




**ASHAKIRANAM**  
*A Cancer Care Campaign*

**K**erala registers approx.50,000 new cases of cancer (Cancer Registry Data) with 913 males and 974 females per million. People die of cancer in large numbers without proper care and compassion. Ashakiranam campaign was launched in 2014 by Caritas India in response to this alarming situation. Initiated in the district of Ernakulam the campaign now has reached several districts, namely Thiruvananthapuram, Kollam, Idduki, Kottayam, Alleppey, Pathanathitta and Neyyantinkara, covering hundreds of communities and thousands of people.

Ashakiranam largely accounts for a cultural and behavioral change in the society, which would focus on the roots of cancer and work around prevention, building fences on many fronts.

It is our dream to mobilize 10,000 volunteers who are committed to work across the length and breadth of the state spreading the message of cancer prevention. At the same time, the campaign aims to extend cancer care services in the form of palliative care, short stay facilities, ambulance services, counseling services, occupational therapeutic services, rehabilitation strategies, financial support systems, and related services.



### Milestones

-  Ashakiranam Cancer Care Home
-  Ashakiranam Ambulance Service
-  Ashakiranam Free Accommodation Facility
-  Ashakiranam Palliative Care Service



## Vision

**A cancer resilient generation for the future | Holistic care and support for the deprive families**



### Innovative initiative

The Ashakiranam campaign is an amalgam of innovations rooted in the community. Cancer care provided through short stay facility for poor cancer patients and their relative. Diverse stream of volunteers are engaged in a myriad ways, viz.; puppet shows and street play etc. for building awareness on cancer prevention; and raising local resources.



### Volunteerism

Volunteerism is the hallmark of the Ashakiranam Campaign. Currently, 5636 volunteers are registered with the campaign. They are school students, health professionals, agricultural experts, artists and common people, from across ages and socio-economic background. Cancer survivors are also proud volunteers of the campaign. Many have donated their hair to support the cancer patients who have lost their hair to cancer therapies.



### Caring for the generations

Ashakiranam aims at promoting cultural change for better food habits to prevent cancer. Towards this awareness is generated among the children and community at large, on life style disease, cancer being one of them. It focuses on food habits and consumption of organically or naturally grown food. Children are being made the ambassador of change both in educational setting and in the communities.



### Palliative Care

Ashakiranam volunteers are capacitated to extend Palliative care with love and respect. Home based palliative support is one of the most important pillars of Ashakiranam Campaign. This is made possible in collaboration with the reputed medical institutions in Kerala.



TO SUPPORT THE CAMPAIGN:



BCI Centre, 1 Ashok Place, Near Gole Dak Khana, New Delhi 110001