

Hum Honge Kamyab

"The aim of art is to represent not the outward appearance of things, but their inward significance."

- Aristotle

Since time immemorial, art and its various forms have been used as an imitation of reality. Theatre has always been a powerful means of communication that can transform crowds into an audience connected by a shared moment in front of the stage. Be it a social message or disease awareness, theatre has the power to bring about



intellectual challenges for its viewers, moving them to interpret the performance based on their own personal experiences.

"Hum Honge Kamyab" (We Shall Overcome) is an exciting play presented for the first time at the All India Friends of Max Meet, 2009. The play was conceptualized by FOM Kolkata City Chapter Leader Subir Ranjan Sen and written and directed by Viji Venkatesh. It follows the lives of an ordinary Indian family with concerns for the father's health. We are taken through the events displaying how the family understands and copes with the distressing news and

how the support of friends and the community help them lead normal lives.

Inspired by real events, the play is a wholesome exploration of the mental, physical and financial aspects of being diagnosed with a rare disease. It is also a realistic depiction of the road to recovery and healing, and a call to anyone in need for support and aid. Perhaps it is due to these reasons that the play holds such relevance as a tool of patient education even after 13 years of its conceptualization.

- Aashray Paul,
Admin & Communications Manager,
Friends of Max.

Amma Speaks

The play, *We Shall Overcome / Hum Honge Kamyab* was written and performed first in 2009. The patient assistance program for the drug called the Magic Bullet was one without any kind of precedent. Hundreds of CML patients received the gift of life that converted a fatal cancer into a chronic manageable condition through the ministrations of Novartis and The Max Foundation.

The Patient Support Group called Friends of Max was created by the Max team in India with the sole purpose of bringing together these patients who found themselves with the need to be on lifelong therapy and giving them and their caregivers a safe platform on which to share and learn from each other.

Today the drug and its bio similars are more easily available and FOM has reached out to thousands of patients. The Max Foundation remains committed to supporting patients in need and offering them all the emotional and informational support they need.

It is a good time to bring this publication out again and hope the voices of these lovable characters can reach more newly diagnosed patients and their care givers.

- Viji Venkatesh,
Managing Trustee, Friends of Max and Region Head
(India & South Asia), The Max Foundation





JAN

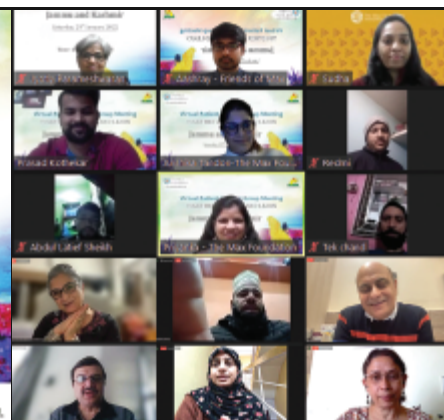
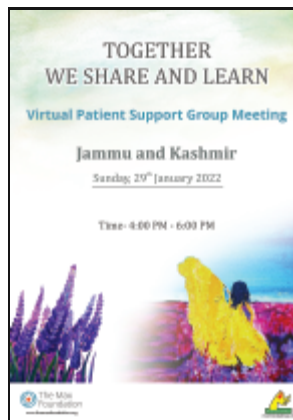
75 Total Participants

Physicians

Dr Ashutosh Gupta
Dr Pankaj Malhotra
Dr Reshma Roshan
Dr Joseph John

J&K Virtual Meet

In January, The Max Foundation and FOM organized the first ever Virtual Support Group Meeting for CML and GIST patients in and around Jammu and Kashmir. The physicians present shared their insights and had lengthy discussions on various topics of importance to the patients.



FEB

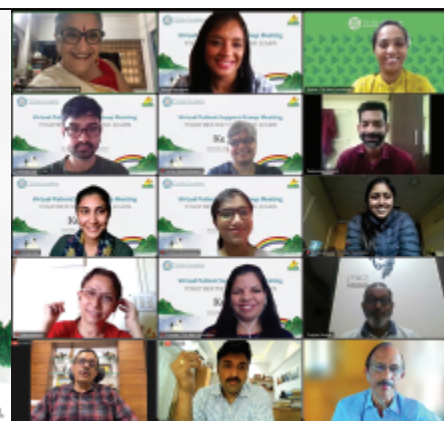
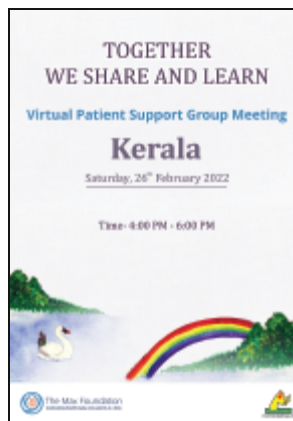
100 Total Participants

Physicians

Dr Sanju Cyriac
Dr K Pavithran
Dr NK Warriar
Dr NP Prakash

Kerala Virtual Meet

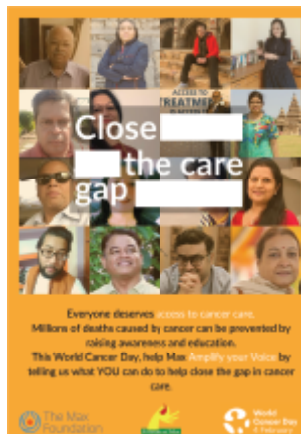
February saw The Max Foundation and FOM organizing a Virtual Support Group Meeting for Kerala. The highlight of the meeting was FOM Trustee Pramod George stating how every FOM patient leader in the region has proved themselves to be a role model for patients everywhere.



FEB

World Cancer Day

World Cancer Day is celebrated on 4th February every year to raise awareness about the disease. This year, as part of The Max Foundation's #AmplifyOurVoice campaign, FOM asked CML & GIST patients, patient leaders and advocates to tell us what they can do to #CloseTheCareGap.



Physician's Note

In the spirit of International Women's Day, we asked our physician-partner Dr Reshma Roshan about her views on "Equity in Healthcare".

Here's what she had to say -

Equity in healthcare is still a very real challenge in India. Statistics show that more women die of heart diseases than men, in solid organ transplant data, women account for 89% of the donors but only 11% of the recipients, middle-aged women are less likely to get treatment if it involves a financial cost. Disparities in healthcare are more



obvious in middle-and lower-income families.

The disparity is also very prominent amongst healthcare professionals in India. Women get less pay as compared to their male counterparts. They are also

obligated to fulfil their role in the household such as that of a mother and a housewife.

Gender specific government schemes to provide discounts to women for diagnosis and medication are very essential in bridging the gap in healthcare. We also need a rule to provide equal pay to female healthcare professionals – whether in the private or public sectors. The pay should be as per their qualifications or services rendered.

- Dr Reshma Roshan, Assistant Professor (Pediatric Hematology), Sher-i-Kashmir Institute of Medical Sciences.

CHAI FOR CANCER SEASON 8

It has been an exciting few months for Chai for Cancer's Season 8 Campaign. As the world gradually moves away from the fear and dread of the COVID-19 pandemic and into a semblance of normalcy, Chai for Cancer found new opportunities for fund-raising and awareness to help support the unmet needs of cancer patients from weaker socio-economic backgrounds.

Total
Virtual Events

7

Total
Offline Events

3

Total
Funds raised

22 Lakhs

DEC
15

DEC
16

International Tea Day

VENUE : Taj Mahal Tea House, Mumbai
HOST : Friends of Max

The two-day event leveraged ITD to raise awareness and funds for cancer patients in need and saw the café's customers and CFC patrons streaming in and out, engaging in conversations with the CFC team, purchasing our merchandise on display and raising their cups towards our cause.



JAN
20

Body Terrains Exhibition

VENUE : Nine Fish Art Gallery, Mumbai
HOST : R.I.S.E., Nine Fish Art Gallery, ThotPot

Viji Venkatesh interviewed artist Sunaina Bhalla, a breast cancer survivor, about using art as a medium to depict her journey, addressing the gap between "Panic and Precaution" and more. This event was a collaboration between ThotPot, Sunaina Bhalla and Chai for Cancer.

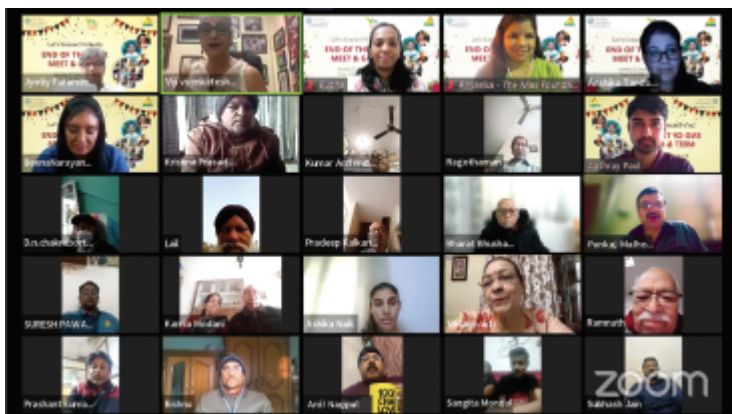


DEC

18

End of the Year Meet & Greet

VENUE : Virtual
HOST : The Max Foundation



FEB

20

Virtual Chai for Cancer Adda

VENUE : Virtual
HOST : Friends of Max Mumbai Chapter



FEB
28

Coffee with CP

VENUE : Acharya Attreya Sabhagruha, Pune
HOST : Friends of Max Pune Chapter, Police Arogya
Mitra Foundation, Subhash Nagar Madiwale
Ganesh Utsav Mandal Trust

After a captivating two-hour interview with Amitabh Gupta, the Pune Commissioner of Police, the crowd gathered around the Chai for Cancer stall, purchased our merchandise on display and generously donated to our cause.



1

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4

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7

8

Test Your Knowledge

- DOWN
- 1

2

4

5

7
- ACROSS
- 3

6

8

ANSWERS : 1. GIST 2. Stem Cell 3. Robert (Virchow) 4. Remission 5. Nilotinib 6. Leukaemia 7. BCRABL 8. Radiation