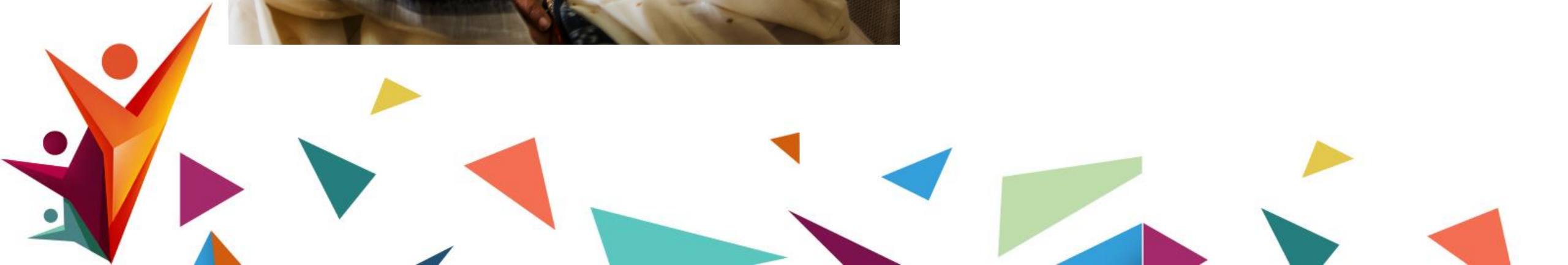




Ruby Ahluwalia



Inception of the organization

Lesson 1.

A non patient centric
5-minute medical approach.

Lesson 2.

A skewed doctor patient
ratio.

Lesson 3.

The opening up of various
fronts in a cancer diagnosis.

Inception of the organization

Lesson 4.

Becoming cancer free is one thing and remaining cancer free is another.

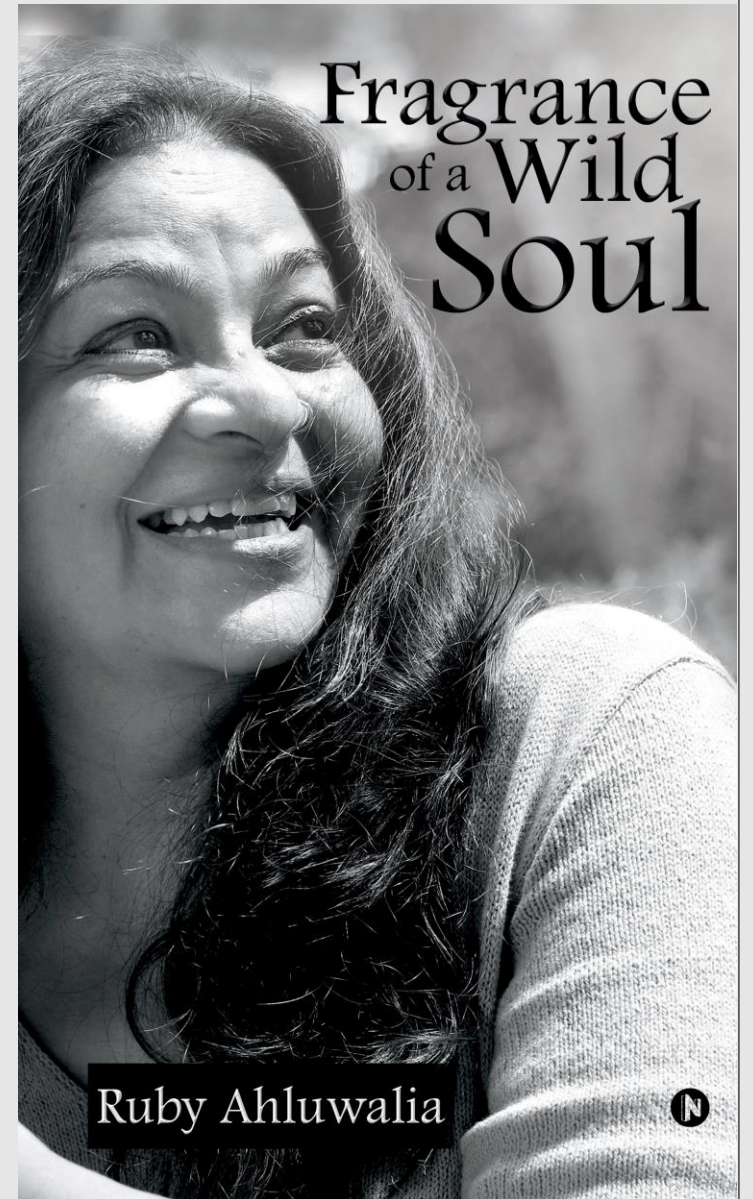
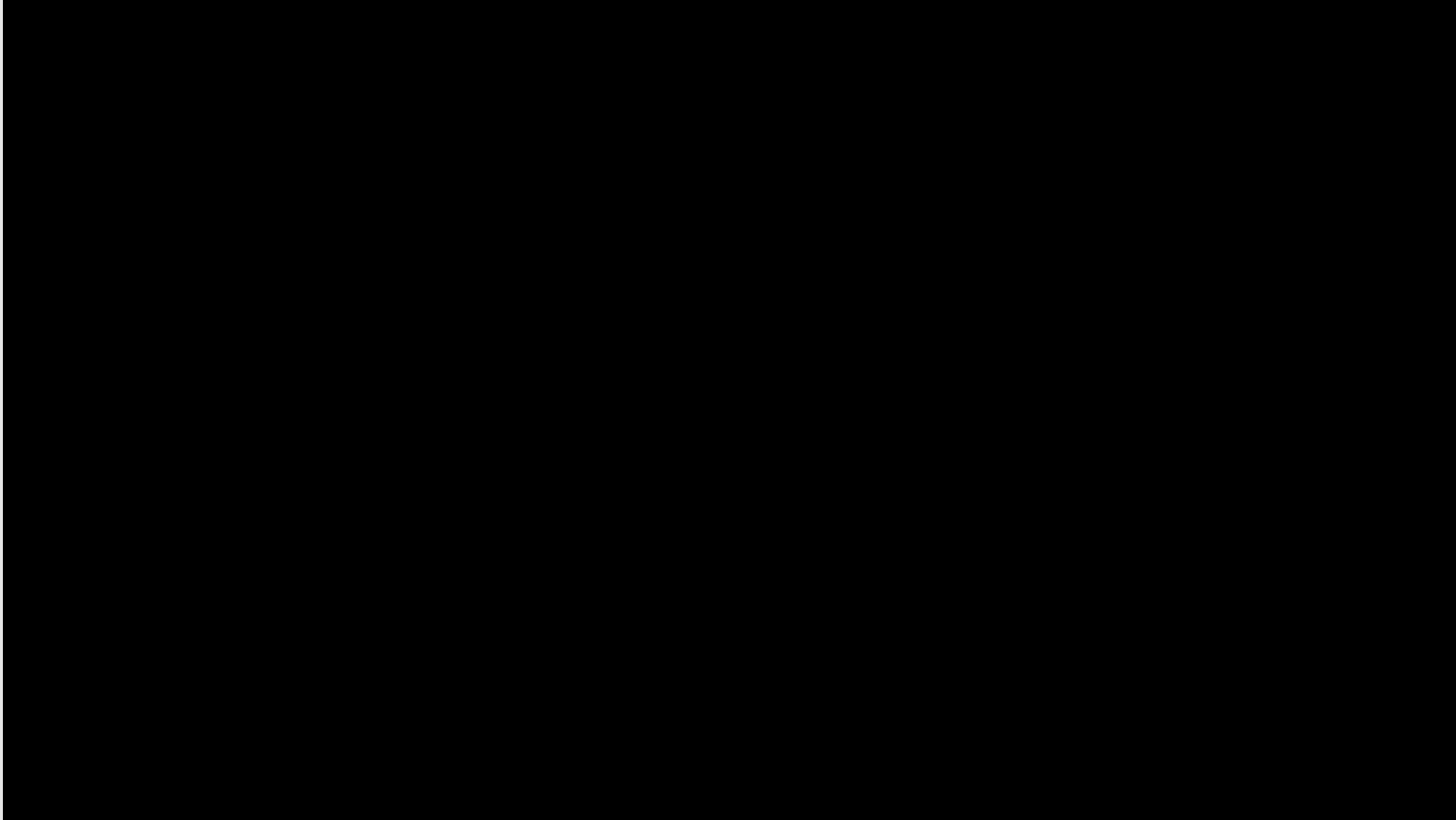
Lesson 5.

This understanding set me on a quest leading to

Fragrance of A Wild Soul

and the work with others thru
Sanjeevani...Life Beyond Cancer.

Fragrance of a Wild Soul





Vision



Every cancer patient becomes a survivor and looks at cancer as an opportunity to live an even better life.

Mission



To raise the bar of cancer care in India.

Path



Thru a community building exercise.

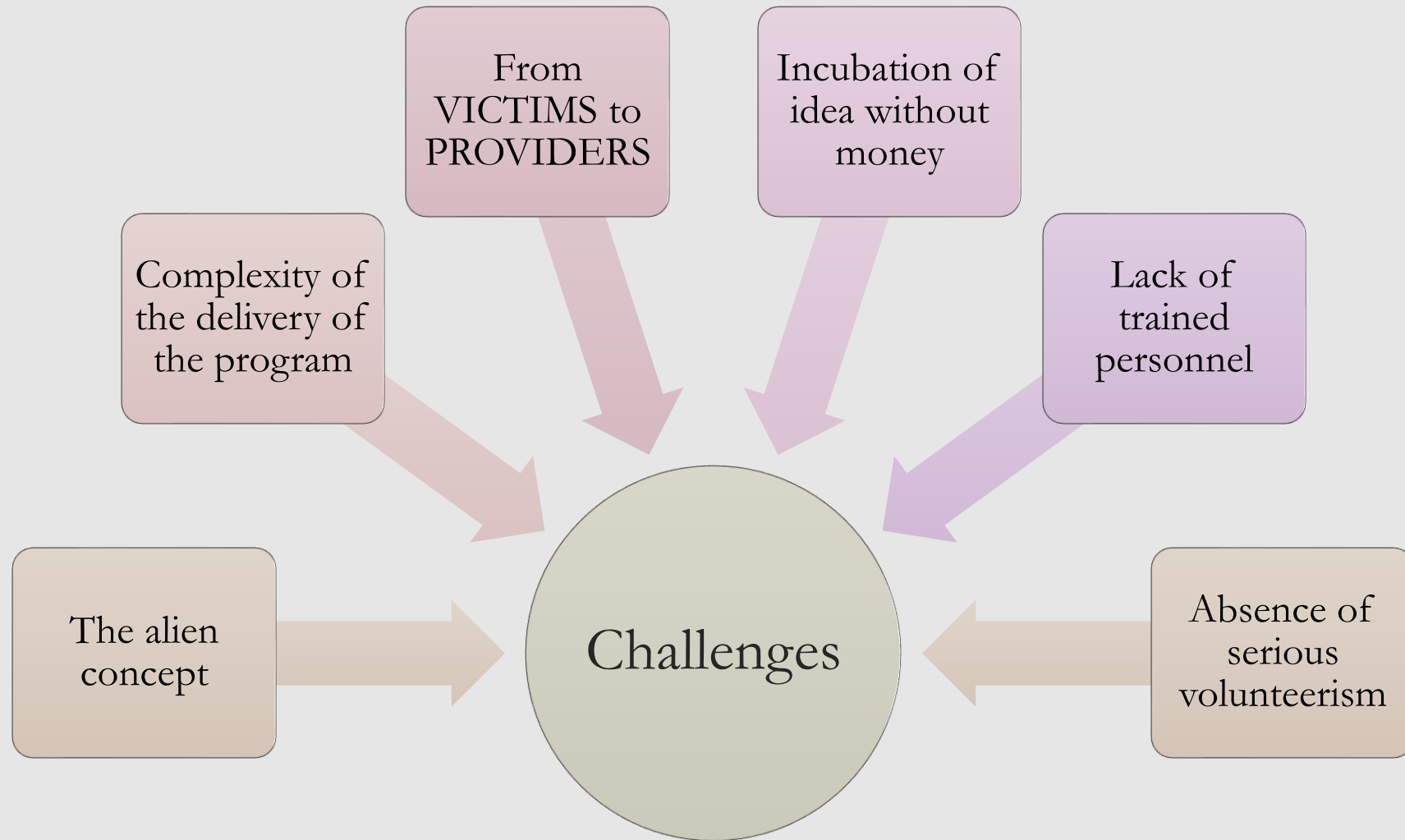
Our reach



14 cities - 10 states - 2.15 lac patients.

What we do?





Key Learnings & Recommendations

1

Impact...

Impact...

Impact...

For nothing else matters but everything else follows.

2

If you are serious, people do listen to you seriously.

3

Don't abort the idea, change the approach if required.

4

Create a body of work before you talk about it extensively.

5

Create pilots.
Do impact studies.

6

If it is 'social change' that drives, you. Go all out. Work fast.

Entrepreneurship is a 24-hour engagement - it is your job, your family, your entertainment. So enter an area which nourishes your soul and replenishes your energy. You must derive everything from it and drive everything around it.

- Ruby Ahluwalia