards the welfare of other people who were suffering similarly. She wanted to spread the message that "After darkness, there is always light."

She is associated with the Parent Support Group (PSG) of CanKids and helps spread awareness about childhood cancer and motivates parents struggling through her stories. Anita and her daughter Akansha have also been awarded the Winners in Life Award, for their courageous fight.



Priti Dhall



Priti's family has also had a cancer history. She too has played an important role in the CanKids story, She is a software engineer from Mumbai University and has over 15yrs of Project Management Experience with various Software companies. She joined CanKids as a volunteer in New Delhi in 2006, but later moved to Mumbai, for her father's cancer treatment in 2008. She has been instrumental in setting up and increasing CanKids prominence in west.

Today she is the Regional Director of the Western Region and a CanKids Board Member. She has been felicitated with 'Women of Wonder' award by the Lions Club International for her commitment and devotion to the social cause of Childhood Cancer





International Childhood Cancer Day is celebrated worldwide on February 15th, with the aim to spread awareness and the message that Childhood Cancer is Curable.

Kolkata, Feb. 29, 2016: Saroj Gupta Cancer Center and Research Institute (SGCCRI) celebrated International Childhood Cancer Day on 12th March, 2016, along with a PSG Forum, East India Pediatric Oncology Forum (EIPOF) and a Nursing Workshop.

The Taj Mahal cut-out was decorated by Children with Cancer and was later lit up by Mr. Anjan Gupta (Secretary, SGCCRI). Dr. Arnab Gupta (Director, SGCCRI) and Mrs. Sonal Sharma (Director KCK, Capacity & PSG) also presided over the event. The best 'I Deserve' Poster was awarded by Dr. Arnab Gupta (Director, SGCCRI) and he motivated children to fight back against Cancer and come out

Arunavo Dutta, one of the winners of I Deserve Poster competition is an avid follower of football and wants to get well very soon recover from Cancer. He wants to practice hard for football so that he gets selected for 2026 FIFA World Cup Indian team.

The event was attended by 250-300 people who included Cancer children, their families, Doctors, CanKids staff and other volunteers. The effort was made successful by the active participation of everyone.



PSG Forum at SGCCRI



I Deserve Competition, SGCCRI

The PSG Forum was conducted with the aim to clear the doubts of parents whose children are undergoing treatment at the hospital. It is an interactive session between parents and Doctors to clear apprehensions which parents face, and are not cleared during OPD. The event was attended by approximately 80 parents, where a speech was made by Mrs. Sonal Sharma (Director KCK, Capacity & PSG), stressing on the importance of timely diagnosis and detection of Cancer, and assuring parents that Cancer is curable.

Ms. Poonam Bagai (Chairman, CanKids) has always stressed the need for more trained pediatric oncology staff to cater to the increasing number of Childhood Cancer cases. The Nurse Workshop was a step in that direction, where approximately 70 nurses participated. The workshop was joint effort of SGCCRI, Zydus Cadila and CanKids..Kidscan. The workshop aimed to enhance the skills of the nurses so that they can help Cancer Children and their families in a better way, and also become an asset to the society. Current Pediatric Oncology Practise and necessary adherence of procedures were the main focus areas of this workshop. Session were given by Ms. Mallika Pyne (SIC, SpW (SGCCRI), Ms. Sonal Sharma, Director, Capacity Building, Cankids), Ms. Sriparna Giri, Consultant Day Care (TMC), Ms. Mita Roy Chowdhury (Consultant,BMT unit (TMC), Ms. Sunipa Panja Gupta,(Consultant,Palliative Care (TMC), Ms. Pritha Banerjee (Cankids).

The EIPOF gave doctors a platform from different centres to come together and share their experiences. The total number of participants in the EIPOF was 26, and it was a place where they were able to discuss on new developments, medicines and treatments in the field of Pediatric Oncology.

Guru Tekh Bahadur Hospital, New Delhi & PGIMS, Rohtak



ICCD event celebration at (GTB) Delhi



ICCD Event Celebration at PGIMS, Rohtak

GTB Hospital celebrated International Childhood Cancer Day on 14th March, 2016. The program was also attended by Dr. Sunil Kumar (Director, Professor and Medical Superintendent), Dr. Sunil Gomber (Professor), Dr. Pooja Diwan (Paediatrics department), Dr. Anupriya and Dr. Chandra Kant along with hospital nurses and staff. All children were given gifts by Dr. Sunil Kumar (Medical Superintendent), Dr. Sunil Gomber and Dr. Pooja Diwan.

Rohtak one of the oldest organised districts of Haryana, celebrated ICCD on 20th March, 2016 at PGIMS (Post Graduate Institute of Medical Sciences) Hospital.

Mahavir Cancer Sansthan (MCS), Patna

Patna, March 16, 2016: The Mahavir Cancer Sansthan (MCS), Patna initiated the campaign on 16th March with the aim of spreading and promoting childhood cancer awareness in the state.



Cancer Children, Guests, Doctors, CanKids staff with Lit Up Gold Taj Mahal cut-out

The event was made successful with the gracious presence of our Chief Guest Hon'ble Minister Smt. Kumari Manju Verma (Social Welfare Department, Govt. Of Bihar), and other guests Dr. LB Singh (Medical Superintendent), Dr. Amita Mahajan (Senior Consultant, Paediatric Haematology and Oncology, Apollo Hospitals), Dr. Manisha Singh (Associate Director, MCS), Shobha Singh, Dr. Sajid and Mr. Ramesh Lal (Addl. Director, MCS).

Chief Guest Hon'ble Minister Smt. Kumari Manju Verma was welcomed with the Welcome Song by CanKids staff members and later with the lighting of the lamp by our guests. The Taj Mahal cut-out was lit by the Chief Guest and other guests along with the lighting of the lamp.

Dr. Manisha Singh emphasized the importance of a Pediatric Oncology department and how CanKids, Inner Wheel Club of Patna and Leukaemia Crusaders (Bansi Vidiya Memorial Trust) are playing a crucial role in helping children fight cancer and come out as winners.

Dr. Amita Mahajan laid down the importance of this programme and why it was necessary to keep carrying on such awareness events, so to make people aware and spread the message that Childhood Cancer is curable.



Momento given to Chief Guest

An entertainment programme was also prepared by the children, which included a Group Dance, Poetry Recitation and a drama performance. Prizes and gifts were given to children for the best 'I Deserve' Poster by the Doctors, which made them very happy.

A momento was presented to the chief guest Hon'ble Minister Smt. Kumari Manju Verma by The Inner Wheel Club President, who assured to extend full support to the cause.

The program was made successful by the joint initiatives of Inner Wheel Club of Patna, Mahavir Cancer Sansthan, Leukaemia Crusader and CanKids..Kidscan. It was an effort to include more and more people with Light Up Gold Taj Mahal campaign, so that Childhood Cancer becomes a healthcare priority in India.

Mumbai

MUMBAI: Mumbai also known as Bombay, the official name until 1995 is the capital city of the Indian state of Maharashtra. It is also the financial, commercial and entertainment capital of India. B.Y.L. Nair Hospital, Lokmanya Tilak Medical College and LTMG Hospital (Sion Hospital), Tata Memorial Hospital and Bai Jerbai Wadia Hospital conducted ICCD events on 17th, 23rd, 24th and 26th February, Canshala celebrated the event on 22nd February.

The decorated Taj Mahal cut-out was lit up by Dr.Rajadakshya and a vote of thanks was also given to CanKids management for their continuous support at B.Y.L. Nair. Dr Mamta Maglani (Chief, Division of Hematology-Oncology) lit up the Taj Mahal at LTMG, the event was organised by CanKids in collaboration with Kasturi Foundation, partnering NGO.

At Bai Jerbai Wadia Hospital for Children The decorated Taj Mahal cutout was lit up by Dr. Y.K.Ambdekar (Medical Director), accompanied Dr.Bharat Agarawal, Dr.Ashwini Jogde and Asha Mahajan (Matron).

Gifts were also distributed to children for their participation and enthusiasm by N.M.Budharani Trust, as a goodwill gesture. Sabita Vijayan (Principal, Jagannath Bhatankar Municipal School) spoke about the Canshala school, explaining its importance in the life of children and how it is able to bring a change through education in their lives which is normally restricted around the hospital.



Cancer children and families with Dr. Mamta Maglani



Lit up Taj Mahal cut-out





ICCD Event & Conference at Jaipur

Jaipur, March 18, 2016: Jaipur also known as the Pink City showed its solidarity towards children with Cancer, by celebrating ICCD on the 16th March, 2016, at SMS Hospital (Sawai Man Singh), Jaipur.



Cancer Children, Guests, Doctors, CanKids staff with Lit Up Gold Taj Mahal cut-out at SMS Hospital

The event was inaugurated by Dr. Kapil Garg (Professor), by lighting the Taj Mahal cut out which was decorated by children with much enthusiasm.

An 'I Deserve' Poster Competition was conducted where Dr. Pawan distributed the prizes. 50 people participated in the event and made it a memorable day for children. Chocolates were distributed by Dr. Kapil, which made all children very happy.

A conference was also organised by Dr. Kapil Garg on 29th March, 2016 at J. K Lone Hospital for Leukemia patients.

Guests were invited from different NGOs like St. Jude's, Make a Wish Foundation and CanKids, that are constantly working in the field of awareness for Childhood Cancer.

Some special guests were Dr. Amita Mahajan (Pediatrics Oncology and Hematology, Apollo Hospital, Delhi), Neena Manchanda (Director, CanKids), Dr. Vinita Sinha and Chinari Mathur from St. Jude's and Ravindar Sangelia and Usha Jain from Make a Wish Foundation.

The program started with the lighting of the lamp by Principal Dr U S Agarwal, Dr. Amita Mahajan, Dr. Kapil Garg and a survivor.

A panel discussion was organised, where Dr Kapil discussed the treatment of Leukaemia and the facilities and services provided by the hospital to the children.



Lamp Lighting by Dr. Amita Mahajan, Guests and Doctors at JK Lone Hospital, Children and families at JK Lone Hospital

A speech was delivered by Dr. Amita Mahajan where she emphasised that any symptom should not be ignored as this helps in detecting Cancer early and chances of survival increase. She also praised the center and said that this is one of the best centres that she has visited.

Dr. Vinita from St. Jude's talked about the accommodation support to outstation families, but come there for treatment. They currently have 18 Centres in Mumbai, Delhi, Kolkata, Hyderabad and Jaipur.

Sri Maharaja Gulab Singh Hospital, Jammu

Jammu, March 20, 2016: Jammu, the winter capital of Indian state Jammu & Kashmir celebrated ICCD on the 18th of March, 2016 at SMGS (Sri Maharaja Gulab Singh) Hospital.

The event started with a welcome address by Dr. Sanjeev Kumar Digra (Asst Professor), where he stressed the importance of early detection of Cancer which helps in providing timely treatment to children and thus curing them. He also mentioned how CanKids...KIDSCAN has been an integral part of the awareness program for the cause of Childhood Cancer and has contributed immensely towards the treatment and welfare of Children with Cancer at SMGS Hospital.

The Taj Mahal decorated by children was later lit up by Dr. Sunil Kotwal (Professor & Head, ENT Department), Dr. Dara Singh (Medical Superintendent), Dr. G.S Saini (Professor & Head, Paediatrics) and Dr. Sanjeev Kumar Digra.



ICCD Event Celebration at SMGS, Jammu

A speech was also made by Dr. G.S Saini emphasizing the need for trained pediatric oncology doctors and other staff. He also stressed on the need for dedicated units for pediatric oncology. Dr. Sunil Kotwal addressed the audience and applauded the efforts of CanKids for working towards the cause of Childhood Cancer, and trying to bring a change.

I Deserve : Better and Painless Treatment

New Delhi: Various events were conducted at different hospitals across the country on the occasion of International Childhood Cancer Day, which is celebrated worldwide on 15th February.

The 'I Deserve' poster making competition was one such platform where children expressed their desires and wishes.

According to CanKids..KIDSCAN these should not be wishes but rights which children deserve and they should get.

Roshan Singh, a 15 year old boy, undergoing treatment wishes for a painless treatment and an atmosphere where he is happy and able to recover in a better and faster manner. He wishes for education, which is a right of every child, but he is deprived of it, because of the ongoing treatment.



8 REASONS WHY CHILDHOOD CANCER SHOULD BE A CHILD HEALTH PRIORITY IN INDIA

CanKids does its best to fulfil these wishes through the various programs it runs.

I Deserve : Healthy and Happy Childhood

Honey, a 7yr old boy getting treated at AIIMS, New Delhi, wishes that there should be no cancer anywhere. He wishes for a healthy and happy childhood, wants to play with other children and want to go to school. He wishes that there were no restrictions on his eating and movement, he wishes for the basic things that every individual deserves and should get.



Children with I Deserve Poster at Wadia Hospital, Mumbai

Nutan Sharma from Uttar Pradesh, being treated at IRCH wishes that there should be clean drinking water at the hospital and that the wards should be clean and maintained hygienically.

She said that they have to go outside to get medicines; she wishes that medicines were easily available in the hospital.

She hopes that she will be supported in her studies so that she can pursue her dreams and achieve the best.

I Deserve : Basic Rights to Education

Parima, a 12 year old girl, Currently under treatment at DR. B.R.A. Institute Rotary Cancer Hospital, AIIMS, wished for her right to education. She is deprived of her basic right, and not allowed to attend school despite her fees being paid.

She was told to come and take her exams but was not allowed to attend school as the staff was fearful that Cancer is infectious.

This sort of discrimination is faced by these children at every stage of their life.

Education and a healthy and happy life are the basic rights that every child deserves.



GO GOLD PLEDGES

Prof. Sameer Bakshi

"India has about one-fifth of the world's Childhood Cancer load. Childhood Cancer is highly Curable. Therefore, we wish that in India Childhood Cancer Treatment becomes a health Priority. So, I support the Go Gold campaign".



Dr. Jagdish Chandra (KSCH) Delhi

"Let us pledge to do our best for Children with Cancer. They have equal right to live a life normally. We at Kalawati Saran Children's Hospital (KSCH) wish all over cancer patients a very healthy and happy life. All our support is with you. In support of this we want The Taj Mahal to Go Gold this September".



Aman Puri

"Every child is precious may the Taj Mahal be lit up Gold and we achieve our dream of providing best possible care and treatment to each child diagnosed with cancer"

Dr. G K Rath, I.R.C.H. (AIIMS)

"Childhood Cancer are easily Curable. Hence we need to support all efforts for this. I pledge for Taj Mahal to Go Gold this September".



Arvind & Alamelu Nariainswamy Cankids, Ambassador

"Awesome initiative wish you all success!"

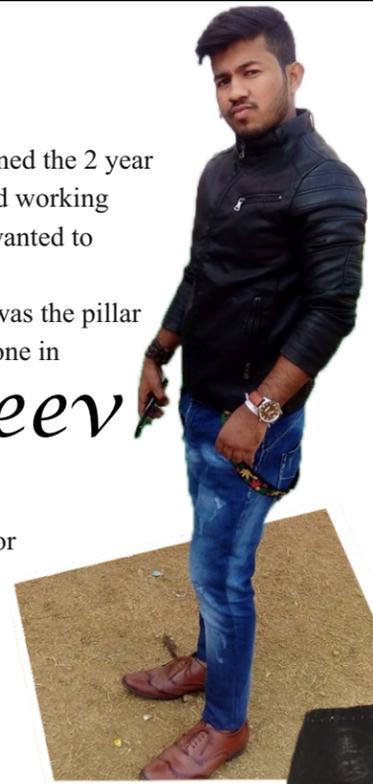




HOMAGE

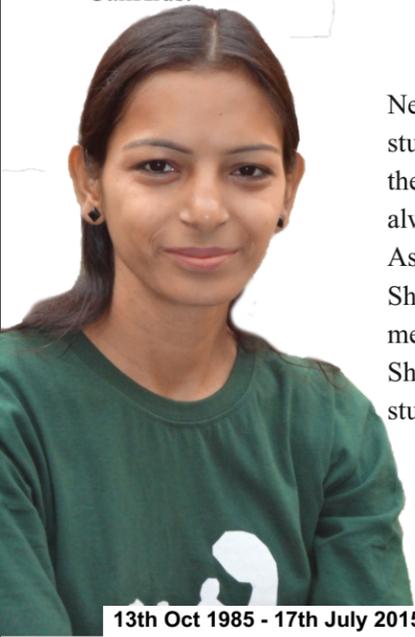
Tribute to our KCK Bravehearts

Sanjeev, was the naughtiest, liveliest and most stylish KCK member. He had survived Wilms Tumor, and after that joined the 2 year leadership programme with KCK, during which he was working as an intern in the Medical department. He was a hard working person, and even walked for several kilometers to reach office. He had his ambitions defined; after his internship, he wanted to pursue a degree in Social Work, and later work as a social worker, so that he could give back to the cause. He was the KCK WhatsApp Group Admin, and played a major role in making other Cancer Survivors join KCK. He was the pillar of strength for his family, and supported them financially and emotionally. He was someone, who was loved by everyone in CanKids.



Sanjeev

1st Jan 1995 - 23th March 2016



Neetu

13th Oct 1985 - 17th July 2015

Always be in Our Heart

Neetu was an AML Cancer survivor, and always fought courageously. She was a bright student who always tried to achieve the best. She did a B.ed and a M.ed and she qualified for the National Eligibility Test exam and got a Junior Research Fellowship scholarship. She always had the urge to move ahead, and to follow her dreams. She applied for the post of Assistant Professor in Miranda House, one of the most reputed Delhi University Colleges. She also worked as a researcher on contractual basis at Delhi University. She was a core member of KCK, full of enthusiasm and always actively participated in all KCK activities. She acted as a role model for their KCK members and encouraged them to pursue their studies.

Aman always wanted to play the guitar and sing and perform, he was always inclined towards music. He was 17 years old when he was diagnosed with Rhabdomyosarcoma, with a tumor in his throat. He courageously fought it and came out of it. He thought that he will be able to fulfill his dreams and look after his widowed mother, but life had other plans. He had a relapse of throat cancer, and this time he left us. Aman was a great singer, and always wished that at some stage in his life, he would sing with his favourite singer Kailash Kher. To honour his wishes a concert "Aman Tu Mera Hero" with Kailash Kher was organized in New Delhi on 4th April, 2014 at Thyagraj Stadium by CanKids.



Aman Saxena

18th June 1992 - 18th March 2014

Childhood Cancer Survivors Deserve their Rights



Chandan Kumar was diagnosed with Blood Cancer at the age of 13. He came from Bihar, but had to come to AIIMS (New Delhi) as there was no proper treatment or hospital available near his hometown. At that time he was not aware about his medical condition. His father, a watchman, was hardly aware about what cancer was. He did not have enough money for the treatment, which he managed eventually by taking loans from family and friends, but all this left him bankrupt by the time treatment was over. Today Chandan is free of Cancer and pursuing BA Hindi (Hons) from Delhi University and is a leader of the Kidscan Konnect group (Teenage and Adult Childhood Cancer Survivors Group), survivor group of the NGO CanKids. He has offered valuable contribution to CanKids Light It Up Taj Mahal campaign and I Deserve campaign. He also raises his voice against childhood cancer and why childhood cancer should be health priority in India. He wants that no family should go bankrupt, lose assets or become impoverished when a child gets sick with cancer, as he has suffered from similar situations during his treatment.

Charu Mittal is an Acute Myeloid Leukemia Cancer survivor who has been working with CanKids since 2013 and leads the Fertility Project. Remembering her tough journey through cancer treatment, she told us that she was not allotted a proper bed for treatment as there were no vacant beds and there were too many patients. She was shifted to another ward when her condition deteriorated but it was not a proper pediatric unit. Doctors were waiting to discharge another patient so that they could accommodate her, because she could get best treatment in the pediatric ward only. She wants access to better care, better healthcare, better pediatric centers and complete support services which can stop the children from dying. She joined this campaign as she also wishes for a change in the life of other children suffering from cancer.

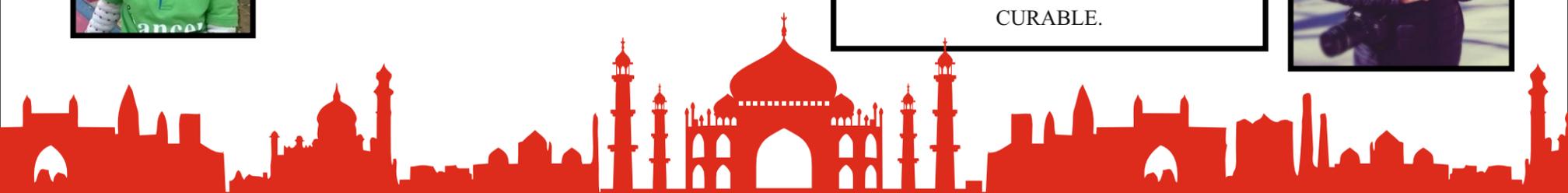


The campaign is led by 25yr old Ritu Bhalla, a two time cancer survivor, who is Girl Childhood Cancer Ambassador and working in CanKids as an Assistant Manager in the Resource Mobilization department. She shared her story and told us that doctors were not able to diagnose her cancer and were giving her the wrong treatment, but she was fortunate to survive from this deadly disease. She also pointed out that there is a lack of awareness and delayed diagnosis in developing countries which is the major cause of high mortality rate of children. She appeals to other people to join us for Light It Up Gold Taj Mahal campaign.



Neha Saini - "September is childhood cancer awareness month. When the Taj Mahal goes gold, the world will know that India cares about children with cancer and their families."

Kapil Chawla said that we have very few dedicated pediatric oncologists and quality diagnostic systems in the country. We are citizens of this country and we have the capability of giving a lot to the nation. The government should focus on Childhood Cancer and our demands as Childhood Cancer is CURABLE.





8 REASONS

"Survival rates in the country are low due to lack of awareness, stigma, late diagnosis and detection, exorbitant cost of treatment, inadequate cancer treatment facilities and insufficient supportive care."
.....Abhishek Mishra

India - 20% of all childhood cancer cases worldwide

1. Because India accounts for 20% of the new childhood cancer cases diagnosed worldwide each year. (India 40 to 50,000 worldwide 2,00,000 to 2,50,000)

Increasing proportion of child deaths

2. Because deaths due to childhood cancer are an increasing proportion of childhood mortality (other than accidental death) even in Low Middle Income Countries (LMICs) like India

Only 30-50% cure rates in India

3. Because childhood cancer cure rates are actually 70 to 95%. High mortality rates in our country of 50 to 70% are unacceptable

Lack of awareness early detection quality drugs & treatment

4. Because not enough attention is given to awareness, detection, drug and treatment development of childhood cancer as compared to adult cancers

Children are our future

5. Because children are our future. For every child that dies of cancer the world loses 71 years of life.

Families need full support for treatment

6. Because no family should go bankrupt, lose their assets, become impoverished or go deeper into poverty when a child gets sick with cancer

Access to better healthcare, doctors & support services

7. Because access to better care, better pediatric cancer centers, pediatric oncologists and affordable good quality medication, healthcare coverage and complete support services can stop the children from dying

Access to best possible care - our human right

8. Because access to best possible treatment, care and support is their human right - not just a privilege

I Deserve Poster Competition, PAN India

I Deserve Poster Competition where children wished for better treatment & care, right to education, clean environment, no restriction on their movement & most importantly their childhood. They wished for a world free of cancer.



8 DEMANDS

"Access to best possible treatment, care and support is the human right of every child with cancer in India – not a privilege, and as survivors who have been through the journey, we are demanding that childhood cancer be a child health priority in India," says Sumit Mehrotra, ALL survivor and facilitation officer.



Childhood cancer must be an integral part of the Cancer Control program of India with its locus clearly defined. There must be a childhood cancer national policy. And as Childhood cancer survivors, parents- Patient Navigators, Patient Advocates, Patient Advocacy Groups - we should be engaged in the framing of this policy.

There need to be more centers which are adequately staffed and equipped to appropriately treat children with cancer. It is presently estimated that only about 20000 children i.e. less than half of those who develop cancer every year, even make it to a cancer center anywhere in the country - and even with these numbers, we are at capacity and choked already.



Children must be treated by qualified pediatric oncologists, trained oncology nurses and other health professionals.



Children with cancer must eventually be treated in dedicated and accredited pediatric oncology centers. There are practically none anywhere in the country.



There must be a clear thought out policy, program and directives for what pediatric cancer types are treated in which centers (High risk leukemia must not be treated in other than a tertiary center. Retinoblastoma should only be treated in identified centers)

The Indian Academy of Pediatrics now defines a child as an individual up to the age to 18 years. All children up to 18 years of age must be treated in pediatric oncology wards.

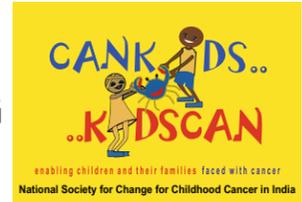


Childhood cancer drugs must be affordable - but more importantly quality MUST be assured. We are not asking for free treatment - but QUALITY treatment. Only that can save lives.



Government must support and partner with NGOs and institutions to create awareness, promote access, enable early detection and quality diagnostics.

FOUNDING



MAJOR PARTNERS



KCK AWARENESS



The Teenage & Young Adult childhood cancer survivors group of the NGO Cankids Kidscan – the National Society for Change for Childhood Cancer in India.

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