

Dr. Zubaida Qazi

A dedicated doctor by profession and a philanthropist, Dr. Zubaida Qazi is the President of Pink Pakistan Trust striving to improve the health and well-being of Pakistani women by fighting the ailment of **breast cancer**. She has tirelessly worked to improve the infrastructure of the public health system by devising a referral mechanism and ensuring the provision of much-needed counselling services to the breast cancer patients in Pakistan. Dr. Zubaida is going to launch a mobile application in different local languages that will assist women to do self-screening for breast cancer as well as provide free of cost consultation with national and international specialist doctors and psychiatrists. Dr. Zubaida Qazi is the powerful voice articulating awareness treatment to prevent this disease. Dr. Zubaida believes it is a social stigma in Pakistan where a large part of patriarchal society starts fearing or even ignoring females suffering from breast cancer. "In fact, we must realize it is like other diseases in one of the parts of our body and it is curable if diagnosed at earlier stage," Dr. Zubaida believes. Dr. Zubaida has launched a very fruitful awareness platform i.e., www.pinkpakistan.org.pk where Dr. Zubaida has summarized all her initiatives to fight with this disease. One can find details and information about awareness, early detection, process of treatment, counselling and support, research, social engagement, institutional capacity building program, technological integration, and medical facilities required to tackle this disease. Dr. Zubaida is the ray of hope for the females suffering from this menace. Dr. Qazi has entered into agreements with various educational as well social institutions to prevent this cause. The institutes include: University of Karachi, ICCBS, HEJ, Quaid-e-Azam University, Akhuwat, Government College University Lahore, Allama Iqbal Open University, University of Lahore, Benazir Women University Peshawar, Markz-e-Umeed, COMSTECH, Essa Laboratories and others. Meanwhile, Dr. Zubaida has established nine breast cancer awareness centers in the slums of Karachi district, KU, Benazir University for Women, Peshawar. Dr. Zubaida is further developing an international alliance with COMSTECH an Organization of Islamic Countries (OIC) to create the awareness about breast cancer in the Islamic countries. She is committed to mobilizing the community and taking all the stakeholders on board to provide holistic support for the well-being and welfare of Pakistani women.