



*Celebrating the Spirit & Courage of Cancer Warriors*

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FOUNDATION OVERVIEW

## *The Founder*

**Ms Shalini Vig Wadhwa, is a Marketing & Communications professional with over 25 years of work experience in the corporate sector. Shalini founded her first company in 2009 - “100 Degrees Events & Entertainment”, a bespoke event management & luxury concierge company offering premium experiences to corporations & High Net Worth individuals. Subsequently, her event outreach activities extended to social enterprises by supporting them with fund raising events. Her association with the Indian Cancer Society commenced in 2011 by curating a fund raising event in association with DLF Limited.**

Moved by the difficult yet inspiring life experiences of cancer survivors, Shalini set out on the journey to “give back” and further the cause of cancer awareness and spread the spirit of hope & courage. She soon founded the *Festival of Hope Foundation* in 2011 and showcased her first season that winter. Today, Festival of Hope is set to launch its twelfth Season.

The Foundation has been working relentlessly to raise funds and create awareness for all types of cancer through various creative platforms like art, fashion & music festivals. The funds raised support the cost of treatment for the under privileged, in addition to motivating them and their families to fight this battle with courage.

Shalini’s efforts have been acknowledged by various national & international organizations. She was felicitated with the prestigious “**Priyadarshini Award**” for Outstanding Woman Entrepreneur 2012; followed with the “**Bharat Nirman Award**“ in 2013 for Social Entrepreneurship; “**Rajiv Gandhi Excellence Award**” for working on Cancer Eradication in 2016; “**50 Most Impactful Social Innovators**” (Global Listing), by the World CSR Congress in 2016, and most recently with “**Power Icon - North**” by Times of India in 2018. Shalini serves on the advisory board of the World CSR Council and The International Polytechnic for Women.



## *The Mission*

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*Festival of*  
**HOPE**

**OVERCOME  
THROUGH  
COURAGE  
& STRENGTH**

To provide access to  
cancer resources

To be a hub connecting  
survivors, co-survivors,  
supporters and volunteers

To be a resource to which  
local physicians can direct  
patients

To support cancer  
survivors and their  
supporters

# *The Mission*

“THERE IS LIFE AFTER CANCER, AND WE CAN HELP CREATE IT.”

13

Annual Festivals

52

Events Curated

1700

Leaders of Hope

162

Treatments Supported

Over 50,000

Lives Touched



# The Concept

Festival of Hope leverages the platform of art, fashion and music to create and spread awareness to prevent and detect early stages of cancer. The Foundation is supported by eminent personalities and achievers from all walks of life, bringing together “Leaders of Hope” who actively contribute by volunteering their time, money, and skills to make a difference.

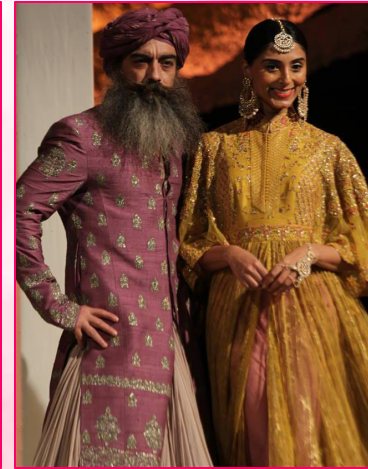
Numerous precursor events leading up to the annual festival are organized/supported during the course of the year. The event portfolio includes art and craft exhibitions, music festivals & concerts, fashion launches and shows, health workshops & check ups, blood and organ donation campaigns, as well as serving the under privileged with medical aid, food and basic amenities.

The Foundation also supports other NGOs/Social Enterprises in promoting their efforts. These include Indian Cancer Society, Spread A Smile Foundation, Rasoi On Wheels, Shakuntalam Foundation, Desire Home Society, Swapan Sarthak - DLF Foundation, Enjoy Life Centre India, and other individual social contributors.



# Leaders of Hope

Our Leaders of Hope include Bollywood celebrities, industrialists and socialites such as Angad Bedi, Nora Fatehi, Hrisita Bhatt, Rahul Dev, Atul Wassan, Abhinav Chaturvedi, Shrishti Rana, Anamika Grover, Imam Siddiqui, Neena Gupta, Swaroop Paresh Rawal, Mukesh Tyagi, Sanjeev Bijli, Saba Ali Khan, the Royal Family of Kashmir, Her Highness of Jaisalmer - Rajasthan etc.



Almost 30 designers have participated and showcased their collections including Anju Modi, Rohit Bal, JJ Valaya, Suneet Varma, Ashima & Leena, Meera & Muzaffar Ali, Manoviraj Khosla, Pallavi Jaikishan etc.

# Media Coverage

## City to host fashion walk for cancer survivors

TIMES NEWS NETWORK

**Gurgaon:** Medical researchers in recent decades have put an enormous amount of emphasis on the 'precautionary principle' when it comes to dealing with cancer. The best way is to deal with the disease in advance, by knowing it better, keeping alert for the slightest of symptoms, and most crucially, by understanding that a cancer diagnosis isn't necessarily the end of the road. Or, as Shalini Vig Wadhwa puts it, 'there is life after cancer.'

Wadhwa is the organizer of 'Festival of Hope,' a fashion show that 'celebrates cancer survival' to be held at Gurgaon's DLF Club 5 this Saturday. This will be the third edition of the event which was preceded by workshops on breast cancer detection and awareness held by senior oncologists.

"Last year, I tragically lost



WALK OF HOPE

two of my aunts to breast cancer. They were both very successful professionals, working at top companies. But by the time the diagnoses were made, it was too late," said Wadhwa. That's where the idea for the Festival of Hope took seed, and today with over 90 participants — among those cancer survivors, fashion designers, Bollywood stars and models — the forum seems to have come of age.

"Our message, through this fashion walk, is that cancer doesn't mean death. And the message is also for the

many corporate firms and BPOs here, they all should be encouraged to hold cancer awareness workshops regularly for their staff members," she added.

The charity event is being co-organized with the Indian Cancer Society, and at the attraction of Saturday's fashion show is the Delhi-based fashion designer, Pawan Sachdeva.

"Around 40 celebrities will be walking the ramp, and some cancer survivors also," he said. Sachdeva has been associated with the Festival of Hope since its inception, and believes this a worthy initiative.

"It's for the right cause. But mainly, it changed the way I look at life. I have met many cancer survivors in the course of these years, and they were all so full of life, as though they finally knew how life should be lived. I have learned something invaluable from them," Sachdeva said.

NAME	PLACE	DATE	PAGE
The Times of India	Gurgaon	November 29, 2012	08

## Hope sustains those who didn't let cancer win

Aditya Dev | TNN

**Gurgaon:** Indra Jasuja, coordinator for Gurgaon chapter of the Indian Cancer Society (ICS), had lost her husband to cancer and herself survived breast cancer. Tanika Bhalha, an entrepreneur, had lost her mother to ovarian cancer some eight years back.

These women and many others who have either survived or suffering from cancer themselves or whose close relatives are cancer patients have come together to spread awareness about the deadly disease.

The event — Festival of Hope — is a fashion show event, where survivors will walk the ramp to spread the message. The unique cancer awareness event is being held in association with the Indian Cancer Society and Fortis Memorial Research Institute on December 1-2 at DLF Club Aralias.

Jasuja, 74, was lucky to survive breast cancer as her condition was diagnosed in the first stage and just underwent radiation treatment. This happened 14 years ago, following which she started out helping cancer patients. But cancer



FIGHTING CANCER WITH JOY: Residents of DLF Aralias prepare for Festival of Hope to be held on December 1-2

struck once again after eight years, when her husband was diagnosed with pancreatic cancer in the last stage and could not be saved.

Jasuja is a clinical psychologist and visits a prominent

hospital in Gurgaon where she tells patients about how to deal with the disease. Moreover, her organization also provides medical aid to poor patients.

Bhalha, director, Jammu

Style (which deals in luxury hand-finished Cashmere and silk scarves), was a constant companion of her mother in her fight with the ovarian cancer, which was diagnosed in the third stage. Bhalha's mother



Shashini Malik

The two women said the disease was still a taboo topic and everyone feels that this is one thing that would not happen to us. "This is one myth we would like to bust through this event. People should not put their health on the backburner while chasing their personal and professional dreams," said Jasuja.

Bhalha added that even as cancer is hereditary in her family, her mother avoided seeing a doctor. "She used to have stomach ache. I would like to tell people, especially women, not to take their health casually," said Bhalha. During the event, awareness workshops will also be held by medical professionals and NGOs. Besides that, sale of FI Art Paintings by ICS will also take place. There are 25 pictures painted by disadvantaged children and a few are signed by Formula 1 drivers.

"The whole idea has helped us move from a time when cancer was rare to the present, when support and awareness are free and open," said Shalini Vig Wadhwa, Founder of 100 Degrees, and the woman behind the conceptualization of "The Festival of Hope".

FESTIVAL OF HOPE is being organised to raise funds for the Indian Cancer Society

## Walking the ramp for a cause

The show will bring families together to celebrate the spirit of cancer survivors

STAFF REPORTER

**NEW DELHI:** Fashion has often joined hands with various causes and issues, so that awareness could be spread and the industry uses it as an opportunity to give back to the society.

This weekend at the Kingdom Of Dreams, a 'Festival of Hope' is being organised that will see designers like Ashima Leena, Meera & Muzaffar Ali and Manovita Khosla showcasing their designs.

The works will be showcased by few models who are cancer survivors and others from different walks of life to send a message that apart from medical treatment, attitude towards fighting the affliction is equally important.

In its 7th edition the 'Festival of Hope' is being organised to raise funds for the Indian Cancer Society, where people will walk the ramp along with cancer survivors, to support cancer awareness and contribute to the underprivileged children who cannot afford the cost of treatment through hospitals.

Shalini Vig Wadhwa who is the organizer, says for six

years, the shows has brought more than thousand families together to celebrate the spirit of cancer survivors and learn to be alert for any early symptoms and are made aware of various treatments available to cure cancer.

Shalini says "At what point do you give up - decide enough is enough? There is only one answer really - Never! Through Festival of Hope, I want every cancer patient to think positively that there is life after cancer. You just need to get treated on time."

Participating designers Ashima-Leena say that as a brand they have always envisioned beyond fashion and have believed in giving back to the society.

"We work diligently with NGOs and take our responsibility to confer to the world. We deeply believe that cancer survivors need enduring commitment to the life beyond cancer. And through Festival of Hope we wish to celebrate the spirit and courage of the cancer survivors and their families who have fought this sombre battle."

The event is being organised at Kingdom of Dreams at 9 p.m. on November 14.



Designers like Meera and Muzaffar Ali will showcase their work at Kingdom of Dreams on November 14. — IFL PHOTO



## FIGHT CANCER

Shalini Vig Wadhwa hosted 'Festival of Hope,' a fundraising event in association with Indian Cancer Society at DLF Cyber Hub, Gurgaon. Designer JJ Valaya and Bholasons Jewellery showcased their collections on models who are cancer survivors and also people from others from all walks of life. The chief guest of the evening was Dharamveer Singh, MP, Bhiwani. The event also guests such as Sanjeev Bijli from PVR cinemas, Ramola Bachchan, Meenakshi Dutt, Vesna Jacob, Sudip Roy, Gopa Kumar, Yogesh Kocchar, famous designer JJ Valaya, Seema Puri, Kaushik Ghosh, Shalini Kochhar, Vikram Baidyanath and many more.

a. JJ Valaya, and Shalini Vig Wadhwa  
b. Preeti, designer JJ Valaya,

# Media Coverage

## Making women aware first step in fight against breast cancer

Mamta Sharma | TNS

Gurgaon: Seventy-four years old Indira Jasuja, a cancer survivor, remembers visiting a doctor the day she had felt a lump in her breast. Jasuja, who was 59 years old then, says she was loved because she was aware.

"I had undergone breast preservation, to which only the lump and not the whole breast was removed. I could save myself because I was aware. However, many women discover that they are suffering from breast cancer when the disease is in an advanced stage and the chance of getting cured is less," says Jasuja, who is also joint secretary of the Indian Cancer Society (ICS).

With more young women being detected with breast cancer nowadays, the Indian Cancer Society has declared 2013 as Breast Cancer Awareness Year and is taking various initiatives to make people aware.

"Breast cancer is the second most common cancer among women in urban and rural areas, second only to cervical cancer which remains to be the most common type in women across the country. Breast cancer has gradually become the leading cancer type among women in metropolitan cities," says Dr Ashok Vaid, chairman of medical oncology & haematology, Medanta - The Medicity.

"In Delhi and NCR, instances of breast cancer is rising by 2% per year, with 31 new cases per 1,00,000 every year," says Dr Vinod Rastogi, director & HoD, medical oncology & haematology, Fortis Memorial Research Institute, Gurgaon.

While breast cancer is more common in older women, mostly between 45 and 55 years of age, Dr Vaid says more young women are being diagnosed with the disease than before. "There is almost equal distribution of patients in the pre- and post-menopausal age groups, with



ON THE RAMP FOR A CAUSE

little preponderance in the pre-menopausal age. There is increasing detection in the age group of 35 years and below," he says.

side's sedentary life style and obesity. "The exact causation of breast cancer is not known. There is some evidence to say that obesity, alcohol consumption, inactivity and high fat content in the diet may be the pre-disposing factors but not the causative ones. A family history of breast cancer increases the risk. Prior personal or family history of other cancers like ovarian cancer can also heighten the risk," says Dr Vaid.

"Lack of awareness only delays the detection of the disease and brings down the chance of cure. Not only that, the amount of treatment required, and hence, the resources required, also increases with advancing stages of the cancer," Dr Vaid adds.

"To spread awareness about breast cancer, we have

brated the spirit and courage of breast cancer warriors, the Indian Cancer Society and DLF City Club, Gurgaon, on Friday hosted the 'Festival of Hope - The Pink Blue Fest' showcasing fashion wear from select designers and models who were all breast cancer reconstruction patients.

"This is life after cancer and each day is a celebration. My salute to the family and more to husbands who stand by their spouses and encourage them to come out as winners. We want that more breast cancer patients get consultation about reconstruction after the physical and emotional stress of their cancer treatment," said Shalini Vig Wadhwa, founder of 196 degrees, who conceptualised and produced the event.

"My fun lay in my privilege to be a part of this initiative to promote the Indian Cancer Society and the Festival of Hope. Truly a journey from 'know no' to 'to know' to 'oh no' from shh to sha to ha ha. Life's problems no matter how big are trivial. Life is supreme," said Yogesh Kochhar, director, strategic engagement, Microsoft Corp India, also the MC for the event.

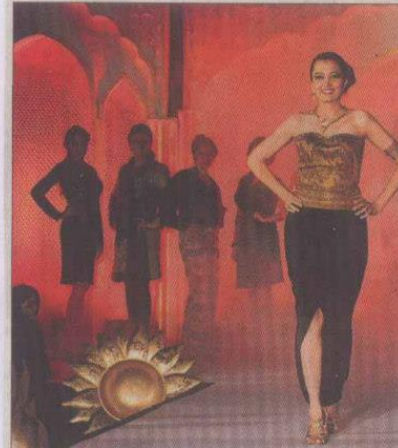
Some common symptoms of breast cancer, according to experts, include painless lump, retraction, discoloration of the nipple, discharge from nipple and non-healing ulcer.

Women must take precautions and go for regular check up, Dr Vaid says. "Stay fit, eat right, exercise, maintain a good body weight and cut on alcohol intake. Women must practice self examination of breasts and immediately consult doctor if feel any kind of lump."

A clinical psychologist, Jasuja also works with a premier city-based hospital to give cancer patients emotional support and help them cope with the disease. "Once a patient sees a survivor standing before her, she feels confident of getting cured. We tell patients till how to cope with the after effects of chemotherapy and not lose hope," says Jasuja.

NAME	PLACE	DATE	PAGE
Hindustan Times	New Delhi	December 2, 2012	03

## Walking for a cause



## Festival of hope begins

GURGAON: As many as 90 persons walked the ramp on Saturday as part of a two-day fundraising event to spread awareness about cancer at DLF Golf and Country Club. Titled 'Festival of Hope', the event was organised in association with the Indian Cancer Society and Fortis Memorial Research Institute. The participants comprised cancer survivors, patients and their kin. "This cause is very dear to me and I have won the battle. One must not lose hope and what cannot be cured must be endured with a smile," said Madhu Rekhi, who was diagnosed

## एक शाम कैंसर जागरूकता के नाम

• फैशन शो के दौरान कैंसर की जग और बूढ़े लोगों ने किया रैप पर वॉक

जागरूकता अभियान के तहत 'फेस्टिवल ऑफ होप' का आयोजन किया गया। इस आयोजन को मुख्य वाद पर थी कि दिल्ली के जाने माने डिजाइनर्स के लिए बॉटमस के साथ साथ उन लोगों ने भी रैप पर वॉक किया जो कैंसर की जग को जीतकर इस शोभारो से थकते हैं। इनमें से नई नो लेंग अभी कैंसर से लड़ रहे हैं उनके साथे संबंधियों ने भी रैप वॉक करके संलग्न करवाया।

प्रचार को गैरक के अतिथि में डूर फैशन शो में मुख्य अतिथि के रूप में रैप अलैं थान को वदत सभा अलैं थान ने वीप प्रखलन किया। इस कार्यक्रम में इंडियन कैंसर सोसायटी को अध्यक्ष ज्योत्सना गोविंद, निता गुप्ता, सतीष बिरसोई, हिजादन पैम मेला, गैंगु गुप्ता, परन सचदेन, शालिनी कोपर, मनिंका वर, रमोला चव्हा, अरुण व सोनू वसन सहित कई जने माने संलग्न वही मौजूद रहे। मुल अतिथि को भी गैंगु कुपर व शालिनी विनु कर्षणा ने वताप कि इस तरह के आयोजन से समाज में जागरूकता लाने के



फैशन शो में रैप पर वॉक करती वरुण जयवंत कैंसर से उदरी रेणुका प्रसाद।

कोसित को जा रही है। सुसभू केलेकर वॉकटिव फुडंटेसन सहित कई संस्थाओं ने संसाधन, मिल अलैं एड अलैं तथा वी आयोजन को सफल बनाने में योगदान दिया।

## Here's to zest, bravehearts and life

Gurgaon recently embraced a new silver lining as DLF The Crest celebrated the sixth season of the Festival of Hope at The Magolia club. From iconic residences, acres of greenery, headquarters of multinational corporations, and exciting recreational avenues to an infrastructure that has redefined foreign gauge for excellence, DLF has it all. The Crest, a rare opportunity offers to celebrate life at this premier community. "This gala celebrates cancer survival, conveying the presence of life after cancer. Everyone must know how cancer targets the body and pay heed to symptoms associated to it," says Shalini Vig Wadhwa, founder, Festival of Hope. Akash Ohri, executive director, DLF, says, "It is an honour to be allied to the festival. We take strength from the spirit and courage of those who have battled cancer, and today lead the path for others."



PHOTO DOWN: Mayur Girotra



AROUN MIRTH: Shalini Vig Wadhwa



LOOKS: Blossom Kochhar



SHUAKE, CHECK: J. Valaya



BEAUTY ALERT: Surbhi Chhabra and Neena Singh

SANJANA BARUA



# Awards and Recognition



50 Most Impactful Social Innovators  
– World CSR Congress, 2016



Rajiv Gandhi Excellence Award  
- 2016

# Awards and Recognition



Times Power Icon  
- Times of India, 2018



Priyadarshini Award for Outstanding Woman  
Entrepreneur  
- 2012

## *Event Outreach*

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- Exclusive marketing via e-invites, mailers, social media pages (50,000 followers in all)
- Media partnerships – pre and post event coverage [Excluding MediaNet]
- E-Invitations to our 8000+ elite database including 100 bloggers
- 100 Invites by courier to CEO's
- Live Facebook, Twitter & Instagram feed – through Festival of Hope & Shalini Vig
- Online Social Media Campaign - #What'sYourSlogan
- Venue branding

# Brand Visibility

Brand Retention - The presence of media and news channels will give you a wider platform to place your company with a strong face value

To promote your brand as a responsible corporate citizen

The best platform to launch or introduce your brand in the righteous way, easily grabbing all the right attention from media and net worth buyers

Exclusive target audience of Delhi/NCR & Mumbai. Guest list curated by the designers.



# Brand Visibility - Invites/EDMs



KOTWARA

SHALINI VIG WADHWA  
SAMA, MEERA & MUZAFFAR ALI

INVITE YOU TO CELEBRATE  
THE SPIRIT & COURAGE OF CANCER SURVIVORS AT THE

*Festival of*  
**HOPE**

AN EXCLUSIVE EVENING OF COUTURE  
'UMRAO JAAN TO JAANISAAR'  
IN ASSOCIATION WITH

**ReTree**  
RE-ENGINEERING TREES  
An Akshay Group's Initiative

ON 3RD APRIL 2016 8:00 P.M.  
AT THE PAVILION, DLF EMPORIO, VASANT KUNJ, NEW DELHI

*TH* TRIST ANAND DESIGNS *Essence* aroma magic **INDIAN CANCER SOCIETY** *Emporio*

**HEIGHTS** *Sigs* **THINK MKT** **ROS** **TV**

with **COOD** modern sleep services

SHOW CHOREOGRAPHED BY VIDYUN SINGH & ASHA KOCHHAR



KOTWARA

*Festival of*  
**HOPE**

**DLF**  
*Emporio*

# Brand Visibility - Venues



DLF EMPORIO



DLF GOLF CLUB



KINGDOM OF DREAMS

*Unveiling Season 13*

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# THE PINKFEST

**CELEBRATING THE SPIRIT AND COURAGE OF  
CANCER WARRIORS**

*Festival of*  
**HOPE**

**FOUNDATION**

**9TH OCTOBER 2019**

**12 NOON ONWARDS**

**Venue: Lata Greens, Sultanpur, MG Road, New Delhi**

**Fashion | Shopping | Food | Music | Drama | Wellness**

## *Pinkfest - Event Details*

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- The Fest will be a day full of shopping, food, music, dance, drama, art, fashion & lots of fun via lucky dips, auctions, bake sale, paint and sell, etc - all for a good cause!
- It will bring together people from all segments and fields, such as NGO's, wellness, lifestyle, home decor, fashion & art, giving them a chance to connect, as well as a platform to showcase their work.
- Also present will be a "Sale Section" section filled with art, products and merchandise donated by ace brands and designers of India.
- A Silent Auction will feature jewellery, couture wear & art works donated prior to the foundation.
- Food Zone: Stalls will be put up by restaurants, individuals, students, etc.
- Dress Code: Pink - People will be invited to buy pink T-shirts online from the foundation, prior to the event.



# *Cultural Highlights of the Fest*

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- Dance/Music performances by participating NGO's
  - Flash mob by Zumba Dancers
  - Nukkad Natak on cancer awareness/social issues
    - Art display & sale
    - Designers display & sale
- Food Stalls - Participating restaurants will have mocktails/menu/pink ribbons signage
  - Pink ribbons installations & decor
  - Pink ribbon badges/Tshirts at entry
- Pink balloons go up in the air during the inauguration
  - Breast Cancer Screening by blind girls

Cultural Event - 5 p.m. onwards

## Contact Us

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### WEBSITE

[www.festivalofhope.org.in](http://www.festivalofhope.org.in)

### FACEBOOK PAGE

<https://www.facebook.com/festivalofhopegurgaon>

### INSTAGRAM

<https://www.instagram.com/festivalofhopefoundation>

**For Sponsorship Opportunities, Contact: Shalini Vig Wadhwa, 9810422292**