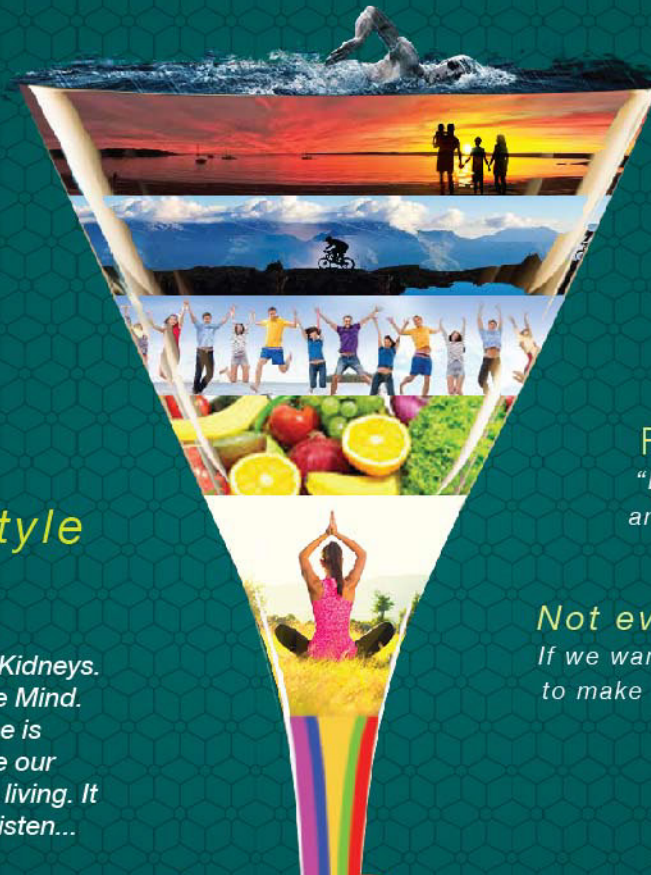


ds TIMES

VOLUME-X | ISSUE-07 | JAN-APR 2018



'Life vs Lifestyle Diseases'

The Heart. The Brain. The Stomach. The Blood. The Kidneys. The Whole Body. The Sane Mind. All of our modern existence is crying out for us to change our lifestyle to make life worth living. It is often too late when we listen...

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A Healthy Mind leads to a Healthy Lifestyle

Be Mind Full or Mindful!
Page 7

Food can heal us!
"Let food be your medicine and medicine be your food"

Page 11

Not even the first One..!

If we want to intervene ... we need to make this Primordial Prevention even more stronger

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LIFESTYLE or LIFESTRESS?

What causes cancer and why it is on the rise?

Page 22

life

vs Lifestyle Diseases



DSRC's
sojourn into
the Global
Arena

BREAST
CANCER
AWARENESS
Oct'17

NATIONAL
NUTRITION
WEEK
1- 7 Sep'17

ROSE DAY
22 Sep'17



LET US SAVE OUR WORLD FROM CANCER
An "ISO 9001:2015" Organization

EDITORIAL



“Weathering the storm depends on the preparation made before it hits.”

We can only take advantage of the opportunity we are prepared to see. Often, our preparedness depends on knowledge and training. Preparation is a critical component in just about every walk of life. For example, farmers prepare the soil in order to ensure that their land will yield a good harvest. They till the soil to break down leftover crop residue and kill the weeds that can crowd out the future crop. They also take a variety of measures to prepare to counteract erosion from water and wind. Preparatory measures like windbreaks, cover crops and contour farming all help the ultimate harvest.

So, I wonder, if preparation is a necessary factor that can determine success, shouldn't doctors prepare their patients for treatment? While one cannot guarantee an outcome, the chances of success increase exponentially when an opportunity is preceded by preparation. For patients living with life-threatening disease, a treatment represents an opportunity for healing. The more prepared patients are, the higher the possibility they will derive benefit from a therapy.

Surprisingly, careful patient preparation is a revolutionary concept in the world of cancer treatment. However, if you think about it, the idea is completely logical and the inability to embrace this logic is a major reason for the failed attempts to solve the cancer puzzle.

We at DSRC, prepare the body, mind and spirit of each patient in an effort to increase the likelihood that a patient will experience success in the effort to halt the progression of disease and to increase overall quality of life.

Come, Let Us Save Our World From Cancncer...

Ashok K. Trivedi

ASHOK K. TRIVEDI
Managing Director

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ROSE DAY 22nd SEPTEMBER 2017



INCEPTION DAY CELEBRATIONS

GUWAHATI 7th Anniversary
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KOLKATA 8th Anniversary
VARANASI 6th Anniversary



Lifestyle



Diseases

The universal law of adaptation has made us match up with the rapid changes happening around us. Not just the environmental but also the lifestyle and social changes. Life has become very fast. Everybody wants to be in the race and is trying hard to win too. There are many amongst us who desire to have more than 24 hrs in a day. Thankfully that is not going to happen. But it is the time we should all take a pause and think that we are prone now to some silly disorders which were barely prevalent in our ancestors. These are the lifestyle diseases which are a major cause of death especially in the developing countries.



Dr. Poorneshwar Sawant
BAMS, MS Ayurvedacharya,
D. S. Research Centre

Many Cancer patients ask us that why has the incidence of cancer increased off late. The only logical answer I could find out is the lifestyle changes happening around.

Also the rate of metastases is so high nowadays making the prognosis very bad compared to what it was a few years ago. Though we cannot ignore the changes happening in our environment which have favored the occurrence of many diseases but it is also our way of living that is further worsening the situation.

Certain psychological problems like stress and depression which we usually overlook should be given attention at the right time.

Stress related disorders are a major cause of various lifestyle diseases like hypertension, obesity, heart diseases, diabetes, Alzheimer's, asthma, depression and Cancer. Stress can lead to changes in your behavior and physiology. Behavioral changes might happen in eating pattern, physical inactivity, addiction like smoking etc. while physiological changes might affect you cardiovascular, nervous and endocrine system. Most of us are happy to take pills throughout their life to pacify their ailments not bothering much about the cause of these problems. It is very important to identify this stress as the root cause of above mentioned lifestyle diseases. Stress can be very well managed with lifestyle modifications, exercise, yoga, time management, diet planning etc. Counseling would also help one tackle stress.





Dr. Jayalatha
Nethagani
Director, MNJ Hospital,
Hyderabad.



A nation's fight against cancer

The New Year is all about making healthy resolutions and setting out to boost wellbeing and happiness which will forecast the top wellness ideas for the year ahead, comes at the perfect time.

These wellness trends incorporate so much more than diet, including everything to do with mind, body and soul. The trends include several categories, such as food, home, style, beauty, travel and more.

Indian Scenario

The general health status of the Indian population. Indicators for health status include mortality rates, causes of death, morbidity patterns, disease profiles and increasing epidemics. According to the report by the Registrar General of India, the leading causes of death are senility (23.5%), circulatory diseases (10.8%), causes peculiar to infancy (9.6%), and fevers (7.7%). In terms of morbidity, it is estimated that about 2-3% of the population suffers from some kind of illness every day.

Government Initiatives in the Health Sector of India

With the aim of achieving inclusive growth, recent policy initiatives in health sector include two programmes, viz. (1) National Rural Health Mission, and (2) National Urban Health Mission, the two forming Sarva Swasthya Abhiyan in health sector.

National Rural Health Mission:

National Rural Health Mission (NRHM) is an Indian health programme for improving healthcare delivery across rural India. NRHM was launched to address the infirmities and problems, prevailing across the primary healthcare system in the country. The mission aims to provide universal access to equitable, affordable, and quality healthcare that is accountable and at the same time responsive to the needs of the people.

National Urban Health Mission (NUHM):

Prior evidences indicate that preventive health interventions can improve health outcomes in a great deal. In a regressive health delivery system of India where major health expenses on curative health is met by out-of-pocket money, preventive health services hold promise to be cost efficient, clinically effective and equity promoting. This article, therefore, examines in depth the issues and prospects of preventive and promotive health care services in realizing optimum health care needs of the people. Keywords: Preventive Health Care, Equity, Cost Effective, Life style

Conclusions and Recommendations:

Urbanization is one of the leading global trends of the 21st century that has a significant impact on health. By 2050, over 70% of the world's population will live in cities. The factors influencing urban health include urban governance; population characteristics; the natural and built environment; social and economic development; services and health emergency management; and food security.

While cities can bring opportunities, they can also bring challenges for better health. Today's cities and those of tomorrow are facing a triple threat: infectious diseases like HIV/AIDS, TB, pneumonia, diarrhoeal diseases; noncommunicable diseases like Asthma, heart disease, cancer and diabetes; and violence and injuries, including road traffic injuries

Many of the ongoing diet and lifestyle interventions in low-and middle-income countries are relatively recent, and few have documented reductions in the rates of major chronic diseases. However, the successes of Finland, Singapore, and many other high-income countries in reducing rates of CAD, stroke, and smoking-related cancers strongly suggest that similar benefits will emerge in the developing countries.

1. Maintain proper Hygiene and wash hands often
2. Maintain a Healthy Weight and Eat a Healthy Diet
3. Maintain Daily Physical Activity and Limit Television Watching
4. Maintain menstrual hygiene
5. Proper screening from time to time to prevent chronic diseases



CANCER IS PREVENTABLE

Yes! Cancer is a preventable disease. The genetic defects hold their dominance on only 5–10% of all cancer cases, whereas the remaining 90–95% have their origins in the environment and lifestyle. The lifestyle factors include cigarette smoking, diet (fried foods, red meat), alcohol, sun exposure, environmental pollutants, infections, stress, obesity, and physical inactivity.

RISK FACTORS OF CANCER



Dr. Richa Tripathi
B.A.M.S., M.D.

Tobacco Tobacco Smoking has strong association with lung cancer and considered to be the risk factor for at least 14 different types of cancer hence avoiding tobacco smoking is the first step towards defeating cancer.

Alcohol Alcohol metabolism (ethanol) generates acetaldehyde and free radicals, which are responsible for alcohol-associated carcinogenesis through their binding to DNA and proteins, causing change in metabolism, alterations in cell-cycle behavior, nutritional deficiencies and alterations of the immune system.

Radiation Major cancers induced by radiation are leukemia, lymphoma, thyroid cancers, skin cancers, sarcomas, lung and breast carcinomas. Radiations from sunlight include UV rays, which are carcinogenic and are a risk for basal cell carcinoma, squamous cell carcinoma, and melanoma.

Diet Most carcinogens are ingested from food or food additives or from cooking. Heavy consumption of red meat is a risk factor for several cancers, especially of the gastrointestinal tract, colorectal, prostate, bladder, breast, gastric, pancreatic and oral cancers. Besides, bisphenol from plastic food containers can migrate into food and may increase the risk of breast and prostate cancers. Saturated fatty acids, trans fatty acids, and refined sugars and flour present in most foods have also been associated with various cancers.

Environmental Pollution Environmental pollution includes outdoor air pollution by carbon particles associated with indoor air pollution by tobacco smoke, formaldehyde, and volatile organic compounds and pesticides. These increases the risk of childhood leukemia and lymphoma, and children as well as adults exposed to pesticides have increased risk of brain tumors etc.

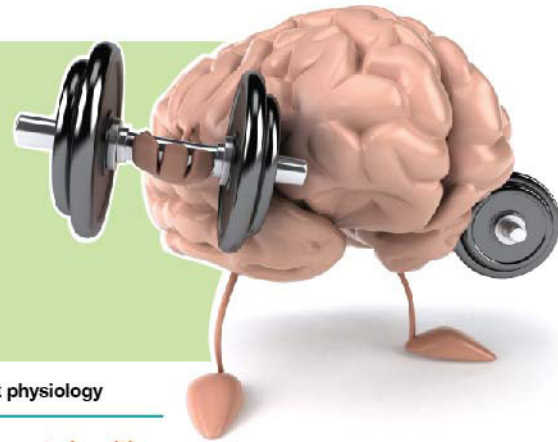
Wholegrain Foods Whole grains contain chemopreventive antioxidants such as vitamin E, tocotrienols, phenolic acids, lignans, and phytic acid which reduce the risk of several cancers including those of the oral cavity, pharynx, esophagus, gallbladder, larynx, bowel, colorectum, upper digestive tract, breasts, liver etc.

Exercise/Physical Activity Regular physical exercise may reduce the incidence of various cancers. Cancer is caused by both internal factors (such as inherited mutations, hormones, and immune conditions) and environmental/acquired factors (such as tobacco, diet, radiation). Hence most cancers are not of hereditary origin and lifestyle factors have a profound influence on their development. Although the hereditary factors cannot be modified, the lifestyle and environmental factors are potentially modifiable. The lesser hereditary influence of cancer and the modifiable nature of the environmental factors point to the preventability of cancer.

PREVENTION OF CANCER By modifying the diet and lifestyle a rationally good division of cancer deaths can be prevented. Various phytochemicals have been identified in fruits, vegetables, spices, and grains that exhibit chemo preventive potential.



A Healthy Mind leads to a Healthy Lifestyle

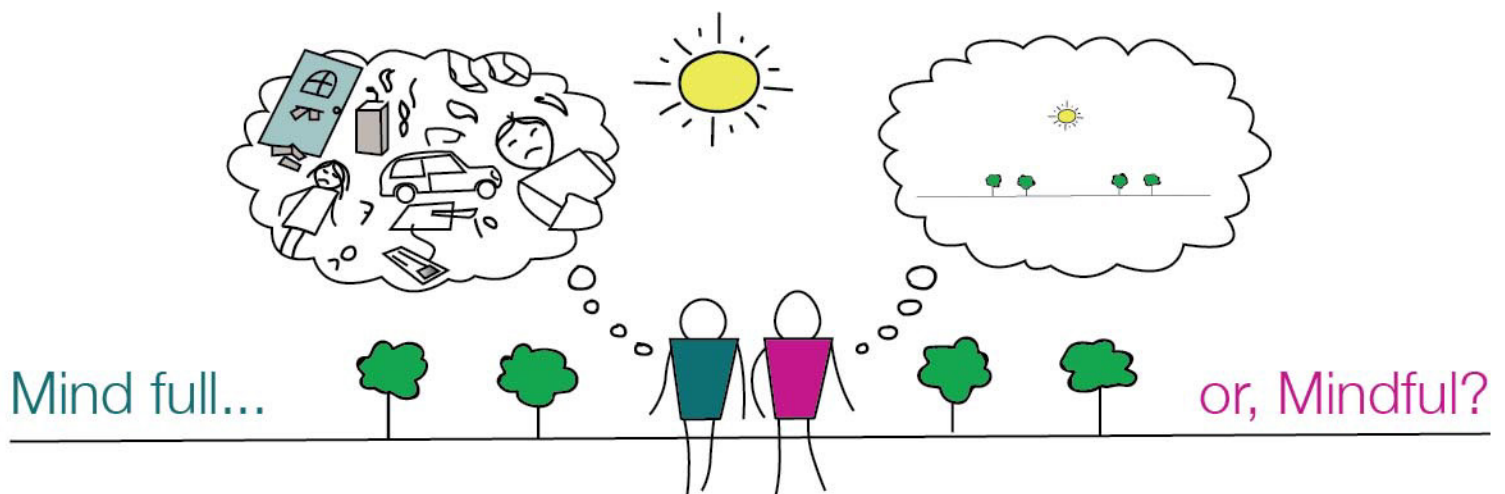


Dr. Shelly Sharma, MD Homoeopathy, Diploma in IACH Greece, PhD Scholar, Asst. prof. in VHMC in subject physiology

Lifestyle means the way in which a person lives. We often come across a statement, healthy lifestyle leads to healthy body. Have you ever thought that apart from leading healthy physical lifestyle (exercising, eating healthy food, avoiding smoking and drinking) a person needs to have a healthy approach towards a balance state of mind and spirit. Because lifestyle is nothing but coping with your physical, psychological, social, and economical events on a date to day life.

As a homeopathic consultant, we consider mind as prime cause of disease. Mind plays a very important role towards the state of health, recovery of disease, and to a larger extent cause of disease. As we all are aware that emotions play a very vital role in influencing immunity. Emotions are of two types positive and negative. Thoughts create, not only in the sense that your thoughts motivate you to action, but also that every thought or feeling creates your state of health and well-being. Positive emotions lead to release of neurotransmitters in the blood which help in healing and repair of the body. Positive emotions are for example happiness, compassion, selfless etc. The very opposite, negative emotions like hatred, jealousy, resentment, grief, anger etc., lead to suppression of healthy immunity. Healthy immunity has a very powerful impact towards treatment of cancer, and prevention of cancer. Cancer, in simple terms is a disease in which normal cells divide without control. Healthy immunity, plays a very important role by killing this and healthy cells and suppressing its abnormal growth. So here we understand very well there is a deep correlation between a healthy and balanced mind, healthy lifestyle, immunity I'm cancer. So when we are treating cancer, it's also very important to self analyse what went wrong in the emotional and mental part of a man. Are we holding something very deep rooted in our emotions or are we not letting go some past resentments, hatred and grief. Just let it go, lead a very healthy and balanced life when you're suffering from cancer, have a compassionate life, forgive yourself and others and this is the route to words recovering from cancer.

As the homeopathic consultant when we treat cancer we take into consideration the patience mind emotions and physical state and treat the patient with a holistic approach. We are treating patient with holistic approach, we have seen patient having a very good recovery from the disease and also the patient achieves a balance state of mind. Don't feel cancer it's nothing but reflection of your own inner state of mind. Eat healthy food, breath healthy air and lead a healthy life that's the key.



BIG PUSH



FOR INDIAN TRADITIONAL MEDICINE

A Report on D. S. Research Centre's sojourn into the Global Arena

First global conference on AYUSH System of Medicine was held in Dubai, UAE to address lifestyle diseases, including Cancer & other incurable diseases.

The UAE is set to become the hub for promoting traditional, complementary and alternative medicines in the region with the country joining hands with India in principle on several plans.



L-R: Sheikh Nahyan Bin Mubarak Al Nahyan, Minister of State for Tolerance, UAE; Shripad Naik, Minister of AYUSH, Govt. of India; Dr. B.R. Shetty, Chairman, AYUSH Conference and Exhibition organising committee in attendance of the AYUSH global conference.

Top officials of both India and UAE held elaborate discussions on taking forward major proposals to support the wider acceptance of these branches of medicines during the first International AYUSH Conference and Exhibition which was held in Dubai world trade centre from 9th November to 11th November 2017.

Shaikh Nahyan Bin Mubarak Al Nahyan, Minister of Tolerance, inaugurated the three-day event organised by the Indian Ministry of AYUSH (Ayurveda, Yoga, Unani, Siddha and Homeopathy) and the Science India Forum in the UAE. Shripad Yasso Naik, Indian Minister of State for AYUSH, and Vaidya Rajesh Kotecha, secretary to the ministry, put forward several proposals and plans to Dr Ameen Hussain Al Amiri, assistant undersecretary of Public Health Policy and Licensing Sector at the UAE Ministry of Health and Prevention.

About 1,200 delegates from over 20 countries participated in the three-day event. D. S. Research Centre team, was honored to be part of this great Expo. This was a great move by Ministry of AYUSH and we truly value the culture of acceptance of diversity which is really inspiring and a great hope for a brighter and healthier humanity.

Shripad Naik, Minister of AYUSH, Government of India said: "It is with great pride and pleasure that I look forward to the international AYUSH Conference and Exhibition to be held at Dubai International Conference and Exhibition Centre. I trust this will turn out to be one of the most significant events in the realm of Indian medicine, poised to make waves at the global level."

Sheikh Nahyan bin Mubarak Al Nahyan, Minister of State for Tolerance said, "Ayush practitioners are welcome to offer their services in the UAE. Ancient Indian practices recognise the uniqueness of every individual, and treat them accordingly. With this conference, it is evident that there is a need for ancient Indian medicinal practices in the country, and the UAE welcomes this ancient principle to be combined with conventional medicine to provide patients in the UAE with holistic wellbeing."

Navdeep Suri, Ambassador of India to the UAE said: "This conference will enhance the cooperation between practitioners, NGOs and governments of various countries to promote AYUSH."

"The UAE has close relations with India in the field of Culture, Knowledge and Business since time immemorial. I am sure by launching AYUSH's first ever international summit in the UAE, the relationship will be further cemented between the two countries," says **Dr. B R Shetty, Chairman, AYUSH Conference and Exhibition organising Committee.**



Dr Amin Hussain Al Amiri, Assistant Undersecretary of Public Health and Policy and Licensing Section, U.A.E. visited D. S. Research Centre Stall at the International Ayush Conference & Exhibition on Day 1. He was presented with "Cancer is Curable Now" book. He was very enthusiastic and pleased after interacting with our team.



Nothing classy about lifestyle diseases



Manjari Bajpai,
M. Sc.
(Food & Nutrition)
Dietitian, DSRC
Varanasi



Diet and lifestyle are major factors to influence susceptibility to many diseases. The shift in purchasing power and the coming in of technology has changed our way of living. Less physical activity, more availability of resources and no time to spare, we have become preys to some extremely uncommon diseases called “Lifestyle diseases”.

They are defined as diseases linked with the way people live their life and their inappropriate relationship with their environment. The onset of these lifestyle diseases is insidious, they take years to develop, and once encountered do not lend themselves easily to cure.

Since lifestyle diseases are diseases that are a result of the lifestyle choices that we make, contributing factors are closely related.



POOR POSTURE



LACK OF ADEQUATE EXERCISE



POOR LIFESTYLE CHOICES



DISRUPTION IN BIOLOGICAL CLOCK



BAD DIET OPTIONS



ENVIRONMENTAL CONDITIONS - OCCUPATIONAL LIFESTYLE DISEASES



Some of the common diseases encountered because of occupational lifestyle are:

- ⊗ Alzheimer's disease
- ⊗ Arteriosclerosis
- ⊗ Cancer
- ⊗ Chronic liver disease/cirrhosis
- ⊗ Chronic obstructive pulmonary disease (COPD)
- ⊗ Diabetes & hypertension
- ⊗ Heart disease & stroke
- ⊗ Nephritis/CRF

There is corroborative evidence that diet and lifestyle is playing a major role in predisposition to various diseases like cancer. Peoples' diet changed with time with increase in consumption of meat, dairy products, vegetable oils, fruit juice, and alcoholic beverages, and decrease in consumption of starchy staple foods such as bread, potatoes, rice, and maize flour. Diets high in animal products, fat, and sugar resulted in high rates of cancer of the colon, rectum, breast, prostate, endometrium, and lungs than diet based on one or two starchy staple foods, with low intakes of animal products, fat. These observations suggest that the diet [or lifestyle] of different populations might partly determine their rates of cancer.

While our lifestyles have become more convenient, there certainly is nothing classy about lifestyle diseases. We pay a high price for our press-of-a-button lifestyles. Eventually, we may need to take a step back and relearn how to lead physically active lives, and, in turn, disease-free lives.

A healthy lifestyle must be adopted to combat these diseases with a proper balanced diet, physical activity and by giving due respect to biological clock. The good thing about lifestyle diseases is that if we do something about them, it is possible to reverse the condition. Listed below are some things that you can do to prevent lifestyle diseases.

▶▶ Eat a healthy diet ▶▶ Engage in moderate exercise (30 minutes every day) ▶▶ Sit and stand in the right postures ▶▶ Avoid foods that are high in fats, salt, sugar and refined products.

We may conclude that early to bed and early to rise with emphasis on moderate physical labor, supported by fresh and easily digestible food should be the motto to lead a healthy, peaceful life with no disease.

!! Food can heal us !!



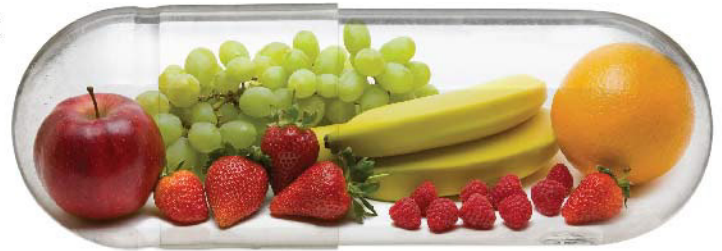
Ashok K. Trivedi
Managing Director,
D. S. Research Centre

“Let food be your medicine and medicine be your food”
- Hippocrates said many years ago

Founders of D. S. Research Centre had faith that the nourishing energy obtained from human edibles could help cancer sufferers to get rid of cancer. The scientists of D. S. Research Centre wanted pure nourishing energy. Pure energy is derived from fresh and simple food. But, due to nature's cycle of change, food does not remain stable. 'Virtuous food' is something that remains stable. So they confronted big difficulties and challenges.

Food materials (vegetarian) should not become means only to satisfy appetite. Taken as diet, they enhance the capacity to withstand natural changes. Thus it looks imperative that the collection should be made a daily affair.

An example of a mango will suffice. The fresh and ripened mango fruit is an easy human food. If this is placed somewhere for 4-5 days, it will rot and will be unfit for human consumption. It will be non-consumable. In another 4-5 days it will be down to its seed only. This does not happen all of a sudden. Its non-consummability grows and the consummability declines each moment. The question they were trying to answer was how to stop the decline and extract nourishment from it. Even if it rots a little, mango does not



remain eatable. Grapes and Jambos (Jamun) are made to rot in order to make Ayurveda Asawas (Nourishing and intoxicating liquor). When they become sub-poison after being non-consumable, they are ready to be used for medicine making. Scientists have had to toil a lot on this count. They successfully developed the method of the transfer of food. The process to make the food material slide on the ground of consummability was developed. It provided some stability. But this process too was not very much stable. Consummability could not remain stable. History was not helpful at any stage. No reference to put a check on the fast change and make it stand, were found.

Their perseverance eventually paid off. And they could slowly find the solution to the decay problem in consumables.

Within a few years there was a heap of bottle filled with nourishment. Functions of the laboratory were expanded. It was now clearly visible that the distance of the target was decreasing. Experiments gradually picked up. The results increased the level of enthusiasm. The medicines of nourishing energy were proving effective and giving direct results of the development of living strength. The possibilities of the cure of diseases had brightened.



Life vs Lifestyle

Get a life! They say. But what do 'they' mean by it!



Life is truly lived when you are enjoying. Be it playing sports or a card game with friends, be it playing the violin or listening to it in a concert, be it eating out with friends or cooking up a meal for family and friends, be it making money or giving out money, be it singing in the shower or at a karaoke in the drawing room, be it running in the morning mist or languishing in a sun-lit holiday resort, be it loving someone or being loved, be it doing good for the world or living in perfect oblivion.

This means that you have a choice. **You have a choice to 'live the life' that you choose.** And for every life you choose you have to pay a price. While for some life pays back with great health, abundant energy or great spirits and for some life pays back with 'lifestyle diseases'. This entire phenomenon of 'lifestyle diseases' started since the time we have put 'comfort' as the key word in our day to day dictionary. In search of comfort we have reduced our body to craving for less work. This has made our system corrupt, giving rise to almost 80% of all lifestyle diseases.

? Why are people in Japan live longer than most of us? Why are people in the hills live a more productive life, being able to do hard physical work even in the last years of their lives? Why was it that in our culture protein consumption was systematically reduced as we age? Why is the food habit of every region in every part of the world unique?

The answers vary. But one reasons fits all. **We are not respecting who we are and the fact is what we have done for thousands of years cannot suddenly change over the course of a 100 years.** Yes, every cell adapts and tries to pass on the information to its genetic code for the generation to follow, but it is unable to adapt to this very drastic change in terms of the speed of evolution and hence the body is failing.

So, we need to find a life that keeps the body alive and in working condition. If we cannot find that life, then we must find some time to **compensate for that inaction with forced actions.** The mushrooming yoga centres and health and wellness speeches and gym culture that we so oddly denounce as a fad, is possibly what will differentiate between the generation that inherits the future and the generation that loses out.

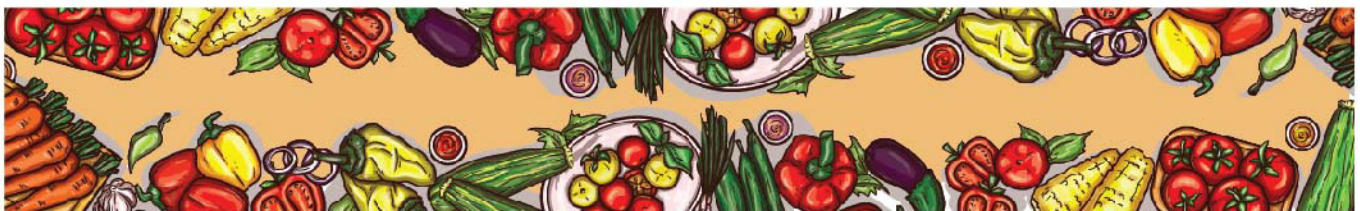
Life is about investing in those things that have "value". Life is something that is designed to continue on from one form to the other. You can choose how you live your life. What and how you invest in your life will determine what you get of it.

Here's a list of things that we can do to make a life of it instead of having a lifestyle that's not going to sustain us for long.

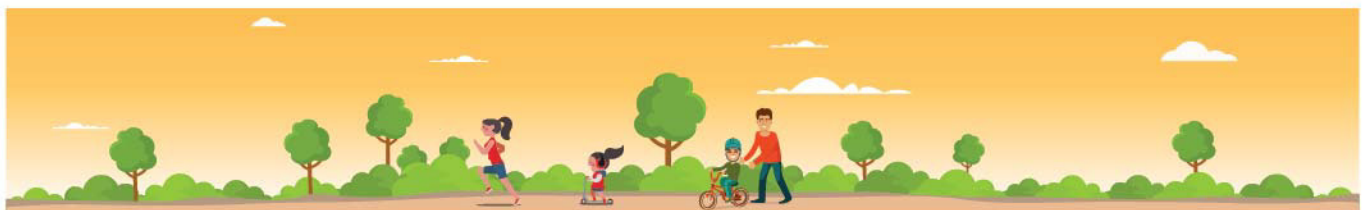
Getting Physical: Sleeping is good. Waking up afresh is a good beginning. A specific timing for everything in the beginning of the day is a perfect start. Walking a certain length to work is a good way to make the brain have more blood too. Walking to think, walking to talk, walking for a discourse is always more productive. Taking the dog out, or the walk in the park, having an afternoon with kids or get-togethers in the open always give more to life. All that and more of that if you are stuck to a desk life. However, a desk life is not so bad if you keep investing in real life activities than succumb to the TV-Phone led revolution.



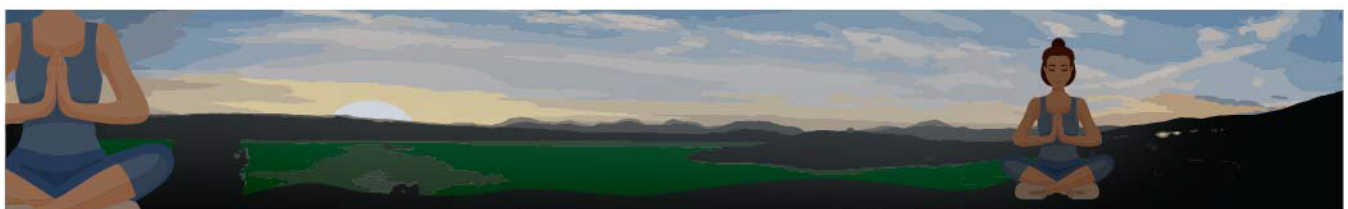
Food for Thought: A sumptuous breakfast without oil / fried food is a must. A frugal lunch with lots of veggies and a touch of carbs or protein (depending on your age group) goes a long way to keep you fresh for the life that awaits you in the evenings. Let loose in the evenings with friends and outings and the artistic pleasures of life. Follow it up with a fluid dinner with the love of your family. That's the perfect recipe for a day of health and happiness.



Get mindful of it: Stress is bad. We know. But we cannot but have it. The only thing left to do is figure out how to either not let it be harmful or take it out. Training our minds to take one problem at a time is the first step. Focus on the job at hand is the next. Patting ourselves for every little job done in a series of jobs is a good start for the next. The list is of course better described by the experts. But the most important job of all to destress oneself is a simple check, 'what's the worst-case scenario'! If one can keep oneself ready or in acceptance of the worst-case scenario then it hardly ever comes to that.



The Rejuvenation: The ground we lost for being a slave to a socially imposed 'lifestyle', or the advantage we want to gain from our less inclined peers can be had through the myriads of rejuvenation therapies. The best among them and the most easily available is our ancient science of Yoga. Needless to say, it is only organic that Yoga is the most sought after scientific way for the rekindling of life into our lifestyle.



The Last Word: To say that you are pursuing a 'holistic lifestyle' is to say that you are pursuing life!!!

BREAST CANCER AWARENESS

October 2017

On the occasion of Breast Cancer Awareness Month, D. S. Research Centre and M.N.J. Institute of Oncology & Regional Cancer Center, Hyderabad organized Breast Cancer Awareness walk on 14th October, 2017 morning 7.30am to 9.00am from Sanjivaiah Park to Jalvihar, Necklace road, to create awareness among the masses on Breast Cancer prevention, early detection & treatment.

In Mumbai, D. S. Research Centre in association with M.G.O.C.S.M. (Church Association of Mumbai) organized a cricket tournament on 28th October, 2017 at Metro Junction Mall, Kalyan East- to raise the awareness on breastcancer in the society. It was very encouraging to see the wholehearted and enthusiastic participation in the tournament where Team Kalyan East emerged victorious.



D. S. Research Centre, Varanasi team conducted Breast Cancer Awareness programme on 30.10.2017 at Shaheed Balika Inter College to spread the awareness among the young school students and the female faculty members on the occasion of Breast Cancer Awareness Month. Our team interacted with the attendees who were very enthusiastic in their participation.

NATIONAL NUTRITION WEEK

1st- 7th SEPTEMBER 2017

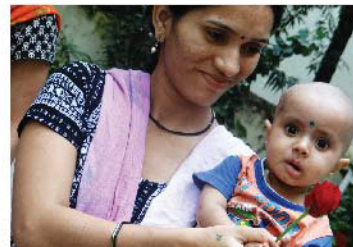
On the occasion of National Nutrition Week, September 1-7, 2017, D. S. Research Centre teams conducted various health seminars and social awareness activities in different colleges, institutes and corporate houses to spread the message of Child Nutrition which determines the future of our country. Our team also reached out to the downtrodden areas to the mal-nourished children to spread the message of Child Nutrition. The enthusiasm and interest of the attendees who were mostly students was very encouraging.



ROSE DAY

22nd SEPTEMBER 2017

"The fragrance always stays in the hand that gives the rose"



22nd September is marked by ROSE DAY for cancer patients. Likewise every year, this year D. S. Research Centre teams across all the centres celebrated this day with cancer patients residing at various shelter home. Teams visited & greeted cancer patients for rose day by giving roses. Teams visited & gave roses to over 1500 cancer patients. Let's hope this small initiative taken by DSRC team would create positive vibes in cancer patients towards not only fighting but even beating cancer.



INCEPTION DAY CELEBRATIONS

GUWAHATI 7th Anniversary



BENGALURU 7th Anniversary



KOLKATA 8th Anniversary



MUMBAI 6th Anniversary



VARANASI 6th Anniversary



The Awareness and Awakening against **CANCER!**



We are proud to play our part....

Overall cancer incidence is higher in the North-East states compared to the incidence rates available from the other parts of the country. It is the time for awareness and initiatives. Being a leading manufacturer of quality wood products beyond the satisfaction of customers with continuous process supported by strong R&D and automated production and management system, KHANDELWAL SAW MILLS PVT. LTD feels the necessity to awaken the mass regarding the evils of cancer.

It salutes the efforts of D. S. Research Centre regarding treatment of cancer along with spreading awareness in the region.



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“ While taking Nutrient Energy Therapy from DSRC, I took 28 Radiation Therapy Sessions and didn't suffer from any side effects ”



Chandravati Devi

Then one day in July 1991 my niece told me about DSRC and their ancient medication based on nutrient energy therapy. Without delay I started it and by god's grace within ten days I started getting relief. In a few months, my health was getting better and better. While taking Nutrient Energy Therapy from DSRC, I took twenty-eight Radiation Therapy sessions and didn't suffer from any kind of side effects. I took their medicine for nearly three years since and nothing bad has happened again.

Q Please tell us your story from the beginning?

What I remember is it started in May 1990 when I had unbearable pain and burning sensation in urine. Later on bleeding also started. I went to a private hospital in Varanasi, where my biopsy was done and I took some basic treatment there but didn't get any response. Then I went to Sasaram but bleeding could not be stopped. Meanwhile my biopsy confirmed that I had cancer. Immediately my chemotherapy and radiation started in BHU hospital but it was like a nightmare for me, worse than cancer. I started suffering many other major problems like pain in bones and I got a big wound in my waist which became very big so again I got operated for it. For a while I was just ok but then again bleeding started. In a year's time, I had to do the biopsy again as that wound resurfaced. Things were going from bad to worse.

Q What's your present condition?

Now, at the age of 70, I don't have any problems. I am doing my regular light work at home and feeling hale and hearty.

Q Can you share your experience about your journey with DSRC?

No one said that I will be alive. Only Prof. Trivedi gave me confidence and thanks to him and DSRC, today I don't have any major problems. Whole D. S. Research Centre supported me very well and guided me well about diet and daily routine.

Q What's your message to patients fighting with cancer?

I just hope that no one faces the kind of problems I faced and that no one should suffer as badly. One more thing I want to say, that is, DSRC medicine cost is a lot cheaper than allopathic medicine and it makes really big difference in Cancer. I am happy and healthy today because of them.



A UNIQUE EDUCATIONAL INSTITUTE MOLDING THE ANCIENT WITH THE MODERN



AYURVEDA PHARMACY – A NEW BOLD STEP



Ayurveda, the 5000 years old, time tested system of health care and still honored by the whole world, has been dominating the Indian system of medicine since its inception. In India more than 70% of the patients are still treated by this system of medicine. Blessed with nature's gift of biodiversity, it has the potential to govern the global market with its herbal and natural based medicines. The medicinal plants and its products have an enormous demand in the global market at present and would grow further in near future. India can export both the herbs and its products sharing the approximate global market of 3 (three) trillion U.S. Dollars in 2020. The state of West Bengal has 200 odd manufacturers of ayurvedic and unani medicines out of more than 7000 such units spread all over the India. To make use of its full potential and take lion's share of the global market, these manufacturers need to adopt modern technology and produce quality medicines following good manufacturing practices (GMP) as prescribed and guided by the AYUSH drugs control as well as the department of AYUSH. To compete with the global market the ayurvedic units need to maintain quality of production and develop newer processes maintaining GMP and internationally accepted norms, which can only be achieved by inducting Bachelors of Pharmacy in ayurveda [B.Pharm (Ayu)] in the manufacturing factories and other fields of herbal medicine.

With such a view in mind, the B. Pharm.-Ayurveda, 4- year degree course in Ayurveda was conceptualized in the year 2002, by the members of an educational trust, namely, Bengal Institute of Pharmaceutical Sciences (BIPS) with the active participation and guidance from an advisory group comprising prof. A.N. Basu, the then Vice- Chancellor of Jadavpur University, Dr C. M. Ghosh, the then director of state pharmacopoeial laboratory and pharmacy for indian medicines, Kalyani, Nadia, Dr. T. K . Chatterjee, Department of Pharmaceutical Technology, Jadavpur University and Mr. Prasant Pramanik, WBCS(ex) ,the then Joint Secretary, Department of Health and Family Welfare. Before giving shape to the course the core advisory group held several seminars, discussions, debates for three years and prepared the blue print of the course which is unique in country, as it molds the ancient knowledge on drugs of natural origin with modern advances of science. The government of West Bengal was kind enough to finally agree officially to establish the joint venture with BIPS and Jadavpur University agreeing to prepare the modules of the course and affiliate the same. We initiated our college campus in the premises of the State Pharmacopoeial Laboratory & Pharmacy for Indian medicine at Kalyani, Nadia and possesses well furnished building with adequate classrooms, modern laboratories, faculty room etc for its B. Pharm. (Ayu) Course. It has already been equipped with a state-of-art quality control laboratory. It has also a ayurvedic medicines manufacturing centre and a medicinal plant garden with nursery on 33 acres of land adjacent to our campus which I believe has always enriched our students with the knowledge of cultivation, production and quality control work simultaneously and even after completion of their study.



Bengal Institute of Pharmaceutical Sciences

Campus: SPLPIM Campus, Kalyani, Nadia, WB -741235 Near Kalyani Railway Station, Nadia, W.B. Website: www.bipstrust.org/bips
Contact: 033 -64503121 / 9874247880 / 9733392100 / 9051740726

Not even the first One..!

Anybody watching me? No. Nobody watching me! Am I doing anything wrong? Naah.. I am not doing anything wrong... after all we all should try everything in life..Good or Bad doesn't matter. Everything should be tried at least once. I am just trying it...just once... First and Last... I'll not touch a second one... ever... whatsoever... Not a Second one!

These are the thoughts everybody brutally kills before lighting their first cigarette or their first sip of alcohol or anything they think they are "just trying", unaware of the fact that this is a trap. They are integrating something in their life, they will struggle badly to quit or even think a life without it real soon.

With predictions coming from WHO that number of new cases of cancer will double itself real soon, the time is not far when we are moving towards a future where every next house will have a registered new case of this deadly disease.

With every such new first and last trying, unknowingly, we are adding one more individual to make this prediction true and taking our step in becoming a plus one in the cancer burden of earth.

These habits are bad, everybody is aware of the fact, otherwise nobody would have tried it for the first time hiding and thinking if anybody is watching him or her. Before becoming a potential risk factor for a major Heart condition

or Cancer, it is a failure of the most potent measure of disease prevention. It is the failure of ones' Lifestyle. It is the failure of the Primordial Prevention of disease. Primordial prevention is the prevention of developing any potential risk factor that will lead to a painful end.

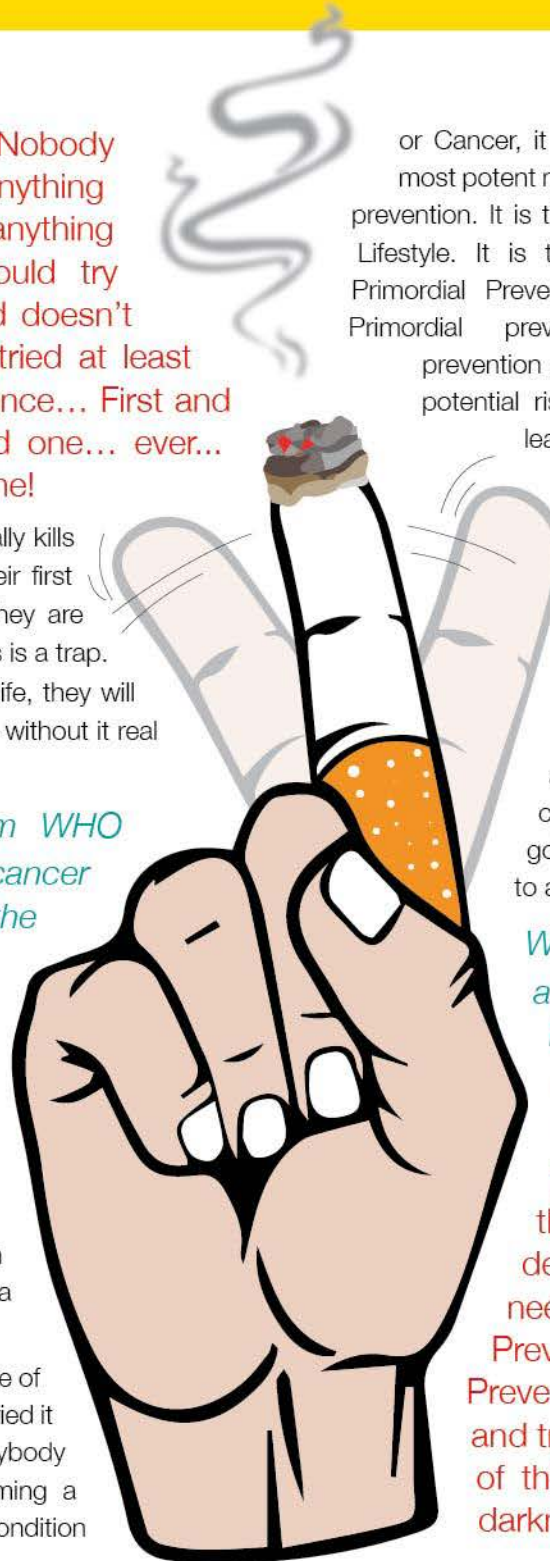
It is initiated with efforts taken from the parents and elders in teachings youngsters to develop good habits and to stay away from every harmful bad habit. The innocent brains are taught with great affection and care to stay away from bad company, bad habits and anything that is going to harm them and obstruct the path to achieve their dreams.

With one single try for the first and last time, it is failure of learning of entire childhood and first step towards a shattered dream.

If we want to intervene and save the coming generation from the deadly clutches of cancer we need to make this Primordial Prevention even more stronger. Prevention is anytime better than cure and trying just one is not just a failure of this prevention... it is a path of darkness, pain and regrets.



Dr. Saurabh Trivedi
M.B.B.S. Consultant,
D. S. Research
Centre





LIFESTYLE DISEASE & DIETARY MANAGEMENT

Ms. Nabaruna Ganguly, **M.Sc., Food & Nutrition, Dietitian, DSRC Kolkata.**



Lifestyle disease is a disease associated with the way a person or group of people lives. Lifestyle diseases include atherosclerosis, heart disease, and stroke; obesity and type 2 diabetes, hypertension, heart disease, nephritis/CRF, and stroke and diseases associated with smoking and alcohol and drug abuse.

Several lines of evidence indicate that realistic modifications of diet and lifestyle can prevent most cardiovascular disease, stroke, diabetes, colon cancer, and smoking-related cancers, let's know how.

Eat a Healthy Diet & live healthy life.

No specific dietary intakes are recommended for the prevention of chronic diseases. There is, however, a "safe range" of dietary intakes that is advised to maintain general health.

Replace saturated and Trans fats with unsaturated fats, including sources of omega-3 fatty acids



Replacing saturated fats with unsaturated fats will reduce the risk of cardiovascular disease. Intakes of omega-3 fatty acids are suboptimal in many populations, particularly if fish intake is low and the primary oils (partially hydrogenated soybean, corn, sunflower, or palm oil etc) consumed are low in omega-3 fatty acids. In that case people should intake other source of omega-3 rich food that is flaxseeds, walnut, roasted soybean etc. Cold pressed veg oils are healthy.

Total fat intake should be not be more than 20 percent of total calorie.



Ensure generous consumption of fruits and vegetables and adequate folic acid intake.

Strong evidence indicates that high intakes of fruits and vegetables will reduce the risk of cancers, cardiovascular disease, stroke, diabetes etc. Substantial evidence also suggests that low folic acid intake is associated with greater risk of colon and possibly breast cancer and that use of multiple vitamins containing folic acid reduces the risk of these cancer.

Regular at least two no. of seasonal fruits & 3 servings of seasonal vegetable intake necessary for maintaining general health.

Consume cereal products in their whole-grain, high-fiber form.



Consuming grains in a whole-grain, high-fiber form has double benefits. First, consumption of fiber from cereal products has consistently been associated with lower risks of cardiovascular disease, certain type of cancers and type 2 diabetes because of both the fiber itself and the vitamins and minerals naturally present in

whole grains & second higher consumption of dietary fiber also appears to facilitate weight loss & helps prevent constipation.

Every adult should intake eating 3 to 5 servings or more of whole grains every day.



Limit consumption of sugar and sugar-based beverages.

Sugar (free sugars refined from sugarcane or sugar beets and high-fructose corn sweeteners) has no nutritional value except for calories and, thus, has negative health implications for those at risk of overweight & sugar contributes to the dietary glycemic load, which exacerbates the metabolic syndrome and is related to the risk of diabetes.

So limit your raw sugar intake less than 5 percent of total calorie.

Limit excessive caloric intake from any source.



Given the importance of obesity and overweight in the causation of many chronic diseases, avoiding excessive consumption of energy from any source is very important. Because calories consumed as beverages are less well-regulated than calories from solid food, limiting the consumption of sugar-sweetened beverages is particularly important.



Limit sodium intake.

The principle justification for limiting sodium is its effect on blood pressure, a major risk factor for stroke and coronary disease. (RDA - 5gm Salt / Day)

Proper fluid intake.



Water carries nutrients to our cells, aids digestion by forming stomach secretions, flushes our bodies of wastes, and keeps our kidneys healthy.

Many doctors believe that proper hydration can help prevent chronic joint diseases, such as rheumatoid arthritis. Adequate water consumption can also slow the signs of aging and improve conditions such as constipation, diabetes, hypoglycemia, obesity, arthritis, kidney stones, dry skin, wrinkles, cataracts, and glaucoma. Adult men should drink 3.5 litre fluid/day, women should 2.5 liter/day.

So healthy food, regular exercise & a regular health checkup should be the ultimate goal to be a super healthy person.



AYURVEDA meets MODERN TECHNOLOGY



Ayurveda - The Indian System of Medicine, the next big opportunity to serve humanity

OJAS Research Centre produces quality formulations. To monitor quality, The principles of Good Manufacturing Practices (GMP) are rigorously followed in the plant and the Company prides itself on being environment friendly. A high stress on quality, several quality circles and special project teams working on Total Quality Management (TQM) projects make quality a way of life in OJAS Research Centre .

The manufacturing plant uses automatic, high-speed punching, coating and filling machines. This enables OJAS Research Centre to produce uniform levels of batch-to-batch consistency. This ensures that the cancer sufferers gets the same high quality packaging regardless of where it is purchased.



OJAS
Research Centre Pvt. Ltd.

A GMP Certified Company

RAA/16, Raghunathpur (East), P.O.: Deshbandhu Nagar, Kolkata- 700059

LIFESTYLE or LIFESTRESS



CANCER - The most hated 6-lettered word. What causes cancer and why it is on the rise?

We always choose the easiest way for getting out from any problem, it's a common human nature and this is what we are doing in this case also, It's very easy to blame environmental pollution, genetic disposition, but we never asked ourselves what we are doing, are we providing ourselves a healthy lifestyle, or a single stress-free day.

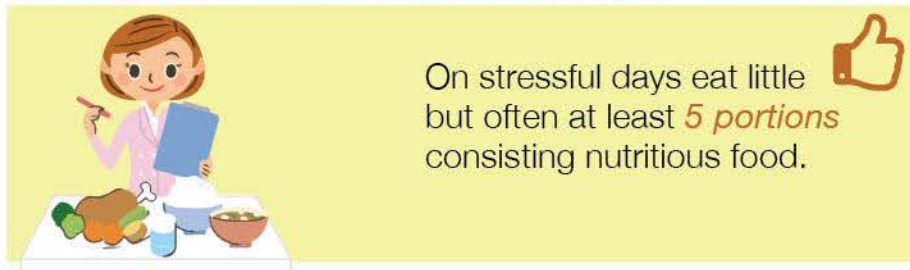
It has become impossible to have a stress-free life in today's world. Stress is hampering our day to day life resulting in weaker immune system leading to various diseases starting from anxiety & depression to major illness such as migraine, high blood pressure, ulcer, weight gain, diabetes and yes **CANCER** also. It has been estimated that around 75% of visit to hospital are due to stress related illness. Around 50-60% of cancer can be reduced by following a healthy lifestyle. Knowing this also we can't run away from our daily stress reactions, but there are ways to break this stress cycle and can try to give ourselves healthy body and mind.

Prevention and awareness is the vital tool to fight with cancer, and for that we should develop daily healthy habits. Starting from *staying physically active everyday* and *getting enough sleep of at least 7hours* nightly which is yes impossible with a stress-full mind but can be done by a *daily regimen of yoga, half an hour for exercise*, this will allow our hormonal system to return to normal balanced level. Regular meditation will help us to control our reaction for stressful conditions. Now a days we have such advance technology which can also be a big help, as they monitor diet and activity along with constant feedback for motivation and helps in reaching our fitness goals. Along with this *adequate hydration is also very important*-at least 8-glass of water intake should be there.



Dr. Richa Trivedi
MBBS, Consultant
D.S.R.C., Varanasi

Few more stress-busting way which can be applied includes:-



On stressful days eat little but often at least **5 portions** consisting nutritious food.



Intake of coffee, tea increases with stress we should **try to minimize them**, as they have negative effects on body if taken in high quantities.



Lastly **spend time with friends & family** and find time to laugh, as interacting with others can help in relieve stress.

We can't get rid from stress but it's we only how we choose to handle it & make the difference in our life and health. Today its our day, we are what we think about ourselves, we are the only one who is going to live for ourselves, it's up to us how we want to start our new day. So, why not start every single day with fresh mind, eating healthy food, doing exercise, living healthy and happy life. If we give excuses to ourselves of no time to exercise we will sooner or later will be get the time for illness. It's very important to maintain healthy habits as this is helpful in relieving stress and tension and we can keep ourselves less harmed to depression and stress.

CELEBRATING BIRTHDAYS IN THE FAMILY



CARROT AND CABBAGE MUTHIAS

Ms. Kaveri M. T.
Dietitian,
D.S.R.C. Bangalore

Muthias are steamed dumplings made from combination of flours and vegetables using ingredients high in fiber, iron and immune boosters.

SERVING SIZE:

2 – 4 people

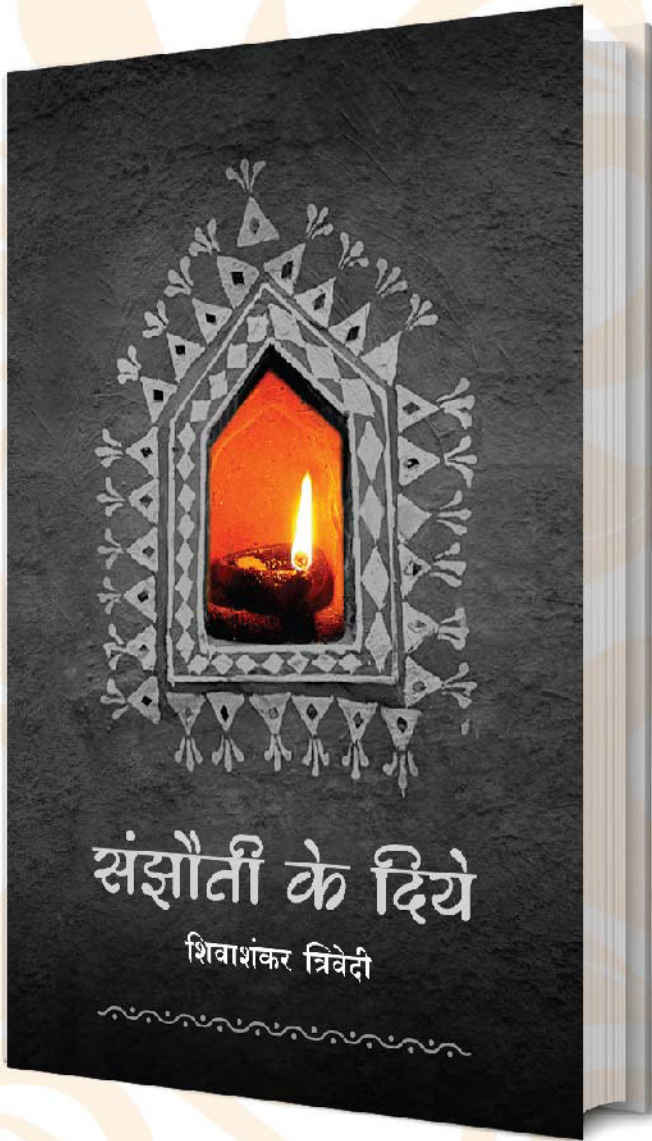
INGREDIENTS:

- Grated Cabbage and carrot: 1 cup
- Jowar flour: 1 cup
- Turmeric powder, asafoetida (hing) and salt: ½ tsp
- Mustard seeds and oil: 1tsp
- Lime juice: ½ tbsp
- Water : for kneading



METHOD:

- Combine grated cabbage, carrot, jowar flour, lime juice, turmeric powder, ¼ tsp of asafoetida and salt. Add water and knead it into soft dough.
- Divide the dough into two equal portions like a cylindrical roll and arrange them on a sieve greased with minimal oil and steam for 20 – 25 minutes. Allow to cool completely. Once cooled, cut each roll into slices and keep aside.
- Heat oil in a pan and add mustard seeds, when they crackle add the rest of the asafoetida and sauté for a few seconds.
- Add sliced Muthias, mix well and cook with medium flame for 2-3 minutes or till they turn light brown. Serve hot.



“संझौती के दिये”
शाम के धुंधलके
में झिलमिलाते
गांवों में रिश्तों के
स्पन्दन को
दर्शाती आंचलिक
कहानियां

“ये कहानियाँ कहानियों जैसी कहानियां नहीं है। इन्हें कहानियां समझ कर पढ़े तो इनकी संवेदना इनकी उष्मा से आप जुड़ नहीं सकते इनका पूरा सम्बेदनात्मक विस्तार आप के अंदर आ नहीं सकता। ये जिंदगी की सच्ची कहानियाँ है जिंदगी की गहरी तकलीफों की कहानियाँ है।”

- प्रकाश मनु