

PV Sindhu, Ushalakshmi Breast Cancer Foundation raise awareness for breast cancer

Latest Health News, Press Release, State News

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Hyderabad: With 162, 000 new cases being diagnosed every year, breast cancer is the commonest cancer affecting women in India. Due to lack of awareness about “early detection”, more than 70% present in the advanced stages. Consequently, every ten minutes, a woman succumbs to breast cancer in our Country.

In an initiative for the FIRST time in the world, Life Size Augmented Reality will be utilized for creating awareness about the importance of early detection of breast cancer. Ushalakshmi Breast Cancer Foundation, a “not for profit” Breast Cancer Charity based out of Hyderabad will be taking the message of “EARLY DETECTION” into people’s homes. This innovative initiative was launched today by Ms P.V. Sindhu on 7 October 2019. She is also the very first Celebrity to feature in this unique campaign.

Life size augmented reality is a visionary futuristic technology that has the potential for the “Celebrity and the doctor” to reach out to a large section of people without being actually physically present and convey a powerful message about importance of Early Detection.

Gone are the days when you would have to chase a star and wait for a glimpse of him/her. With the help of Life size Augmented Reality, a star and indeed a doctor, can visit your home and interact with you. All you need to do is download the app (ABC’s of Breast health).

Once you open the app, by placing your phone over the corner space in your room, you will see a life-size image of the star or the doctor speaking to you, through Augmented Reality technology. You would see your own surroundings in the phone, giving you an impression that the celebrity is right in front of you. The whole idea is to have a one-on-one interaction, without actually being there. You can even take a 'sefie" with the celebrity/doctor in your own surroundings!

Addressing the media, P.V. Sindhu, Padma Shri awardee & World Badminton Champion said "I commend Ushalakshmi Breast Cancer Foundation & its founder, Dr. P. Raghu Ram for championing this unique initiative that aims to take the message of 'EARLY DETECTION OF BREAST CANCER ' into people's homes through life size augmented reality technology. Dr Raghu Ram and I were conferred the Padma Shri on the same day in 2015 and over the past several years, I have been actively associated with the Pink Ribbon Campaign that he has been championing in India. I sincerely hope that many more lives would be saved through the awareness created by the Foundation with this remarkable technology. If my Celebrity status can help achieve this goal, I would consider it my good fortune to have been associated with this very noble campaign."

Speaking on this occasion, Dr Raghu Ram, Padma Shri awardee and Founder, CEO & Director of Ushalakshmi Breast Cancer Foundation and the President elect of The Association of Surgeons of India said "Over the past 12 years, the Foundation has been working with missionary zeal through a number of unique initiatives in an endeavor to transform breast cancer from a "taboo" issue to a much commonly discussed. My main focus is to take life size augmented reality technology to rural India where 70% of our population reside. Starting with my adopted Village, IBRAHIMPUR, which is located in the remotest part of Medak District in Telangana, Ushalakshmi Breast Cancer Foundation would be using this revolutionary technology to empower people in the Villages about the importance of early detection and create the much needed awareness amongst the underprivileged section of the population, which hopefully would save scores of lives through early detection. I would be seeking the assistance of the Govt. of Telangana in taking utilizing this technology to empower people in every Village all across Telangana. In the fullness of Times, I shall also be writing to our Prime Minister to explore opportunities to replicate this initiative in all the Villages all over India. I have no words to express gratitude to dear friend, P.V. Sindhu for standing "shoulder to shoulder" with the Foundation in this landmark initiative".

Highlighting the initiatives of Ushalakshmi Breast Cancer Foundation, Mr Jayesh Ranjan, the Chief advisor to Ushalakshmi Breast Cancer Foundation, who is also the Principal Secretary, Information & Technology, Govt of Telangana said " In 2017, Ushalakshmi Breast Cancer Foundation launched the world's first mobile app on "ABC's OF BREAST HEALTH" in 12 commonly spoken Indian languages. As more than 90% of our population have access to mobile phones, this initiative has helped to empower people across the country about every aspect of breast health in simple easy to understand format. Two years later, in 2019, the Foundation is now launching life size augmented reality. This is a major step forward in conveying the message about "early detection" to a large group of people."



THE TIMES OF INDIA

TNN | TNN | Updated: Oct 8, 2019, 10:44 IST

Sindhu joins breast cancer awareness drive with AR tech

TIMES NEWS NETWORK

Hyderabad: The world's first life-size augmented reality (AR) technology app to spread awareness on the importance of early detection of breast cancer was launched by ace shuttler P V Sindhu on Monday. The app was developed by city-based charity Ushalakshmi Breast Cancer Foundation.

To be part of the foundation's 'ABC of Breast Health app', the AR feature will be operational in a month. With the help of the app, one can see a life-size image of the star or the doctor speaking to the people.

"Breast cancer has become the most common illness among women in Hyderabad and nearly one lakh new cases are recorded every year in our city," said Dr P Raghu Ram, oncoplastic breast surgeon, founder and director of Ushalakshmi Breast Cancer Foundation, which aims at spreading awareness about breast cancer among the rural folk.

He added that besides the rise in the number of breast cancer cases, around 75% of the patients who se-



Dr Raghu Ram and PV Sindhu at the launch of the drive

ek treatment visit doctors when the cancer is already in an advanced stage.

Elaborating on the technology, Bhairav Shankar, managing director, Avantari technology said, "With this app, we aim at using the potential of a celebrity's popularity, in this case, by spreading the message through Sindhu and Dr Ram themselves."

Meanwhile, experts emphasised the use of digital initiatives to educate people in the country about the importance and benefits of early detection of breast cancer. "The fact that the app uses local languages to provide the desired knowledge about breast health makes it even more effective," said Sindhu.

Sindhu launches app on breast cancer



Ushalakshmi Breast Cancer Foundation director Dr P Raghu Ram, badminton player PV Sindhu and Foundation's chief advisor Jayesh Ranjan at the launch of AR app on breast cancer.

CITY BUREAU
Hyderabad

In a unique initiative, a life size Augmented Reality (AR) to create awareness on early detection of breast cancer was launched by city-based voluntary organisation, Ushalakshmi Breast Cancer Foundation on Monday. The AR technology was launched by ace badminton player PV Sindhu, who happens to be first celebrity to be featured in the unique campaign. With the help of life size augmented reality, a star or even a doctor, can virtually visit home and interact with individuals. All one has to do is to download the app. Once you open the app, by placing your phone over the corner space in your room, you will see a life-size image of the star or the doctor speaking to you, through

AR technology. Badminton star Sindhu commended the Foundation for championing the initiative. "If my celebrity status can help achieve this goal, I would consider it as good fortune to have been associated with this noble campaign," she said.

Dr P Raghu Ram, Founder and Director of the Cancer Foundation said that he would also seek State government's help in using the technology to empower people in villages across Telangana.

The Foundation's chief advisor, Jayesh Ranjan said that the AR initiative was a significant step in conveying the message about early detection of breast cancer to a large group of people. The app of Ushalakshmi Breast Cancer Foundation is available for download in Google Play.



Shuttler unveils AR initiative on detection of breast cancer

Hyderabad: Hans News Service | 7 Oct 2019 11:21 PM IST

With 1,62, 000 new cases being diagnosed every year, breast cancer is the commonest cancer affecting women in India. Due to lack of awareness about 'early detection,' more than 70 are in the advanced stages. Consequently, every 10 minutes, a woman succumbs to breast cancer in the country.

In the first of its kind initiative in the world, a Life Size Augmented Reality has been utilised for creating awareness about importance of early detection of breast cancer. Also Read - Shuttler unveils AR initiative on detection of breast cancer ADVERTISEMENT Ushalakshmi Breast Cancer Foundation, a not-for-profit breast cancer charity based, will be taking the message of 'early detection' to the doorsteps of people. This initiative was launched by PV Sindhu, who became the first celebrity to feature in this unique campaign.

Gone are the days when you would have to chase a star and wait for a glimpse of him/her. With the help of Life Size Augmented Reality, a star and indeed a doctor, can visit your home and interact with you. All you need to do is download the app (ABC's of Breast Health). Once you open the app, by placing your phone over the corner space in your room, you will see a life-size image of the star or the doctor speaking to you, through Augmented Reality technology. You would see your own surroundings in the phone, giving you an impression that the celebrity is right in front of you. The whole idea is to have a one-on-one interaction, without actually being there. You can even take a 'selfie' with the celebrity/doctor in your own surroundings!

Addressing the media, Sindhu, the Padma Shri awardee and world badminton champion, said: "I commend Ushalakshmi Breast Cancer Foundation & its founder Dr P Raghu Ram for championing this unique initiative that aims to take the message of 'Early Detection Of Breast Cancer ' into people's homes through life size augmented reality technology. Dr Raghu Ram and I were conferred the Padma Shri on the same day in 2015 and over the past several years, I have been actively associated with the Pink Ribbon Campaign that he has been championing in India. I sincerely hope that many more lives would be saved through the awareness created by the Foundation with this remarkable technology. If my celebrity status can help achieve this goal, I would consider it my good fortune to have been associated with this very noble campaign."

Shuttler unveils AR initiative on detection of breast cancer

Hyderabad: Hans News Service | 7 Oct 2019 11:21 PM IST



- World's first life size AR for breast cancer awareness launched
- Ushalakshmi Foundation to take this technology to rural India

I sincerely hope that many more lives would be saved through the awareness created by the Foundation with this remarkable technology. If my celebrity status can help achieve this goal, I would consider it my good fortune to have been associated with this very noble campaign



– P V Sindhu

Business Standard

Shuttler unveils AR initiative on detection of breast cancer

Press Trust of India | Hyderabad Last Updated at October 7, 2019 19:10 IST

'Life-size Augmented Reality', an initiative by Ushalakshmi Breast Cancer Foundation, for detecting and creating awareness on the importance of early detection of breast cancer was launched on Monday by ace shuttler PV Sindhu

The users with the app can experience viewing a life-size image of a star or a doctor speaking, through the augmented reality (AR) technology, founder, CEO and director of Ushalakshmi Breast Cancer Foundation Dr Raghu Ram said in a press conference here.

The technology creates an impression that the celebrity is right in front of the user with the existing and live surroundings, he said.

"I sincerely hope many more lives would be saved through the awareness created by the Foundation with this remarkable technology," Sindhu said. "If my celebrity status can help achieve this goal, I would consider it my good fortune to have been associated with this very noble campaign," she added.

Telangana principal secretary for IT and Industries and chief advisor to the Foundation Jayesh Ranjan said as more than 90 per cent of the population in the country have access to mobile phones, this initiative would empower people across the country about every aspect of breast health in simple easy to understand format.

Managing director of Avantari Technology Bhairav Shankar said the life-size augmented reality is a visionary futuristic technology that has the potential for the 'celebrity and the doctor' to reach out to a large section of people without actually being physically present and convey a message on the importance of early detection of the cancer.

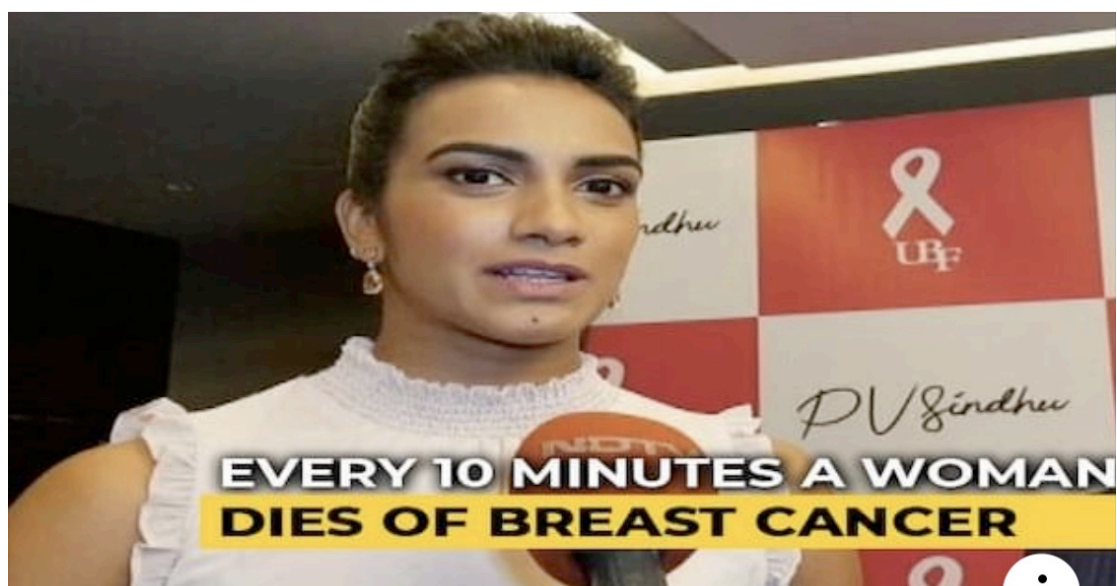


World's First Life Size Augmented Reality for breast cancer awareness - P.V.Sindhu & Dr.P. Raghu Ram

81 views • Oct 8, 2019

<https://www.youtube.com/watch?v=DF8AITBihFg&t=1s>

How **#WorldBadmintonChampion**
@pvsindhu is following in BigB's steps championing a
cause close to her heart ...



NDTV.COM

PV Sindhu Raises Awareness About Breast Cancer

Badminton world champion PV Sindhu is now going t...



World's First Life Size Augmented Reality for breast cancer awareness - P.V.Sindhu & Dr.P. Raghu Ram

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World's First Life Size Augmented Reality for breast cancer awareness - P.V.Sindhu & Dr.P. Raghu Ram

81 views • Oct 8, 2019

<https://www.youtube.com/watch?v=DF8AITBihFg&t=1s>

Badminton world champion PV Sindhu is now going to be seen life size in towns and villages across Telangana. Using augmented reality technology, life size holograms of Ms Sindhu have been created where through an app, she will appear in the surroundings of the viewer to tell them what her heart beats for.

Ms Sindhu tells NDTV why she chose to partner in this first of its kind campaign championing the cause of breast cancer awareness. Futuristic technology has been used to spread health awareness. PV Sindhu is in fact following in Amitabh Bachchan's footsteps. In 2017, Amitabh Bachchan had partnered on the first mobile app where he spoke about ABC of breast health.

There are 1,62,000 breast cancer cases every year. It is the most common cancer affecting women in India. More than 70 per cent present in advanced stage. "If my celebrity status can improve awareness and save lives, I am glad," PV Sindhu told NDTV.

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Retweets on 7th, 8th and 9th October 2019 from Mr Andrew Fleming - British Deputy High Commissioner, Telangana and Andhra Pradesh, Dr. Harsh Vardhan - Union Minister for Health & Family Affairs, Government of India and Mr Amitabh Kant – CEO, National Institute for Transforming India (NITI AYOOG)

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Dr Andrew Fleming
37.8K Tweets

ooo

Tweets

Tweets & replies

Media

Likes



Dr Andrew Fleming ✓ @Andrew... · 2d ▾

Yesterday I supported the Ushalakshmi Brest Cancer Foundations annual annual @PinkRibbonWalks raising awararness of early detection.

Today #LivingBridge Doctor @RRPillarisetti launches a new App using AR technology to take awareness to rural 🇮🇳 with support of our 🌟 @Pvsindhu1. – at Park Hyatt Hyderabad



UK in Hyderabad 🇬🇧 🇮🇳 and 5 others

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Tweets Tweets & replies Media Likes

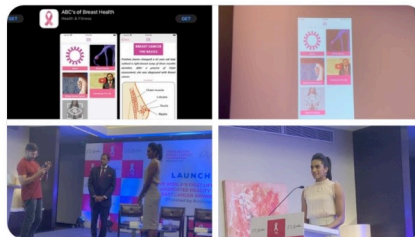


Dr Andrew Fleming @Andrew... · 2d

Here is the new BreastHealth App on which you can go ahead and download from Android and IOS, soon to be updated in 12 languages. Women can interact with both @Pvsindhu1 & @RRPillariseti through this app using AR technology.

Early detection saves lives.

cc. @jayesh_ranjan – at Park Hyatt Hyderabad



Varun Mali and 5 others

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Dr Harsh Vardhan

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P.V. Sindhu launches World's first Life size augmented reality#breast cancer awareness

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