

REFLECTION 2013

Oct 2012 – Nov 2013

FIRST POPULATION BASED BREAST CANCER SCREENING PROGRAMME, ANDHRA PRADESH

In partnership with the Govt of Andhra Pradesh, Ushalakshmi Breast Cancer Foundation (UBF) has initiated a simple & inexpensive community based Breast Cancer Screening Programme in Andhra Pradesh aimed at early detection of breast cancer, which hopefully would translate into saving more lives. UBF has trained some 900 Community based Health Care Workers through established & well researched audio visual aids about importance of breast awareness & early signs of breast cancer. These healthcare workers have thus far screened **28,437 underprivileged women** in Hyderabad District. Free treatment was provided to women diagnosed with Breast Cancer through the Rajiv Arogyasree Scheme.



Health Care workers along with Trainers at the launch of the Screening Programme

BREAST CANCER SCREENING – PARTNERSHIP WITH GHMC

A FIRST of its kind initiative in our Country

UBF & KIMS-USHALAKSHMI Centre for Breast Diseases has launched a Breast cancer Screening Programme to cover some 10,000 Sanitation workers employed with the Greater Hyderabad Municipal Corporation (GHMC). The Programme started with empowering 175 Sanitation workers about the importance of early detection of breast cancer to coincide with 175 years celebrations of The Times of India.



Mr. Somesh Kumar, GHMC Commissioner,
Mr. Kingshuk Nag, Editor, Times of India &
Mr. Krishnaiah, Chairman, KIMS with GHMC employees.

June 2013

PINK RIBBON THEATRE EVENING

To commemorate six positively eventful years serving the Community in Andhra Pradesh, UBF organized a very successful fundraising Play, 'Between the lines'. Written, produced, directed and acted by **Nandita Das**, this Play was staged for the FIRST time in Hyderabad to a packed House on 22 June 2013.



October 2013

FIRST OVERSEAS FRCS (Int) COURSE, HYDERABAD

All the FOUR Royal Colleges in the British Isles (*Edinburgh, England, Glasgow & Ireland*) have announced the introduction of a new suite of the prestigious Intercollegiate FRCS for the international surgical community in 2013. **Doctors Academy** based out of Cardiff (United Kingdom) in association with **Krishna Institute of Medical Sciences (KIMS)** organised the **FIRST ever Overseas Course** that prepares Surgeons sitting the final component of the newly formatted FRCS (Int) examination.



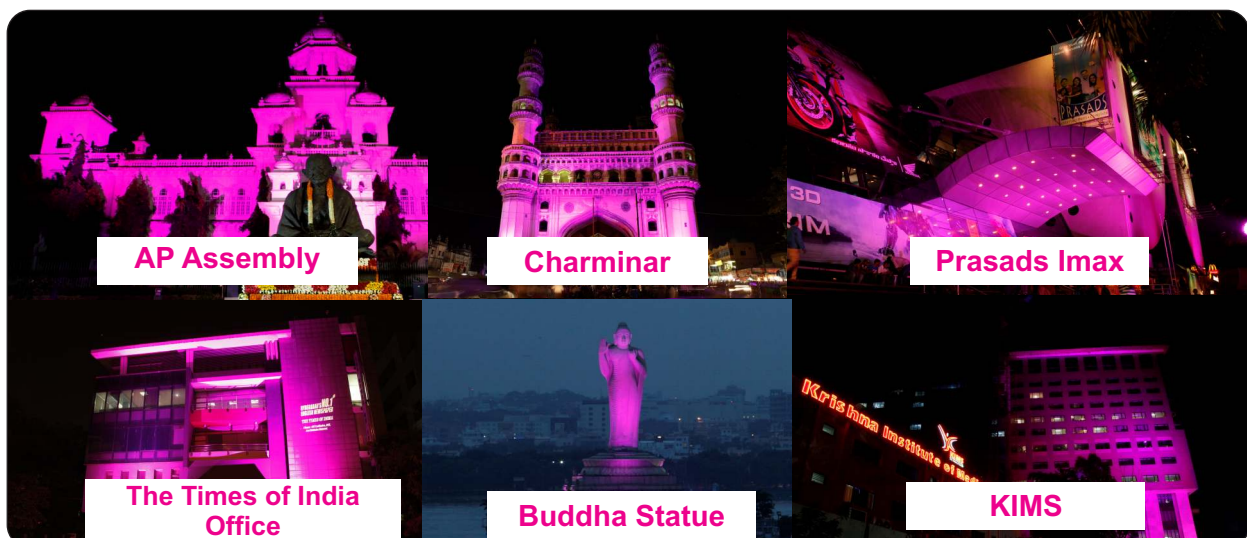
Dr. B. Bhaskar Rao, MD & CEO, KIMS
inaugurating the Course along with
Dr. Pradip Datta, Course tutor

October 2013

PAINT THE CITY PINK

For the **SECOND** time in India... Legislative Assembly turns **PINK**
(UBF illuminated AP Legislative Assembly in PINK for the FIRST time in 2011)

Andhra Pradesh Legislative Assembly came forward to strengthen the initiative of UBF at demonstrating the power of the Pink Ribbon Campaign. For the **FOURTH** consecutive year, prominent buildings like Charminar, Buddha statue, Prasads Imax, The Times of India Building and KIMS Hospitals were illuminated in **PINK** to mark the beginning of International Breast Cancer Awareness month.





October 2013

FIFTH EDITION, PINK RIBBON WALK, HYDERABAD

In association with The Times of India & British Deputy High Commission, Hyderabad

Creating awareness & saluting breast cancer 'conquerors'

Well over 3000 people from all walks of life including breast cancer 'conquerors' and their families participated in the Pink Ribbon Walk, which has now become a signature event for Hyderabad.



November 2013

FIRST EDITION, PINK RIBBON WALK, VISAKHAPATNAM

With a determination to spread the message of PINK outside Hyderabad, and also, encouraged by the overwhelming response to Pink Ribbon walks held in Hyderabad from 2009 – 2013, UBF organized the hugely successful FIRST edition of Pink Ribbon Walk along the beach in Visakhapatnam.





Recognition, Awards & Honours

January 2013

Delivered Dr. PS Ghatge Memorial Oration on 'Winds of change in Breast surgery' at Indian Medical Association, Hyderabad.



Dr. Pradeep Swarup & Dr. E. Prabhavathi, President & Secretary respectively, IMA Hyderabad City Branch with my parents after delivering the Oration

March 2013

Vaidyasree Award bestowed by 'Nava Kala Vedika at its 16th Anniversary function in recognition of the philanthropic & pioneering efforts at improving the delivery of Breast healthcare in Andhra Pradesh.



Prof. Kakarla Subba Rao presenting the Award

May 2013

Unanimously elected **Vice President** (2013 – 2014) & **President** (2015 – 2016) of the **Association of Breast Surgeons of India** – Youngest ever and the ONLY surgeon from South India elected to apex position of an Organisation that represents General Surgeons, Surgical Oncologists and Plastic Surgeons practicing the art & science of Breast Surgery all over India.





July 2013

Overseas Gold Medal, RCS Ed - YOUNGEST ever recipient in 508 years history of the oldest Surgical College in the World

In recognition of a decade's outstanding contribution towards improving standards of Surgical education in the Indian Subcontinent and unwavering commitment to the Royal College's Overseas academic activities, conferred the **Overseas Gold Medal** for the year 2013 by the Royal College of Surgeons of Edinburgh. The Overseas medal is the highest Award that is given to a Fellow of the College practicing outside the UK.



With Dr. Ian Ritchie, President, RCS Ed after receiving the Overseas Gold Medal

August 2013

Elected, Governing Council Member, The Association of Surgeons of India

Through an online e-polling held all over India, elected to serve on the National Governing Council (2013 – 2015) of the Association of Surgeons of India – the largest Organisation in the Indian Subcontinent that represents some 15, 000 surgeons all over India.



ASI Governing Council Meeting, Independence Day Chennai

October 2013

Featured in Women's Health Magazine - India Today publication (Oct 2013)

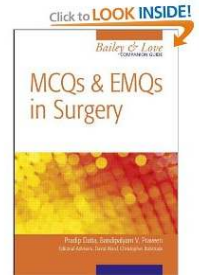
Recognised as one of the pioneers to have conceived, designed and established **Indian Subcontinent's First** free standing purpose built comprehensive **Breast Centre** in Hyderabad.





November 2013

Invited to contribute a Chapter on **BREAST SURGERY** in the forthcoming edition of the prestigious '**Bailey & Love companion Guide**'. First published in 1932, Bailey & Love's Short practice of Surgery is widely considered to be the BIBLE reference for students, trainees and doctors world over



Finally...

My heartfelt thanks to Colleagues, without whose commitment, support & hard work, the Breast Centre @ KIMS would not have achieved national & international recognition.

I consider myself extremely fortunate to be blessed with the unconditional support from my family, which has singularly helped translate my vision into reality.

Over the years, I have acquired the habit of picking up books on spirituality, wellness & leadership. One such priceless book I came across caught my attention as the title fascinated me - '**The difficulty of being good**' - an excellent explanation of the dilemmas and uncertainty inherent in the Mahabharata. Written by Gurucharan Das, the book has enlightened me on '**why be good**' in a world where right & wrong are intrinsically mixed in a bewildering manner.

I would like to sign off by echoing **Mother Theresa's** poignant statement – '**Give the world the best you have and you may get hurt. Give the world your best anyway.**'

Warm personal regards

Best,

Dr. P. Raghu Ram

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

CEO & Director

Ushalakshmi Breast Cancer Foundation, Hyderabad, India

www.ubf.org.in

Director & Consultant Oncoplastic Breast Surgeon

KIMS-USHALAKSHMI Centre for Breast Diseases, Hyderabad, India

www.breastcancerindia.org

Vice President (2013-2014) & President (2015-2016)

The Association of Breast Surgeons of India

www.absi.in

Governing Council Member (2013-2015)

The Association of Surgeons of India

www.asiindia.org

International Surgical Advisor

The Royal College of Surgeons of Edinburgh

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