

UBF Diary

Philanthropic Gestures All Around

Breast cancer survivor's family donates Rs 60 lakhs to Ushalakshmi Breast Cancer Foundation to provide free comprehensive breast cancer treatment to 150 underprivileged women patients. KIMS Hospitals too contributes Rs 5 crores to better the lives of these women

The Governor of Telangana, Dr Tamilisai Soundararajan, allows Raj Bhavan to be illuminated in 'Pink'

Impressed with the innovative breast cancer awareness initiatives spearheaded by Ushalakshmi Breast Cancer Foundation over the past 15 years, and equally, the state-of-the-art surgical care provided by Dr P Raghu Ram at KIMS-USHALAKSHMI Centre for Breast Diseases in KIMS Hospitals, Mrs Motaparthi Chandra Subbarao contributed Rs 60 lakhs to Ushalakshmi Breast Cancer (UBF) Foundation, which will be utilised towards providing free comprehensive breast cancer treatment at KIMS Hospitals to 150 underprivileged women with breast cancer.

In her statement, Motaparthi Subbarao said, "After my daughter was detected with breast cancer five years ago, I wondered how poor people could afford to pay for the expensive treatments. I am proud to make a donation to the cause of helping the needy patients in their cancer care. I want to thank Dr Raghu Ram for his extraordinary surgical skills and humane touch in providing breast cancer care to his patients. I am grateful to him for waiving his fee and to Dr Bhaskar Rao for making expensive drugs available to the needy patients at highly discounted rates for this noble cause. My heartfelt gratitude to the governor for recognising the goodwill and the services offered to these 150 underprivileged patients being treated for breast cancer."



Governor of Telangana handing over the cheque to Dr B Bhaskar Rao, chairman and managing director of KIMS Hospitals



Dr Smt Tamilisai Soundararajan, governor of Telangana addressing the gathering



Smt Motaparthy Chandra Subba Rao donating Rs 60 lakhs to Ushalakshmi Breast Cancer Foundation

Dr Raghu Ram, founder & CEO of Ushalakshmi Breast Cancer Foundation and director & consultant surgeon at KIMS-USHALAKSHMI Centre for Breast Diseases at KIMS Hospitals said, "I have pledged to waive my fee for all patients requiring surgery under this initiative. Furthermore, underprivileged patients will receive chemotherapy and Anti HER2 targeted therapy (which are the most expensive components of cancer care) free of cost, which are also absolutely vital to ensure survival and quality of life benefit."

Further, he said, "Since 2009, over the past 14 years, as a result of the consistent and determined efforts of UBF, Hyderabad has been turning 'Pink' to mark the beginning of International Breast Cancer Awareness month. I am most grateful to the governor for giving permission to the Foundation to illuminate Raj Bhavan in 'Pink' for the third consecutive year, which aims to spread the message of hope and courage in the fight against the most common cancer affecting women in India."

Dr Bhaskar Rao, chairman and managing director of KIMS Hospitals said, "Over the past 15 years, Dr Raghu Ram has been working with missionary zeal towards creating awareness about early detection of breast cancer through a number of impactful initiatives. As a tribute to his unwavering



K Padmanabhaiah, chairman ASCI's delivers his speech



Dr P Raghu Ram thanking the donor



Dr Raghu Ram and his spouse, Dr Vyjayanthi interacting with the governor of Telangana



Governor meets and greets Dr Ushalakshmi & Chandra Subba Rao

commitment towards providing state-of-the-art breast cancer care, KIMS Hospitals has more than matched this donation by eight times with a very magnanimous philanthropic amount of Rs 5 crores by significantly subsidising and waiving treatment costs for these pre-identified 150 underprivileged women with breast cancer."

According to Dr Bhaskar Rao, on an average, Rs 3, 33, 000 will be utilised from the donated amount, for each of these 150 patients over the next few months.

Delivering the chief guest's address, Dr Tamilisai Soundararajan, governor of Telangana said, "I am delighted to learn that Mrs Subbarao's contribution has generated a huge philanthropic fund of Rs 5 crores from KIMS Hospitals, which would be utilised towards providing comprehensive breast cancer care to 150 underprivileged patients. I pay rich tributes to Radha Kantipudi for her noble thoughts and sincerely hope that this philanthropic initiative will serve as an inspiration to many more people in the community to come forward to help those who are less fortunate."

Raj Bhavan goes pink for third consecutive year

Praising Dr Raghu Ram, the governor said, "Over the years, I have witnessed first-hand Dr Raghu Ram's dynamic efforts and landmark initiatives that he has championed under the auspices of UBF. I commend him and in appreciation of his unstinting efforts, I have given permission for Raj Bhavan to be illuminated in 'Pink' for the third consecutive year, to further create the much-needed awareness about the importance of early detection of breast cancer. During this festive season, I urge the men to gift their loved ones a screening mammogram. Women over 40 must have an annual screening mammogram, which helps to detect breast cancer in the very early stages. Early detection saves lives. Let us dedicate this International Breast Cancer Awareness month in October to effectively spread this message. I am very happy that several women who have already benefitted from this initiative are here with us today and I wish all of you to be in the pink of good health, always."





Governor with Breast Cancer 'Conquerors' in the background of the Raj Bhavan, illuminated in Pink for the third consecutive year - an initiative of the Ushalakshmi Breast Cancer Foundation





Durgam Cheruvu Cable Bridge, Charminar, Buddha Statue, Prasads Imax and KIMS Hospitals turn pink - an initiative of Ushalakshmi Breast Cancer Foundation