



Hon'ble Vice President of India Shri. M. Venkaiah Naidu launches "UBF HELP' -

A one of its kind National One-to-one Breast Cancer & Benign Breast Disease Helpline spearheaded by Ushalakshmi Breast Cancer Foundation (UBF)

The Hon'ble Vice President commended & paid rich tributes to Dr P. Raghu Ram for spearheading this path breaking initiative

Hon'ble Vice President remarks " A Commendable Dimension as it would enable people from all corners of the Country to get better understanding of breast cancer and benign non cancer breast health issues..."

*Citizens can avail one-to-one support by calling **08046983383** and talk to a team of Breast Cancer "Conquerors", Counselors & Dieticians*

The Helpline aims to spread awareness about breast cancer and reassure the "worried well" with Benign Breast Disease

Raj Bhavan, Charminar, Buddha Statue & KIMS Hospitals turn PINK to mark the beginning of International Breast Cancer awareness month (October)

2021 Annual UBF Oration delivered by Dr Beth Dupree - titled "FROM SURVIVING TO THRIVING"

Ushalakshmi Breast Cancer Foundation
1183, Road 45, Jubilee Hills, HYDERABAD – 500033 India
Tel: 9849991405 (Mobile)
Website: www.ubf.org.in

80G Certificate: DIT (E) / HYD / 80G / 75 (08) / 10-11 valid from 1/4/2010

1 October 2021:

October is world over recognised as International Breast cancer Awareness month. Established in 2007, Ushalakshmi Breast Cancer Foundation (UBF) - a not for profit breast cancer Charity has completed 14 positively eventful years serving the Community in Telangana & Andhra Pradesh.

On the eve of the beginning of International Breast Cancer Awareness month (October), **Hon'ble Vice President of India Shri. M. Venkaiah Naidu** launched a one of kind National One-to-one National Breast Cancer & Benign Breast Disease Helpline being spearheaded by Ushalakshmi Breast Cancer Foundation on 30 September 2021.

This landmark initiative aims to raise awareness, spread hope and fuel the fight against Breast Cancer while reassuring the "worried well" with Benign Breast Disease. Citizens can have their queries and worries about Breast Health issues resolved by a team of Breast Cancer "Conquerors", Counselors & Dieticians by dialing **+91-08046983383**

Making her opening remarks, **Dr Kotha Ushalakshmi Kumari**, 88 Year old Breast cancer "conqueror" in whose name the Foundation was founded expressed her immense satisfaction that her only child, Dr Raghu Ram and his spouse, Dr Vyjayanthi left their lucrative career opportunities in the UK and relocated to India to take care of her and serve our motherland.

Delivering the **Chief Guest's address**, **Shri. M. Venkaiah Naidu** paid rich tributes to **Dr. P. Raghu Ram**, the Founder, Director & CEO of Ushalakshmi Breast Cancer Foundation for spearheading this path breaking initiative under the auspices of a "not for profit" Breast Cancer Charity based out of Telangana. Applauding the group of **Breast Cancer 'conquerors'** who will be leading the Helpline, Shri Naidu said that their efforts and unwavering commitment towards spreading awareness about breast cancer were praiseworthy, especially because they themselves had gone through the grueling treatment of breast cancer.

Appreciating the inclusion of trained counselors in the Helpline for one-on-one confidential support to the callers, Shri Naidu said that counseling is an

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inseparable part of the entire cancer treatment protocol or any other life-threatening medical condition. He said that cancer not only affects the physical health of a patient but takes a big toll on the mental health too. "Counselors can help in keeping the patients motivated to fight the illness spiritedly," he added.

Shri Naidu commended UBF HELP for making available every facet of breast cancer and benign non-cancer breast health issues in the Helpline's Resource Section of the website in English and 11 other Indian languages. The Vice President further said that help lines can play an important role in addressing the concerns of people experiencing health issues.

Drawing attention to the growing menace of breast cancer, the Vice President said that breast cancer is the most common cancer worldwide, with around 2.3 million new cases being diagnosed each year and around 6.85 lakh women succumbing to it annually. Noting that at least one-third of common cancers are preventable, Shri Naidu said, "It is imperative that people are made aware of the early signs of cancer so that they can get immediate treatment and increase their chances of survival." He said, "Camps should also be organised to heighten awareness on the rising number of breast cancer cases and on breast health issues."

Dr. P. Raghu Ram, Founder, CEO & Director of Ushalakshmi Breast Cancer Foundation said, "*There is robust evidence from the West to suggest that a dedicated Breast Cancer Helpline providing emotional support and evidence-based information would ensure patients finish their treatment schedule, experience less distress, cherish improved quality of life and have better outcomes. And so, this initiative is very timely in our Country. What makes this initiative unique is that a group of passionate Breast Cancer "conquerors" who have been through the grueling grind of breast cancer treatment alongside a Team of trained Counselors would be providing one to one confidential support. He added that this is First dedicated National Helpline in India that addresses issues relating to both Breast cancer and non cancer benign breast health issues as well (far more common than breast cancer), which cause a lot of anxiety to patients. 9 out of 10 Breast Health issues are benign. So the Helpline also aims to reassure this segment of "worried well" who think they may have cancer, but in fact have only non cancer breast health issues. Many callers to the Helpline would include those undergoing chemotherapy, which can cause loss of appetite and loss of taste. They require nutritious diet and the Foundation would specifically address diet related concerns for patients undergoing cancer treatment. With the assistance from Dieticians.*"

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Dr Raghu Ram added *“More than 60% of Breast cancers in India present in advanced stages primarily because of lack of awareness. Consequently, India's breast cancer survival rates are low. With upcoming Festivals such as Dussera & Deepavali, I urge the men to gift their loved ones with an annual Screening Mammogram test, which is the only proven way to detect breast cancer in early stages, that would undoubtedly save scores of lives.*

Soon after this Programme, **Dr Beth Dupree, a world renowned Breast Surgeon from Arizona, USA** delivered the 2021 edition of annual UBF Oration instituted by Ushalakshmi Breast Cancer Foundation. Titled **“FROM SURVIVING TO THRIVING”**, the Oration brought to sharp focus that the diagnosis of breast cancer is a devastating moment in a woman or man's life. When one is able to embrace this process as a journey to healing and focus on how one can live life as a Thriver, and not simply as a survivor of cancer, one is able to see life with a different perspective. She emphasised that Adversity is our greatest opportunity for spiritual growth.

*In an endeavor to raise awareness about the disease, Ushalakshmi Breast Cancer Foundation illuminated **Raj Bhavan, Charminar, Buddha Statue & KIMS Hospitals in PINK on 30 September** to commemorate the beginning of International Breast Cancer awareness month. **Hyderabad is the only city in Asia Pacific region where so many prominent buildings and monuments turn Pink for breast cancer awareness”** .*

For the second consecutive year, **Dr Tamilisai Soundararajan**, Hon'ble Governor of Telangana gave permission to the Foundation to illuminate Raj Bhavan in PINK to extend her unstinting support towards promoting breast cancer awareness. **She also posted on Twitter a picture of her taken alongside Dr Raghu Ram in the backdrop of the illuminated Raj Bhavan in Pink.** She complimented him for his outstanding efforts over the past 14 years towards creating awareness about importance of early detection through a number of innovative projects, that has attracted National & international appreciation. This is the second time for Raj Bhavan to Support a Breast cancer awareness initiative. Raj Bhavan was also illuminated by the Foundation in 2020 and is **THE ONLY Raj Bhavan in India to turn Pink in support of Breast Cancer awareness.**

The Foundation has also **illuminated Charminar, Buddha statue & KIMS Hospital in PINK** on same evening for a record 11th consecutive year. Illumination of prominent buildings in PINK is just one way to attract the attention and curiosity of people and raise the awareness about importance of early detection

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Hyderabad is the only city in Asia to have so many prominent buildings and historic monuments turn PINK in one night in support of breast cancer awareness year on year, for the past 11 years.

Dr. P. Raghu Ram OBE

*MS, FRCS (Eng), FRCS (Edin), FRCS (Glasg), FRCS (Irel), FACS (USA)
Hon. FRCS (Thailand), Hon. FCSSSL (Sri Lanka), Hon FCCS (China)
Hon. Fellow (The Association of Surgeons of Great Britain & Ireland)*

Padma Shri awardee (2015)

Dr.B.C. Roy awardee (2016)

OBE - Officer of the Most Excellent Order of British Empire (2021)

**Founder, CEO & Director, Ushalakshmi Breast Cancer Foundation,
Hyderabad, India**



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