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# GRAMEEN SNEH FOUNDATION

ISO 9001 : 2015 CERTIFIED ORGANISATION

## Report on

# HAUSLA CANCER CONCLAVE 2018 (1<sup>st</sup> EDITION)

Report on the discussion and recommendation of Hausla Cancer Conclave  
2018-1<sup>st</sup> Edition held on 15.04.2018 in India Habitat Centre, Delhi.

(National Cancer Toll Free Helpline No : - 1800-3456-265)

## INTRODUCTION

With an aim to educate, inform and spread the message of cancer awareness among the masses, a national level workshop – Hausla Cancer Awareness conclave (1<sup>st</sup> edition) – was organised in the New Delhi at Jacaranda Hall, India Habitat Centre by Grameen Sneh Foundation on April 15, 2018.

The Grameen Sneh Foundation, a national level non-government organisation, since its inception in 2009 has been working for the underprivileged section of the society. Initially, the foundation focused on cancer patients from weaker sections of the society but has gradually moved in the areas of health care and training with the aim to offer sustained positive change in the social, physical, and economic status of the people with needs.

The day-long conference witnessed the participation of parliamentarian, senior government officers, cancer specialists, cancer survivors and stakeholders from the healthcare industry.

## Welcome Address

The programme began with the welcome address of Mr Ganga Kumar, Secretary, Grameen Sneh Foundation, who along with his wife Ms Sneha Routray, also a cancer survivor, are running Grameen Sneh Foundation.

In his address, Mr Kumar presented a brief overview of the work done by his organisation. He informed that over the years, the Grameen Sneh Foundation has been organising Cancer Awareness workshops, health check-up camps for cancer detection, health and wellness festival and a programme called “Bihar; Ek Virasat” for showcasing and preserving art and cultural legacy of Bihar.

With the help of a video presentation, Mr Kumar emphasised some of the work done in the last one year. He said, “In last one year, we have organised four healthcare workshops, art & culture and skill training programme,” adding that it had helped in spreading the messaging of cancer awareness and helping survivor getting back to their regular life.

Sharing his vision for the next 10 year, Mr Kumar said that his aim was to focus on programme based activities having the social impact rather than the event-based activities where usually stakeholder meet to share their experiences.



**Mr Ganga Kumar**  
Secretary  
Grameen Sneh Foundation

“We have made tremendous progress since our inception. The small steps taken by Grameen Sneh Foundation are paying the dividend. There is a large number of the cancer survivor who is getting benefit from GSF activities. It has given new hope to people. So, going forward, we aim to work in the area of healthcare research,” said Mr Kumar, adding that he “aims to set-up two

## **Panel Discussion: Way to lead a happy life and bonding between doctors, society and cancer survivors**

One of the key highlighting features of the event was a panel discussion on the topic of “Way to lead a happy life and bonding between doctors, society and cancer survivors”. This panel discussion saw the participation of Dr G K Rath, Director, National Cancer Institute, AIIMS, Delhi; Dr. Harit Chaturvedi, Chairman, Surgical Oncology, Max Hospital, Delhi; Dr. Ramesh Sarin, Chairman, Breast Cancer Forum, Delhi; Dr. Rohini Ahluwalia, Chairperson, Ahluwalia International School; and Mr. Vinod Gupta, Managing Director, Meridian Medicare Ltd.



In his initial remarks, the moderator of the panel discussion, Dr G K Rath, Director, National Cancer Institute, AIIMS, Delhi emphasised on the importance of being positive and good communication between doctors and patients. While sharing different data from the Government of India and international organisation including WHO, he emphasised that the majority of cancer is curable and this message needs to be communicated to people at large scale.

“There are ample data available that suggest that early detection and different types of cancer are fully curable except few exceptions. What is needed is that we must propagate this message in the society that 'Cancer is curable',” said Dr Rath, adding that it was the responsibility of cancer survivor to share their success stories. He also congratulated and thanks Grameen Sneh Foundation for bringing all the people on one platform to share, discuss and exchange knowledge on the cancer-related issue.



While opening the panel discussion, he asked other panellists to share their experiences and in what way they are working in the field of healthcare. Participating in the debate, Dr Ramesh Sarin, Chairman, Breast Cancer Forum, Delhi agreed with the observation of Dr Rath that a good bond between doctor and patients helps.

Sharing her experiences with few patients, she said a good communication and being honest with patients always help. Dr Sarin was of the view that there can be different views on how much information one should directly share and how much you get involved with the patient but it is proven that bonding between doctor and patients helps. She also emphasised the role of patient family members and ambience at home. “Positive and welcoming home is very important for the patient,” said Dr Sarin.

Agreeing with views of Dr Sarin, Dr Harit Chaturvedi, Chairman, Surgical Oncology, Max Hospital, Delhi was of the view that along with creating a good bond with the patient, the doctor also needed to ensure the highest level of ethics. He said, “They should never tell a lie,” adding that “be truthful to your patient.”



Participating in the discussion, Dr Rohini Ahluwalia, Chairperson, Ahluwalia International School shared her journey from getting training in medicine to being a businesswoman. She concurred with the view expressed by co-panellists on the importance of good bonding. She said, “A good understanding and care is the key to success.” In her remarks, Dr Ahluwalia emphasised the role of spreading the right message about cancer in the society. “There are people who have successfully come out of it and living a good life. We need to tell those stories to society so that they should not take it as taboo, rather they must believe that it is curable like any other disease,” she said.

Expressing his views, Mr Vinod Gupta, Managing Director, Meridian Medicare Ltd said that he was the only one who is not a doctor on this panel but his exposure to this field had taught him lot of good things in life and one of them was to be positive and stay happy. On cancer awareness, he said, “The challenge is to spread the positive words in the society. The organisation like GSF is doing it but more effort is needed.”

## **Panel discussion: Role of Media in prevention and promotive health campaign with special focus to cancer**

To discuss and create the better understanding of the role of media, the conference also had a panel discussion on the topic of “Role of Media in prevention and promotive health campaign with special focus to cancer”. The key participants in this panel discussion were Dr Kameshwar Prasad, Chief, Neuro Science, AIIMS, Delhi; Ms Mohini Daljeet Singh, CEO, Max India Foundation; DR. S Khanna, President, Dharamshila Cancer Foundation And Research Centre; Founder & Mentor, Dharamshila Cancer Hospital And Research Centre; Dr Meenu Walia, Patron, GSF Delhi-NCR Chapter; Shri Kundan Singh, Special Correspondent, News 24, Delhi.



The moderator of this panel discussion, Mr Kundan Kumar set the context of the discussion by highlighting the role that media can play in spreading and promoting health campaign. He said that because of the dominance of political, social and infotainment content, media houses are not able to give adequate coverage to healthcare but he assured that efforts are being made to bring the coverage at the parity level. Opening the discussion, he asked all the panellists to share their views on what role media can play in prevention and promotive health campaign with special focus to cancer.

Sharing his views, Dr Kameshwar Prasad, Chief of Neuro Science, AIIMS, Delhi said that media was an integral part of the society and it had a very critical role in spreading the message. Therefore, it was of utmost importance. He agreed with the view that health care issues are not adequately covered but suggested that the health care experts, doctors and media persons need to collaborate more often to produce quality reportage. “There are things only a doctor understand, so it is the duty of the doctor to help journalist decipher it in easy to understand language for masses.”

On the cancer awareness, Mr Prasad said “Some steps have been taken. There are often programmes on Doordarshan and other channels to highlight various aspects of it but what is needed is a concerted effort and that should come both from doctors and media personality.”

During her address, Dr Meenu Walia, Patron, GSF Delhi-NCR Chapter acknowledge the importance of media but emphasised that in recent past some of the media platforms have tried to create the difference between patients and doctors leading to untoward incidents in hospital. She asserted that it must be avoided. “Yes, there are issues but we need to understand the stories of both the sides and present it in an unbiased manner,” she said, referring to some recent reports accusing either doctor or hospital of neglect leading to manhandling of the doctors or hospital staff by the family members of the patient.

Agreeing with the views expressed by Dr Walia, DR. S. Khanna, President, Dharamshila Cancer Foundation And Research Centre said, media needed to introspect on its role because rather than promoting health care issues, of late there has been more focus on hospital v/s patient or doctor v/s patient stories. She said, “This is not good for the society. We need good doctors, good hospitals and a supporting media but that does not mean that media should not highlight wrongdoing.”

Participating in the debate, Ms Mohini Daljeet Singh, CEO, Max India Foundation said both media and medical fraternity needed to work together so that correct information about the disease and its care could reach out to a large number of people. Referring to an earlier panel discussion in which Dr Rath had emphasised that 'cancer is curable', she said, “such positive news must go out,” adding that this will give power and strength to people to fight cancer. She advised that media should give adequate coverage to issue related to healthcare.





## Felicitation of Cancer Survivors:

One of the most anticipated features of the conference was felicitation of cancer survivors. A large number of cancer survivors have come to attend the event. Many of them were chosen under different categories for their outstanding achievements in different fields. The moments and awards were handed over to the winners by Chief Guest Mr Shatrughan Sinha, MP, Patna Sahib along with senior government officials and key dignitaries.



## Chief Guest Address and Valedictory

### Address:

While delivering his Chief Guest address, former union minister and Member of Parliament from Patna Sahib, Shri Shatrughan Sinha took a humorous take at he being the Health Minister of India. He said his brothers – Ram, Lakshman and Bharat – had a professional medical degree. They all have prefix 'Dr' before their names but he was the only one in the family who was not even eligible to be the compounder but became the Health Minister of India but he attributed it to the beauty of the Indian democracy and emphasised that during his tenure he learnt a lot from experts and took initiatives to improve healthcare in the country.

Emphasising the role of health care, he said while he was the health minister he came in touch with experts and health professionals who improved his understanding of healthcare challenges in India. “We initiated anti-tobacco campaign which led to intense pressure on me from tobacco lobby but I did not succumb,” he said.



**Mr Shatrughan Sinha**  
Actor & Hon'ble MP  
Lok Sabha

Mr Sinha spoke on various issues but said that education and health need utmost attention. He emphasised that the issue of healthcare is universal. “Your understanding and views should not change because of your affiliation to a particular party or a group,” he asserted.

Sharing his experiences with smoking, he said he was not well aware of the negative impact of smoking on the body but he met experts who apprised him and some of those he could feel himself, then he decided to quit the smoking.

On a lighter note, Mr Sinha recited the poem of Jan Nisar Akhtar: Lamhe-Lamhe ki siyaset pe nazar rakhte hain. He concluded his remarks by stating that health and education are key for any nation, therefore he said, “We must understand, the health of the nation is the wealth of the nation.”

After deliberations, following points emerged to place before Government for further necessary action at their end:-

- **To make one platform to share, discuss and exchange knowledge on the cancer-related issue.**
- **Majority of cancer is curable and this message needs to be communicated to people at large scale.**
- **To address the challenge to spread the positive words in the society.**
- **Health care experts, doctors and media persons need to collaborate more often to produce quality reportage.**
- **Necessity for a concerted effort to address the health related awareness campaign, both from doctors and media personality.**
- **Necessity for media to introspect on its role because rather than promoting health care issues, of late there has been more focus on hospital v/s patient or doctor v/s patient stories.**

### **WHERE TO CONTRIBUTE FOR CANCER PATIENTS & GET TAX EXEMPTION UNDER 80G & 12A OF INCOME TAX ACT, 1961**

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