Pink Ribbon Pakistan aims to strengthen the process of socio-economic development and empowerment of the disadvantaged sections of the society at the grassroots level through transfer of knowledge. It works on the ideology of Public-Social-Private Partnership (PsPP) where the government and social sector together help each other to form a structure to enhance development strategies and cooperate on social interventions for the benefit of public at large.

Our mission is to prevent and cure breast cancer by creating widespread awareness through community engagement on prevention, early detection and increased access to treatment.

We reach out to women and girls to educate them on preventive techniques to decrease their risk of breast cancer that includes healthy and lifestyle wellbeing.

We support, console and counsel women who have symptoms through listening to their problems. We advise them according to their requirement and connect patients to best suitable health facilities.

We strive to significantly reduce breast cancer mortality in the country by creating widespread awareness through community engagement on prevention, early detection and increased access to treatment. Our scope of work is holistic from strategic interventions to public awareness including patient-aid and service delivery. To provide relief to poor people, we are setting up a dedicated Breast Cancer Hospital where deserving patients will get free of cost treatment under one roof.