

UBF Diary

May 2025

The Miss Worlds from five nations drop in at KIMS-USHALAKSHMI Centre for Breast Diseases



Miss World 2025 contestants with Dr Raghu Ram at the Breast Centre in KIMS Hospitals

On May 21, impressed with the disruptive breast cancer advocacy initiatives spearheaded by Ushalakshmi Breast Cancer Foundation & KIMS-USHALAKSHMI Centre for Breast Diseases, a focussed group of Miss World 2025 contestants, representing five nations made time to visit the centres of excellence at KIMS Hospitals in Hyderabad.

These Miss World 2025 contestants were from India, United Kingdom, France, Cameroon and USA.

To begin with, Julia Morley, chairman and CEO of Miss World Limited and Miss World 2025 contestants, commended Dr P Raghu Ram for his laudable initiatives to improve breast cancer care in India for the past 18 years.

While Dr P Raghu Ram, founding director of KIMS-USHALAKSHMI Centre for Breast Diseases & Founder and Chairman of Ushalakshmi Breast Cancer Foundation, especially congratulated Miss World 2025 - Opal Suchata, who is spearheading a Breast Cancer Foundation in Thailand and is actively involved in breast cancer advocacy in Thailand.

Welcoming the gathering, Dr B Bhaskar Rao, chairman of KIMS Group of Hospitals said, "A very warm welcome to Miss World 2025 delegation visiting the Institute. Whatever Dr Raghu Ram undertakes, he accomplished his goals with 100 per cent success rate. Having watched him closely for close to two decades, I can vouch for this fact. His

unwavering love for his mother and motherland brought him back from the UK to India, where he has been working with missionary zeal to transform breast cancer care through countless innovative initiatives. I extend my best wishes to him and anticipate many more milestones in his tireless service to the nation.”

The five Miss Worlds – Nandini Gupta (Miss India 2025), a business management executive; Hannah Johns (Miss Northern Ireland 2025), a nurse; Issie Princesse (Miss Cameroon – Central Africa), a breast cancer advocate; Dr Neomi Milne (Miss Guadeloupe 2025 – France) and Dr Idil Bilgen (USA) – radiation oncology trainee, all paid glowing tributes to Dr Raghu Ram for gaining inspiration from his mother, Dr Ushalakshmi’s breast cancer journey and creating the much-needed breast cancer awareness in the country, where more than 60 per cent present in advanced stages with poor survival.

They shared their perspectives and their role in improving breast cancer care in their respective countries.

They also said that they would take back with them the learnings from Dr Raghu Ram’s educative power point presentation and try to incorporate the initiatives implemented by Ushalakshmi Breast Cancer Foundation back home.

Addressing the gathering, Dr Raghu Ram, said “My heartfelt thanks to the Miss World contestants for taking the time to visit KIMS-USHALAKSHMI Centre for Breast Diseases and for their warm and encouraging remarks on my presentation. My mother’s breast cancer journey has been my inspiration, and I remain deeply grateful to my colleagues, friends, and the government for their unwavering support and guidance.”

Further, he added that early detection of breast cancer saves lives and affirmed, “I dedicate my life in my mission to improve breast cancer care in my motherland.”

In her speech, Dr Ananda Shankar Jayant, a renowned classical dancer and breast cancer ‘conqueror’ shared her own journey of fighting breast cancer. She said, “In my own tryst with breast cancer, I managed to emerge strong and successful because of the extraordinary quality of treatment, empathetic care and counselling provided by Dr. Raghu Ram throughout the period of my treatment and emerged a ‘conqueror’.

“I commend him for staying focused in spreading the message of hope and creating the much-needed awareness about early detection for close to two decades,” she concluded.

Link to the programme at KIMS Hospitals

https://youtu.be/OJ9IS0-8yKQ?si=H0SZJTrX_hsZcUux



Kuldeep Didi, Head of Brahma Kumaris Centre in Hyderabad greeting Miss World 2025 contestants



Dr Ananda Shankar Jayant addressing the gathering



Miss World contestants – all smiles!



Dr B. Bhaskar Rao, Chairman KIMS Hospitals group and Dr Raghu Ram with the Miss World contestants

Miss World contestants showcasing a recent issue of Pink Connexion



Hanna Johns, Miss Northern Ireland highlighting her work

Dr Raghu Ram with Krystyna Pyszková (Miss World 2024) and Opal Suchata (Miss World 2025)

Rare distinction bestowed on KMC's highly valued alumnus



Dr Raghu Ram presenting the TMA Pai Gold Medal to Dr Janet Joy, the Best Outgoing MBBS Student from KMC Mangalore

On June 6, Dr P Raghu Ram achieved the rare distinction of becoming the first doctor to be conferred with the "Distinguished Alumnus Award" in the 70-year history of Kasturba Medical College, Mangalore.

The singular recognition was bestowed upon Dr Raghu Ram by Prof HS Ballal, Pro Chancellor of Manipal Academy of Higher Education, (MAHE) during the Platinum Jubilee College Day celebrations, held at the TMA Pai International Convention Centre in Mangalore, where Dr Raghu Ram was also invited as the chief guest.

Paying glorious tributes, Prof HS Ballal, Pro Chancellor, MAHE said, "Dr Raghu Ram is an accomplished and highly

valued alumnus of KMC Mangalore and we at MAHE are very proud of his outstanding contribution to breast cancer care in India and life-transforming philanthropy in his adopted village, which has resulted in him being conferred with the Padma Award, Dr BC Roy National Award and Officer of the Most Excellent Order of British Empire (OBE) at a very young age. It is in recognition of these exceptional achievements by our alumnus that KMC Mangalore has felicitated him for the very first time in its history."

Delivering his chief guest's address, Dr Raghu Ram said, "It is truly a humbling experience to become the first-ever recipient of the Distinguished Alumnus Award. It is also a pleasant coincidence that precisely 30 years ago, in June 1995, I had obtained first place in MS University Examinations from KMC Mangalore. This was my first turning point in my life, and there was no looking back thereafter. I shall treasure this recognition and dedicate this award to my parents. Without them I'm a nobody."

Dr Raghu Ram alluded to the importance of being a good human first, which is of more value than any measure of success that one can attain. He cautioned the younger generation to not get sucked into the never ending "Rat Race" of private practice, which results in enormous stress and burnout at a young age, with detrimental effect on the well-being of the individual and family.

Link to Dr Raghu Ram's address

<https://youtu.be/VMIBMOgUlqs?si=UrbYu0G3NV1GJp1P>



Dr Raghu Ram being felicitated by Prof HS Ballal (Pro Chancellor MAHE), Prof Sharath K Rao and Prof Dilip Naik (Pro Vice Chancellors MAHE), Prof B Unnikrishnan (Dean, KMC Mangalore), Prof Suresh Shetty, Prof Shrikala Baliga and Prof Sheetal Ullal (Associate Deans, KMC Mangalore)

First-ever Surgeons' Week: Instagram Live with Dr Raghu Ram achieves highest reach in ASI's history



Dr Raghu Ram, a former President of the Association of Surgeons of India (ASI), which is the world's second largest surgical organisation, participated in the first-ever Surgeons' Day celebrations that were held in Aurangabad.

The Surgeons' Week was observed from June 9 to 15 and culminated in the Surgeon's Day, conceived and organised under the leadership of

Dr Pravin Suryawanshi, president ASI for the year 2025. Several thoughtful, innovative and landmark initiatives were launched by ASI during the week, which attracted national attention and appreciation.

One of the aims of the week was to undertake public awareness campaigns across India. Notably, on June 9, Dr Raghu Ram spearheaded an Instagram live stream of a session on breast cancer awareness with well-known actor Shriya Saran.

Subsequently, short duration clips of the interview were released on Instagram during the course of the Surgeons' Week. Over 7,00,000 people viewed this insightful session, and it had the highest reach for a public awareness campaign in ASI's 87-year history. It created an unprecedented impact emphasising the importance of education, empowerment, and early detection.

The five-day Instagram posts have been compiled to view on YouTube

Link:

https://youtu.be/_VK-Y7Mscs?si=Ty1iirmQ7MmkiCmw

Dr Raghu Ram's message to commemorate Surgeons' Week

Link:

<https://www.youtube.com/watch?v=2iaFhSEheOQ>

Raising awareness about breast cancer

On June 22, Jishnu Dev Varma, governor of Telangana inaugurated a large-scale breast cancer awareness programme titled "ABCs of Breast Cancer – What every woman must know", at Shanti Sarovar, the Brahma Kumaris headquarters in Hyderabad.

Addressing close to 1,000 people who attended this event, the governor said, "I am very happy to note that three months ago, Dr Raghu Ram has secured two Guinness World Records (onsite and online) for conducting the "Largest Breast Cancer Awareness lesson" at Brahma Kumaris world headquarters in Mount Abu in March 2025. And today, he has replicated this awareness lesson at Shanti Sarovar in Hyderabad."

Further, he added, "I appreciate Dr Raghu Ram, who has been illuminating the Telangana Raj Bhavan in the colour 'Pink' during the International Breast Cancer awareness month (October) for five years in an earnest endeavour to empower people about the importance of early detection,



Governor of Telangana inaugurating the awareness programme



Telangana Governor appreciating the remarkable achievement of two Guinness World Records led by Dr Raghu Ram



Dr Raghu Ram addressing the gathering



Kuldeep didi addressing the gathering

forget that a woman is the nerve centre of the family. If she is well, the family would be well. It is the duty of men to take care of the healthcare needs of their loved ones. Instead of gifting or in addition to gifting a saree during festivals, please do consider gifting an annual screening mammogram to your mother, spouse, grandmother and sister."

BK Kuldeep *didi*, in-charge of Brahma Kumaris Centre for Hyderabad is a breast cancer "conqueror". Sharing her own journey of fighting breast cancer, she said, "I am deeply grateful to Dr Raghu Ram for his outstanding care and unwavering support. My cancer journey inspired him to conduct the world's largest breast cancer awareness lesson, and I find solace in knowing that through my illness, countless women around the world have become more aware of the importance of early detection. I wish him even greater strength and continued impact."

Links to Governor's Address

Part 1

<https://www.youtube.com/watch?v=4JOQYKLwsEs>

Part 2

<https://www.youtube.com/watch?v=3czwx9uAX7A>

and equally, give confidence to those fighting the disease. To do this even during the peak of the Covid pandemic speaks volumes about his passion, determination and commitment to breast cancer advocacy. I commend him for his pioneering work of spearheading several landmark initiatives over the past 18 years that have transformed breast cancer care in India and wish him continued success in his noble mission, which will go a long way in saving scores of lives through early detection."

In his talk, Dr Raghu Ram debunked common myths surrounding breast cancer with evidence-based facts and stressed that early detection is the key to long-term survival.

Dr Raghu Ram concluded with a powerful message that resonated with the audience. He added, "We must not

ABCs of Breast Cancer – What every woman must know!

On July 8, Sandhya Kode, a breast cancer ‘conqueror’, a well-known tech leader, entrepreneur and educator arranged an insightful session to empower staff and employees of the Vignana Jyothy Institute of Engineering & Technology in Hyderabad.

Dr Raghu Ram in his talk highlighted every aspect of breast cancer in a simple, easy-to-understand format.

Interestingly, the Q & A session lasted even longer than the awareness talk itself — a clear reflection of the deep engagement and impact the session had on the audience.

Link to view the programme

<https://www.youtube.com/watch?v=nRWf4XDa7DY>

Making a mark at TOI Social Impact Summit

On July 12, Dr P Raghu Ram was invited as a distinguished speaker and panelist at the Social Impact Summit organised by the *Times of India* in Mumbai.

The two-day event brought together visionary leaders, innovators, and changemakers from across India to engage in meaningful conversations on Corporate Social Responsibility (CSR) and Environmental Social Governance (ESG), with the aim of catalysing real-world impact and fostering a sustainable, socially responsible future.

As the sole representative from the Telugu States, Dr Raghu Ram shared insights on the innovative breast cancer advocacy initiatives championed by the Ushalakshmi Breast Cancer Foundation, as well as the large-scale population-based breast cancer screening programmes that he has spearheaded in Telangana and Andhra Pradesh.

The doctor flagged the crucial imbalance in CSR funding within the oncology space, noting that the majority of resources are directed toward tertiary care, with limited attention to advocacy, early detection, screening, and palliative care.

He urged stakeholders to rethink CSR priorities in healthcare, advocating for a shift from conventional philanthropy to strategic philanthropy—focused on sustainable, preventive, and long-term impact.

The panel discussion was moderated by Malathy Iyer, a senior editor at the *Times of India*.

Dr Raghu Ram’s participation brought a valuable perspective to the summit, reinforcing the importance of inclusive and forward-thinking healthcare strategies within India’s evolving CSR landscape.



Ms Malathy Iyer (Moderator -TOI), Ms Jaya Jairam (MOHAN Foundation), Ms Shalini Jatia (ImPaCCT Foundation), Dr Raghu Ram, Dr Bharat V Shah, Dr Sultan Pradhan and Mr Rameshwar P Naik (In-charge of Maharashtra CM Medical Cell)