

A CLICK TO HELP THE POOR

The Carewalk campaign held on Sunday had photo buffs capturing the moments of care, comfort and hope, to transform them into financial aid for cancer patients

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Chennai: Around 100 walkers, including photography buffs from the Chennai Photowalkers, enthusiastically took to the streets on a cloudy Sunday morning with one aim — to raise awareness and provide financial aid for underprivileged cancer patients.

The photowalkers were part of the Carewalk campaign, which was organised jointly by MIOT International and Indo-British Health Initiative. The walk involved exploring the city streets and capturing moments of 'care, comfort and hope'.

From the photographs taken, 35 works will be chosen by ace filmmaker Rajiv Menon and will be exhibited for sale from September 6 to 8 during the Indo-UK Oncology Summit. The proceeds



Participants in the campaign raising money for the Mahesh Memorial Trust, an NGO working towards offering financial aid for underprivileged

from the sale of photographs will be donated to Mahesh Memorial Trust, a city-based NGO working towards offering financial aid for poor patients, especially for those seeking paediatric care.

Prior to flagging off the Carewalk, Menon said that

there had to be a concern for the emotional well-being of the patients. "You do need treatment but what you also need is hope," the filmmaker said. He also recalled how music composer Mahesh Mahadevan, in whose memory the memorial trust was

established, had not lost hope even while battling cancer. "It was through him I met director Mani Ratnam. He would keep his struggle against cancer away from his face and give hope," Menon recalled. He also encouraged the photowalkers saying that

the city had quite a few people who exemplified hope. Mike Nithavrianakis, British Deputy High Commissioner, was also present at the event.

Dr Prithvi Mohandas, joint managing director, MIOT International, stressed the importance of early diagnosis of cancer. He also said that the best 35 photographs would be exhibited during the oncology summit, where over 600 oncologists were expected to attend.

Explaining the work done by Mahesh Memorial Trust, Aruna Subramaniam, Trustee, said they treated about 200 children a year and any time there would be about 45 children as in-patients. "They are down only during chemotherapy and radiation. Otherwise they are happy," said the trustee, speaking about the children treated by the trust.