

UBF Diary

October 2019

Walking For Cancer

12th edition of the Pink Ribbon Walk flagged off in Hyderabad by Noor Sandhu, breast cancer conqueror and S K Joshi, chief secretary, Telangana government

The slogan 'Does your heart beat for the early detection of breast cancer?' resonated with Hyderabadis, who extended unprecedented support to a signature annual event—the 12th edition of the 2K Pink Ribbon Walk, organised by Ushalakshmi Breast Cancer Foundation and KIMS-USHALAKSHMI Centre for Breast Diseases on Sunday, October 6, 2019.

It was held in partnership with The Social Welfare Council of The Association of Surgeons of India at KBR Park, Hyderabad. State Bank of India was the principal partner, while Amazon and Prasads Imax were associate partners.

The successful event was flagged off by Noor Sandhu, a young breast cancer conqueror. K Padmanabhaiah, chairman, ASCI; S K Joshi, chief secretary; Anjani Kumar, police commissioner; Jayesh Ranjan, principal secretary, Information & Technology, Telangana government and chief advisor, UBF; O P Mishra, chief general manager, SBI (principal partner); Suman from Amazon

"As a breast cancer survivor, I am here to spread the message of hope and courage in the fight against breast cancer"

– Noor Sandhu



"During this festive season, gift a screening mammogram to the women in your wife"

- Andrew Fleming and Dr Jwala Srikala

associate partner), Dr Jwala Srikala, head of Breast Imaging, KIMS-USHALAKSHMI Centre for Breast Diseases; Andrew Fleming, British deputy high commissioner and Ramesh Prasad, chairman, LV Prasad group also participated in the Walk.

Some 3,000 people from all walks of life—breast cancer conquerors and their families in addition to a huge contingent of students, army personnel, diplomats and others participated, expressing solidarity with the Pink Ribbon campaign. The aim of the Walk being to create awareness about breast cancer; salute survivors and spread the message of hope and courage.

First-time Ever, an AR App to Raise Breast Cancer Awareness

P V Sindhu launches the world's first life-size augmented reality app for breast cancer awareness



For the first time in the world, life-size Augmented Reality (AR) will be utilised for creating awareness on the importance of 'early detection of breast cancer'. Ushalakshmi Breast Cancer Foundation (UBF), will be taking the message of early detection into people's homes. This innovative initiative was launched by P V Sindhu on October 7, 2019.

With the help of life-size augmented reality technology, a star and a doctor, can visit your home, without being actually physically present and interact with you! All you need to do is download the app (ABC of Breast Health), which is freely available on both Google and Apple store.

Once you open the app, by placing your phone in a corner space in your room, you can see a life-size image of the star or the doctor talking to you through AR 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 or the doctor in your own surroundings!

Addressing the media, P V Sindhu, Padma Shri awardee and World Badminton Champion said, "I commend UBF and its founder, Dr P Raghu Ram for championing this unique initiative. 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 lives can be saved through the awareness 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 noble campaign."

Speaking on this occasion, Dr Raghu Ram, Padma Shri awardee and founder, CEO and director of UBF said, "Over the past 12 years, the Foundation has been working with a missionary zeal through a number of unique initiatives to transform breast cancer from a taboo issue to an openly discussed topic. My focus is to take life-size augmented reality technology to rural India where 70 per cent of our population reside. Starting with my adopted village, Ibrahimpur, 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. I have no words to express my gratitude to P V Sindhu for standing 'shoulder to shoulder' with the Foundation in this landmark initiative."

**THE WORLD'S FIRST LIFE SIZE AUGMENTED REALITY
FOR BREAST CANCER AWARENESS**
(Powered by Avantari)

Chief Guest:

A photograph of P V Sindhu, the Chief Guest, wearing a green and white jacket with the number 1 on it. She is surrounded by a decorative border featuring the UBF logo and her signature 'PVSindhu' in a cursive font.

PVSindhu
Padma Shri awardee & World Badminton Champion
She features in this landmark initiative