



ds **TIMES**

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2024
A YEAR OF IMPACT



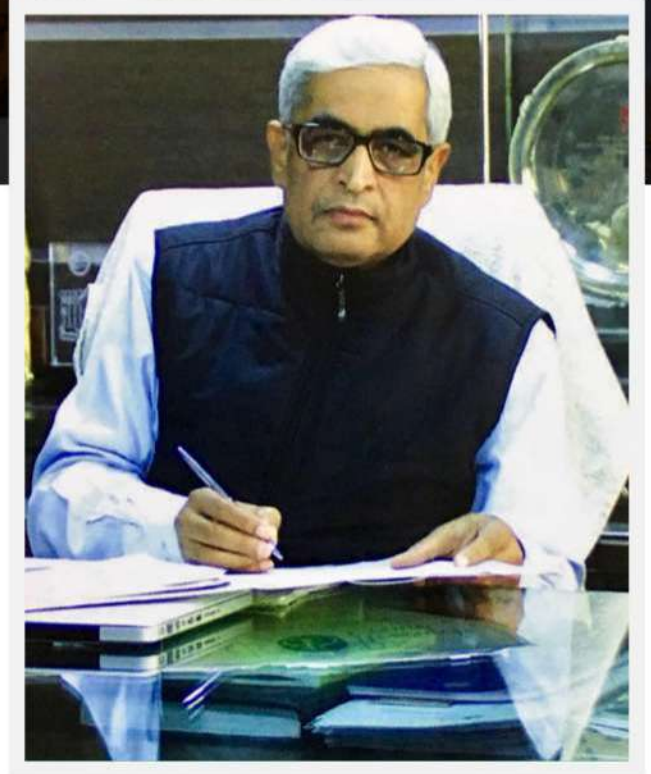
2025
A PROMISE FOR MORE

A JOURNEY OF RESILIENCE AND RECOVERY

For over six decades, D.S. Research Centre has stood as a beacon of hope in the realm of healthcare. Our commitment to harnessing the transformative power of ancient Ayurveda-based nutrient energy treatment has reshaped the landscape of cancer care. We believe in blending ancient wisdom with modern advancements to offer a ray of hope to individuals battling cancer.

Looking ahead, our mission remains steadfast. We are committed to pushing boundaries, innovating tirelessly, and bringing healing and hope to all those affected by cancer. We believe in the synergy of ancient wisdom and modern science, and we invite everyone to unite with us in this journey towards better health for humanity.

Together, let's embrace hope, resilience, and the power of holistic healing in the fight against cancer.



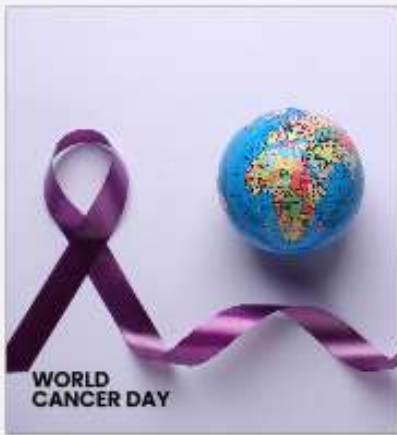
Ashok K. Trivedi

Ashok K. Trivedi

Chief Mentor

D.S. Research Centre.

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2025

January

Cervical Cancer Awareness Month

15 Shradhdhanjali Day of Late Shri Daya Shankar Tiwari Ji



February

World Cancer Prevention Month

04 World Cancer Day – “United By Unique” Campaign
17 Tribute to Karamyogi Late Shri Bharat Tiwari Ji



July

Sarcoma Awareness Month

01 National Doctor Day
05 DSRC Mumbai Inception Day
27 World Head & Neck Cancer Awareness Day

March

Colorectal Cancer Awareness Month

06 Blood Donation Camp in Reverence to Dr. Uma Shankar Tiwari
08 International Women's Day
30 DSRC Hyderabad Inception Day



August

Lung Cancer Awareness Month

01 World Lung Cancer Awareness
19 DSRC Bengaluru Inception Day

September

National Nutrition & Childhood Cancer Awareness Month

22 Rose Day for Cancer Patients

April

Oral Cancer Awareness Month

07 World Health Day
2nd Week National Oral, Head, and Neck Cancer Awareness Week
26 Tribute to Guruji – Agrani



October

Breast Cancer Awareness Month

23 DSRC Kolkata Inception Day

May

Women's Health and Tobacco Awareness Month

11 Mother's Day
28 International Day for Action on Women's Health
31 World No Tobacco Day



November

Lung and Stomach Cancer Awareness Month

07 National Cancer Awareness Day
10 DSRC Varanasi Inception Day
18 DSRC Guwahati Inception Day

June

Survivorship and Brain Tumor Awareness Month

01 National Cancer Survivors' Day
08 World Brain Tumour Day
21 International Yoga Day

December

Cancer Awareness Reflection Month

CANCER AWARENESS

CANCER: A GROWING EPIDEMIC AND HOW WE CAN FIGHT IT TOGETHER



DR. ANIL KUMAR SINGHI
(MCh Surgical Oncology, BHU)

Cancer has emerged as one of the most pressing health crises of our time, affecting millions across the globe. It is not just a medical challenge but a social and emotional battle that impacts individuals, families, and communities. While significant advancements in modern science have given us tools to fight this disease, prevention and awareness remain our strongest weapons.

Why Is Cancer Rising?

The rise in cancer cases world wide can be attributed to a variety of factors:

1. Lifestyle Changes : Modern living has brought convenience but at a cost. Sedentary lifestyles, processed foods, tobacco use, and alcohol consumption have significantly contributed to the increased risk.



2. Environmental Pollution : The toxins in the air, water, and food chain are silently harming our health, increasing the likelihood of developing cancer.

3. Aging Population : With advancements in healthcare, people are living longer, and cancer risks increase with age.

4. Delayed Diagnosis : Many people still dismiss early symptoms or avoid medical consultations, leading to late stage diagnoses when treatment becomes more challenging.

The Power of Prevention

While not all cancers are preventable, many risk factors can be minimized through informed choices. Here's what you can do:

Stay Active : Engage in at least 30 minutes of moderate exercise daily. It's a small investment with significant returns.



CANCER AWARENESS



Eat Smart : A diet rich in fruits, vegetables, whole grains, and lean protein can boost immunity and reduce risk. Avoid processed and junk food as much as possible.

Avoid Harmful Habits : Smoking and tobacco use are leading causes of lung and oral cancers. Similarly, excessive alcohol consumption can increase the risk of multiple cancer types.

Be Vigilant : Pay attention to changes in your body, such as persistent lumps, unexplained weight loss, or unusual bleeding. Early detection can save lives.

How Modern Science Is Evolving

The fight against cancer has seen remarkable breakthroughs in recent years. Advanced treatments like targeted therapy, immunotherapy, and precision medicine are improving survival rates and quality of life for patients. However, treatment is just one aspect. Screening programs and awareness campaigns are helping detect cancer early, when it is most treatable.

Bridging the Gap Through Awareness

As oncologists, we witness firsthand the impact of awareness on outcomes. Cancer isn't just a medical problem—it's deeply tied to education, community action, and individual responsibility. Free cancer screening camps, awareness drives, and public education programs are essential tools in our fight.



A Shared Responsibility

Cancer prevention and management require a collective effort. While medical advancements continue to offer hope, the role of individuals in adopting healthier habits, encouraging regular checkups, and supporting those diagnosed with cancer cannot be overstated.

Let us take a moment to remind ourselves that cancer is not unbeatable. It is a battle we can win with knowledge, awareness, and collective effort. As a society, we must embrace this fight with compassion, action, and hope.

Together, we can rewrite the narrative of cancer from despair to resilience and triumph.

2025

JANUARY

Cervical Cancer Awareness Month
Promoting awareness on cervical cancer prevention and early screening.

Shraddhanjali Day of Late Shri Daya Shankar Tiwari Ji **15**

Focus: Cervical Cancer prevention and screening programs.



FEBRUARY

World Cancer Prevention Month
The "United by Unique" campaign for the year 2025 emphasizes the importance of personalized care, inclusivity, and empathy.

World Cancer Day – "United by Unique" Campaign **4**

Tribute to Karamyogi Late Shri Bharat Tiwari Ji **17**

Focus: Cancer prevention and early detection initiatives.



ANCIENT WISDOM, MODERN HEALING



DR. DIVYA S.

Dr Divya S BAMS,
MD (Panchakarma)
D. S. Research Center,
Bengaluru

Essence of Ayurveda:

Ayurveda, originating nearly 5000 years ago, is not just a healthcare system but a holistic way of life. It emphasizes restoring balance, treating diseases at their root causes, and enhancing the body's natural ability to fight illnesses. At the core of Ayurveda lies the interdependence between the human body and the universe, manifested through the Tridosha-Saptadhatu-Trimala axis, which ensures harmony and equilibrium for overall well-being.

Ayurveda in Modern Healing:

DSRC's Ancient Ayurvedic protocols for cancer treatment are a synergy of ancient wisdom and modern advancements. The treatment focuses on realigning the body's doshas, dhatus, and malas through nutrient energy, personalized therapies, and holistic health restoration. This personalized approach acknowledges the uniqueness of each patient's cancer journey, considering factors like genetic constitution and exposure to carcinogens.



The Healing Potential of Ayurvedic Herbs:

Ayurveda boasts an extensive pharmacopeia of herbs and minerals, many of which exhibit remarkable cancer-healing properties. Herbs like Ashwagandha, Tulsi, Amlaki, Haridra, Guduchi, and Kalmegh are known for their anti-inflammatory, antioxidant, and immune-modulatory effects, contributing significantly to cancer treatment.



DSRC's Holistic Vision:

The treatment philosophy at DSRC extends beyond physical healing to encompass psychological and spiritual well-being. The goal is to strengthen the body's systems, restore harmony with the ecosystem, and promote longevity through a holistic approach rooted in Ayurvedic principles.

In conclusion, DSRC's Ayurvedic approach to cancer care epitomizes the harmonious blend of ancient wisdom and modern science. Expert Medicos and DSRC's team are dedicated to exploring and harnessing the complete potential of Ayurveda for cancer healing, addressing the pressing healthcare needs of the modern world. This journey towards deeper understanding and effective application of Ayurveda is paving the way for a brighter, healthier future in cancer care.

2025

MARCH

Colorectal Cancer Awareness Month

Raising awareness about colorectal, kidney, and multiple myeloma cancers.

Blood Donation Camp in Reverence to Dr. Uma Shankar Tiwari **6**

International Women's Day **8**

DSRC Hyderabad Inception Day **30**

Focus: Awareness about Colorectal, Kidney, and Multiple Myeloma Cancers.



APRIL

Oral Cancer Awareness Month

Fighting oral cancer with hygiene education and lifestyle changes.

World Health Day – Promoting holistic cancer prevention **7**

National Oral, Head, and Neck Cancer Awareness Week **2nd Week**

Tribute to Guruji – Agrani-The Motivating Leader **7**

Focus: Preventing Oral Cancer through lifestyle and hygiene education.





DR. RICHA TRIVEDI
MBBS, Consultant ,
D. S. Research Centre

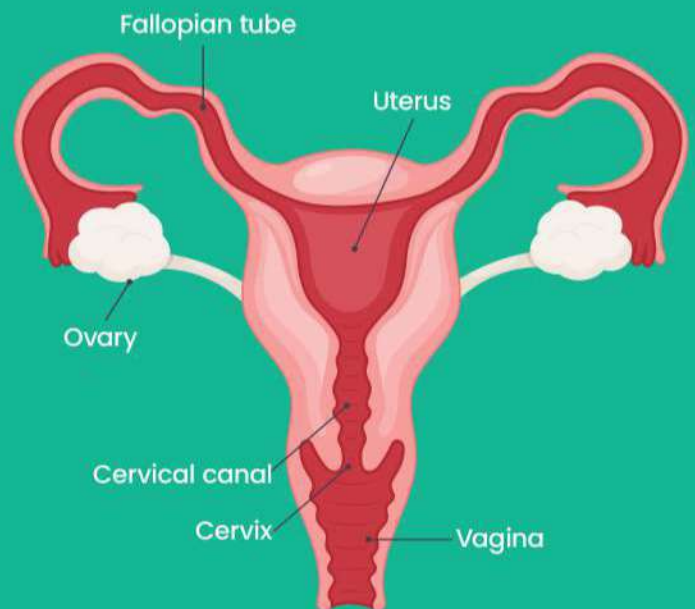
BREAKING THE SILENCE: Raising Awareness for Women's Cancer

Cancer is one of the leading causes of premature death among women worldwide, with breast and cervical cancer being the primary culprits. In India, however, the situation is even more dire. More than 50% of breast cancer patients are diagnosed at advanced stages (3 and 4), where treatment becomes more complex and less effective. The reason? A lack of awareness, delayed diagnosis, and misconceptions about the symptoms. Despite the fact that a simple self-examination could lead to early detection, many women still ignore the warning signs due to ignorance, financial constraints, and social taboos.

THE SILENT STRUGGLE: Women's Health & Cancer

In today's world, it's shocking to know that women still feel uncomfortable discussing symptoms of gynecological cancers. Conditions like a breast lump, vaginal discharge, painful sex, and excessive bleeding during periods are often suffered in silence. Yet, every 5 minutes, a woman is diagnosed with one of the five most common gynecological cancers:

1. Uterine Cancer
2. Ovarian Cancer
3. Cervical Cancer
4. Vaginal Cancer
5. Vulvar Cancer



The sad truth is that many women, especially in India, rely on their husbands or children to take them to the hospital, which often delays treatment due to financial dependency and social norms. This delay increases the risk of death.

CERVICAL CANCER A Preventable Tragedy

One of the most preventable cancers, Cervical Cancer, is caused by the Human Papillomavirus (HPV). Vaccination is available, yet India continues to bear one-fifth of the global burden of cervical cancer, with the highest number of deaths.

The Importance of Early Detection

It's time for a change. Convincing women to prioritize their health, invest time and money, and overcome societal pressures is a challenge, but it is vital. Early detection can make all the difference. Let's empower women to recognize the early signs of cancer so that treatment can begin at the most effective stage.

10 CANCER SYMPTOMS EVERY WOMAN SHOULD WATCH FOR



Abnormal
Vaginal
Bleeding



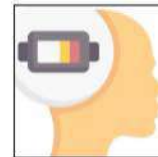
Vaginal Discharge
with a Foul Smell



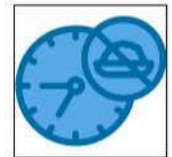
Abdominal
or Pelvic Pain



Unexplained
Weight Loss



Constant
Fatigue



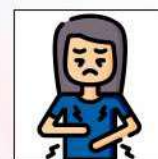
Loss of Appetite
or Feeling Full All
the Time



Changes in
Bathroom
Habits



Changes in
Bowel Habits



Persistent
Indigestion
or Nausea



Changes in
the Breast

Let's Break the Silence Together!

Cancer is a battle that can be won if detected early. Let's spread the word, encourage open conversations, and create a world where every woman prioritizes her health.

2025



MAY

Women's Health and Tobacco Awareness Month

Raising awareness on tobacco risks and women's cancers to promote health and prevention.

Mother's Day – Women's health campaigns

11

International Day for Action on Women's Health

28

World No Tobacco Day – Campaigns against tobacco use

31

Focus: Awareness for Bladder, Skin, and Ovarian Cancers.



JUNE

Survivorship and Brain Tumor Awareness Month

Celebrating cancer survivors' resilience and promoting awareness for early intervention in brain tumors.

National Cancer Survivors' Day – Celebrating resilience

1

World Brain Tumour Day

7

International Yoga Day – Promoting yoga in cancer care

7

Focus: Survivorship stories and brain tumor awareness.



2024: A Year of Impact, 2025: A Promise for More



DR. SHIBANGI DAS

BAMS, MD, PFCP (MUHS),
DEMS AYURVEDACHARYA,
D. S. RESEARCH CENTRE, KOLKATA

“The ultimate value of life depends upon awareness and the power of contemplation rather than mere survival. But awareness without action is worthless.”

Awareness is pivotal in the fight against cancer, especially for emphasizing the importance of early detection, which significantly improves survival rates. For instance, 95% of early-detected breast cancer cases lead to better outcomes, while cervical cancer remains preventable with regular screenings.



COVER STORY |

D.S. Research Centre has long been dedicated to supporting cancer patients with empathy while raising awareness across platforms. In 2024, the Centre actively participated in multiple initiatives:

♦ World Cancer Day :

Held a Walk-A-Thon under the slogan "Close the Care Gap."

♦ March Blood Donation Camps:

Honored the legacy of Dr. Uma Shankar Tiwari.

♦ Oral, Head, and Neck Cancer Webinar:

Highlighted the role of hygiene and nutrition in cancer prevention.

Efforts continued through **Breast Cancer Awareness Month (October)** to promote early detection, debunk myths, and improve survival rates. Platforms addressed the dangers of addictions linked to lung and liver cancers, promoting preventive measures.



♦ Interactive Women's Health Seminar :

Empowered IT professionals on the International Day of Action for Women's Health.

♦ National Nutrition Month (September):

Organized quizzes and culinary competitions under the theme, "Nutritious Food for Everyone."



In 2025, D.S. Research Centre remains committed to instilling hope and courage among cancer patients and building a society free of cancer fears through impactful campaigns, seminars, and awareness programs.

2025

JULY

Sarcoma Awareness Month

Highlighting sarcoma and bone cancer prevention.

National Doctor Day –
Honoring cancer care specialists

1

DSRC Mumbai Inception Day

5

World Head & Neck
Cancer Awareness Day

27

Focus: Awareness for Sarcoma
and Bone Cancer.



AUGUST

Lung Cancer Awareness Month

Promoting lung cancer prevention and early intervention through awareness and health initiatives.

World Lung Cancer Awareness Day

1

DSRC Bengaluru Inception Day

19

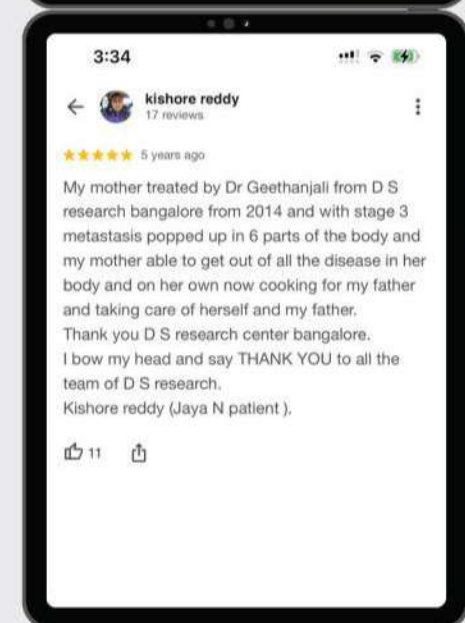
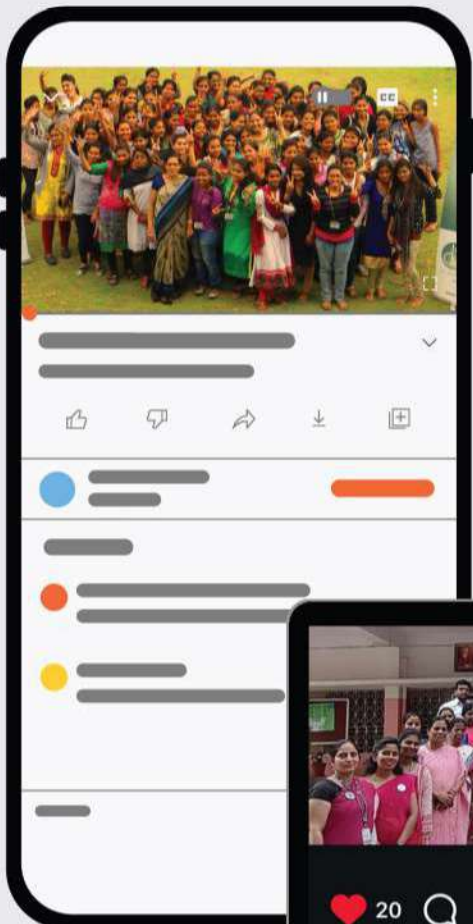
Focus: Lung cancer prevention
and health initiatives.





"Stay Informed, Stay Empowered"

Our online campaigns and posts are reaching countless cancer patients and caregivers. Follow us on social media, YouTube, and Spotify for insights, survivor stories, and expert advice on cancer care. Join us in spreading awareness and support!



2025

SEPTEMBER

National Nutrition and Childhood Cancer Awareness Month

Focusing on childhood cancer care and the role of proper nutrition in prevention.

Rose Day for Cancer Patients **22**



Focus: Nutrition and awareness about Gynecological, Prostate, and Blood Cancers.

OCTOBER

Breast Cancer Awareness Month

Encouraging early detection and breast cancer treatment. Mythbusting campaigns help promote health literacy and empower women's wellness.

DSRC Kolkata Inception Day **1**



Focus: Early detection, treatment, and myths surrounding Breast Cancer.

PATIENT TESTIMONIAL



**VICTORY OVER CANCER:
A NEW CHAPTER**



GEETHA VE

Breast cancer fighter

The doctors, dietitians, and team at DSRC Bengaluru were wonderful. They helped me not only survive but thrive again. My health is better, and my confidence is restored. D.S. Research Centre is truly a blessing.



**STRONGER THAN EVER:
LIFE AFTER CANCER**



PRASHANT LAKRA

A braincancer survivor, has been leading a healthy and normal life for over 18 years.

When I was diagnosed with brain cancer, it felt like the end. But D.S. Research Centre gave me the strength and support I needed to fight. Their approach helped me find resilience and hope, and today, I'm proud to say I'm a survivor. Cancer can be beaten, and I'm living proof of that.



**HOPE IS REAL,
HEALING IS POSSIBLE:**



RATNA CHATTERJEE

An esophageal cancer survivor, is leading a normal and happy life

Fifteen years ago, I was diagnosed with esophageal cancer a journey I never expected. Today, I am leading a normal, healthy life, grateful every day for the strength and support that helped me overcome something so rare. Cancer may be daunting, but with the right care and resilience, survival is truly possible."



PROOF OF STRENGTH



BHASKAR BANERJEE

Buccal Mucosa Cancer Fighter

As someone who explored every treatment option, I was genuinely amazed by my results at DSRC Kolkata. Their holistic, Ayurvedic approach worked with my body's natural healing process, helping me regain strength without the harsh side effects. I am grateful for this compassionate, effective care.



**LIVING PROOF
OF RESILIENCE**



MITA OZA

Cancer Fighter

"In a few words, it's truly magical. DSRC's Ayurveda medicines helped me endure chemotherapy with less intense side effects. It's been over a year and a half on DSRC treatment, and I've been off all allopathy for over a year with clear reports. Grateful to the DSRC team for their support."



2025

NOVEMBER

Lung and Stomach Cancer Awareness Month

Pearl or White for Lung Cancer, Periwinkle blue for Stomach Cancer

National Cancer Awareness Day **7**

DSRC Varanasi Inception Day **10**

DSRC Guwahati Inception Day **18**

Focus: Preventive measures for Lung and Stomach Cancers.



DECEMBER

Cancer Awareness Reflection Month

Highlighting the year's accomplishments while strategizing for future cancer awareness campaigns to expand community impact and care initiatives.



Focus: Reflecting on the year's achievements and planning new awareness campaigns for the coming year.



FUELING HOPE : NUTRITION & WELLNESS FOR CANCER RECOVERY



MS. YASMEEN KHANAM
M.SC. NUTRITION & DIETETICS
(DSRC HYDERABAD)

*"Let food be thy medicine
and medicine be thy food."*
– Hippocrates

A cancer diagnosis can feel overwhelming, but the right care, including nutrition, exercise, and emotional support, can transform the journey to recovery. Proper nourishment is a cornerstone of holistic care, strengthening the body and mind to combat challenges.

The Power of Nutrition

Boost immunity : Eat at least five servings of colorful fruits and vegetables daily.

Fuel recovery : Include high-protein foods like poultry, eggs, fish, milk, and pulses while limiting red meat.

Stay hydrated : Drink 68 glasses of water daily to flush toxins and maintain balance.

Cook smart : Opt for steaming, baking, or grilling instead of frying.

Cut the risks : Avoid processed foods, sugary drinks, alcohol, and tobacco.

Tailored diets are crucial—consult a dietitian to personalize your plan based on your treatment and condition.

MOVE FOR STRENGTH

Regular physical activity improves physical and mental wellbeing. Aim for at least 150 minutes of exercise weekly and maintain a healthy BMI. Always consult your care team before starting new routines.

Recipe: Comforting Oat Soup

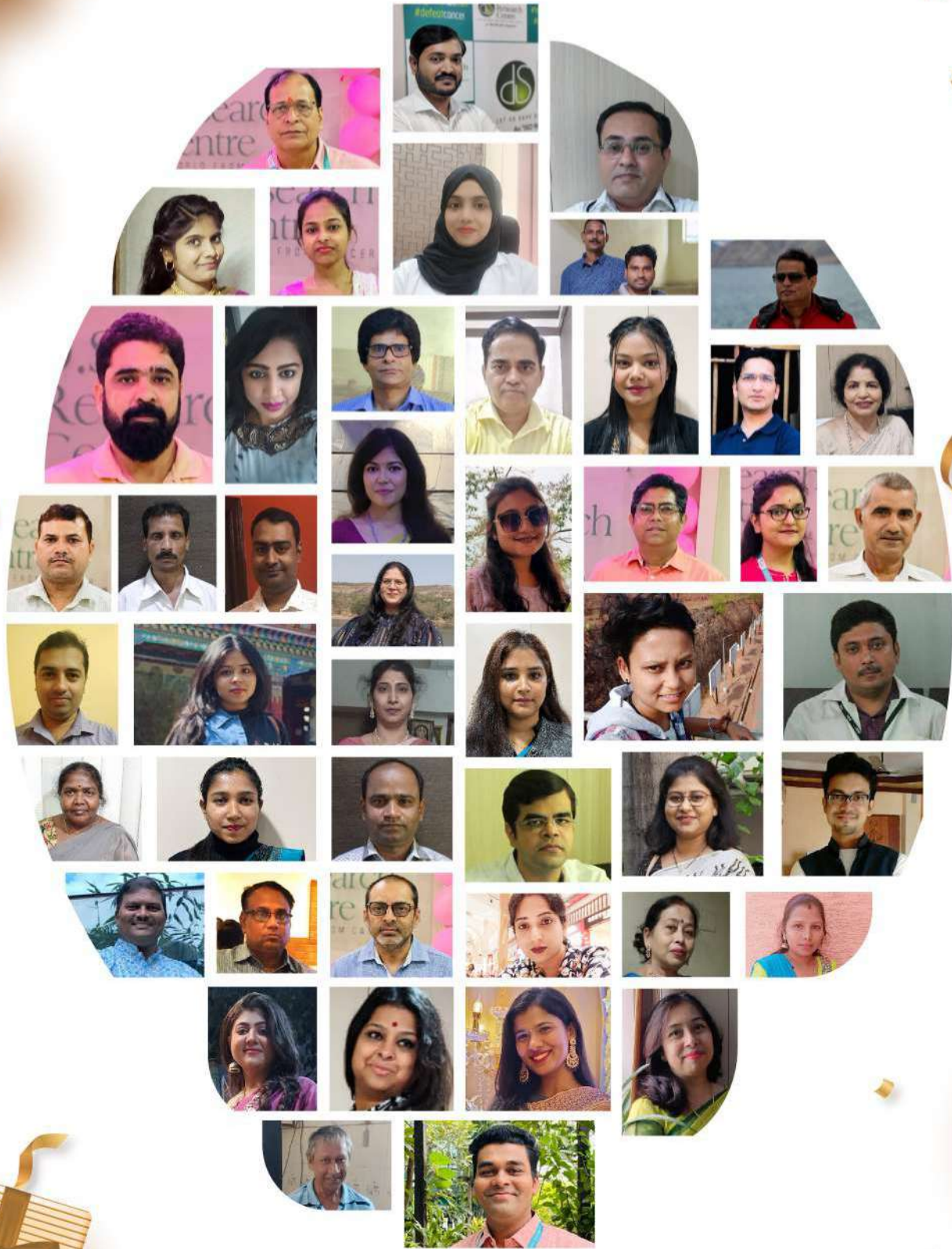
Sauté garlic in butter, add oats, and cook until aromatic. Add diced vegetables, water, and salt. Simmer until veggies are tender. Season with herbs, pepper, and chili flakes. Serve warm with a hint of lemon.

Embrace Positivity

Coping with cancer is not just about treatment—it's about living fully. Share your feelings, seek support, and find joy in small moments. Holistic care can fuel not just recovery but hope.



CELEBRATING Birthday



Let hope fuel your fight
and love guide your
journey to recovery.



Bengaluru | Guwahati | Hyderabad | Kolkata | Mumbai | Varanasi



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