



## Home... Sweet Home.

*My thoughts in a far away land before returning home...*

Was it the echo of my land and the imprint it cast,  
or was it the fag end of my search that would no more last,

Was it all that I gathered, all that was so material,  
Had today lost out to the clarion call that stood so immaterial.

The harder I tried to hold the call within,  
The stronger the urge to "Go" delved in.

They all told me not to go,  
For, I could see what they could not,

It wasn't about what I have...it was all about what I didn't,  
It wasn't about what I have done ...it was about what I could have done.

At the end of the day, when I celebrate LIFE, it's not about what I did...  
It's going to be all about what I wanted to do n did

For I am a traveler with a skill,  
And shall move with a destined will

To serve those who need my hand,  
Reaching out deep in my far away land.

I held my immaterial tight-  
My skill, my knowledge, my experience,

And consciously let the material slip by  
For a mother and motherland that meant far more to me.

### Dear Friends

At the outset, I would like to take this opportunity of wishing you and your family season's greetings and a healthy happy prosperous New Year.

Having spent a decade in the United Kingdom, I returned to India with a Vision and a Mission. How have I done thus far? I asked myself this question after completing one year of homecoming.

### I set myself three goals well before returning to India...

1. To establish a Breast Cancer Foundation
2. To establish a Specialist Breast Centre in Hyderabad
3. To empower women about the importance of breast awareness & breast screening in Andhra Pradesh

#### 1. Breast Cancer Foundation

After considerable thought and planning, **Ushalakshmi Breast Cancer Foundation** was established as a registered charity in September 2007.

The Foundation set up collaboration with **Breast Cancer Care UK**, an organisation that has a track record of providing breast cancer information and support across the United Kingdom for the past three decades.

The principal aim of this collaboration is to make available **Information Booklets** in India on every aspect of breast cancer and also about a range of benign breast health issues in simple, easy to understand language. This is the **FIRST time** ever, for **Breast Cancer Care, UK** to collaborate with an overseas Breast Cancer Foundation. The booklets have been widely circulated in Andhra Pradesh and are available on **Ushalakshmi Breast Cancer Foundation** website ([www.breastcancerindia.org](http://www.breastcancerindia.org))

My heartfelt appreciation is due to my childhood friend, **Satish Reddy**, M.D and Chief Operating Officer of Dr. Reddy's Laboratories for wholeheartedly supporting my vision, and equally, playing a key role to ensure my dream of establishing the Breast Cancer Foundation turns into a reality. I would like to acknowledge the outstanding contribution from **Dr.R.V.Rao**, a renowned Medical Oncologist, my colleague and friend, for taking an active role in the strategic development of Ushalakshmi Breast Cancer Foundation.

#### 2. Specialist Breast Centre in Hyderabad

I have conceived, visualised and designed **KIMS - USHALAKSHMI Centre for Breast Diseases**, a unique initiative of Krishna Institute of Medical Sciences (**KIMS**) in Hyderabad - **FIRST of its kind in the Indian Subcontinent**.

Clinical assessment, breast imaging and breast biopsy including stereotactic biopsy and counseling are all offered in this purpose built, free standing Breast Centre. KIMS has also achieved the unique distinction to become the **FIRST** Hospital in South India & **the only Centre in Andhra Pradesh** to have acquired **Full Field Digital Mammography System** - an incredible advance in detecting early breast cancer.

November-2007



KIMS - USHALAKSHMI Centre for Breast Diseases

December-2007



Full Field Digital Mammography System at the Breast Centre in KIMS

March-2008



Dr. David Mulford & Mrs. Jeannie Mulford with my parents, Dr. Ushalakshmi & Dr. Chalapathi Rao at the Breast Centre in KIMS



**Dr. B. Bhaskar Rao** - Visionary & energetic Managing Director and CEO, KIMS. Instrumental in ensuring the birth of KIMS - USHALAKSHMI Centre for Breast Diseases.



**Jayesh Ranjan**, Managing Director, APTDC - Guiding force & champion for Ushalakshmi Breast Cancer Foundation since its inception



**B. Krishnaiah**, Chairman, KIMS - Philanthropist with supreme values who has backed my vision of establishing a free standing purpose built comprehensive Breast Centre at KIMS

**1<sup>st</sup> October-2008 - PINK RIBBON EVENING**



**Amala Akkineni** - Renowned Film actress & Founder of Blue Cross of Hyderabad is the Celebrity Spokesperson for **Ushalakshmi Breast Cancer Foundation**.



**Ananda Shankar Jayant** - Padmashri awardee, Classical Dancer, Bureaucrat and a breast cancer survivor committed to empowering women about breast awareness & importance of early detection of breast cancer.



**G.V. Sanjay Reddy** - Vice Chairman, GVK Group and Managing Director, Mumbai International Airport lends his support to **Ushalakshmi Breast Cancer Foundation**



**Pinky Reddy**, well known for her Charity and Social work is a Patron for **Ushalakshmi Breast Cancer Foundation**

About 1500 women from Hyderabad underwent **FREE** Breast Cancer screening since October 2007 in collaboration with Jarvis Breast Screening Centre in London - **the FIRST international partnership of its kind in India**. Six impalpable cancers were detected and treated through this initiative.

**3. Empowering women....impacting life**

With the singular aim of empowering women about breast awareness and the benefits of breast screening, I have delivered 'invited lectures' at meetings arranged by 50 different organisations across Andhra Pradesh. On the eve of International Women's Day, on 7th March, 2008, an event was organized to celebrate the birth of KIMS-USHALAKSHMI Centre for Breast Diseases. Speaking on this occasion, **Mrs. Jeannie Mulford**, a breast cancer survivor and wife of **Dr. David Mulford, United States Ambassador to India** complimented the pioneering work done at the Breast Centre in KIMS.

She went on record to state...

**"Your story is one that I will repeat many times when I speak with breast cancer survivors here in India and in the United States."**

This was certainly a touching testimony to my focused efforts over the past one year since returning to my motherland.

Breast Cancer awareness took centre stage in Hyderabad during the Breast cancer awareness month (October 2008). On **1st October 2008**, Ushalakshmi Breast Cancer Foundation organized a **PINK RIBBON EVENING**. Two eminent breast cancer survivors shared their experiences of battling and surviving breast cancer. Their crystal clear message about the importance of being breast aware was the highlight of the Event.

On **24th October 2008**, the legendary pop group **Boney M** featuring **Marcia Barrett** performed live for the **FIRST time ever in Hyderabad** at the **Pink Ribbon Nite** organised by **Ushalakshmi Breast Cancer Foundation**. Being a breast cancer survivor herself, Marcia Barrett's performance aimed to celebrate, recognize and pay tribute to all those who have been affected with breast cancer, and equally, bring about breast cancer awareness through the medium of music. Dr. David Mulford and his wife, Mrs. Jeannie Mulford were the Chief Guests at the Concert. **This landmark Event was unique in that a breast cancer survivor performed live for a Breast Cancer Foundation during the 'breast cancer awareness' month with an eminent breast cancer survivor as the Guest of honour.**

#### **24th October 2008 - The Pink ribbon Nite**

**Marcia Barrett** - Legendary lead Singer of the well-known pop group **Boney M**, who is also a breast cancer survivor, mesmerizes audience at a scintillating **Charity Concert** organized by **Ushalakshmi Breast Cancer Foundation**.



My profound thanks are due to my colleagues in the Multidisciplinary Team at the Breast Centre - **Dr. M. J. Srikala, Dr. M. V. Chalapathi Rao, Dr. R. V. Rao, Dr. M. Narasimha Rao, Dr. A. Santa, Dr. M. Sailaja, Dr. I. Satish Rao**, & to the staff at KIMS for their help, advice and encouragement all along. My heartfelt gratitude to my patients who have been the greatest source of inspiration to me. Finally, I am deeply indebted to my family - **my parents, my grandma** and my dutiful & loving wife, **Vyjayanthi** for their unwavering love, sacrifice & support.

I am delighted that both Ushalakshmi Breast Cancer Foundation and KIMS-USHALAKSHMI Centre for Breast Diseases have well and truly set a benchmark in the delivery of Breast Healthcare in India.

I would like to end by echoing the sentiments expressed by **Ralph Waldo Emerson**, the well known poet and Philosopher.

**To laugh often and much; to win the respect of intelligent people and the affection of children; to earn the appreciation of honest critics and endure the betrayal of false friends; to appreciate beauty, to find the best in others; to leave the world a bit better; to know even one life has breathed easier because you have lived.....This is to have succeeded.**

With warm personal regards,

Most sincerely yours,

**Dr. P. Raghu Ram**

**M.S, FRCS (Edinburg), FRCS (Glasgow), FRCS(Ireland)**

Director

**KIMS-USHALAKSHMI Centre for Breast Diseases**

Consultant Oncoplastic Breast Surgeon

**Krishna Institute of Medical Sciences**

Chief Executive Officer

**Ushalakshmi Breast Cancer Foundation**

**KIMS-USHALAKSHMI CENTRE FOR BREAST DISEASES**

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