

**Hon'ble Governor of Tamil Nadu & Punjab and Administrator U.T., Chandigarh, Thiru. Banwarilal Purohit participated as chief guest and launched India's first digital Dawn to Dusk (D2D) Duathlon campaign jointly organized by the Apollo Cancer Centre and Neville Endeavours Foundation**

Hon'ble Governor of Tamil Nadu & Punjab and Administrator U.T., Chandigarh, Thiru. Banwarilal Purohit participated as chief guest and launched India's first digital Dawn to Dusk (D2D) Duathlon campaign jointly organized by the Apollo Cancer Centre and Neville Endeavours Foundation at Apollo Cancer Centre, Taramani, Chennai today (13.09.2021) and addressed the gathering.

Hon'ble Governor said, "It gives me a great pleasure to be here today to launch India's first digital Dawn to Dusk (D2D) Duathlon campaign jointly organized by the Apollo Cancer Center and Neville Endeavors Foundation. I heartily congratulate them for initiating such drives for a noble cause.

The main objective of this event is to increase awareness around Pediatric Cancer and garner sufficient support to raise funds for the treatment of cancer among young children who need financial assistance. This event also highlights the imminent need of a healthier lifestyle in our lives to avoid risk of cancers in the future.

Spear-headed by its Chairman Dr.Prathap C Reddy,Apollo Hospitals, one of the largest private hospitals in India, has always been in the forefront in touching lives and making a difference in the healthcare industry. Apollo Hospitals has fourteen Cancer Centers across the country, and I am very glad that I was part of the launch of this facility which is the first Proton Cancer Center in South Asia & Middle east.

'Health is Wealth', is a famous saying. The importance of health-care has never been so well understood as is it in the present time.Health- care is an important determinant in promoting the physical and mental health and general well-being of people. It revolves around the prevention, diagnosis and treatment of disease, illness, injury and other physical and mental impairments in human beings.

In recent years, due to changes in lifestyle and due to stress, there has been rise in incidence of cancer cases. Cancer which is symptomatic of the dangers that society will have to encounter, if life styles do not blend with nature has become an important and challenging medical problem with which, the whole world is wrestling. Rapid urbanization has led to an increase in harmful behavioural patterns such as

increased consumption of hastily cooked low-nutritive foods, reduced physical activity and increased exposure to alcohol and tobacco.

Apart from the economic cost of cancer treatment, which in many cases, ruins the families of affected patients financially; the physiological, emotional and psychological consequences of cancer are immense and long term.

Our Hon'ble Prime Minister and Hon'ble Health Minister have been working tirelessly with their practical and radical policies and to ensure that the Central Government is able to bring out various schemes and implement those with an international approach in the way we treat cancer and other Non-Communicable Diseases (NCD) in India.

I wish to highlight a few national schemes that have been supporting our citizens massively in funding their medical needs.

- The Prime Minister's National Relief Fund
- The Central Government Health Scheme (CGHS)
- Health Minister's Cancer Patient Fund
- The Health Minister's Discretionary Grants
- National Health Protection Scheme
- State Illness Assistance Fund

The Health Ministry of Tamil Nadu over the years with a vision to provide universal access to equitable, affordable, and quality health care services has initiated multiple schemes to prevent and control major Non-Communicable Diseases (NCD). The State of Tamil Nadu is a pioneer in implementing the Non-Communicable Diseases Intervention Programme covering all districts. The programme is implemented under the aegis of National Health Mission (NHM) as National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Stroke (NPCDCS). You all are aware that the Hon'ble Prime Minister has launched FIT INDIA Movement to make fitness an integral part of our daily lives.

Tamil Nadu has always been well known for the special attention that it provides to the sick and suffering. Many innovative techniques whether it be Liver transplantation, or robotic eye surgery or advanced Cardiac treatment have been propagated widely in the State. It is a matter of immense pride that most cutting-edge medical procedures being performed anywhere in the world are now being done in our Chennai hospitals. No wonder that Tamil Nadu main hub for medical tourism in the eastern part of the world. Patients from all over the world are drawn towards Tamil

Nadu because of the affordable cost of medical treatment and the professional and expert medical care that the state provides.

I am sure that all of you agree that the secret to happiness lies in leading a healthy life. To the people of the State, particularly the younger generation, I wish to advise moderation in their diet and daily one hour exercise, if they want to lead healthy lives.

“The purpose of life is not to be happy, it is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well”.

Amidst our busy lives, we tend to put our health in the backburner. Just as we prioritize our work, we need to start prioritising our health as well. “Your greatness is not what you have, but in what you give”. I am sure that the hospital will be able to record significant path-breaking advances in the coming years to combat cancer and make medical care more affordable and reduce pain, suffering and mortality rates. I am very confident that initiatives such as Apollo D2D will bring about the necessary change in everyone’s lifestyle and habits and we can all work towards a cancer-free nation.

I conclude with the words of Mother Teresa, "Let us touch the dying, the poor, the lonely and the unwanted according to the graces we have received and let us not be ashamed of or slow to do the humble work."

On this note, I urge everyone to take part in this novel initiative which will help raise awareness for Paediatric cancer treatment in India and I once again congratulate Apollo Group and Neville Foundation for taking Paediatric cancer as the theme for D2D and extend my best wishes and greetings to them. May they be visited with success in all their noble endeavours.

On this occasion, Ms. Preetha Reddy, Executive Vice Chairperson, Apollo Hospitals, Thiru. Neville J Bilimoria, Founder, Neville Endeavors Foundation, Thiru. Harshad Reddy , Director – Operations, Apollo Proton Care Centre, Thiru. Dinesh Madhavan, President, Group Oncology & International, Apollo Hospitals and other dignitaries participated.

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Raj Bhavan, Chennai – 22

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Addl. Director (PR)