

*Matru devo bhava
Pitru devo bhava
Acharya devo bhava*



Dr. P. Ushalakshmi
Mother



Dr. P. V. Chalapathi Rao
Father



Mr Querci della Rovere
Teacher, Friend & former
Colleague at Royal
Marsden Hospital,
London

Dear Friends

December 2010

At the outset, I would like to take the opportunity of wishing you and your family a Healthy Happy Successful & Prosperous New year. It has been three years since returning to India. At the end of each year, I have been reflecting on the course of events that shaped my career - hence this letter.

I recently came across a very poignant quote from **Vaclav Havel**, the First President of Czech Republic, who is also a poet.

**'We must not be afraid of dreaming the seemingly impossible
if we want the seemingly impossible to become a reality'**

An adversity in the form of my mother being diagnosed with breast cancer combined with a crystal clear vision & rock solid determination has allowed me to make a humble beginning in my mission to improve the delivery of Breast healthcare in a Country that I was born and raised.

Before leaving the British Isles, I promised my mother -
A promise to accomplish five goals –

- To establish a Breast Cancer Foundation
- To conceive, design & develop a free standing purpose built comprehensive Breast Centre
- To empower people about the importance of early detection of breast cancer
- To promote the art & science of Breast surgery
- To work with likeminded people at developing Breast Surgery as a Subspecialty in India

Two decades ago, people seldom spoke about breast cancer. Even among family members, it was often referred to as '**the big C**'. Since the late 1980s, in the Western world, Breast cancer advocacy has championed the cause of early detection of breast cancer resulting in tens of thousands of lives being saved each year.

Much as Breast cancer advocacy has made a beginning at empowering women in India, there is still a lot of work to be done. To precisely address this issue, over the past three years, I have worked to the best of my ability at priming the community, and equally, engaging & empowering them about the huge benefits of early detection of breast cancer through a number of unique & innovative initiatives. In the fullness of time, I sincerely hope that this focused effort would make a meaningful impact translating into more lives being saved.

The aim of this letter is two fold

- To dwell upon some of the initiatives undertaken in 2010 by Ushalakshmi Breast Cancer Foundation (**UBF**) & the dedicated Centre for Breast Health at Krishna Institute of Medical Sciences (**KIMS**).
- To highlight major milestones in my professional career - 2010.

Reflections 2010

Priming the Community, engaging & empowering them



Breast Cancer 'conquerors' walk the ramp with Pooja Bedi – well known model & actor

March 2010

Bold & Beautiful - Breast Cancer 'conquerors'

Breast cancer 'conquerors' walked the ramp alongside Women achievers to demonstrate that life can still be celebrated after cancer treatment & to highlight the fact that people can lead normal lives – provided they have the willpower to 'conqueror' cancer. People who rendered invaluable help to Ushalakshmi Breast Cancer Foundation were honoured at the Event.

October 2010
For the Second consecutive year...
Setting a benchmark

Pink Ribbon Walk
in association with Consulate General of
United States of America

Some 3000 people from all walks of life including breast cancer survivors & their families participated in a 2 Km Walk near KBR Park.



October 2010
First of its kind Initiative...
'Paint the city Pink' Campaign

In an endeavor to demonstrate significance & strength of PINK Ribbon campaign, prominent buildings in Hyderabad - Charminar, Buddha Statue, US Consulate and many others were illuminated in Pink.



October 2010
UBF hosts World renowned Course on Breast Radiology
For the Second time in the Indian Subcontinent...

Prof. Laszlo Tabar (Course Director)
along with **Dr P.V. Ramesh**, Secretary,
Health, Govt. of A.P.
lighting the inaugural lamp

A highly acclaimed two-day *Multidisciplinary Course on Breast Diseases* enlightened Radiologists & Surgeons from all over India about the latest advances in Breast Radiology, and equally, the art of interpreting & reporting Breast imaging accurately.

October 2010

It couldn't get bigger!

Exclusive India Premiere - Film, '1 a Minute', Hyderabad



**Hope
Courage
Survival**

UBF hosted the exclusive India Premiere of the Hollywood film, '**1 a Minute**' at Prasads IMAX. *It is the largest theatrical production for a cancer themed film ever made in the history of Cinema.*

Doing away with the tradition of inviting only Celebrities to a prestigious National Premiere, UBF has ensured that invites for this Special Event are sent to Breast cancer survivors, their families, people whose lives have been touched by cancer and Healthcare professionals.

October 2010

For the Third Consecutive year...

Pink Ribbon Evening



Aim: To recognize & applaud the initiative of **Namrata Singh Gujral** - an Indian born Hollywood actor & breast cancer survivor who produced, directed & acted in the Film, '1 a minute'. **Mrs Shobhaa De**, a well known Author & Columnist was the **Chief Guest**

Recognition, Awards & Honours - 2010

Local, Regional, National & International

March 2010

Visishta Ugadi Puraskar

Felicitated on Ugadi (Telugu New Year's Day) by **Mr K. Rosaiah**, Former Hon'ble Chief Minister on behalf of Govt. of Andhra Pradesh in recognition of outstanding contribution in the field of 'Medicine'.



April 2010
DVD uploaded - World Health Organisation
Website

In 2010, **World Health Organisation (WHO)** identified Urban Health Champions across the world who have contributed to improve health care in the City they live in.

WHO uploaded onto their website a Short film '*Empowering women... Impacting life*' which highlights the innovative initiatives undertaken by **Ushalakshmi Breast Cancer Foundation** at improving Breast Health care in **Andhra Pradesh**.



July 2010
Doctors' Day



Felicitated by **Mrs D. Purandeswari**, Hon'ble Union Minister of State for HRD, **Mr. P. Satyanarayana**, Hon'ble Minister, Govt. of A.P. & **Indian Medical Association** (Andhra Pradesh Chapter)

June 2010
Rare honour – QUADRUPLE FRCS

Conferred FRCS (England) by the
Royal College of Surgeons of England



Amongst the very few in the World to have obtained FRCS from all the four Royal Colleges in the British Isles - London, Edinburgh, Glasgow & Ireland.

October 2010
Youngest ever to have been
honoured with ANR Swarna Kankanam



Received the prestigious **ANR Swarna Kankanam** by Dada Saheb Phalke Awardee, **Padmabhushan Dr Akkineni Nageswara Rao (ANR)** on the occasion of his 87th Birth Anniversary

December 2010 In Pursuit of Passion



Identified as one of the icons of change & inspiration from Andhra Pradesh. Featured in the book 'In pursuit of passion' brought out by Passionate Foundation, an NGO being run by youth that aims to involve their peers in community service & social responsibility.

Felicitated by **Mrs. V.S. Ramadevi**, Former Governor of Karnataka & Himachal Pradesh.



Delivered
**Col. Dr.K.N. Waghray
Memorial Oration** on
*'Setting a benchmark for
the delivery of Breast
health care in India'* at
College of General
Practitioners, Hyderabad.

Contributed Guest Editorial



First issue of Indian
Journal of Surgical Oncology

Finally....

I am deeply indebted to the board of Directors & Staff at KIMS, my patients, friends and family - for their encouragement unwavering support and outstanding help.

I conclude with a poem that captures the spirit of my feelings for my mother, from whom I derive enormous inspiration...

**Every woman has a voice
Every voice has a highly personal story
When blended with the voice of
thousand other women -
becomes a rising wave of similar
hopes, dreams, fears & concerns**

**My mother's voice made me return to India
I held my immaterial tight -
my knowledge, skill & experience...
And consciously let the material slip by
For mother and motherland
that meant far more to me**

Warm personal regards

Yours truly



Dr. P. Raghu Ram

MS, FRCS (Eng), FRCS (Edin), FRCS (Glasg), FRCS (Irel)

Chief Executive Officer

Ushalakshmi Breast Cancer Foundation

Director

KIMS-USHALAKSHMI Centre for Breast Diseases

Consultant Oncoplastic Breast Surgeon

KIMS Cancer Centre