



SANJEEVNI
... life beyond cancer

NCICC 2024

**NATIONAL CONFERENCE ON
INTEGRATIVE CANCER CARE**

APRIL 16 - 18, 2024 | GOA



Setting the Context

- By Ruby Ahluwalia

As I reflect on the journey that has brought us all together, I am reminded of the profound shift we are striving to create in the world of cancer care. This journey is not just about treatment; it is about healing in its truest, most comprehensive sense. My own experience with cancer was more than just a battle against the disease—it was a life-altering moment that taught me the importance of addressing not only the body but also the mind and spirit.

At Sanjeevani Life Beyond Cancer, we have always believed in a holistic approach to cancer care. Our mission is to integrate the best of medical science with emotional and psychological support, creating a framework that treats the whole person. When I was diagnosed, it became clear to me that conventional medicine alone was not enough. What truly made the difference in my recovery was the support I received from my loved ones, the inner strength I discovered, and the holistic care that embraced every aspect of my being.

This belief in the power of holistic healing is what inspired us to organize the National Conference on Integrative Cancer Care (NCICC) 2024. This conference was more than just an event—it was a gathering of some of the brightest minds and most compassionate hearts in the field of cancer care. Together, we explored ways to make cancer care more comprehensive, more compassionate, and ultimately, more effective. Our discussions centered on the importance of integrating various therapies—whether yoga, nutrition, counseling, or alternative medicine—with conventional treatments. This integrative approach empowers patients to take control of their healing journey, providing them with the tools to not just survive, but to thrive.

As we move forward from this conference, I encourage everyone involved to consider how we can continue working together to create a future where every person diagnosed with cancer receives care that is holistic, compassionate, and truly empowering. Let this conference be the turning point in our approach to cancer care, ensuring that every patient we touch has the best possible chance to heal in every sense of the word.

I extend my deepest gratitude to everyone who participated in this journey. Your commitment to this cause is invaluable, and together, we can make a profound difference in the lives of those affected by cancer.

MRS. RUBY AHLUWALIA
Former Bureaucrat, Author, Artist,
Founder of Sanjeevani Life Beyond Cancer





Inauguration by H.E. the Governor of Goa, Hon'ble Shri. P.S. Sreedharan Pillai

The National Conference on Integrative Cancer Care (NCICC) 2024 was indeed blessed by the presence and speech of His Excellency, the Hon'ble Governor of Goa, Shri P.S. Sreedharan Pillai, who inaugurated the conference with a powerful and inspiring address. The inaugural function was graced by luminaries, marking the beginning of an enlightening and transformational conference.

In his inaugural address, His Excellency underlined the critical need for an integrated approach to cancer care—combining conventional medical treatments with complementary therapies—to address the physical, emotional, and spiritual needs of patients. He placed significant emphasis on the provision of community support in the holistic healing journey of cancer patients and survivors.

His Excellency also congratulated Sanjeevani Life Beyond Cancer for tirelessly organizing the conference, lauding their significant contributions in the area of integrative cancer management. He elaborated on how the field of Integrative Oncology requires healthcare practitioners, researchers, and policymakers to collaborate to make comprehensive and compassionate healthcare available to all cancer patients.

The Hon'ble Governor shared personal anecdotes and reflections on what it means to have cancer within a family and the impact it has on individuals. His words carried great depth and resonated with the audience, echoing the conference theme. More importantly, his presence and support affirmed the need for new, innovative approaches in healthcare directed towards improving the quality of life for cancer patients and survivors.

The focus of the inauguration ceremony was to set a tone of hope, resilience, and collaboration throughout the conference. The Governor's speech was met with enthusiastic applause and left a lasting impression on the participants. His involvement in NCICC 2024 reflected his concern for integrative cancer care and encouraged further engagement for the critical advancement of the field.

Sanjeevani Life Beyond Cancer extends its heartfelt thanks to His Excellency, Shri P.S. Sreedharan Pillai, for his support and for gracing the occasion. It was a historic moment when he inaugurated NCICC 2024—an event that will surely leave a lasting mark on the integrative management of cancer care in the years to come.



Art Exhibition

Towards Satori:

A journey from Emotional Turmoil to Spiritual Growth

A series of paintings by Ruby Ahluwalia captures her transformative experience with cancer in "Towards Satori: A Journey from Emotional Turmoil to Spiritual Growth."

Inaugurated by Hon'ble Shri P.S. Sreedharan Pillai, the Honorable Governor of Goa, this art exhibition chronicles Ruby's evolution from a state of yearning to one of bliss and contentment.

Her personal holocaust initially led her to believe that life had ended. The chaos, cluttered thoughts, and uncertainty sparked a profound craving to understand her true self. Through introspection and self-discovery, she navigated various mental states and levels of awareness, embracing each experience along the way.

Ruby's journey inspired her to share her story through art. Often, she would pick up her brush after experiencing a particular state of mind, though at times, she achieved that state through painting.

"Towards Satori" reflects her glide through these clouds of experiences, depicting her path from turmoil to tranquility.



Why the Conference?

1 out of every 7 Indians will have cancer and Global cancer cases are predicted to rise by more than 75% by 2050, according to the WHO.

Latest figures from the WHO's cancer arm, the International Agency for Research on Cancer, claims the growing burden of cancer, rising from 14.1 million new cases and 8.2 million deaths worldwide in 2012 to 20 million new cases and 9.7 million deaths a decade later. The IARC predicts there will be more than 35 million new cancer cases by 2050, an increase of 77% from 2022 levels, and that deaths will have nearly doubled since 2012 to more than 18 million.



Panel 1

The Need for a Holistic Approach: Why Integrative Cancer Care Matters More Than Ever

The World Health Organization's alarming prediction paints a somber picture, necessitating not only innovative solutions but also a fundamental shift in our approach to cancer care. At Sanjeevani Life Beyond Cancer, we advocate for this shift through our conference, "Integrative Cancer Care: Embracing a Holistic Approach to Healing."

While medical cancer treatments play a crucial role, they often operate in isolation, overlooking the intrinsic nature of cancer's causes and its broader impact. Cancer is more than just a physical ailment; it is a force that disrupts emotions, weakens mental resilience, and strains social connections. This multifaceted assault leaves individuals and their families feeling overwhelmed, isolated, and powerless.

Integrative cancer care offers a transformative alternative by addressing not only the physical aspects of the disease but also its emotional, mental, and social dimensions. This approach creates a holistic sanctuary, recognizing that true healing requires nurturing the mind, body, and spirit simultaneously, providing a comprehensive solution to the challenges posed by cancer.

Objectives of the conference:

By fostering interdisciplinary collaboration and knowledge exchange, the event sought to:

- *Enhance understanding of integrative cancer care strategies*
- *Empower individuals with practical tools for cancer prevention & management*
- *Foster a supportive community for those affected by cancer*
- *Bridge the gap between conventional and complementary cancer therapies*

Conference Overview:

On April 18th, a distinguished panel of Senior Oncologists, Medical practitioners of modern medicine, Ayurveda, Homeopathy, Senior practitioners and authority on Vipassana, Yoga, Nutrition, Psychology, Alternative Healing Techniques, Cancer Survivors themselves and more convened for a groundbreaking mega National Conference on Integrative Cancer Care.

This first-of-its-kind enriched the discourse on this holistic approach to cancer treatment, setting the context for a new narrative in healthcare.

Panel 2



Program Highlights:

The conference featured a captivating program, including:

- **Panel Discussions:** Attendees immersed themselves in thought-provoking exchanges of ideas with leading experts.
- **Demystifying Integrative Therapies:** Renowned oncologists and alternative therapy specialists delved into the science and evidence behind various complementary therapies. Participants explored how these modalities could seamlessly integrate with conventional treatments for a truly holistic approach.
- **Thriving Beyond Diagnosis:** Attendees were inspired by compelling narratives from cancer survivors who embraced integrative care and led vibrant lives. They gained invaluable insights into the emotional, social, and spiritual dimensions of healing and discovered strategies for navigating challenges along the way.
- **Navigating the Healthcare Landscape:** The conference untangled the complexities of managing cancer care with a panel of experts. Participants explored resources, support systems, and advocacy tools available to empower themselves and their loved ones throughout the cancer journey.



Attendee Mix:

The conference was honored by the esteemed presence of the Hon'ble Governor of Goa, Shri P.S. Sreedharan Pillai, who inaugurated the event and set a tone of commitment and dedication to the cause of integrative cancer care. His participation underscored the importance of collaborative efforts in addressing the growing cancer burden and highlighted the support from governmental bodies in promoting holistic health approaches.

- **Medical Professionals:** The conference was designed to cater to a diverse audience, attracting a wide array of medical professionals. Oncologists, physicians, and nurses from leading hospitals and clinics participated, bringing their clinical expertise and experience in cancer treatment. These healthcare providers engaged in discussions on the latest advancements in oncology, exploring integrative therapies that could complement conventional treatments to improve patient outcomes.
- **Researchers and Academicians:** Researchers and academicians from prestigious institutions attended the conference, contributing their insights from cutting-edge studies. Their presence fostered a rich exchange of knowledge, as they presented findings on the efficacy of integrative therapies and shared innovative research methodologies. The conference provided a platform for these scholars to collaborate, paving the way for future research initiatives in integrative cancer care.
- **Patients, Survivors, and Caregivers:** The conference welcomed patients, cancer survivors, and caregivers, recognizing the invaluable perspective they bring to the discussion. Their personal stories of resilience and recovery provided inspiration and practical insights into the emotional, social, and spiritual dimensions of healing. This group actively participated in sessions designed to address their unique needs, offering firsthand accounts of navigating the cancer journey and emphasizing the importance of a supportive community.
- **Wellness Practitioners:** A variety of wellness practitioners, including nutritionists, psychologists, yoga instructors, holistic therapists, and breathwork specialists, enriched the conference with their diverse expertise. These professionals highlighted the role of complementary therapies in enhancing the overall well-being of cancer patients. They conducted workshops and interactive sessions, demonstrating how practices like mindful eating, mental health support, yoga, and breathwork can be integrated into cancer care plans to promote holistic healing.
- **Policy-makers and Advocates:** Policy-makers and advocates in the field of cancer care and public health played a crucial role in the conference. Their participation underscored the need for systemic changes to support integrative approaches in healthcare. These leaders discussed policy frameworks, funding opportunities, and advocacy strategies to ensure broader access to holistic cancer care. Their contributions aimed to bridge the gap between conventional medical practices and integrative therapies, advocating for a more inclusive and supportive healthcare system.



Eminent Attendees from Goa

*The National Conference on Integrative Cancer Care (NCICC) 2024 was inaugurated by Hon'ble Governor of Goa **Shri P. S. Sreedharan Pillai** and attended by Dr. Geeta Kadodkar, Dr Kedar (Ministry of Health), Dr. Sitakant Ghanekar, Dr Shekar Salkar, Dr Gunjan Baijal, Dr Anupama Borkar, Dr. Purnima Usgaonkar, Dr. Roana Costa (The Medical Professionals), Dr. Pravin Khullar (from Pharmaceuticals), Dr. Jyoti Sardesai (Director, Food & Drug Administration), Mr. Vijay Chowgule, Dr. Rohini Chowgule, Dr Pramod Salgaonkar, Mr Govind Tiwari, Mr Pravin Kakode (Industrialists) and so many other eminent citizens of the State of Goa.*



NCICC 2024

3- DAY WORKSHOP & NATIONAL CONFERENCE
ON INTEGRATIVE CANCER CARE

An initiative by



Entertainment Society of Goa
April 18, 2024
04:30 PM onwards

Tejendra R Lawande
Businessman
National Secretary,
Forum for Integrated National Security
Former chairman,
CII- Young Indians, Goa



Scan to register

NCICC 2024

3- DAY WORKSHOP & NATIONAL CONFERENCE
ON INTEGRATIVE CANCER CARE

An initiative by



Entertainment Society of Goa
April 18, 2024
04:00 pm onwards

Govind Tiwari
Director (Operations)
Revayu Energy
Advisor to many Corporates and
Social Organisations



Scan to register

Healthcare experts are addressing...
I am attending. Join us!

Healthcare experts are addressing...
I am attending. Join us!

Presenting Sponsor एन एम डी सी NMDC	Gold Sponsor GOLDRUBIUM कोंनकॉर CONCOR	Silver Sponsor MOTUL INDIAN OIL ONGC	Supported by Khadi India Goa Livelihood Forum	Event curated by Samaagam	Presenting Sponsor एन एम डी सी NMDC	Gold Sponsor GOLDRUBIUM कोंनकॉर CONCOR	Silver Sponsor MOTUL INDIAN OIL ONGC	Supported by Khadi India Goa Livelihood Forum	Event curated by Samaagam
---	---	---	---	------------------------------	---	---	---	---	------------------------------

NCICC 2024

3- DAY WORKSHOP & NATIONAL CONFERENCE
ON INTEGRATIVE CANCER CARE

An initiative by



Entertainment Society of Goa
April 18, 2024
04:30 PM onwards

Adv. Nikita Prabhu Salgaonkar, LLM

Partner, Corporate Legal Frameworks LLP
(Due diligence, Conveyancing, Corporate
affairs and IPR)



Scan to register



Publicity and Coverage

The National Conference on Integrative Cancer Care (NCICC) 2024 was met with an overwhelming response, underscoring the growing recognition and importance of integrative approaches to cancer care. The event's success was driven by a well-coordinated sequence of pre-event publicity, robust in-person and online participation, substantial media coverage, and post-event engagement.

Pre-Event Publicity

The publicity efforts for NCICC 2024 began well before the event, with a comprehensive strategy aimed at generating widespread awareness and interest across Goa:

- **Press Conference:** A press conference was held prior to the event to formally announce the conference and highlight its significance. Attended by key media representatives, this press meet served as a crucial platform to disseminate information about the event to a broader audience. The press conference effectively set the stage for the upcoming conference, ensuring that it garnered the attention it deserved.
- **Publicity Campaign:** Following the press conference, an extensive publicity campaign was launched across Goa. This campaign included the strategic placement of banners, posters, and mobile vans showcasing the event details throughout the state. These visual elements were designed to capture public attention and build anticipation for the conference.
- **Digital Flyers:** Digital flyers featuring prominent speakers were created and widely disseminated across various platforms, including social media, and messaging apps. These flyers provided key details about the event—such as the venue, date, and time—and included a convenient QR code for easy registration. The involvement of well-known experts in these promotional materials helped to establish credibility and attract a diverse audience to the event.



NCICCC 2024

3-DAY WORKSHOP & NATIONAL CONFERENCE ON INTEGRATIVE CANCER CARE

Inauguration by

Hon'ble Shri. P.S. Sreedharan Pillai
H.E the Honorable Governor of Goa

18th April at 4:30 PM
Entertainment Society of Goa, Panaji

An Initiative by

SANJEEVANI
... life beyond cancer

Conference Helpline No.:
8691000800 / 8691000801

INCUBATORS



HMDC

GOVT. AGENCIES



GOVT. OF GOA

MEMBERS



SPONSORS



EXHIBITORS



During the event

- **In-Person Attendance:** The conference attracted over 500 participants, comprising a diverse group of professionals, patients, and advocates. This vibrant gathering facilitated rich discussions and networking opportunities, significantly enhancing the overall impact of the event.
- **Online Reach:** For those unable to attend in person, the conference was live-streamed on Sanjeevani Life Beyond Cancer's Facebook page, where it garnered over 5,000 cumulative views. This online engagement allowed a broader audience to benefit from the valuable insights and information shared during the sessions, extending the reach of the conference beyond the physical venue.

Media Coverage: The event attracted significant media attention, further amplifying its reach and impact. Various media houses covered the conference, highlighting its key moments and messages. Some of the notable media coverage included:

- **Goan Reporter News:** Provided extensive coverage of the event, including interviews and key highlights.
- **Goan Observer:** Published an insightful article on the challenges of cancer and the importance of integrative care.
- **Prudent Network:** Live-streamed the event, capturing essential sessions and discussions.



Goan Observer

FREEDOM FROM FEAR

MIND & BODY, HEART & SOUL

FACING UP TO THE CHALLENGE OF CANCER!

By TARA NARAYAN © APRIL 19, 2024

LEAVE A COMMENT

By Pankajbala R Patel

1 in 9 will suffer cancer by 2040, in India we're getting there too say new cancer studies; in fact we can say the human race has turned the world carcinogenic with



Integrative Cancer Care 2024 | Live | Prudent Network | 180424



Post-Conference Activities

The impact of the National Conference on Integrative Cancer Care (NCICC) 2024 continued well beyond the event itself, thanks to a series of strategic post-conference activities aimed at extending the reach and influence of the discussions and insights shared during the conference.

- **Speaker Videos on YouTube:** To ensure that the valuable content from the conference reached an even wider audience, videos of key speakers and sessions were uploaded to Sanjeevani Life Beyond Cancer's official YouTube channel. These videos, featuring insights from leading experts in integrative cancer care, were made available to the public, enabling individuals who were unable to attend the conference to benefit from the knowledge and discussions. The videos garnered significant views and were widely shared across social media platforms, further amplifying the event's impact.
- **Continued Dialogue:** The conference also sparked ongoing discussions within the healthcare community and among patient advocacy groups. Online forums, and community meetings were organized to delve deeper into the topics covered during the conference, fostering a continued exchange of ideas and best practices.
- **Feedback and Reflection:** Attendees were encouraged to provide feedback on the conference, which has been instrumental in shaping future events and initiatives. This feedback is being carefully reviewed to ensure that the next iteration of the conference builds upon the successes of NCICC 2024, addressing the needs and interests of the community even more effectively.

CONFERENCE RUNDOWN

04.30 - 05.00 p.m - Art Exhibition

Attendees experienced the serene artworks of Ruby Ahluwalia's series "Towards Satori," created during her battle with cancer.

05.00 - 06.00 p.m - Panel Discussion: Addressing Cancer Challenges

Moderated by: Mrs. Ruby Ahluwalia
Founder & Chairperson
Sanjeevani Life Beyond Cancer

Attendees engaged in a dialogue with leading oncologists, navigating the challenges and solutions in cancer treatment.

Panelist

- Dr. Sudeep Gupta, Director, Tata Memorial Centre, Mumbai
 - Dr. Gopinath K.S , Padma Shri , Founder & consultant HCG Hospital, Bengaluru
 - Dr. Navin Khattry, Dy. Director, ACTREC, Tata Memorial Centre, Mumbai
 - Dr. Vani Parmar, Chief, Breast Surgical Oncology, HNCI, Mumbai
 - Dr. Ashish Gulia, Director, HBCHRC, Mullanpur & Sangrur
 - Dr. Pankaj Malhotra, HoD, Clinical Hematology & Med Oncology, PGI, Chandigarh
 - Dr. Sandeep Jasuja, Medical Superintendent, State Cancer Institute, Jaipur
-

06.00 - 07.00 p.m - Panel Discussion: Holistic Approaches to Healing

Moderated by: Mrs. Ruby Ahluwalia
Founder & Chairperson
Sanjeevani Life Beyond Cancer

Attendees delved into therapeutic strategies with oncologists and therapists for comprehensive cancer care.

Panelist

- Dr. Anupama Borkar, HoD, Medical Oncology, GMC
- Dr. Mayur V Kaku, HOD, Neurosurgery, Yoga & Neurosciences, Andhra Pradesh
- Dr. Swapnil Auti, Asst. Prof. Dept. of Panchakarma, AIIA, Goa
- Dr. Ganesh Rao, Prof. - Ph.D, Yoga & Philosophy, KKKSU & Mumbai University
- Dr. Gauri Rokkam, Holistic Nutritionist, Yoga and Nature Cure Therapist

07.00 - 07.30 p.m - Survivors' Insights: A Journey to Wellness

Moderated by: Ms. S.C. Sharada
Cancer Victor & Practicing Company Secretary
Founder - S C Sharada & Associates

Attendees joined a conversation with cancer survivors as they shared their experiences and strategies for achieving cancer remission, and were inspired by their stories of grit.

Panelist

- Dr Melvin Chagas Silva, MD Psychiatrist, MBBS, MRCPsych, Psychotherapist
- Dr Sara Chimthanawala, DHMS and Life Therapist
- Dr Jyotsna Mehta, Gynecologist, Director, City Hospital, Lucknow
- Ms. Nancy Parmar, Student, Ahmedabad
- Mr. Pulkit Jain, Digital Marketing and Branding Consultant, Delhi



SPEAKERS AND THEIR CONTRIBUTIONS



Enriching Lives Beyond Cancer

- Dr. Sudeep Gupta

I am Dr. Sudeep Gupta, a professor of medical oncology and the director of Tata Memorial Center in Mumbai. It is a privilege to be part of this exceptional gathering, and I extend my heartfelt congratulations to Sanjeevani Life Beyond Cancer for organizing this significant workshop and conference on integrative cancer care.

As oncologists and healthcare providers, our primary responsibility has always been to deliver therapeutic, diagnostic, and cancer-directed care to our patients. These elements are critical in the fight against cancer, providing patients with the necessary tools and treatments to combat the disease. However, we must also acknowledge that for many patients, the journey extends far beyond the initial diagnosis and treatment. Fortunately, a large number of our patients go on to live fulfilling lives after their cancer treatment—a reality that calls for a broader approach to care.

Integrative cancer care represents a paradigm shift in how we think about patient care. It goes beyond the physical treatment of the disease to encompass the emotional, psychological, and social aspects of healing. This approach is not merely about extending life; it is about enhancing the quality of life. By addressing the full spectrum of patient needs, integrative care empowers individuals to lead enriched lives, contributing meaningfully to society long after their medical treatment has concluded.

This conference is a remarkable opportunity for experts from various fields—oncologists, psychologists, psychiatrists, non-governmental organizations, activists, and other stakeholders—to come together and discuss how we can better support our patients through integrative care. It is through such collaborative efforts that we can develop care models that are truly patient-centered, offering comprehensive support that nurtures every aspect of a patient's well-being.

I am encouraged by the discussions that will take place here in Goa, and I am confident that the insights shared will help shape the future of cancer care in meaningful ways. Once again, I congratulate the organizers for their vision and dedication in bringing us all together for this important dialogue. To all the delegates and faculty members, I wish you a productive and enriching conference.



DR. SUDEEP GUPTA
Director,
Tata Memorial Centre

The Evolving Cancer Landscape in India

- Dr. Gopinath K.S

The cancer landscape in India is undergoing significant changes, shaped by the country's growing population and evolving lifestyle trends. Reflecting on the past 30 to 40 years, it's clear that while we have made tremendous strides in healthcare, these advancements have also brought new challenges. The rise of non-communicable diseases—particularly diabetes, hypertension, and cancer—has become a major concern for public health.

Focusing specifically on cancer, there is a noticeable upward trend in cases across the country. Recent data from various cancer registries in India, as well as global scan data, indicate that breast cancer remains the most prevalent cancer in metropolitan areas. In contrast, cervical cancer continues to dominate in rural areas, closely followed by breast cancer. These patterns are influenced by a range of factors, including lifestyle changes and the varying accessibility to healthcare across different regions.

As medical professionals, we must prepare not only for the increasing number of cancer cases but also for the broader impact on patients' quality of life. The challenge isn't solely about treating cancer; it's about managing the disease in a way that enhances the well-being of those affected. Our goal should be to improve cancer management practices so effectively that the need for additional cancer hospitals in the future is minimized.

One of the interesting trends we observe is the variation in cancer types between rural and urban areas. In rural regions, the higher incidence of cervical cancer can likely be attributed to hygiene issues among women. Conversely, in urban areas, the rise in breast cancer cases may be linked to lifestyle choices that are more readily accessible in metropolitan environments. These risk factors, influenced by the differing living conditions in rural versus urban settings, highlight the need for targeted cancer prevention and treatment strategies.

Another critical aspect to consider is the growing incidence of cancer among younger populations in India, which differs from the trends seen in Western countries. The availability of lifestyle amenities in urban centers could be playing a significant role in this shift. This emerging pattern underscores the urgency of understanding the root causes of cancer in younger age groups and developing early intervention strategies.

By recognizing these trends and patterns, we can better address the underlying causes of cancer and implement effective measures to reduce its incidence in both rural and urban areas. The future of cancer care in India lies not just in expanding our treatment capabilities but in enhancing our prevention and management strategies to ensure a healthier population.

Thank you for your attention to these critical issues. It is only through continued dialogue and collaboration that we can hope to effectively combat the growing cancer burden in our country.



DR. KODAGANUR S. GOPINATH
Padam Shri recipient,
Founder of HCG hospital Bengaluru & Director
RL Jalappa institute of oncology TMK kolar

Hematology in India: Advancements and the Path Forward

- Dr. Pankaj Malhotra

I join Ashish and my colleagues in congratulating everyone involved in organizing this meeting. It's a privilege to share insights on the rapidly unfolding scene of hematology in our country.

First and foremost, it's essential to recognize that cancer is not a single disease but rather a complex group of illnesses, much like the variety of kurtis or cars you find, each with different brands and variations. Some cancers, particularly certain blood cancers, are notably aggressive and challenging to treat, while others can sometimes be managed more effectively than chronic conditions like diabetes or hypertension.

In the field of hematology, significant advancements have been made over the past few years, leading to the development of distinct specialties within the discipline:

- **Benign Hematology:** *This includes more manageable conditions such as simple anemias and bleeding disorders.*
- **Malignant Hematology:** *This area focuses on blood cancers such as leukemias, lymphomas, and myelomas—conditions that require intensive and specialized care.*
- **Bone Marrow Transplantation:** *This has emerged as a specialized and critical area, offering potential cures for several hematological conditions.*
- **CAR T-cell Therapy:** *A particularly exciting and recent development, CAR T-cell therapy (chimeric antigen receptor T-cell therapy) represents a cutting-edge approach in cellular therapy, showing promise in treating certain types of blood cancers.*

Overall, the treatment of cancer is evolving. We are witnessing a shift from traditional toxic chemotherapies to more targeted and less harmful therapies, such as immunotherapy and precision medicine. These newer therapies are designed to specifically target cancer cells while minimizing damage to healthy tissues, offering patients better outcomes and fewer side effects.

In addition to these advancements, integrative medicine is gaining significant recognition. Unlike a decade ago, when this concept was relatively new, there is now a greater emphasis on combining conventional treatments with holistic approaches. This shift acknowledges that lifestyle factors such as stress and diet can contribute to cancer, and addressing these elements is crucial. Integrative medicine emphasizes personalized care, taking into account each patient's unique circumstances and lifestyle to improve treatment outcomes and reduce the risk of recurrence.

In conclusion, the field of hematology is intricately linked with medical oncology, and the continuous advancements we are witnessing are significantly enhancing patient care. At the same time, integrative medicine is playing an increasingly important role, highlighting the need for a comprehensive approach to cancer treatment that not only focuses on eliminating the disease but also on improving the overall well-being of patients.



DR. PANKAJ MALHOTRA
Head of Department,
Clinical Hematology & Medical Oncology,
Post Graduate Institute of Medical Education
& Research, Chandigarh

Understanding the Unique Challenges Faced by Women with Breast Cancer

- Dr. Vani Parmar

When it comes to treating breast cancer, I've learned that the journey is much more than just a medical one. It's deeply personal, especially for women who already carry so many responsibilities. Over the years, I've been fortunate to learn a great deal from my patients, like Ruby, who've taught me that treating cancer isn't just about addressing the disease itself—it's about understanding and supporting the whole person.

In my 25 years of handling breast cancer cases, I've seen how the perception of treatment has changed, especially among women. While men can and do develop breast cancer, they account for only about 0.5% to 1% of cases. Despite the low incidence, the emotional toll can be significant, especially for men who may feel isolated due to the rarity of the disease in their gender. However, for women, the challenges are different but equally profound.

Women often prioritize their families over their own health, placing their needs last. While this selflessness is admirable, it can lead to delayed treatment, often until the disease has advanced. The consequences of this delay extend beyond the woman herself—it impacts the entire family. Women are often the backbone of the household, and when they fall ill, the entire family structure can be disrupted. Who will care for the children, manage the household, or handle the countless daily activities? This burden doesn't rest solely on the woman; it affects everyone who depends on her.

In India, the peak age for breast cancer is below 50, a time when women are usually at the height of their responsibilities. A diagnosis at this stage doesn't just challenge the woman physically; it disrupts the entire household. The stress and fear that accompany a cancer diagnosis are compounded by worries about the family's well-being.

So, how can we address this? The answer lies in support—support from society, from family, and from the medical community. We need to assure women that they are not alone in this battle. A positive attitude is crucial, not just for the patient but for everyone involved in her care. Caregivers, family members, and healthcare providers all play a role in maintaining a positive outlook, which can significantly impact the patient's ability to cope and recover.

Stress is another critical factor that cannot be overlooked. There's no doubt that stress plays a role in both the incidence of cancer and the outcomes of treatment. Many patients have shared that they experienced significant stress or life changes before their diagnosis. While anyone can develop cancer, regardless of their emotional state, it's clear that stress can hinder the effectiveness of treatment. Managing stress is essential because it can create barriers to healing. The same treatment can be more effective if the patient is less stressed. As my colleague Dr. Sudeep mentioned, reducing stress is crucial for better treatment outcomes.

This is where integrative cancer care becomes so important. By incorporating stress management and holistic support into the treatment plan, we can improve not only the quality of life for breast cancer patients but also their treatment outcomes. This approach ensures that we're not just treating the disease but also addressing the emotional and psychological needs of the patient, helping them to navigate this challenging journey with as much support and positivity as possible.

Ultimately, treating breast cancer is about more than just medicine. It's about understanding the unique challenges that women face, providing the support they need, and ensuring that they never feel alone in their journey. By doing so, we can help women not only overcome the disease but also live fulfilling lives beyond their diagnosis.



DR. VANI PARMAR
Chief, Breast Surgical Oncology
Punyashlok Ahilyabai Holkar,
Head & Neck Cancer Institute Of India, Mumbai

Understanding Cancer Incidence in Punjab and the Role of Integrative Medicine

- Dr. Ashish Gulia,

During the National Conference on Integrative Cancer Care (NCICC) 2024, I had the opportunity to share my thoughts on the alarming cancer rates in Punjab and explore the broader implications of urbanization and lifestyle changes on cancer incidence across India. In this article, I want to delve into the factors contributing to the rise in cancer cases and discuss the potential role of Traditional, Complementary, and Integrative Medicine (TCIM) in providing holistic cancer care.

The Cancer Train Phenomenon in Punjab

You may have heard about the "cancer train" in Punjab—a term used to describe the significant number of cancer patients traveling from Punjab to Bikaner for treatment. This phenomenon is closely linked to the region's rapid urbanization and the affluence that accompanies it. Urbanization has brought about lifestyle changes, dietary shifts, and increased exposure to environmental factors, all of which contribute to a higher cancer risk.

In Punjab, what we are witnessing is not merely a consequence of pesticide use, as is often believed, but rather the impact of urbanization and the affluence that comes with it. Every village in Punjab, even in the interiors, enjoys a similar level of development, which has made the region's cancer incidence rates comparable to those in more urbanized areas.

Currently, in India, one out of nine people is likely to develop cancer in their lifetime, with approximately 14 lakh new cancer cases reported annually. This incidence varies between rural and urban areas, with urban areas experiencing higher rates due to factors such as diet, sedentary lifestyles, and exposure to pollutants.

Urbanization brings changes in our habits, what we eat, and how we live, leading to an increase in cancer cases. It's important to recognize that these lifestyle factors, rather than specific environmental toxins, are driving the higher incidence of cancer in regions like Punjab.

The Role of Traditional, Complementary, and Integrative Medicine (TCIM)

Moving beyond the discussion of cancer incidence, I want to introduce the concept of Traditional, Complementary, and Integrative Medicine (TCIM), which is becoming increasingly important in cancer care. I have seen firsthand how Sanjeevani Life Beyond Cancer is doing remarkable work in promoting integrative care, and I am pleased to share that institutions like Tata Memorial Hospital are beginning to incorporate Ayurvedic and other complementary practices alongside conventional allopathic treatments.

The goal of integrative medicine is not to replace conventional cancer treatments but to enhance them. By addressing the psychological, emotional, and physical side effects, we can help patients complete their treatments more effectively and improve their overall well-being.

In fact, ongoing research suggests that practices such as yoga can significantly improve a patient's immune response and mental health, thereby enhancing the overall treatment experience. We have seen that integrating practices like yoga not only boosts immunity but also helps patients approach their treatment with a more positive mindset, leading to better outcomes.

As our understanding of integrative medicine evolves, I believe there will be a shift towards more holistic cancer care models. These models will not only focus on the medical aspects of treatment but will also integrate psychological support, stress management techniques, and traditional practices like Ayurveda and yoga. This approach will result in more comprehensive and patient-centered care.

Looking Ahead: The Future of Integrative Cancer Care

Looking forward, I envision a future where integrative medicine experts become an essential part of cancer treatment teams. These teams will include not only oncologists and surgeons but also specialists in integrative medicine who can offer a holistic treatment plan. This approach will lead to better patient outcomes, reduced side effects from conventional treatments, and an overall improvement in the quality of life for cancer patients.

In the future, I believe we will see integrative medicine experts as essential members of cancer treatment teams. These experts will help ensure that patients receive not just medical treatment but also the psychological and emotional support they need to navigate their cancer journey.

We are at a pivotal moment in cancer care, where integrating traditional and modern practices can truly transform patient outcomes. By embracing this holistic approach, we can offer patients the comprehensive care they deserve and improve their chances of recovery and long-term well-being.

DR. ASHISH GULIA
*Director,
The Homi Bhabha Cancer Hospital & Research Centre,
Mullanpur & Sangrur*



Balancing Medical Ethics and Patient Positivity in Cancer Care

- Dr. Sandeep Jasuja

We often talk about the profound impact of stress on health, and this is especially true for patients facing a cancer diagnosis. One of the most pressing questions on a patient's mind when they first meet with their doctor is often, "What is my stage of cancer?" This question is loaded with anxiety and fear, and as healthcare providers, we are faced with the challenge of delivering the truth in a way that maintains both ethical integrity and patient hope.

When we tell a patient that their prognosis is negative, such as predicting they may only have six months to live, we have to ask ourselves—what are we truly trying to achieve? Are we doing the right thing by being brutally honest, or is there a more compassionate way to handle these difficult conversations that still respects the patient's need for hope and positivity?

This dilemma is at the heart of the medical profession. It's essential to be honest with patients, but we must also consider the psychological impact of our words. There's no denying that a negative prognosis can be devastating, but it's also important to remember that patients have a remarkable capacity to fight and persevere, often beyond the expectations set by statistics.

Integrating alternative medicine and therapies into conventional cancer care has shown promise in supporting this fight. For instance, when Sanjeevani Life Beyond Cancer began offering nutritional support to breast cancer patients who were struggling with the side effects of chemotherapy and immunotherapy, we noticed a significant improvement. Patients who received comprehensive care, including nutrition, psychotherapy, and yoga, were not only better able to tolerate their treatments but also maintained a more positive outlook, which is crucial in the healing process.

This experience highlights the importance of a holistic approach to cancer care. By combining conventional treatments with alternative therapies, such as herbal medicine or even cannabis for managing severe vomiting, we can offer patients a more balanced and less toxic treatment plan. This approach not only helps manage the physical side effects of cancer treatment but also supports the patient's mental and emotional well-being.

The advancements in immunotherapy are particularly exciting because they align closely with the principles of alternative medicine. Immunotherapy works by harnessing the body's own immune system to fight cancer, much like how alternative therapies aim to boost overall immunity and health. By integrating these approaches, we can offer patients a more comprehensive treatment plan that targets the cancer while also strengthening the body's natural defenses.

It's also important to acknowledge that a significant percentage of cancers are lifestyle-related. For example, breast cancer is often linked to elevated estrogen levels, which can be influenced by stress, obesity, and other factors. Managing these lifestyle factors is crucial not just in treatment but also in prevention. Stress management, in particular, is vital, as high cortisol levels due to stress can increase the risk of cancer by affecting estrogen levels.

When it comes to discussing prognosis, especially with patients diagnosed at an advanced stage, it's vital to strike a balance between honesty and hope. In India, where a large percentage of cancer cases are diagnosed at stage 3 or 4, these conversations are all too common. While it's important to be transparent about the survival chances, it's equally important to encourage patients to focus on the present and the steps they can take to improve their quality of life.

Patients often experience a range of emotions, from denial to acceptance, when they learn about their diagnosis. Supporting them through these emotional phases with clear information and compassionate care can make a significant difference in their journey. It's not just about giving them the facts; it's about helping them and their families navigate this challenging time with dignity and hope.

In the end, the goal is to provide cancer care that respects the patient's need for both truth and optimism. By integrating alternative therapies, focusing on holistic care, and maintaining open communication, we can help patients face their diagnosis with courage and a better quality of life. This approach not only aligns with our ethical responsibilities as medical practitioners but also honors the resilience and strength that patients bring to their fight against cancer.

DR. SANDEEP JASUJA
*Medical Superintendent,
State Cancer Institute, Jaipur*



The Cancer Landscape in Goa: Challenges and Aspirations

- Dr. Anupama Borkar

The spectrum of cancers we see in Goa closely mirrors the national pattern. Approximately 25% of our cases are breast cancer, followed by head and neck cancers, gastrointestinal tract cancers, and hematological malignancies. This distribution is consistent with what we observe across the country, indicating that Goa is not an outlier in terms of cancer types and prevalence.

At Goa Medical College, where I work—a government tertiary care center—treatment is provided completely free of cost. This includes everything from diagnostics and drugs to surgery and radiation, all available in-house. When we counsel newly diagnosed cancer patients, they experience a universal chain of emotions: denial, bewilderment, anger, shock, and eventually, acceptance. This emotional journey is common regardless of where a patient is from, though the time spent in each phase can vary.

The causes of certain cancers, such as head and neck cancers, are more clear-cut, often linked to a history of tobacco use. This clarity helps in counseling patients and discussing treatment options. However, when it comes to treatment costs, there is a stark difference between government and private hospitals. At Goa Medical College, the state covers the treatment costs, provided the resources are available. In contrast, private hospitals require patients to pay out of pocket, which can be a significant burden, especially since many Indians do not have personal health insurance.

In private settings, financial constraints heavily influence treatment choices. For example, a drug that costs Rs. 25,000 per month might be within reach, but one that costs Rs. 2.5 lakhs per month may not be. This financial burden can lead to patients discontinuing treatment, which is less of an issue in government hospitals like Goa Medical College, where treatment is free.

We strive to offer the standard of care at Goa Medical College, although this standard is constantly evolving with the introduction of new drugs and therapies. For example, in breast cancer treatment, patients who are HER2-positive benefit greatly from HER2-directed drugs combined with chemotherapy. We ensure that these patients receive trastuzumab as part of their treatment, but we may not be able to offer the latest drugs for second and third-line treatments due to resource limitations.

Overall, while patient acceptance and attitudes toward treatment are similar across different settings, the availability of free treatment at government hospitals like ours leads to better compliance. In private hospitals, patients might start treatment but discontinue due to financial constraints. This is one of the significant advantages of government medical colleges, particularly in Goa, where treatment is provided at no cost.

A common perception is that the cancer rate in Goa is rising. This belief is frequently brought up in various forums. However, we cannot confirm whether the incidence is actually increasing without knowing the baseline rate from 10, 15, or 20 years ago. Unfortunately, systematic registry data from Goa is lacking, making it difficult to draw definitive conclusions.

That said, Goa's high literacy levels, effective government awareness programs, and increased public awareness of available medical facilities have led more people to seek treatment. Since the Department of Medical Oncology was established at Goa Medical College five years ago, the treatment process has become more streamlined and accessible, resulting in a higher number of recorded cases. This rise in recorded cases may not reflect an actual increase in incidence but rather an increase in the number of people coming forward for treatment.

Looking ahead, my vision for an ideal cancer treatment facility in Goa extends beyond the medical aspects of treatment, such as chemotherapy, radiation, and surgery. While these are central, supportive care is equally important, if not more so, for the overall treatment of the patient. As a medical oncologist, I can spend a significant amount of time counseling patients, but given the volume of patients we see, it's not feasible to provide extensive counseling consistently.

Patients often leave the consultation room overwhelmed, burdened with medical information, and feeling as though their lives are falling apart. They need more than just a one-time discussion; they need ongoing support. An ideal facility would include a comprehensive team comprising a psychologist, counselor, medical social worker, nutritionist, physiotherapist, and occupational therapist, all available to support the patient throughout their cancer journey.

Patients might initially put on a brave front, but the reality of their situation often hits after the first cycle of chemotherapy, when side effects like hair loss begin to manifest. This is when they need support the most. We need a system where patients can reach out for help at any time, whether through a helpline or in-person support, especially when they're feeling low or anxious.

Providing this kind of emotional and psychological support, in addition to free medical treatment, would make our facility truly ideal. A holistic approach that addresses not just the medical but also the emotional and psychological needs of our patients can significantly improve their quality of life, ensuring they receive the comprehensive care they need at every stage of their journey.



DR. ANUPAMA BORKAR
*Head of department,
Medical Oncology, Goa medical college, Goa*

Integrating Ayurveda and Modern Medicine in Cancer Treatment

- Dr. Swapnil Auti

The All India Institute of Ayurveda in Goa is a satellite branch of the All India Institute of Ayurveda, New Delhi, and we are deeply involved in cancer research. Our institute collaborates with another satellite center located in Jhajjar, where AIIMS has a dedicated cancer research institute. This partnership allows us to integrate the strengths of both Ayurveda and modern medicine in our approach to cancer treatment.

When patients come to us for cancer treatment, they generally fall into two categories: those who have already undergone conventional treatments like chemotherapy, radiotherapy, or surgery, and those who are hesitant or fearful of these treatments and seek alternative therapies. The latter group can be particularly challenging to treat because their fear often becomes a significant barrier to effective care. It's not that chemotherapy or surgery is inherently superior, but rather that the fear itself can be debilitating and impede the healing process.

Upon arrival, we carefully assess each patient's current condition, taking into account both their cancer and the effects of any previous treatments. Chemotherapy, for example, is cytotoxic and can damage normal cells along with cancerous ones. Our primary goal is to help the body replenish these normal cells while maintaining the therapeutic effects of cytotoxic drugs and managing their side effects.

For patients who have not yet undergone conventional treatments and remain resistant to them, we begin with counseling to discuss the available therapies and the standard treatment guidelines. If they still prefer to avoid conventional treatments, we then introduce them to Panchakarma therapies and Ayurvedic medicines.

Panchakarma is a cornerstone of Ayurvedic practice, focused on detoxification and rejuvenation. It is based on two fundamental concepts: Dhincharya (daily regimen) and Ritucharya (seasonal regimen). Dhincharya includes daily practices to maintain health, such as waking up early and following a consistent sleep schedule. In today's fast-paced world, modern lifestyles often disrupt these rhythms, leading to an imbalance in Vata dosha, which is associated with various diseases, including cancer.

Ritucharya involves seasonal practices designed to balance the doshas. For example, during Vasant Ritu (spring), Kapha dosha increases, and therapies like Vaman (therapeutic vomiting) are recommended to expel excess Kapha. In Sharad Ritu (autumn), when Pitta dosha rises, Virechana (therapeutic purgation) is used to balance it. For Vata, which plays a significant role in cancer, Basti (medicated enema) is recommended just before the monsoon season to regulate Vata and prevent related disorders.

Patients who come to us after undergoing chemotherapy often exhibit symptoms of increased Pitta due to the side effects of the treatment, such as hair loss and bone marrow suppression. Depending on the patient's strength and condition, we might use Virechana to cleanse excess Pitta. If the patient is not strong enough for such an intense therapy, we use Basti therapy, which alternates between oil and medicated enemas to regulate Vata.

One notable example of Panchakarma's effectiveness involved a patient who had been given only six months to live due to cancer. We designed a seven-month therapy program for him, including Basti to rejuvenate his seven dhatus (tissues), each taking about a month to regenerate. Remarkably, this patient lived for four more years, far exceeding his initial prognosis.

In addition to Panchakarma, Ayurvedic herbs play a vital role in our cancer treatment approach. Herbs such as Ashwagandha, Guduchi, Tulsi, and Haridra (turmeric) are well-known for their anti-cancer properties. For example, turmeric contains curcumin, a compound that is effective against cancer when combined with fats due to its lipophilic nature.

We also emphasize the importance of locally available resources in cancer treatment. In Goa, for instance, the plant Kadamba has shown effectiveness against breast cancer. The environment we live in often provides remedies suited to our needs. Another example is Samudraphen, derived from cuttlefish bones, which has cytotoxic properties and is used in cancer research.

At the All India Institute of Ayurveda, we focus on integrating these local resources and traditional practices with modern cancer treatment methods. This holistic approach not only aids in managing the disease but also significantly improves the quality of life for our patients. Through this integration of ancient wisdom and modern science, we strive to offer a comprehensive and compassionate approach to cancer care.



DR. SWAPNIL AUTI
Assistant Professor
Dept. of Panchakarma,
All India Institute of Ayurveda, Goa

Understanding Human Beings Through the Lens of Indian Philosophy

- Dr. Ganesh Rao

Before diving into the intricacies of biochemistry and other scientific realms, it's essential to take a step back and consider how we view human beings. This perspective, especially from an Indian philosophical standpoint, can provide profound insights into our approach to health and well-being.

In Indian philosophy, human beings—and indeed everything in the universe—are seen as a combination of two fundamental forces: consciousness and energy. These forces manifest in various forms across different philosophical and spiritual traditions. In tantra and Taoism, they are represented as yin and yang. In psychology, they appear as the feminine and masculine principles. In Advaita Vedanta, they are referred to as Brahman and Maya, and in Sankhya philosophy, they are purusha (consciousness) and prakriti (matter/energy). No matter the tradition, these two forces are the building blocks of all existence.

When we apply this understanding to human beings, we see that we, too, are composed of these two fundamental forces. The physical body and the mind are manifestations of energy. The physical body, known as sthula sharira or the gross body, and the mind, referred to as sukshma sharira or the subtle body, both originate from this energy. However, if we were to arrange these in a hierarchy, the body is grosser than the mind, the mind grosser than energy, and energy grosser than consciousness. Ultimately, consciousness encompasses everything.

This holistic composition of human beings suggests that all forms of therapy—whether consciously or unconsciously—focus primarily on the body and the mind, often neglecting the energy that underlies both. Yet, it's this very energy that gives rise to the body and the mind. Therefore, it is crucial to acknowledge and engage with this energy in a tangible way.

The mind, as many have noted, plays a crucial role in health. It is widely recognized that the majority of psychosomatic and emotional disturbances stem from the mind. When the mind is kept happy and stable, the body tends to remain healthy as well. However, controlling the mind solely through willpower or by using chemicals (such as medications) is often a challenging, if not impossible, task. As we evolve, reliance on willpower alone becomes increasingly insufficient.

In the ancient tradition of yoga, the concept of Pranayama addresses this challenge. Etymologically, Pranayama is derived from "Prana" (life force or energy) and "Yama" (control). It involves controlling the life force within us by stretching and expanding it. Unfortunately, many who practice Pranayama today are only engaging in breathing exercises, rather than truly accessing the deeper levels of Prana. While breathing exercises provide benefits, such as increased oxygen intake, tapping into the pranic level offers a transformation that is not just a difference in degree but in kind.

This concept is evident in practices like Kundalini Yoga, where the awakening of Kundalini Shakti is said to bring about a mutation of brain and body cells. Scientific research, including studies by microbiologists, has shown that our mental environment can even influence gene expression. This understanding is closely related to the principles of cancer care and holistic health.

The energy within us, represented by Prana, serves as a bridge between the body and the mind. This energy is most tangibly expressed through our breathing patterns. Every emotional state we experience is reflected in the way we breathe—whether it's rapid and erratic when angry, gasping when surprised, or slow and deep when calm. By focusing on our breath and practicing controlled, slow, and deep breathing, we can increase our capacity to handle stress and improve our overall health.

Beyond energy, consciousness—or the spirit—is another crucial aspect of our being. Spirituality, often misunderstood as synonymous with religion, actually refers to aligning with this consciousness. Being spiritual means being more aware, and this awareness is distinct from mere wakefulness. True awareness, or sakshi bhaav (witnessing consciousness), allows us to respond to situations rather than merely react. It is this state of awareness that all forms of meditation seek to cultivate.

Meditation, as the highest practice in various spiritual traditions, helps us experience this awareness by quieting the mind and stilling the body, allowing consciousness to be the sole focus. In this state, physical and mental ailments, known as vyadhi and adhi, respectively, dissipate, leading to true health and well-being.

In conclusion, by understanding human beings through the interplay of body, mind, energy, and consciousness, we can approach health and healing in a holistic manner. This perspective offers a comprehensive methodology that integrates yoga, Pranayama, meditation, and other spiritual practices to address not just physical and mental health, but the very essence of our being. The question we must ask ourselves is whether we truly understand and practice yoga in its fullest sense, or whether we are merely engaging with a diluted version of its profound teachings.

DR. GANESH RAO
Professor
Ph.D, Yoga & Philosophy,
KKKSU & Mumbai University



The Role of Nutrition in Cancer Treatment: Addressing Side Effects and Enhancing Efficacy

- Dr. Gauri Rokkam

Nutrition plays a major role in decreasing the side effects that cancer treatments create. Not only can it decrease the side effects, but it can also make the drug more effective, thus decreasing the quantum of the need for the drug. Let me just address some very major things due to the lack of time. The first thing I would say is that most people come with many gastrointestinal gut problems as the side effects of cancer therapy, like ulcers in the mouth, diarrhea, constipation, loss of smell and taste, difficulty swallowing, bloating, and many other issues.

What do we do? The food should be very simple, easily digestible, and bland. Fruits perfectly suit the bill here. Eating fruits, which are simple, easily digestible, have all the nutrients required for repair and healing. They are sweet, full of innate water, and rich in minerals. But it's important to understand that you shouldn't just eat one piece of fruit or one type of fruit and expect it to cure something. No, it has to be large amounts of fruits. The key here is colors and variety. The more colors, the more varieties, the better. Fruits have certain antioxidants and phytochemicals that can actually fight, heal, and repair. This can be done for all the symptoms I mentioned.

Another important thing that cancer drugs or treatments do is suppress the immune system. So, other than the time when you have the above-mentioned symptoms, it is very important to have a very balanced, healthy meal. What defines a healthy meal? A balanced meal should include whole grains, not refined grains. Make anything you want according to your culture, practices, and recipes, but they should be whole grains to give us carbohydrates that can provide sustained energy.

Second, include some amount of dals or grams to provide the necessary proteins. I need to stress here that people think eating more proteins will help more. No, it's the exact opposite. It is very essential to eat fewer proteins and more grains and vegetables, especially green leafy vegetables and fruits, which will give you all the vitamins, minerals, antioxidants, and phytochemicals.

Regarding fats, include natural fats like coconut, copra, til, mustard, groundnuts, and seeds. Use as little refined or extracted oil as possible. If you can make your meals like this on a daily basis, then you will be able to keep your immune system charged to fight whatever infections the treatment may make you susceptible to.

Next, let's discuss bone loss induced by treatments leading to osteoporosis. To counter this, increase the intake of natural foods rich in calcium, like millets (such as ragi), beaten rice, and grams like Bengal gram dal. All grams with the skin, green leafy vegetables, and dry fruits are also rich in calcium. When I say dry fruits, don't mix them up with nuts. Dry fruits like prunes, plums, dates, and raisins are what I mean.

Eating calcium-rich foods is the first step. However, simply consuming calcium-rich foods is not enough; it has to be absorbed into the bloodstream. For that, we need vitamin D, which can be obtained from exposure to sunlight. So, daily exposure to sunlight is important. Additionally, increase the intake of vitamin C-rich foods such as lemons, citrus fruits, oranges, sweet limes, and others to ensure proper calcium absorption. But that's also not enough. Calcium has to be deposited into the bones for which we need resistance exercises. It could be as simple as walking. All these measures help keep the bones healthy and strong.

Lastly, I want to address fatigue. Most people, as soon as they feel fatigued or weak, grab a sweetened drink or something with sugar thinking it will give them immediate energy. That's exactly what caused the cancer, and going back to that is a very bad idea. The first thing you need to do is rest. What is the body asking for? Rest. If you see animals in nature or have pets at home, when they get sick, the first thing they do is just lie down and sleep and sleep. They rest until they recover. When they wake up or feel a bit of chill, they slowly walk towards the sunlight, lie down there, and rest again. They rest between the shade and the sunlight and sip water along the way.

That's exactly what we need to do to heal ourselves. When you are fatigued or feeling weak and tired, all you need to do is rest, rest, and rest, and sip on water or fresh fruit juices without added sugar, or tender coconut water. Another important thing to observe is that they stop eating. I know oncologists here may not agree with me, but yes, stopping eating triggers something called autophagy, which has been researched and proven. Dr. Yoshinori Ohsumi proved in 2016, winning a Nobel Prize, that autophagy is triggered by fasting. What is autophagy? All these rogue cells, where DNA damage has occurred, will kill themselves when they don't get the energy. In my medical nutrition school, I was taught to increase protein and calories, but it is wisdom and common sense to think that is what is feeding cancer and tumors.

So, it is very important to practice regular fasting on a daily basis for prevention and for managing cancer. These are some of the things I think are important.

Let me share a case study which gives me confidence in what I do. I had a client who was 41 years old from Surat. She came to me in September 2022 with breast cancer that had been detected five months prior. She had undergone surgery and was in cycles of chemo and radiation. She came with all the symptoms I mentioned, including severe nausea and vomiting. I put her on a whole food plant-based diet, stopped all sugar, animal products including dairy, and deep-fried foods. I also exposed her to natural elements, the Panchabhutas. These were the three major things I did. Slowly, over five to six weeks, she reported having no symptoms except hair fall. By September 2023, almost a year later, she got all her tests done and they were all clean. This shows the power of correcting diet and living habits, as all the panelists said.

For normal individuals, Ekadashi is a great fasting practice, and our ancestors did it perfectly. If you have obesity, you can fast once a week. If you have cancer, consult a naturopath or nutritionist who believes in holistic healing. They will know what you are going through and what you are capable of taking. Initially, I put my patients on just fruits, then move them to liquids, and then to water. It has to be in stages. This is the power of working diligently and comprehensively in nutrition.

DR. GAURI ROKKAM
Holistic Nutritionist,
Yoga and Nature Cure Therapist



The Intersection of Psychiatry and Vipassana Meditation

- Dr. Melvin Chagas Silva

As a psychiatrist, I spend my days helping patients navigate the complexities of anxiety, depression, and other mental health challenges. My day job involves seeing patients who come to me with various forms of anxiety and depression, which can stem from a range of causes, both physical and psychological. However, beyond my professional practice, I have a long-standing interest in and practice of Vipassana meditation.

Now, I am not a yoga teacher, and my yoga practice is quite modest—some Surya Namaskar in the morning, mainly to keep my paunch in check. But Vipassana, unlike yoga, is not a physical exercise, nor is it a treatment for cancer or any specific illness. Instead, it is a science of mind and matter—a way to observe and understand the interaction between your mind and body. Through Vipassana, you learn how the mind influences the body and vice versa. This ancient technique, which has its roots in India and is said to have been rediscovered by the Buddha, has gained global popularity as a means to achieve a peaceful and happy mind, which in turn can lead to a healthier body.

Vipassana begins with a ten-day residential course where participants fully immerse themselves in the practice. The foundation of the technique is built on maintaining simple moral principles: refraining from killing, stealing, lying, sexual misconduct, and intoxication. These guidelines are not merely ethical teachings; they create the optimal environment for training the mind.

The course begins with a focus on concentrating the mind by observing the natural breath. For the first three days, participants practice this observation, which helps to sharpen, calm, and focus the mind. Once the mind is sufficiently calm and focused, it becomes a more effective tool for exploring deeper aspects of consciousness. The next step in Vipassana is to observe the sensations occurring throughout the body.

Often, we are unaware of the sensations our body experiences throughout the day. For instance, while sitting here, you might find yourself shifting positions without even realizing it, driven by subtle discomforts. Vipassana teaches us to become aware of these sensations and, crucially, to refrain from reacting to them. Similarly, it encourages awareness of the mind's activities and trains us not to react impulsively. This practice can bring about profound changes in how we experience and respond to life. Regarding scientific data, there is substantial research supporting the benefits of mindfulness, a concept rooted in Vipassana. Mindfulness practices, often taught in shorter, more accessible formats, have been shown to improve anxiety and depression, enhance overall mental health, and even promote neuroplasticity—the brain's ability to reorganize itself by forming new neural connections.

While mindfulness has garnered a lot of attention and research, there is also data supporting the benefits of the full ten-day Vipassana course. Studies indicate that this intensive practice can significantly improve mental well-being, reduce anxiety and depression, and lead to long-lasting positive changes in the brain.

In summary, Vipassana is not just about meditation; it's a profound exploration of the mind and body that can lead to greater awareness, emotional stability, and mental clarity. For anyone interested in deepening their understanding of themselves and improving their mental health, Vipassana offers a comprehensive and time-tested approach.

DR. MELVIN CHAGAS SILVA
MD Psychiatrist, MBBS, MRCPsych, Psychotherapist



Integrating Yoga with Neurosurgery

- Dr. Mayur Kaku

When we talk about care, it's not about boosting our egos; it's about genuinely caring for others. As a neurosurgeon, I have to make crucial decisions about when surgery is necessary and when non-surgical treatments like yoga can be beneficial. This balance is what led to the concept of yogic neurosurgery.

Let me share an example to illustrate this. During election time in Karnataka last year, which is like a festival in this country, I treated a government teacher who had collapsed due to a large brain tumor. We performed surgery, and within two or three days, she regained consciousness and started walking.

As part of her recovery, I suggested she incorporate yoga into her routine. However, she was shocked by the suggestion—this woman had been a yoga teacher for 27 years! This was a rare and emotional moment for me. It was as if I had been challenged by an expert in the very practice I was recommending. The moment made me reflect on trust and the deep connection between the mind and body.

This experience reminded me of how important it is to balance both "hardware" and "software" in our lives, just like a phone needs both to function properly. Our bodies and minds similarly require integrated care to operate at their best.

In my practice, I treat patients from different countries and cultures, and it's crucial to remember that yoga, like medicine, should be practiced under proper guidance. Yoga isn't just something to do for the sake of it; it can have its own set of side effects if not done correctly. We must approach these practices with respect and understanding.

I often think of figures like Ramakrishna Paramahansa, who had laryngeal cancer, and Ramana Maharshi from Thiruvannamalai, who had bone sarcoma. Despite their illnesses, they did not abandon their yogic practices. Sharing this perspective with my patient, who was initially skeptical, deeply moved her. She thanked me not just for saving her life, but for also restoring her faith in the practices she had cherished.

This patient was diagnosed with stage four lung cancer that had metastasized to her brain, yet today, she is still alive, back to her yogic practices, and preparing to vote in the upcoming election. This is the power of integrating surgical oncology with holistic practices.

As doctors, we often face our own challenges in maintaining physical, mental, social, and spiritual health. Integrating practices that connect body and mind, without being judgmental, is essential for both ourselves and our patients. This holistic approach can lead to better health outcomes and a more fulfilling life.



DR. MAYUR V. KAKU
Head of Department, Neurosurgery
Yoga & Neurosciences, PES Medical College,
Kuppam, Andhra Pradesh

The Power of Thoughts in Healing

- Dr. Sara Chimthanawala

This morning, I spoke about the science of thoughts and how profoundly they impact our lives, particularly in the context of stress—a topic we've heard a lot about today. We've had discussions on hardware and software from Mayur, and Dr. Ganesh Rao talked about conscious awareness. But how do these concepts truly manifest in our lives?

Achieving a thoughtless state doesn't happen overnight. It took me a significant amount of time to reach that point, but it's possible. Conscious awareness is crucial, but even more important is the decision to be consciously aware.

When we talk about thoughts, we are not just referring to abstract ideas; they are deeply connected to quantum energy, medicine, and the science and physics rooted in the Vedas and Upanishads. Our thoughts create vibrations, which are not just metaphorical but are understood in scientific terms. Neurologists talk about brain waves—alpha, beta, delta, theta, gamma—each representing different frequencies of brain activity.

For example, we need to be in the beta state to stay awake and alert, but excess beta can release cortisol, which in turn lowers your immunity. The alpha state is where melatonin is released, helping you relax and eventually drift into the delta-theta state, where your body undergoes repair during sleep.

Beyond these medical processes, the vibrations created by our thoughts, especially those felt by the heart, have been extensively researched. The heart-mind connection shows that every thought we have can trigger significant biochemical changes in our body. These changes not only affect our physical health but also create an energy field, often referred to as the aura.

This brings us to the concept of quantum entanglement, where everything is connected through energy. Today, all of us here have shared and exchanged energy with one another—a process that stays with us long after we leave. This energy exchange is why it's said that we are all interconnected, and our individual energies influence one another. The vibrations we emit, especially through our thoughts, determine the energy we attract.

Negative thoughts create negative energy, and this negativity builds an energy "tower" around us, attracting more of the same. Repeated negative thoughts and words become ingrained in our subconscious, forming a belief system. For instance, if a doctor tells you, "Once a diabetic, always a diabetic," and you accept that without question, it becomes your reality.

Emotions, particularly those tied to negative thoughts, can get trapped in our chakras, leading to physical ailments like cancer, tumors, and heart disease. If you harbor feelings of hurt or the inability to forgive, those emotions can become blockages in your chakras, eventually manifesting as physical illness.

To overcome this, it's essential to change your thoughts to positive ones and to release these emotional blockages. This can be achieved through practices like forgiveness, gratitude, and love. Repeating positive affirmations is a powerful tool. It takes about 21 days to form a new habit and about the same amount of time to establish a new belief system. For example, instead of saying, "I don't want to be sick," say, "I am healthy." Avoid using negative words, and focus on positive, affirming statements.

During my time as a homeopath, I would often help patients transform their negative language into positive affirmations. Inspired by Louise Hay's book on healing cancer through forgiveness, gratitude, positive thinking, and nutrition, I saw firsthand how changing one's thoughts could lead to remarkable healing. However, I'm not suggesting that you abandon your medications. Medicine is necessary, but so are the right thoughts, diet, and exercises. When you release blocked emotions, your chakras clear, allowing energy to flow freely to your organs, restoring balance and health.

Repetition is key. Mantras are powerful because of their vibrations, and affirmations work in the same way. Saying, "I am healthy" or "I enjoy good health" repeatedly—21 times in the morning and evening—helps embed these thoughts into your subconscious. Visualization is another powerful tool; by visualizing yourself as healthy, you can start to make it a reality.

I understand that when you're dealing with something as serious as cancer, it's challenging to stay positive. The initial shock, denial, pain, and the involvement of your loved ones make it difficult. But starting with a positive mindset, even in small ways, can make a big difference. As Gautam Buddha said, "You are what you think." The book Think and Grow Rich emphasizes the power of thought, not just hard work, in achieving success.

In closing, I urge you to consciously choose to change your thoughts. Focus on them, visualize them, and repeat them daily, alongside maintaining a proper diet and practicing breathing exercises. When undergoing treatments like chemotherapy, affirmations can help reduce the perceived pain. For example, when I had to take the COVID vaccine, which I was initially hesitant about as a homeopath, I consciously affirmed, "Thank you for the protection and good health you are giving me." Repeating "thank you" is powerful—use it often.

Changing your thoughts can indeed change your life.

DR. SARA CHIMTHANAWALA
DHMS and Life Therapist



A Journey of Healing and Discovery

- Dr. Jyotsna Mehta

For the first time, I attended a conference where gynecology wasn't the central focus. Typically, workshops revolve around fetal Doppler and colposcopy, but this experience was refreshingly different. As the saying goes, "the eyes cannot see what the mind doesn't know," and I found myself learning in entirely new ways. I am deeply grateful to Satori and Sanjeevani for this unique opportunity.

It feels almost like an oxymoron—something bittersweet, as Shakespeare might describe it. I was passionately advocating for regular check-ups, mammograms, and conducting numerous camps on cervical cancer in Lucknow. Cervical cancer vaccination for adolescents, in particular, was a cause very close to my heart, and I worked tirelessly to promote it through various clubs in the city. I even made sure to stay on top of my own health, enrolling in one of the top institutes for preventive oncology. Just a few months ago, I underwent a colposcopy and mammography, among other tests. However, fate had other plans, and I missed my ultrasound that day. The radiologist had finished his work, and my bladder wasn't full enough for the procedure after the colposcopy.

Life continued as usual—I was performing surgeries, and everything seemed fine. But ovarian cancer is a silent killer, often going undetected until it's quite advanced. It wasn't until I experienced severe pain during a medical conference in Lucknow that I realized something was seriously wrong. I insisted on a CT scan instead of an ultrasound, and the radiologist, who had worked with us for years, returned with a look that said it all—something was amiss.

To summarize a long journey, I underwent three rounds of chemotherapy, surgery at the All India Institute in Delhi, intra-abdominal chemotherapy (HIPEC), and three more months of chemotherapy. I was advised to take a sabbatical to heal, but my passion for work and the encouragement from my children drove me to continue my practice. Seeing my patients became a source of healing for me. During this challenging period, a grief counselor introduced me to Sanjeevani. Attending the orientation led by Ruby Ma'am was a turning point in my life. Her story, along with the stories of others who had survived for many years, inspired me deeply.

Consistency and regularity became vital components of my recovery. I adjusted my OPD schedule to ensure I could attend the Satori classes regularly. The structured yoga sessions, pranayama, and mindfulness techniques provided immense relief and gave me a new perspective on life. The Sanjeevani program undoubtedly accelerated my healing process.

I also followed the nutrition advice with great discipline. As a doctor, I thought I knew a lot about food and nutrition, but the specialized onco-nutritionists at Sanjeevani offered insights specifically tailored for cancer patients. Their guidance made a significant difference in my recovery.

My journey is still ongoing—I am currently on oral chemotherapy. The fatigue has lessened, allowing me to continue my practice and generate the income needed to cover the costly treatment. Through it all, Sanjeevani has been a beacon of hope and support, helping me heal in ways I never imagined possible.

DR. JYOTSNA MEHTA
Gynaecologist & Director, City Hospital, Lucknow
A Cancer victor.



Overcoming Cancer with Hope and Strength

- Ms. Nancy Parmar

First and foremost, I want to express my deepest gratitude for this opportunity. Thank you, Ruby Ma'am, for believing in me and giving me the chance to share my story today. Your support has meant everything to me, and I'm incredibly grateful for all that Sanjeevani has done to help me through one of the most challenging times of my life.

In 2021, when I was diagnosed with blood cancer—B-cell acute lymphoblastic leukemia—I was in the 11th grade, focused on my science studies and preparing for the JEE exams. Like many students, I was so absorbed in my studies that I neglected my health, which led to this diagnosis. But joining Sanjeevani's Satori program changed everything for me. It taught me how to become mentally strong, and with the help of Joanita Ma'am's nutrition guidance, I became physically stronger as well. Before Satori, I wasn't very mindful of what I ate—I was just eating whatever was convenient. Through the program, I learned the importance of eating fruits first, the benefits of having vegetable soups before meals, and how salads can make a difference. These small changes had a big impact, making me feel stronger and more energized.

Like many others facing a serious illness, I initially asked, "Why me?" I had never been seriously ill before, so this diagnosis was a shock. But Krishna Ma'am, one of the mentors at Sanjeevani, supported me in ways I never imagined. When I was in too much pain to sit up, she helped me out of my wheelchair and encouraged me with the words, "Nothing has happened to you." That support was life-changing. Sanjeevani instilled in me the belief that I could overcome this challenge. At a time when both my family and I felt defeated, the program helped us regain our confidence. I truly believe that when you don't believe in yourself, it's nearly impossible to overcome such challenges.

People often say you can't change someone's mindset, but Sanjeevani has proven that wrong time and again. Ruby Ma'am and many others have shown how a shift in perspective can transform lives and help others in the process. When I meet people in the hospital who have lost hope, I tell them about Sanjeevani. I encourage them to attend the Satori program, knowing it will help them as it helped me. Shambhavi Ma'am also played a crucial role in my recovery. Before my cancer diagnosis, I was struggling with depression, but she taught me techniques to manage my emotions and find my way out of that dark place. Simple practices, like counting backward from one hundred when feeling aggressive, helped me regain control. These lessons have stayed with me, even two years later, because the experts at Sanjeevani explained everything so clearly. The impact on my mental state has been profound—my personality has changed, and my self-confidence has grown.

I also want to mention Desiree Ma'am and Dinesh Sir. Desiree Ma'am helped relieve my pain through tapping techniques, even over an online platform, showing just how powerful her expertise is. Dinesh Sir, a yoga expert at Sanjeevani, changed my perspective on yoga and pranayama. I used to think they were unimportant, but after learning from him, I saw how transformative they could be. Pranayama, in particular, gave me incredible energy. Even after undergoing chemotherapy, I felt energetic and capable of doing things I never thought possible. This is the power of yoga and pranayama.

Looking back, I can't fully express how much Sanjeevani has meant to me. The support, guidance, and strength I've gained from the program have not only helped me survive but also thrive, and for that, I am eternally grateful.

MS. NANCY PARMAR
Class XII Student, Ahmedabad
A Cancer victor



Finding Strength and Healing with Sanjeevani

- Mr. Pulkit Jain

When I was diagnosed with Hodgkin's lymphoma, my family and I were at a complete loss—we didn't even know what it was. The doctor explained everything to us: "You are at the third stage, and this will be the treatment you'll undergo, including chemotherapy." Hearing those words, I was completely shattered. I couldn't understand why this was happening to me.

During that difficult time, I came across the Satori program through a random WhatsApp group. It was just a link to a program, and I thought, "Let's check this out." I had no idea what Satori was or what the program involved, but I clicked on the link and attended the session. That decision changed everything for me. Throughout my treatment, I stayed in regular touch with the Satori team and completed the program. It helped me establish a routine, incorporate yoga activities, and follow a healthier diet—all of which made a big difference during my recovery.

However, six months after my initial treatment, my cancer relapsed. I found myself in a very dark place again. The biggest fear for anyone who has battled cancer is the possibility of recurrence, and suddenly, I was facing that fear head-on. It felt like I was going through the same difficult journey all over again. I started questioning everything and exploring alternative routes to recovery. It's like setting out on a journey, knowing the road is tough, and dreading having to travel it again.

During this challenging time, I sought personal sessions with Ruby Ma'am, who gave me immense strength and support. She helped me see beyond the treatment and focus on life after recovery. This guidance was crucial as I faced my second round of treatment, which involved stem cell therapy—a particularly grueling process. The doctors explained that they would extract my stem cells, administer a very high dose of chemotherapy, and then re-implant my own stem cells. It was a long and intense six-month treatment, but I remained focused on my goals and what I wanted to achieve after the treatment.

The process was mentally and physically taxing, especially during the 21 days I had to spend in isolation due to the severely weakened state of my immune system. During that time, the only people I saw were my brother and my doctor. It felt like another lockdown for me, similar to what we all experienced in 2021, but this time it was much more personal and intense. To keep my spirits up, I focused on my work, learned new things, watched movies, and kept reminding myself of my goals. The doctors mentioned that the average time for patients to return home after stem cell therapy is 22 days. I was determined to beat that timeline, and I'm proud to say I managed to go home after just 20 days and 14 hours. The motivation and the classes I was following played a huge role in helping me achieve this.

During my treatment, I also sought advice from an Ayurvedic doctor. I was dealing with severe acidity and frequent burps, so I asked the doctor for help. He recommended a simple natural remedy: drinking water infused with mint, cucumber, carrot, lemon, and coriander, which had been left to sit for a few hours. This remedy helped alleviate my acidity and other symptoms significantly.

Integrative therapies, along with yoga, have been instrumental in my recovery. Before my treatment, I always thought yoga was something for older people. I used to go to the gym, but after learning about the benefits of yoga and pranayama through the Satori program, I realized how powerful they could be in overcoming the side effects of cancer treatment. These three things—integrative therapies, diet, and yoga—have truly transformed my life. And Sanjeevani played a crucial role in that transformation, guiding me through the darkest times and helping me emerge stronger on the other side.

MR. PULKIT JAIN
Digital Marketing and Branding Consultant



Panel 1



Panel 2



Panel 3



Integrating Ayurveda with Allopathy

- Mrs. S.C. Sharada

I am a company secretary by profession and, I would say, a cancer warrior by destiny, but definitely a cancer thriver or victor by choice, because of the choices that I made. When I was diagnosed with breast cancer, I chose to pursue an allopathic treatment path, but I was also already under the care of an Ayurvedic doctor. With this integrative panel in mind, I want to share how I integrated Ayurveda into my cancer treatment journey. It wasn't about replacing the allopathic treatment I was undergoing; rather, Ayurveda complemented and enhanced it. Ayurveda, yoga, and pranayama were integrated into my mainstream cancer medication, and after treatment, I continued to improve my life through meditation, yoga nidra, and mindful nutrition.

There are differing viewpoints on integrating different forms of treatment, and many doctors might advise against mixing them. But in my case, it wasn't about mixing; it was about complementing. I don't remember the exact Ayurvedic medicines I was given—it was over 10 years ago—but my Ayurvedic doctor made sure that my chemotherapy was less painful. I didn't experience the common side effects like ulcers, constipation, or nausea, and I was able to maintain a good appetite. This helped me stay energetic and continue working in my profession.

After my treatment, my Ayurvedic doctor assisted me with hormone management, recognizing that cancer, particularly breast cancer, is often linked to hormonal imbalances. Through his guidance, I underwent Panchakarma, which I found very beneficial. Additionally, I practiced pranayama and yoga. However, after listening to the experts here today, I realize that what I practiced might not fully qualify as yoga or pranayama in the traditional sense—they were more like exercises and breathing techniques. There's clearly much more to learn and practice.

I would also like to express my deep gratitude to Dr. Gauri Rokkam, who spoke earlier. She briefly touched on the importance of nutrition, and I am one of the many who have benefited from her advice. Several years after my recovery, I was still struggling with some lingering side effects. When I consulted Dr. Gauri and began to follow her nutritional advice closely, I saw significant improvements in my health. I've written about this extensively, but I want to take this opportunity to thank Dr. Gauri publicly and affirm that her approach is both practical and effective.

My journey with cancer taught me that integrating different forms of medicine—Ayurveda, allopathy, yoga, and pranayama—can lead to a more holistic and effective treatment experience. It's about finding what works for you and embracing a comprehensive approach to healing and well-being.

MRS. S.C. SHARADA
Founder
S C Sharada & Associates, Bangalore



SRJAN

Holistic Healing Program

A SEGMENT OF

NCICCC 2024

3-DAY WORKSHOP & NATIONAL CONFERENCE ON INTEGRATIVE CANCER CARE

..... **An initiative by**


SANJEEVANI
... life beyond cancer

..... **Workshop Helpline No.:**

8691000800 / 8691000801

3 DAY WORKSHOP ON EMBRACING A HOLISTIC APPROACH TO HEALING FROM CANCER

We were thrilled to announce the 3-Day Workshop on Integrative Cancer Care Management, hosted by Sanjeevani Life Beyond Cancer in the serene setting of Goa.

Workshop Details:

- Date: April 16th - 19th, 2024
- Location: Clube Tennis De Gaspar Dias, Panaji, Goa

Workshop Highlights:

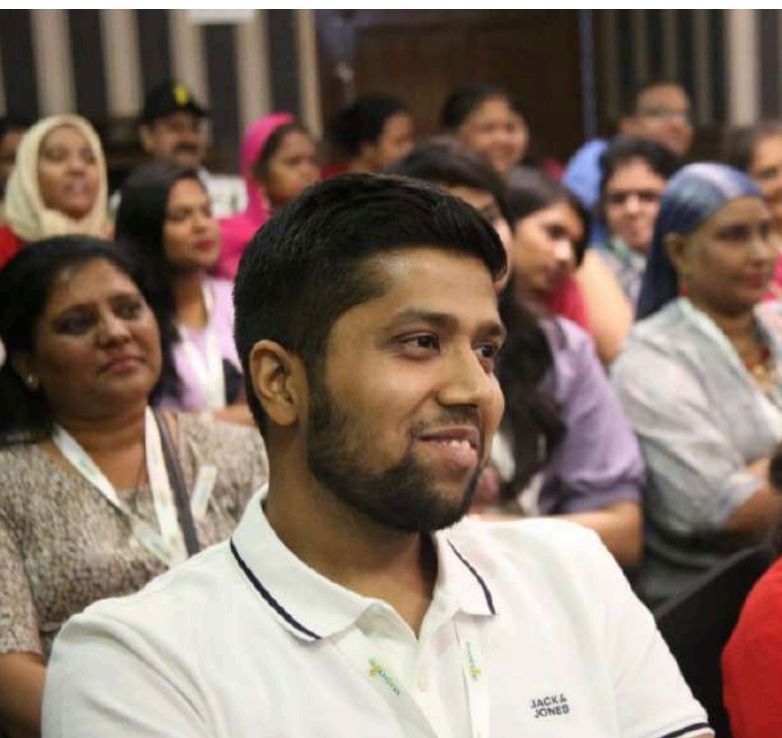
- Insights into Health Challenges
- Nutritional Strategies for maintaining Robust Health
- Holistic Breathwork Approaches
- Fostering a Positive Mindset
- Empowering Self-healing Techniques

Workshop Overview:

The Integrative Cancer Care Management Workshop aimed to provide participants with valuable insights, strategies, and techniques for managing cancer through an integrative approach. Through a series of interactive sessions led by esteemed faculty members, attendees explored various aspects of holistic health and self-healing.

Session Descriptions:

- **Breaking the Ice - Meet and Greet:** The workshop began with an informal gathering designed to allow participants to connect with each other and build a sense of community. Led by Mrs. Ruby Ahluwalia, a cancer victor, author, and founder of Sanjeevani Life Beyond Cancer, this session aimed to create a welcoming atmosphere and set the tone for the rest of the workshop. Participants had the opportunity to share their stories, learn about each other's experiences, and foster a supportive environment from the very start.
- **Understanding Integrative Health Care Strategies:** Participants delved into the principles of integrative health care and its relevance in managing cancer. They explored the holistic approach to health, combining conventional and complementary therapies to address the physical, emotional, and spiritual aspects of healing. This session provided a foundational understanding of integrative cancer care management, emphasizing the importance of a multifaceted approach in achieving comprehensive care.
- **Unlocking the Healing Power of Yoga:** Participants dived into the ancient practice of yoga and its therapeutic benefits in cancer management. Led by Dr. Ghanekar, a senior onco-surgeon and yoga expert, this session explored specific yoga asanas and breathing techniques designed to support physical strength, flexibility, and emotional well-being during cancer treatment and recovery. The session highlighted how yoga could be an integral part of the holistic healing process, offering tools for resilience and relaxation.



- **Exploring the Healing Potential of Acupressure:** Participants discovered the healing art of acupressure and its effectiveness in alleviating pain, reducing stress, and promoting overall wellness. Led by Col. Ashutosh Ahluwalia, an expert in acupressure techniques, this session introduced specific pressure points and self-care practices for managing cancer-related symptoms and enhancing quality of life.
- **Healing with Breath and Pranic Energy:** Attendees explored the profound connection between breath, energy, and healing. Led by Ms. Aminah Sheikh, a healing practitioner and trauma healing specialist, this session introduced breathwork exercises and pranic healing techniques for relieving pain, reducing anxiety, and promoting relaxation and inner balance.
- **Harnessing the Circadian Cycle:** Participants understood the importance of aligning daily routines with natural circadian rhythms for optimal health and well-being. Led by Ms. Joanita Figueiredo, a nutrition and wellness specialist, this session explored the role of nutrition, sleep, and lifestyle factors in supporting the body's innate healing processes and enhancing resilience against cancer.
- **Unveiling the Science of Pranayama:** Attendees deepened their understanding of pranayama, the yogic practice of breath control, and its therapeutic applications in cancer healing. Led by Dr. Shilpa Ghone, an experienced yoga teacher and academic coordinator, this session guided participants through specific pranayama techniques to promote relaxation, detoxification, and vitality.
- **Creating a Daily Routine for Optimal Health:** Participants learned practical strategies for designing a personalized daily routine to support holistic health and disease prevention. Led by Dr. Rama Sivaram, a consultant and therapist, this session emphasized on the importance of regular exercise, balanced nutrition, adequate rest, and stress management in maintaining vitality and resilience.
- **Cultivating Positivity:** Attendees explored the power of positive thinking and emotional resilience in the journey of cancer healing. Led by Dr. Saraah Chimthanawala, a renowned life therapist and alternative therapy practitioner, this session introduced techniques for cultivating optimism, managing stress, and fostering emotional well-being through thought transformation and mindfulness practices.
- **Harmony of Yogic Breath:** Participants engaged in a rejuvenating session of pranayama and meditation to integrate the knowledge and practices learned throughout the workshop. Led by Dr. Shilpa Ghone, they experienced the harmonizing effects of yogic breathwork on the body, mind, and spirit.
- **Unlocking the Art of Reflexology:** Attendees consolidated their understanding of acupressure techniques and their application in self-care and wellness maintenance. Led by Ms. Joanita Figueiredo, participants practiced hands-on acupressure exercises and received personalized guidance for addressing specific health concerns.



Date	Time	Session	Facilitator	Venue
16th April Tuesday	01:00 - 02:00 PM	Lunch		Ddhyaana - The Wellness Center, Panjim
	02:00 - 03:20 PM	Free Time		
	03:20 - 03:30 PM	Leave for the workshop venue		
	03:30 - 04:00 PM	Registration and Distribution of Welcome Kits		
	04:00 - 05:00 PM	Breaking the Ice - Meet and Greet	Mrs. Ruby Ahluwalia Cancer Victor, Author, Artist, Former Bureaucrat and Founder of Sanjeevani Life Beyond Cancer	Clube Tennis De Gaspar Dias, Panjim
	05:00 - 05:15 PM	Tea Break		
	05:15 - 06:15 PM	Understanding Integrative Health Care Strategies	Mrs. Ruby Ahluwalia Cancer Victor, Author, Artist, Former Bureaucrat and Founder of Sanjeevani Life Beyond Cancer	
	06:30 - 08:30 PM	Free time + Dinner		Ddhyaana - The Wellness Center, Panjim
	08:30 - 10:00 PM	Story Circle	Mrs. Ruby Ahluwalia Cancer Victor, Author, Artist, Former Bureaucrat and Founder of Sanjeevani Life Beyond Cancer	
17th April Wednesday	06:00 - 07:00 AM	Prayer and Loosening Exercises		
	07:00 - 08:00 AM	Unlocking the Healing Power of Yoga: Exploring Its Concept and Potential through Asanas	Dr Sitakant N Kamat Ghanekar Senior Oncologist, Palliative Care and Yog Expert	Ddhyaana - The Wellness Center, Panjim
	08:00 - 09:30 AM	Breakfast + Acupressure for 2 patients	Col. Ashutosh Ahluwalia Established record of healing patients through the technique of acupressure	
	09:30 AM	Leave for the Workshop Venue		
	10:00 - 12:00 PM	Healing with Breath and Pranic Energy: Learn Specific Exercises for Pain and Trauma Relief	Ms. Aminah Sheikh Healing Practitioner, Sufi Storyteller, and Trauma Healing Specialist	Clube Tennis De Gaspar Dias, Panjim
	12:00 - 12:15 PM	Tea Break		
	12:15 - 01:45 PM	Understanding the role of Nutrition in Healing from cancer	Ms. Joanita Figueiredo Nutrition, Yoga, and Reflexology Specialist; Founder of Metta Spa, Mumbai	
	02:00 - 02:30 PM	Lunch		
	2:30 - 4:00 PM	Free Time		Ddhyaana - The Wellness Center, Panjim
	4:00 - 8:30 PM	Fun Outing + Dinner		
8:30 - 10:00 PM	Story Circle			
18th April Thursday	06:00 - 7:00 AM	Prayer and Loosening Exercises	Ms. Joanita Figueiredo Nutrition, Yoga, and Reflexology Specialist; Founder of Metta Spa, Mumbai	
	07:00 - 08:00 AM	Unveiling the Science of Pranayama: Exploring Specific Techniques for Cancer Healing	Dr. Shilpa Ghone Former Senior Yoga Teacher, Current Central Coordinator of Academics at Kaivalyadhama, Mumbai	Ddhyaana - The Wellness Center Panjim
	08:00 - 09:30 AM	Breakfast + Accupressure for 2 patients	Col. Ashutosh Ahluwalia Established record of healing patients through the technique of acupressure	



Date	Time	Session	Facilitator	Venue
18th April Thursday	09:30 AM	Leave for the Workshop Venue		Clube Tennis De Gaspar Dias, Panjim
	10:00 - 12:00 PM	Cultivating Positivity: Healing through Thought Transformation & Emotional	Dr. Saraah Chimthanawala Renowned Life Therapist, Homoeopath, and Alternative Therapy Practitioner & Counselor	
	12:00 - 12:15 PM	Break		
	12:15 - 2:00 PM	Creating a Daily Routine for Optimal Health: Keys to Living Disease-Free	Dr. Rama Sivaram Consultant at KEM Hospital and Research Centre, Pune. Independent Cancer Advocate and Massage Therapist	
	02:00 - 02:30 PM	Lunch		Ddhyana - The Wellness Center Panjim
	2:30 - 4:00 PM	Free Time		
	04:00 - 08:30 PM	Conference on Integrated Cancer Care Management	Panel Discussions with Experts Oncologists, Medical Practitioners, Ayurveda, Homeopathy, Vipassana, Yoga, Nutrition, Psychology, Alternative Healing, and Cancer Survivors	Entertained Society of Goa, Panjim
	08:00 - 08:30 PM	Dinner		Ddhyana - The Wellness Center Panjim
19th April Friday	06:00 - 07:00 AM	Prayer and Loosening Exercises	Mrs. Ruby Ahluwalia Cancer Victor, Author, Artist, Former Bureaucrat and Founder of Sanjeevani Life Beyond Cancer	Ddhyana - The Wellness Center Panjim
	07:00 - 08:00 AM	Harmony of Yogic Breath: Exploring Pranayama Techniques	Dr. Shilpa Ghone Former Senior Yoga Teacher, Current Central Coordinator of Academics at Kaivalyadhama, Mumbai	
	08:00 - 09:30 AM	Breakfast + Accupressure for 2 patients	Col. Ashutosh Ahluwalia Established record of healing patients through the technique of acupressure	
	09:30 AM	Leave for the Workshop Venue		Clube Tennis De Gaspar Dias, Panjim
	10:00 - 11:30 AM	Unlocking Healing: The Art of Reflexology	Ms. Joanita Figueiredo Nutrition, Yoga, and Reflexology Specialist; Founder of Metta Spa, Mumbai	
	11:30 - 11:45 AM	Break		
	11:45 - 01:00 PM	Closing of the workshop	Mrs. Ruby Ahluwalia Cancer Victor, Author, Artist, Former Bureaucrat and Founder of Sanjeevani Life Beyond Cancer	







CLOSING GRATITUDE

As we bring this report to a close, we wish to begin by expressing our deepest gratitude to His Excellency, the Honorable Governor of Goa, Shri P.S. Sreedharan Pillai, and his esteemed office. Your support and presence have been a beacon of encouragement, elevating our mission and reinforcing the importance of holistic cancer care. Your commitment to health and well-being has profoundly impacted our journey, and we are truly honored to have had your guidance and backing.

Next, we extend our heartfelt thanks to every patient and survivor who has entrusted us with their stories and journeys. Your courage, resilience, and determination inspire us daily, reminding us why we do what we do. Your strength and perseverance are the true heartbeats of our mission, and we are privileged to walk alongside you on your path to healing and recovery.

We also want to express our sincere appreciation to the healthcare professionals, mentors, and integrative therapy experts who have partnered with us. Your collaboration and knowledge-sharing have enriched our programs and expanded the scope of our holistic approach to cancer care. Thank you for your dedication and for being an essential part of our collective efforts to make a difference.

To our generous supporters, donors, and volunteers, we owe a debt of gratitude. Your contributions—whether financial, time, or resources—have enabled us to reach and support countless individuals and families. Your belief in our mission has been the bedrock of our endeavors, and we are profoundly thankful for your unwavering support.

To our dedicated team at Sanjeevani, your unwavering commitment and compassion have been instrumental in touching and transforming lives. Your tireless efforts have been the foundation of our success, and we are deeply grateful to each of you.

As we look forward to the future, we carry with us immense gratitude for the journey thus far and a renewed sense of hope and determination for what lies ahead. Together, we will continue to provide care, support, and healing, ensuring that no one faces cancer alone.

Thank you.

Thank you to our Sponsors

एन एम डी सी



N M D C

Principal Sponsor



Gold Sponsor



Silver Sponsor



Goa Livelihoods Forum
Towards Comprehensive Development



Supported by



Event curated by