

Dear Friends

December 2011

My family joins me in wishing you a Healthy, Happy, Successful & Prosperous New year. **Reflections 2011** outlines the initiatives undertaken by Ushalakshmi Breast Cancer Foundation (**UBF**) & the dedicated Centre for Breast Health at Krishna Institute of Medical Sciences (**KIMS**) in 2011. Major milestones in my professional career during the year are also highlighted in the Newsletter.

Well before returning to India, I have been very conscious of the poignant quote from **Theodore Roosevelt...**

**"Dreams are a dime a dozen
It is their execution that counts"**

Since 2007, I have been working with a missionary zeal to translate my dreams into reality. Just over four years ago, Ushalakshmi Breast Cancer Foundation (UBF) launched the **PINK RIBBON CAMPAIGN** in Andhra Pradesh with an aim to create awareness about importance of early detection of breast cancer. Whilst the Foundation will undoubtedly endeavor to strengthen this campaign in Urban Andhra Pradesh, we wish to dedicate the next few years reaching out to the rural community where breast cancer awareness & screening for breast cancer is virtually non existent.

My goals for 2011 were -

- ❖ To engage, involve and empower the Community about importance of early detection of breast cancer through various initiatives that were introduced by UBF in previous years
- ❖ To develop a population based Breast cancer Screening Programme in rural Andhra Pradesh.
- ❖ To establish a Breast Surgical Society in India

REFLECTIONS 2011

FEBRUARY 2011

For the **SECOND** consecutive year....

UBF Oration

Ananda Shankar Jayant, an eminent Classical dancer & breast cancer 'conqueror' delivered the **SECOND Annual UBF Oration** on '**Its a matter of choice**' – a moving account of her determination, inner strength & triumph when faced with an adversity in the form of breast cancer



MARCH 2011

Breast Cancer Charity Drive

To underline the importance of early detection of breast cancer, an '**all women**' **Breast Cancer Charity Drive** was organized jointly by **UBF** and **Audi Hyderabad** on **International Women's Day**. **Twenty Eight Audi Cars** took part in this unique initiative that was flagged off by **Dr. Ritu Biyani Joseph**, a breast cancer 'conqueror'.



Indian subcontinent's **FIRST** Breast Surgical Society

ABSI – Voice for Breast Surgery in India

www.absi.in

In many developed Countries across the World, the concept of '**Organ based Specialists**' has now been firmly established. Breast Surgery is now a recognized subspecialty of General Surgery abroad with structured training for designated '**Breast Surgeons**'

With a specific goal to develop Breast Surgery as a Subspecialty in India, I have proposed the formation of the **Association of Breast Surgeons of India (ABSI)** with the support of like minded Surgeons from all over India. Functional since March 2011, ABSI is **Indian Subcontinent's FIRST** Breast Surgical Society that represents General Surgeons, Surgical Oncologists and Plastic Surgeons practicing the art & science of Breast Surgery in India.



Dr. Devendra Patel, President ABSI addressing the first GBM

OCTOBER 2011

For the **FIRST** time in India...

Legislative Assembly turns **PINK**



For the **FIRST** time ever in India, **Andhra Pradesh Legislative Assembly** came forward to strengthen the initiative of UBF at demonstrating the significance of Pink Ribbon Campaign. The Legislative Assembly along with historic & prominent buildings like **Charminar, Buddha statue, Hyderabad Public School (Begumpet), US Consulate, Marriott Hotel & MBS Jewellers** were illuminated in **PINK** to mark the beginning of **International Breast Cancer Awareness month**.



For the **THIRD** Consecutive year...

Pink Ribbon Walk 2011

Creating awareness & saluting breast cancer 'conquerors'

Well over 3000 people from all walks of life including breast cancer 'conquerors', their families, Corporates, School & College students participated in the **Pink Ribbon Walk**, which has now become a benchmark event for Hyderabad & an integral part of the annual UBF Calendar.

NOVEMBER 2011

FIRST population based Breast Cancer Screening Programme in Andhra Pradesh

Partnership with Govt. of Andhra Pradesh

UBF has partnered with the Govt of Andhra Pradesh at initiating a simple, inexpensive, viable & most importantly sustainable community based Breast Cancer Screening Programme in **Rural Andhra Pradesh** aimed at early detection of breast cancer, which hopefully would translate into saving more lives. UBF will train 1500 Community based Health Care Workers (ANMs & Community Resource persons – CRPs) through established & well researched audio visual aids about importance of breast awareness & early signs of breast cancer. Equally, they will be trained to perform **Clinical Breast Examination (CBE)**, a screening tool to detect early breast cancer.

The Screening Programme will be implemented as a pilot project initially in two Districts of Andhra Pradesh. Should this project prove to be successful, it would then be replicated throughout Andhra Pradesh.



Sri. K. Rosaiah, His Excellency,
Governor of Tamilnadu inaugurates
the Programme

Recognition, Awards & Honours - 2011

FEBRUARY 2011

Appreciation from British High Commissioner to India

Sir Richard Stagg, British High Commissioner for India accompanied by Mr. Mike Nithavrianakis, British Deputy High Commissioner for Southern India visited the Breast Centre at KIMS. They commended the facilities at KIMS-USHALAKSHMI Centre for Breast Diseases and applauded UBF for spearheading the drive at creating breast cancer awareness in the community



MARCH 2011

Elected Hon. Secretary, ABSI

Unanimously elected Founder Honorary Secretary of Association of Breast Surgeons of India (ABSI) at the Annual General Body meeting held in Hyderabad

APRIL 2011

Delhi Telugu Academy Award

Awarded Vishal Bharat Ugadi Puraskar by Delhi Telugu Academy under the category 'Medicine' for my contribution towards improving breast healthcare in India



JUNE & AUGUST 2011

Breast Centre @ KIMS on National News – The Week Magazine

An interesting article on Breast cancer awareness & survivorship **'FIGHT TO WIN'** was featured in the **The Week Magazine** (19th June 2011 issue) with major inputs from **KIMS-USHALAKSHMI Centre for Breast Diseases**. All the **Breast cancer 'conquerors'** who featured in the article are women who were **counseled & treated** at the **Breast Centre** in **KIMS**. Within two months of this publication, another article **'FIRST COME FIRST SERVED'** that focuses on early detection of breast cancer featured once again in **The Week Magazine** (7 August 2011 issue), with inputs from **KIMS-USHALAKSHMI Centre for Breast Diseases**



JULY 2011

Addressed TEDx - a rare opportunity

TED (Technology, Entertainment & Design - www.ted.com) is a nonprofit worldwide Organisation headquartered in the United States that passionately believes in the power of ideas to change attitudes, lives and ultimately the world. Through its Annual Conferences held worldwide, TED challenges invited speakers from all walks of life to give the talk of their lives (in 18 minutes or less!). It was indeed God sent opportunity to speak about my vision, mission & work in India at **TEDx Deccan** held in **Hyderabad** - a unique experience sharing the platform with distinguished speakers from all over India at this most fascinating Programme, the theme being **'Beautiful ideas'**.



Singular honour...

Invited Article: Bulletin - Royal College of Surgeons of England

The **Royal College of Surgeons of England**, one of the oldest Surgical Colleges in the World has been publishing an **Invited article** from a leading **Overseas Surgeon** who has made outstanding & innovative contribution in every edition of **2011 Publications**. I was invited to contribute an article under this category in the Bulletin of Royal College (July Issue) that reflects upon Breast Healthcare in India – reached out to some 20,000 Fellows of the Royal College of Surgeons of England practicing the art & science of Surgery all over the World.



NOVEMBER & DECEMBER 2011

Orations

Delivered **Dr. Pinnamineni Narasimha Rao Oration** at the Annual Conference of International Medical Sciences Academy (IMSACON) in November 2011 & selected to deliver **Prof. Krishnamoorthy Commemorative Oration** at the National Annual Conference of Association of Surgeons of India (ASICON) in December 2011.



IMSACON Oration

Finally...

Having qualified to become a doctor precisely 20 years ago, I have realized that with focus, determination & hard work, it is possible to make a difference. The Lord has shown me a path that has allowed me to make a meaningful difference to the delivery of breast healthcare in my motherland.

My profound gratitude is due to my Patients, Board of Directors & staff of KIMS, friends & family for their extraordinary support to all that has been accomplished during the year.

I conclude with a couple of lines from a wonderful poem written by **Robert Frost** that just about sums up my thoughts....

**'I took the road less travelled...
And that has made all the difference'**

With best regards.

Sincerely yours,



Dr. P. Raghu Ram

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