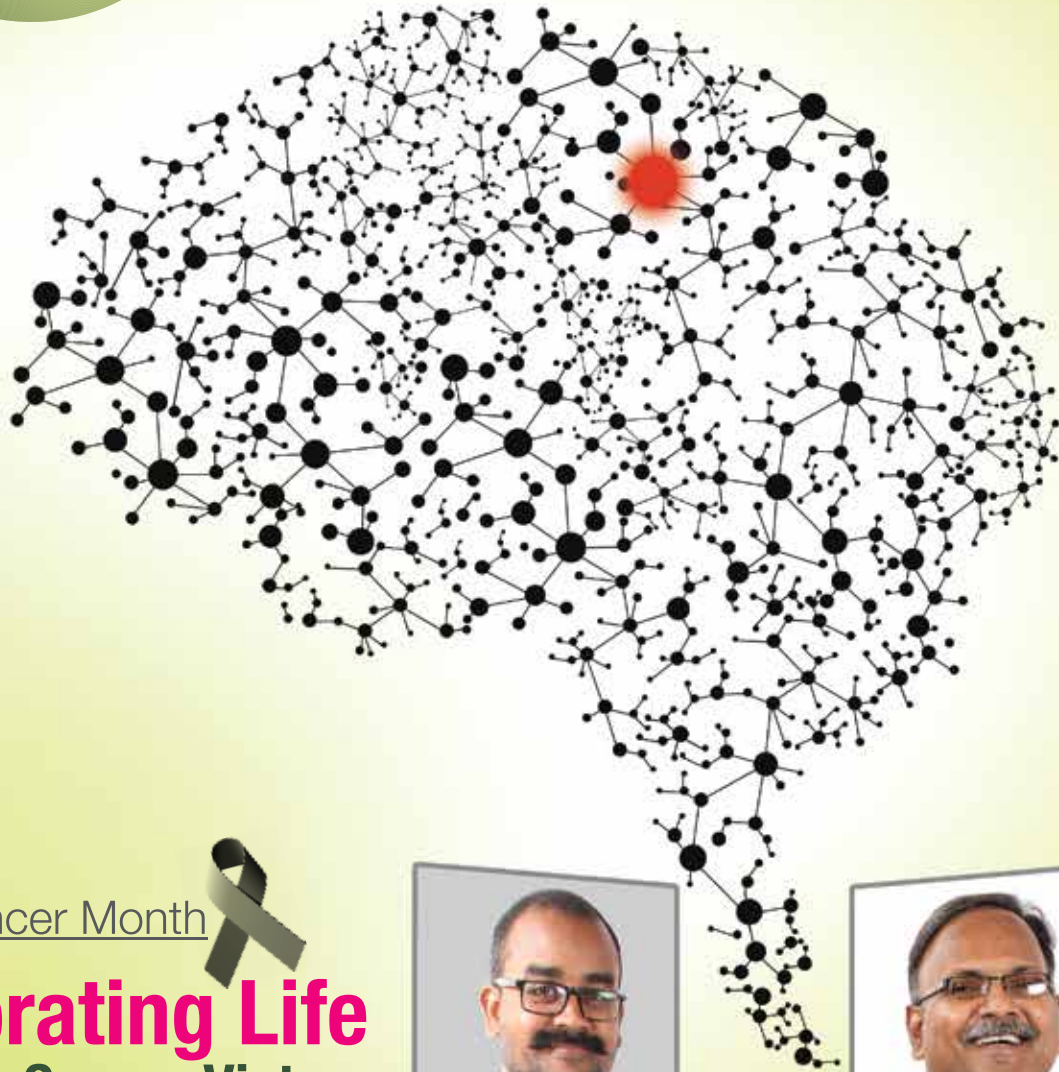


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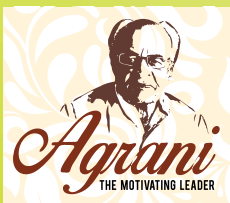


Brain Cancer Month



Celebrating Life with our Cancer Victors

#togetherwecan | #defeatcancer



The
**MOTIVATING
LEADER**

by- Mr. Ashok K. Trivedi

Social & Cancer Awareness Events



**WORLD
CANCER
DAY**

February 2016



**BLOOD
DONATION
CAMP**

March 2016



**WORLD
HEALTH
DAY**

April 2016

EDITORIAL



This science behind D. S. Research Centre's Nutrient Energy Therapy is still in its nascent stage. But this system is replete with unprecedented achievements. More importantly, this is not confined to freedom from Cancer alone; nor it is limited to the research of D.S. Research Centre.

Besides treating Cancer, this system discovered treatment of several such diseases that have so far been considered incurable. It raises hope for a quantifiable, repeatable scientific solution in the very near future.

Pay Attention to Generalities

Let us once again refer to generalities. The capability of this science has to be separately judged with all honesty, understood and clinically supervised to move ahead to the next phase.

If the generalities are not ignored, the fear of it being a miracle, instead of science, may persist. While the scientific temper unravels the truth about life and the nature, the miracle is awaited to seek blessings.

Reach out for a wider demography

In collaboration with CRO (Clinic Research Organization) of Jadavpur University, D.S. Research Centre will continue to test the efficacy of Ancient Ayurveda treatment to deliver the promising and strong reason of hope to the cancer sufferer.

Currently, our clinics throughout India are treating cancer successfully in Varanasi, Kolkata, Guwahati, Mumbai, Bengaluru and Hyderabad. Soon, we will be able to help out the cancer patients in Singapore, Dubai & Australia. We are committed to our pledge: Come, let us save our world from cancer.

Mr. ASHOK K. TRIVEDI
Managing Director

CONTENTS

COVER STORY

Brain Cancer Month Celebrating Life with our Cancer Victors

12



FEATURED ARTICLES

Agrani - The Motivating Leader

by Mr. Ashok K. Trivedi, Managing Director, DSRC

14

WHY ME...

Reflections by Dr. Saurabh Trivedi, D. S. Research Centre

18

Yoga In Cancer

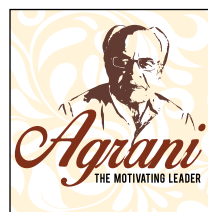
by Mrs. Vanaja H. Rao - Yoga Instructor

10

Prevention By Exercise

by Dr. Sankar Kumar Nath - Former Oncologist

11



FROM THE DOCTOR'S DESK

Applied Ayurveda	Dr. Shibangi Das	04
Facts & Misconceptions	Dr. Arnab Gupta	05
Screening & Prevention	Dr. Netagani Jayalatha	07
9 Ways To Reduce Risk	Dr. Rashmi Singh	23

NUTRITION CORNER

Phytonutrient Power	Ms. Barnali N Purkayastha	09
7 Super Foods	Ms. Krushali Rajani	24

Tribute To The Guruji

Aarogya Fair, Varanasi 2015	19
Global Wellness Meet, Bengaluru 2016	19
Xth CIC Meet, Varanasi	25

SOCIAL & CANCER AWARENESS EVENTS



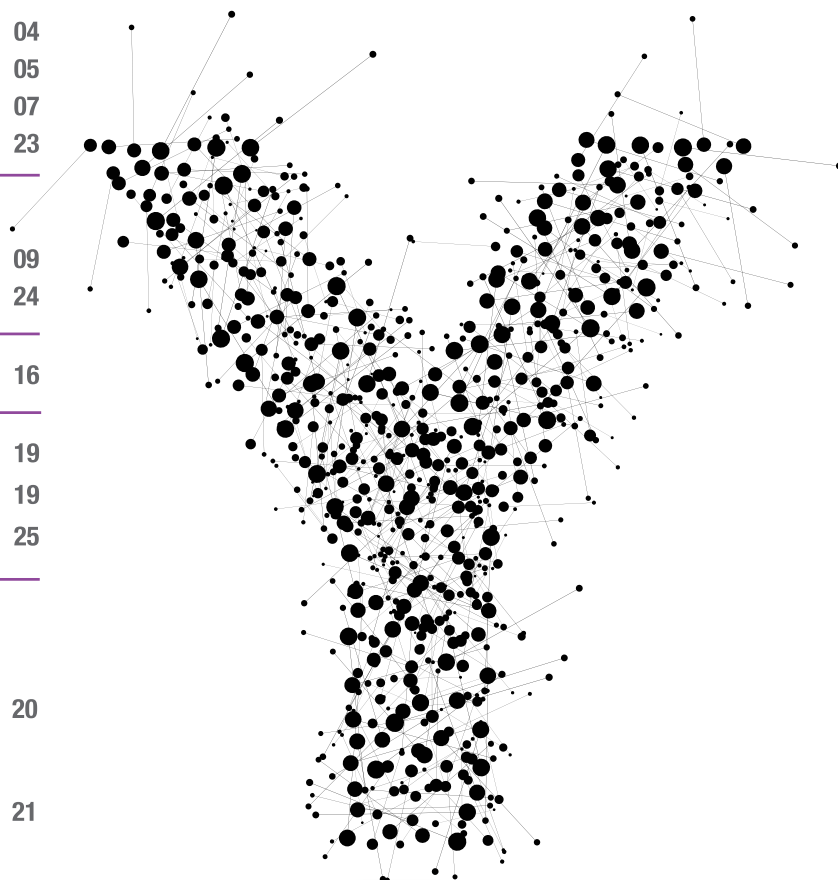
World Cancer Day February 2016	20
-----------------------------------	----



Blood Donation Camp March 2016	21
-----------------------------------	----



World Health Day April 2016	21
--------------------------------	----



APPLIED AYURVEDA & CANCER TREATMENT



Dr. Shibangi Das
B.A.M.S.; M.D. (Ayu.)
Ayurvedacharya
D.S.R.C., Kolkata

The main idea behind Ayurvedic medicine is that health problems happen because one's mind, body and spirit are out of balance, which depends upon the Metabolism of body. Ayurveda aim to bring balance and harmony back into a patient's body, which in turn prevents or cures disease.

Ayurvedic concept of cancer diathesis and its pathogenesis in terms of the theory of body tissue, the metabolism of food, channels of the body who carry the nutrition to required tissue, and the generic sequence of events in the genesis of a disease. All this depicts a new paradigm of the disease state. This paper also examines the scope of plant drugs used in the treatment of cancer.

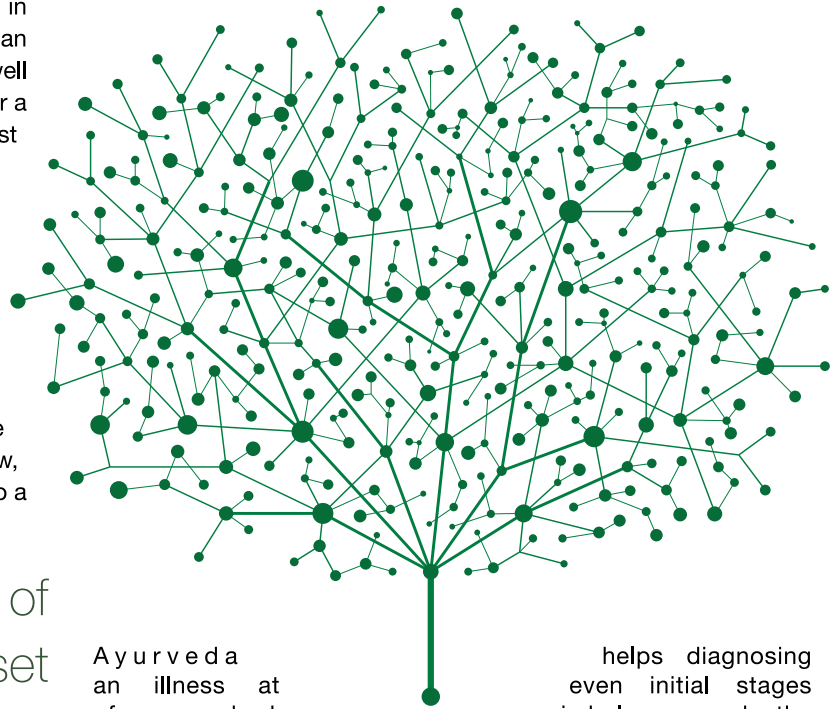
PRINCIPLES OF AYURVEDIC TREATMENT

Abuse of nature's law upsets the human system and ends up in disease like cancer. It is again the nature, the foremost physician who brings the cure. The Ayurvedic system of medicine was well founded on the basic principles of nature and its elements after a careful and thorough study of human physiology. This is the first system to emphasize health as the perfect state of physical, psychological, social and spiritual component of a human being.

The therapeutic approach of Ayurveda has been divided into four categories as health maintenance, disease cure, restoration of normal function and spiritual approach.

Finding the cause of an illness is the basic goal of Ayurvedic therapy. Classification of disease development has been done into six stages that include Aggravation, Accumulation, Overflow, Re-Location, Build-up in a new location, and Manifestation into a recognizable diseases.

“Rectifying the metabolism of body helps in achieving the set target of treating the Cancer as a tumor is formed because of Cancer, which is in whole a disease tumor itself is not the disease .”



Ayurveda helps diagnosing an illness at even initial stages of body imbalance and the therapeutic approach maintains a balance by supplying deficient substances as well as reducing the excessive ones. Surgery is considered only for advanced cases Cancer effects.

To treat Cancer we need to treat the root cause of disease, only treating the symptoms will not help in eradicating the disease completely from body, which if not done causes recurrence of the same, so recurrence can also be prevented by following Ayurvedic line of treatment for diseases including Cancer.

SOME COMMON FACTS & MISCONCEPTIONS ABOUT CANCER

Cancer is as old as mankind. It was found in the mummy of Egypt from 5000 years back. Unfortunately, even now, people are unaware about its nature, its cause, its prevention and most importantly there are several misconceptions which make the problem even more complicated.

What is Cancer?

Body has the inherent capacity of repairing a dead or damaged tissue by multiplication of cells and there is a control system for this. When there is lack of control, the cells multiply excessively and form a lump. This is called tumour. This can be benign- where the lump is slow growing, does not cause damage to the neighbouring structure and do not spread to other organs and are usually not fatal. The other type of tumour is obviously malignant (cancer), where the lump grows very rapidly, involves the neighbouring and distant organs and can be fatal if not treated early.

What are the common types of Cancer ?

In male, where tobacco addiction is a common problem, the common cancers are that of oral cavity, lung and prostate. In females, in rural population the common cancer is that of uterine cervix, whereas that of urban women is breast cancer.

What are the symptoms of Cancer ?

Loss of appetite and body weight, an ulcer which is not healing, lump which is rapidly increasing, persistent change of voice, bleeding with cough, vomitus, stool or urine, intermenstrual bleeding, difficulty in swallowing etc.

How to diagnose Cancer ?

Any symptom (as described above) which is persisting and not responding to standard treatment, should be seen by a Specialist doctor and appropriate tests should be done. Depending upon the symptoms, the tests are ordered accordingly. Common tests that are done are- Blood, Stool & Urine tests, Chest X-ray, USG & sometimes CT scan of the abdomen, Endoscopy, Mammography (X-ray of the breasts) etc. Good Clinical examination by a specialist doctor and appropriate tests lead to a quick diagnosis. Biopsies are often ordered to confirm a suspicion before advising any treatment.

What are the chances of cure ?

In early stage, especially in Breast and colo-rectal cancers, there is 90% chance of getting cured. However, it is often diagnosed late where the outcome gets affected and can be as small as 20- 30% Hence it is very important for general awareness of early signs & symptoms of cancer and to do proper tests early.

TAKE HOME MESSAGES

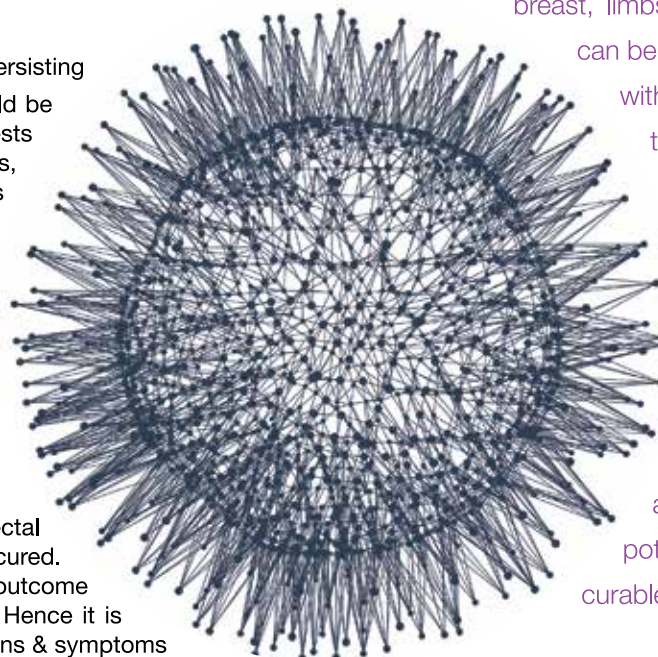
There is no need to think that one should not do tests as that may cause cancer or expose the fact that he or she is harbouring cancer. On the contrary, it is prudent to detect a cancer or a pre-cancerous area which can then be completely cured. More it is neglected, worse is the result and more aggressive and expensive will be the treatment.

Many organs like breast, limbs, larynx (voice-box) etc.

can be preserved in early stages with the new modalities of treatment. It is important that the families give maximum support to the victims rather than staying away in fear. Together we must fight to remove all the misconceptions and try and prevent this potentially preventable and curable disease.



Dr. Arnab Gupta
FRCS (Edin. & Eng.), FIAGES
Director & Consultant Surgical
Oncologist,
Saroj Gupta Cancer Centre & Research
Institute, Thakurpukur, Kolkata.



BENEFITS OF NUTRITION IN CANCER PATIENTS



Switch to a Specialized Nutrition Supplement for Cancer



Features and Benefits of Promaxe:

- Calorie dense nutritional supplement providing 10.5g protein per serving, specially designed to meet the high energy requirement in Cancer patients.
- Glutamine (1.5g per serving) reduces oxidative damage and serves as a source of cellular energy¹ while Omega 3 & 6 fatty acids boost immune responsiveness.²
- Fructooligosaccharides to maintain the intestinal microflora³ and have a prebiotic effect.⁴
- Essential micro nutrients including Vitamin A, C and E along with Beta-Carotene, Zinc, Magnesium and Selenium to meet the micro-nutrient requirements in Cancer patients.⁵

Lactose Free

Gluten Free

Sugar Free

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CANCER SCREENING & PREVENTION



Dr. Netagani Jayalatha
Director,
MNJ Institute of Oncology
Regional Cancer Center,
Hyderabad.



Cancer screening aims to detect cancer before symptoms appear. This will help us to detect early stages of cancer and cancer prone population. Mass screening, population screening in..... screening everyone, usually with in a specific age group or selective group especially to identify people who are known to be higher risk of developing cancer screening tests must be effective sage, well tolerated, with acceptable low cost to the society. In case signs of cancer are detected extension work can be done to know the state and treat subsequently completely.

ADVANTAGES OF SCREENING

It can lead to early detection

Cancer prevention

Earlier treatment

Extended disease free life

It is most useful in certain cancers like

- Breast Cancer** – Screening reduce mortality from the disease. Every year after 40 women are advised to undergo screening mammography & sonography, CBE
- Cervical Cancer** – Cervical screening by papsmear and HPV testing commencing from the age of 20
- Colorectal Cancer** – Screening for colorectal cancer done frequently from 40 years. Stool for occult blood and colonoscopy should be performed every two years.
- Prostate Screening** – PSA tests to detect early Prostate cancers are recommended
- Lung Cancer**

Annual screening with low dose CT in adult more than 50, more frequently for the patients with history of smoking and genetic history.



EARLY MEDICAL CAMPS AT REGULAR INTERVALS

CREATING AWARENESS AMONG POPULATION

EDUCATING ABOUT DIAGNOSTIC MODALITIES

IMPORTANCE OF EARLY DETECTION

- Monitoring of health among population
- HPV vaccination – HBS Ag – HCU vaccination, breast screening, colorectal screening help our people of Telangana to become cancer free state.



RIGHT NUTRITION TO FIGHT CANCER

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100% Whey protein formulations Best Quality Protein



250kcal
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12.90g protein



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PREVENT CANCER WITH PHYTONUTRIENT POWER



Ms. Barnali Nandi Purkayastha
M.Sc., Food & Nutrition,
Dietitian cum C.I.C., D.S.R.C.,
Guwahati

Phytonutrients are natural compounds found in plant foods such as vegetables, fruit, whole grain products and legumes. These plant compounds have beneficial effects working with other essential nutrients to promote good health.

Phytonutrients shield us against chronic diseases ranging from heart disease and stroke to diabetes, dementia and cancer.

Many of us are well aware of macronutrients, such as carbohydrates, protein and fat, as well as micronutrients, such as the vitamins and minerals that are listed on FDA - regulated food labels. But too few of us are familiar with phytonutrients - plant-based micronutrients that offer many health benefits and may help ward off chronic diseases, such as cancer, diabetes, heart disease and stroke.

Lycopene, part of the carotenoid family, is a pigment that helps give red fruits and vegetables their color. It's also one of the free radical-fighting antioxidants. Lycopene helps prevent prostate, lung, and stomach cancers. There is also some evidence that cancers of the pancreas, colon and rectum, esophagus, oral cavity, breast, and cervix could be reduced with increased lycopene intake. Tomatoes are the richest source of "LYCOPENE"

PHYTONUTRIENT RICH FOODS

- Red, orange and yellow vegetables and fruit (such as tomatoes, carrots, peppers, squash, sweet potatoes, peaches, mangoes, melons, citrus fruits, and berries)
- Dark green leafy vegetables (such as spinach, kale, bok choy, broccoli, Swiss chard, and romaine lettuce)
- Garlic, onions, chives and leeks
- Whole grain products (such as brown rice, wild rice, quinoa, barley, wheat berries, and whole wheat whole grain breads and whole grain cereals)
- Nuts and seeds (such as walnuts, almonds, sunflower, sesame and flax seeds)
- Legumes (such as dried beans, peas, lentils, soy beans and soy products)
- Tea and coffee (such as green tea, black tea and other herbal teas)

"Phytonutrients, also a milestone in the improvement of cancer treatment because the synthetic anticancer drugs that are currently used are often highly toxic for healthy organs and weakens the patient's immune system."

- Therefore, by enjoying a rainbow of vegetables and fruits everyday, we can make the most of many of the phytonutrients nature has to offer.





YOGA IN CANCER

“Thought attack is worse than heart attack”

Swami Sukhbondananda



Mrs. Vanaja H. Rao

Yoga Instructor, Ramana Maharshi Centre for Learning
Vice-President, Mahila Dakshata Samiti
Lifetime Achievement in Yoga awarded by Yoga Vidya
Niketan, Mumbai

Most of us are so used to being tense that we are not even conscious of our tightness (holding of the body and the mind's ceaseless worrying and thinking ahead of dreadful possibilities). If cancer is detected in your body, the news itself raises your anxiety level tremendously. Then, in quick succession, you prepare to undergo surgery and are given a debilitating course of chemotherapy and/or radiation. What could be more frightening? How are we to relax in the midst of the most stressful thing that has ever happened to us? How can we bypass the anxiety and despair that cause us to tighten up and turn away from life, and learn to recognize and pursue more positive possibilities?

“HEALTH” is not a commodity available in the market. It is a condition to be built by ourselves with conscious effort. SELF CONTROL & WILL POWER are TWO basic Qualities required for this. Yoga helps to achieve “GOOD HEALTH “through a drugless and normal way.


Cancer patients who practice yoga as therapy during their treatment often refer to their yoga practice as a life-saver. Many cancer patients and cancer survivors are discovering, there are ways to strengthen their bodies and deal with the uncomfortable side-effects of treatment, both during and after treatment. No matter how sick from treatments and no matter how little energy, many find that the one thing that would bring relief were a gentle set of therapeutic yoga poses geared for cancer patients. When battling cancer, the worst part is not just the symptoms of the disease itself, but also enduring a long road of physical trials. As the interest in more holistic approaches to healing is growing, yoga therapy for cancer patients and cancer survivors is emerging as one of the more successful methods for combating the physical discomfort of cancer and cancer treatment.

Yoga for cancer survivors and patients also provides an internal anchor of calm. Many practicing yoga therapy have discovered an interesting, subtle benefit, an increased awareness of a great, internal stillness and sense of unity. They've found at the most fundamental level of their own consciousness, a sense of true health and vitality that spills over into other aspects of life.

How does yoga help relieve the suffering that cancer too often brings with it? Gentle yoga poses for cancer patients can work magic on many levels.

- Yoga used as therapy for cancer can help clear out toxins accrued during cancer treatment more effectively.
- Yoga asanas stimulate not just muscles, but also increases blood flow, balances the glands and enhances the lymphatic flow in the body, all of which enhances the body's internal purification processes.
- The deep, relaxing breathing often emphasized in yoga for cancer therapy also increases the supply of oxygen-rich blood to the cells, delivering vital nutrients to tired cells and further clearing out toxins.
- In addition to removing toxins, yoga for cancer can help drive away tension and anxiety and enable cancer patients to settle into a greater sense of ease and well-being. Stress depresses the body's natural immune function, which may be one of the reasons that there is evidence that people who practice yoga for cancer have greater recovery rates.

PREVENTION OF CANCER BY EXERCISE



"Lack of activity destroys the good condition of every human being, while movement and methodical physical exercise save it and preserve it."

- Plato (427-347 B.C.)

By making smart food choices, you can protect your health, feel better, and boost your ability fight off cancer and other diseases. Some foods actually increase your risk of cancer, while others support your body and strengthen your immune system.



Dr. Sankar Kumar Nath
Former Oncologist
R. G. Kar Medical College
and Hospital, Kolkata
Consultant Oncologist,
D.S.R.C., Kolkata.

Breast Cancer

At least 60 studies were done till 2006 on exercise to show the reduction of Breast Cancer risk. The data show that inactive women are more prone to get Breast Cancer. On an average, around 60 percent reduction of Breast Cancer risk can be obtained by physical activity in both pre-menopausal and post-menopausal women by only 30- minute exercise daily.

Colon Cancer

Research works revealed that risk of Colon Cancer can be reduced by 30 to 40 percent relative to those who lead the sedentary life as it is evident from more than 50 studies till 2006.

Lung Cancer

Similarly Lung Cancer risk is also reduced by exercise and this is shown in almost 21 studies till 2005

Endometrial Cancer

We have got about 20 studies till 2006, which reveal the physical activity is reducing the risk of endometrial cancer incidence by 20 to 40 percent.

Prostate Cancer

There are about 36 research works on the relation of Prostate Cancer and physical activity till 2006. These studies show there might be probability to reduce the risk of Prostate Cancer by exercise.

How much exercise is sufficient?

Research works show that exercise for 30 minutes daily is sufficient to reduce your cancer risk.

What kind of exercise we should do?

- 1) Go on cycling, dancing, skipping, walking, running, swimming etc.
- 2) Get off the bus or tram one stop earlier and just walk the rest to reach your destination.
- 3) Do your household works extensively like cleaning the rooms, gardening, mowing the lawn.
- 4) Do the works which need sitting and standing.
- 5) Instead of using lift or escalator, walk up the stairs.
- 6) Involve with sports like football, cricket, tennis. All sorts of indoor games, athletics etc.
- 7) Yoga-exercise, light jogging etc. may be preferable.
- 8) Join a sports-club or a team.
- 9) Try often to walk to visit your friends rather than send them an e-mail or s.m.s.
- 10) Try to vary the type of physical activity, so that you would not get bored.
- 11) Last of all, if your job compel you to sit for a long hours, try to get up of the chair and move for two minutes at an interval of every hour.

Please remember "Prevention is better than cure" and this is applicable to cancer also.

Celebrating Life with our Cancer Victors

You have Cancer! – The three most dreaded words that one does not hope to hear, ever. That can be topped possibly by adding one word to it, You have Brain Cancer.

Yes Cancer is deadly dangerous, still, if not identified early and treated earnestly and efficiently. Brain Cancer is possibly even more dangerous as it occurs in one of the most sensitive, frail but immensely important part of our physiological system.

Only a few, a very privileged few have successfully conquered over this dreaded disease in this world and quite a few of them did it with the help of the revolutionary Nutrient Energy Therapeutic Concept pioneered by the D.S. Research Centre using the learning and applied knowledge of Ancient Ayurveda.

Prashant Lakra

The story of the power of a mother's prayers against the deathly might of Astrocytoma Grade-1

'What I felt when I heard the news of my son's disease, I do not wish that feeling even for my worst enemy, if I had any. No mother should bear the grief of the death of her only child'.

- Prashant's mother said while wiping away an approaching tear with the corner of her sari.

Her story is a perfect example of a 'heart-wrenching to heart-warming' tale of truth.

In the year 1999, a young 16-year-old boy fell ill on the football ground, vomiting. The only son of a mother who had invested her life shaping the future of the young boy, Prashant Lakra, felt giddy again a few months later and lost the sight of the approaching ball. Then came the day, when the disease announced its arrival, loud and clear.

Prashant was admitted to a New Delhi Hospital, half-conscious of his illness and his fate. Scans revealed the tumour. His operation happened the very next day. The tumour was found to be afflicted with Astro-cytoma, Grade-1.



'At that moment, I thought it would have been better if I had died on the field itself. But my mother willed me back with her hope and her prayers... And that's why we kept searching for alternatives and thankfully, found DS Research centre.'

After the diagnosis at the New Delhi Hospital, Prashant and his mother went to Mumbai's most renowned Cancer Institute and was advised Radiation Therapy. Prashant was given radiation from 26th February to 7th April, 1999. His condition did not really improve.

His mother though, wasn't giving up on him.

On 18th of June 1999, Prashant started the Ancient Ayurveda based Nutrient Energy Treatment under guidance of the Doctors and Ayurvedacharyas of DS Research Centre. Just weeks later, Prashant could wake up to answer his mother with a smile saying, 'Ma, aaj bahut achha feel kar raha hun'.

Under advise from the DS Research Centre's Doctors, Prashant conducted an MRI on 1st August 2001. The result came in 'Normal'.

'I never thought I would forget the feeling of despair, of complete and utter helplessness – but after 15 years of leading a normal life ... I feel those two years slowly fading out from my conscious memory.'

- Prashant said recently at a seminar spreading Hope against Cancer.

Sanjay Shrivastava

The story of a Man and his wife – When life threatened to end, Mid-way.via Brain Cancer

'He was my Man Friday. He was my Man from Saturday to Thursday also. When I first realized that he has Cancer, I was blank for a few days. I didn't really respond the way you will feel a wife would respond to the shocking news. ... That today I am talking about it and almost joking about it, is a testimony to the fact that my Man is out here with me, alive and strong and in shining armour.'

The words came out from Mrs. Shrivastava when she answered the obvious questions about 'how she feels now'; now that her husband has successfully fought off the dreaded Brain Cancer.

Hailing from Tapashwinagar, Ahibaranpur, Lucknow in U.P., Sanjay Shrivastava suffered a Brain Stroke in the year 2000. Sanjay was a very active and perfectly healthy man in his 30s with a happy family life.

He was admitted to King George Hospital, Lucknow. He came out of the coma within a day. Tests were conducted. An MRI test revealed that he might have had this because of an injury that happened to him sometime back.

Sanjay's family left no stones unturned. Allopath and homeopathy treatments both were tried. He was also under observation by a Neuro-Surgeon.

In 2003, Sanjay was in no better shape. It seemed that his problems were coming back with a vengeance. Walking was a problem for him. Remembering regular things was another.



Readmission to the hospital and tests revealed a tumour about the size of a pea. As per standard procedure he was operated upon in the Sanjay Gandhi Hospital in January 2003. That tumour was found to be malignant.

He felt physically better after the operation. But his wife sensed that there was something wrong.



'I was thinking, 'what if's. What if it comes back, what if its still there, what if he doesn't ever recover. I would watch him secretly all the time and hope I don't see anything wrong'. Mrs. Shrivastav said.

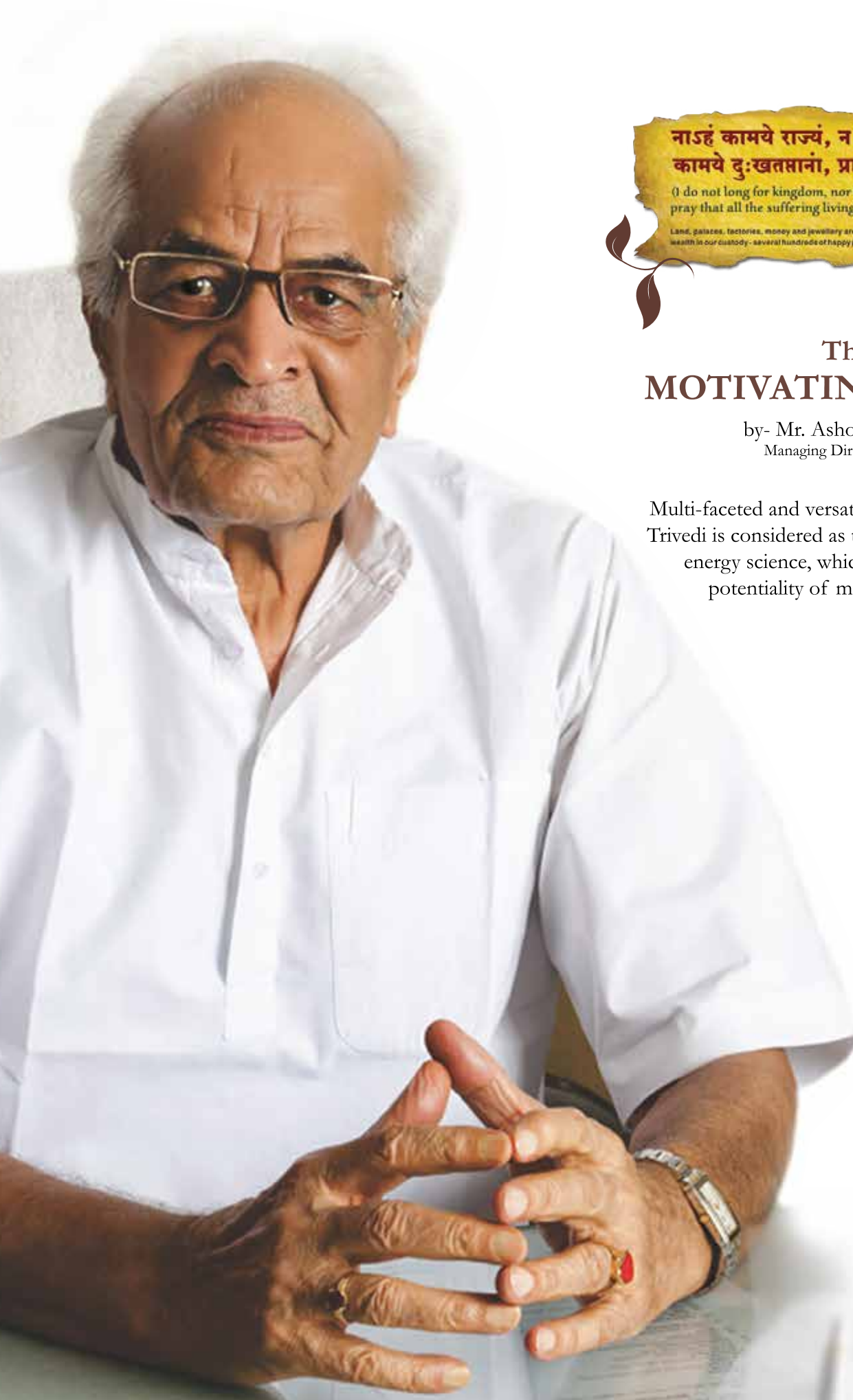
This phase of good feeling lasted only about 7-8 months. Same problems occurred again. Again, he went to Sanjay Gandhi Hospital. This time Radiotherapy and Chemo Therapy was tried on his tumour. Although he survived Radiotherapy, he could not take Chemo after couple of rounds as he was in no physical condition to continue.

'When the doctors stopped chemo, I realized what they were saying by not saying it. I felt that was the end.'

At that juncture, fortunately, he heard of D.S. Research Centre, at Varanasi. Almost miraculously, only after a few weeks of taking the medicines he started feeling better. He started sleeping better. Remembering the pleasure of food and eating heartily.

He continued taking the medicine from D.S. Research Centre till 2010. On 10th December 2014, he was interviewed by an independent newspaper where he revealed,

'I give complete credit to D.S. Research Centre for my victory over Cancer. If I am alive today, it was solely because of them. I tell everyone who ever asks me, that if there is hope against cancer, it is here with D. S. Research Centre.'



नाऽहं कामये राज्यं, न सुखं न धनानि च ।
कामये दुःखतप्तानां, प्राणिनामार्त्तनाशनम् ॥

(I do not long for kingdom, nor happiness or wealth. I only pray that all the suffering living beings be free of diseases.)

Land, palaces, factories, money and jewellery are certainly wealth. But we have yet another wealth in our custody - several hundreds of happy people whom 'D.S.R.C.' has given new lives.
- D.S. Research Centre

The MOTIVATING LEADER

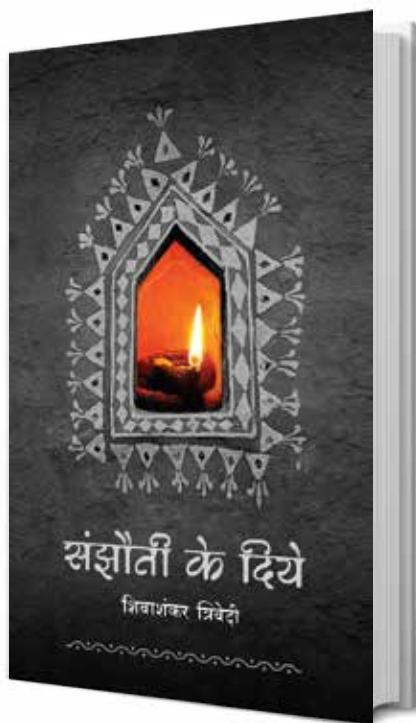
by- Mr. Ashok K. Trivedi
Managing Director, DSRC

Multi-faceted and versatile, Prof. Shiva Shankar Trivedi is considered as the pioneer of nutrition energy science, which has got immense potentiality of mankind's welfare.

He fought tooth and nail to find out why it is difficult to control cancer even if science is so advanced, procedures like radiotherapy and chemotherapy are developed, cells are made in the laboratory and stem cells transplantation has become much more successful. On this backdrop, he started a revolutionary pilot project with his elder brother, Dr. Uma Shankar Trivedi that was completely unique and different from the drug therapy and developed drug from the nutritional energy of food products after conducting several experiments that lasted for several years. This unique treatment is today giving a new lease of life to the cancer patients. The other aspect of his life is related to human sensibility that presents him as a versatile litterateur and good orator. Some of his literature is a mirror to show-case the sufferings of a common man. He deeply learnt the inherent values of rich Indian culture, adapted it and presented authoritatively on the global platform. He demonstrated spiritual thinking in the Indian context, quotient standard, and art in a fruitful and lively form. His literary creations epitomize his poetry sensitivity and rich human values that he practiced throughout his life.

Such a multi-faceted Prof. Shiva Shankar Trivedi was born in a farmer's family of Dwijanpur Village in Balliya District of Narayangad in U.P. He left this world on 26th April 2015 at the age of 80 years. He got his B.Sc. Degree from Kashi Hindu University. There he got influenced by the speeches and books of Dr. Hazari Prasad Dwivedi. Later on he did his M. A. in Hindi and English and started serving as a teacher. Meanwhile he developed liking for literature. He developed special interest in English literature. Milton, Shakespeare, Kits, Hardy and Ets were some of his favorite litterateur. After enriching himself in the field of science, literature, history, yoga and political science etc. his life was filled with compassion and love. When J.P. took the cudgel against corruption and inflation, he joined the bandwagon from Rajasthan. He started weekly magazine of which he himself was an editor. He was jailed in 1975-76 during Emergency. When the Rajasthan Govt. offered him pension as a freedom fighter, he politely refused saying, "I had gone to jail for the nation and not for money."

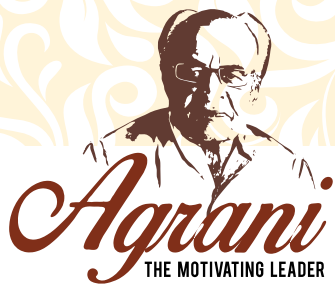
Mr. Trivedi enriched songs, poems, novels and epics with his vast experience. They are being published. His theme is based on rich Indian culture and adopted to suit each and every occasion. Kunti Ek Maa (Small Poems), Sanjhauti Ke Diye (Fiction), Avaneesh (Epic), Sukhi Dharati Sondhi Vaas (Novel) are some of his literally creations. His literally work will be a guiding lamp enlightening mankind's destiny and will be read by generations to come, because only a visionary could enrich such literary world. He believed and advocated a notion that the ultimate truth is above all the knowledge and wisdom and cannot be divided by soul and physics. It is omnipresent. There is continuity and prosperity in the entire process of universe. We cannot bring back the past but definitely build our future based on what we have lost in the process. He had immensely contributed in the field of the logic, nature and life science. All this has reflected in his literally creations.



‘Sanjhauti ke Diye’

Sanjhauti Ke Diye is a book that compiles a collection of fictional short stories written by Guruji Prof. Shiv Shankar Trivedi. The theme is based on rich Indian culture and adopted to suit each and every occasion. This book was re-published and released by the eminent personalities of the literary world on 26 April, 2016 on the occasion of our beloved Guruji's First Punya Tithi at Varanasi, U.P.





26 April is a sad day for all of us in D. S. Research Centre Family as on this day, our beloved and respected Guruji Prof. Shiv Shankar Trivedi left us all for his heavenly abode.

This year being the first anniversary of this big loss to all of us, we at D. S. Research Centre decided to commemorate the occasion in a grand scale to remember our Guruji who is Agrani, the Motivating Leader in its true sense.

At the holy city of Varanasi, where Guruji once used to do his research work in his laboratory, and which also happens to be our organizational headquarter, the occasion was marked in a lavish scale with an auditorium booked at K.N. Udapa Auditorium, Benaras Hindu University Campus. The Event was graced by the presence of eminent personalities of the literary world:

- President : **Dr. Kedarnath Singh**
- Chief Guest : **Prof. B. M. Shukla**
- Special Guests : **Mr. Arunesh Niran,
Mr. Prakash Manu.**
- Associate : **Prof. Balaraj Pandey**
- Speakers : **Mr. Om Nishchal,
Mr. Gajendra Tripathi,
Dr. Suryanath Sinh,
Mr. Prakash Uday.**
- Singing : **Padmabhushan
Pt. Channulal Mishra.**



We also commemorated the day across all our centres in the length and breadth of the country from Guwahati to Mumbai, from Bengaluru to Kolkata. Floral tributes were paid and Diyas were lighted respecting Guruji's Image and his memories were shared with heavy hearts and teary eyes. Along with this a cultural evening was conducted across all our centres in memory of our AGRANI, the motivating leader.



❧

"Leadership is not about titles, positions, or power. It is about one life influencing another."





Rejuvenating Ancient Ayurveda as Modern Medicine

A GMP Certified Ayurvedic Medicine Manufacturing Unit

The word Ojas is derived from the sanskrit word "Ojas" which means strength, vigour and glow. From the very day of inception, Ojas Research Centre (ORC) began to prepare medicines with India's very own Ancient Ayurvedic ingredients most of which are easily available natural human edibles.

The objective of ORC has been to rejuvenate the life force of sick and ailing people and make the internal metabolism active.

ORC is a GMP Certified Ayurvedic Manufacturing unit specialized in this field and that is why it is an exception today in its field.



VISION

Focus on growing our core brands across categories, reaching out to new geographies, within and outside India and improve the operational efficiencies by leveraging technology.

MISSION

Be the preferred company to meet the health needs of our target consumers with safe, efficacious, natural solutions by synthesizing our deep knowledge of ayurveda and herbs with modern science.

Built a platform to enable Ojas Research Centre Pvt. Ltd. to become a global ayurvedic leader.

FUTURE PLANNING

Tablet Section | Blister Packing | Capsule Section | Paste Section | Oil Section Prash | Avaleha and more...

FEW OF OUR PRODUCTS

Sitapaladi Churna
Shringadi Churna
Talisadi Churna
Bhaskar Lavan Churna
and many more...

CERTIFICATIONS & LICENSES

GMP Certificate
Drug License
Trade License
SGS Testing Report
Clinical Trial Report
Pollution Certificate
Fire License



OJAS
Research Centre Pvt. Ltd.

WHY ME . . .

Reflections by **Dr. Saurabh Trivedi, D. S. Research Centre**



It was a regular day. There was no reason for me to suspect otherwise. I went to the clinic expecting to treat some patients and feeling good about myself serving humanity in my capacity as a doctor. But it wasn't to be.

I was sitting in my cabin, and going through a file, when I heard a wheel chair coming towards my cabin. I got up instinctively and opened the door. A middle aged man wheeled in ever so slowly. Even before I could settle back in my chair and ask him about his physical complaints, he asks me the question, 'Why me!...'

**'Doctorsaab, why me...? I have never smoked...I don't drink...
I follow a healthy Life style, Healthy Diet and I exercise regularly...
Then, why Me?' - a middle aged Cancer Patient asked**

At D. S. Research Centre, patients come to me already having accepted the fact that they will be dying well before their time, perhaps even sooner than what the doctors tell them. They are already trying their best to put up a brave face for their near and dear ones and vice versa. But deep down they know their lives will never be devoid of the word, cancer.

The question did not shake me at first. I took it at my chin and replied, as I should have, in bullet points. Almost all of my replies started with "May be it happened to you because..." and followed by the millennia of knowledge gathered by the human race - genetics, family history, passive smoking, radiation, body-type or other environmental factors. He listened honestly, respectfully. I was giving answers from the book of knowledge. Being a doctor, my replies were perfect, updated with the current studies and journals.

But I could realise with every such 'May be...' I was getting farther away from the question.

He left my cabin giving me a smile that said, 'I know you cannot answer my question, and that's ok'. I was gutted. I sat there wondering why couldn't I satisfy him with my answers.

I couldn't sleep that night. Did I miss something? What was he asking? What was he looking for?

Then it struck me. It was a hypothetical question, a philosophical question, a human question, a personal question and I was giving practical answers.

The man was not looking for an answer related to the exact cause of his cancer. I didn't perhaps understand his question.

Apart from effective treatment, what a cancer patient wants the most is something he doesn't have in abundance. It is Time! I was in a hurry to give him an answer, while he wanted my time. He wanted to share what he was going through. He wanted to share what he could not talk about in front of his family. May be he was tired playing strong in front of people who depend on him, who look up to him. May be he was looking for an empathetic voice and not an objective one. May be he was not even looking for an answer to the question.

A cancer patient goes through a unique sensation – of counting the remaining days of one's life – and he wants to talk himself out and make sense of it in his own unique way. He wants a listener, somebody who wants to listen to him and tries to understand him. It is important from treatment point of view as well. The less we give our time to them, the more they will spend time with themselves. Loneliness is going to be even more difficult for somebody to endure, who is already in stress.

Today, I truly believe that if a cancer patient shares his feelings more than his complains with you, you become a ray of Hope in his Life.

... what a cancer patient wants the most is something he doesn't have in abundance. It is Time! ... He wants a listener, somebody who wants to listen to him and tries to understand him. It is important from treatment point of view as well.



AROOGYA FAIR, Varanasi

11-14 December 2015

This AROOGYA Fair has attracted importance as it involved participation of international delegates. The officials of 16 foreign missions in India attended the inaugural function. In addition, the AYUSH Companies of 5 countries were present in the AROOGYA Fair. The fair aims to create awareness among the members of the public about the efficiency of the AYUSH System, their cost effectiveness and the availability of herbs and plants used for prevention and treatment of common ailments at their doorstep through various mass media channels to achieve the objective of health-for-all.



Shri Shripad Yesso Naikji, Minister of State (Independent Charge), Ministry of AYUSH, inaugurate DSRC information stall in Aarogya 2015.



Shri Shripad Yesso Naikji, Minister of State (Independent Charge), Ministry of AYUSH being presented with "Cancer is Curable" book by D. S. Research Centre representative.

GLOBAL WELLNESS MEET, Bengaluru

26-28 February 2016



D.S. Research Centre's Stall Inauguration by the Director of AYUSH Karnataka at Global Wellness Meet 2016

Global Wellness Meet - an initiative towards addressing the above concepts and debating over the aspects of human constructive health with the help of traditionalized and distinctive system of medicines will be a greater experience in terms of both external knowledge acquisition as well as self-reformation.

The expo, which was inaugurated in the City on Friday at the Palace grounds, offered Ayurvedic concoctions for common ailments such as cough and cold, gastritis, hair-fall and skin irritations. It also included our Stall which is best known for Cancer Treatment.



Media Interaction by Dr Geethanjali at Global Wellness Meet 2016



Visitors at D.S. Research Centre's Stall during Global Wellness Meet 2016

WORLD CANCER DAY 4 February 2016

This is the Red Lettered Day for all of us across the globe who are fighting for the cause of the human race to save them from the curse of Cancer.

Like every year this year also, we observed this day with lots of events and activities across all our centres.

This year we based our theme as "Together We Can" similar to the lines of "We Can I Can" of the International World Cancer Day Organization.



#togetherwecan



There's a 'can' in cancer.
We CAN beat it.



Felicitation of winner in Photography Competition in Varanasi



Human Ribbon formation for Bengaluru Centre



Inauguration of the WCD rally with cancer survivors and minister Shri Paresh Paul in Kolkata



WCD Rally in Guwahati



WCD Rally lead by the ministers in Kolkata



Sand Art in Juhu Beach, Mumbai on the occasion of WCD



Rally with school children in Hyderabad

BLOOD DONATION CAMP

EVERY DROP MADE AN IMPACT

BLOOD DONATION DRIVE by DSRC, March 2016



In the blessed memory of Late Dr. Uma Shankar Tiwari, DS Foundation urges to make March 6th memorable for the nation and the world.



Blood Donation Activity in Guwahati Clinic



Blood Donation Activity in Guwahati Clinic



Blood donor felicitated in Mumbai



Blood Donors in Bengaluru with their donor certificates

Keeping this in mind, D.S. Research Centre organized a Blood Donation and Free Health Check-up Camp at all D. S. Research Centre locations, in association with different NGO and Indian Medical Associations, It was overwhelming to experience an active participation of volunteers who had come forward to donate blood and also for free health-check-up on the occasion.

“The gift of blood is the gift of life. Blood donation is a generous act. In our Country, someone requires blood every 2 seconds and one donation can potentially save 3 lives”.



7th April

WORLD HEALTH DAY

The "World Health Day" is celebrated on 7th April every year to mark the anniversary of the founding of the World Health Organization (WHO) in 1948.

Each year a theme is selected by D.S. Research Centre for World Health Day to highlight a priority area of public health concern in the world. Since 2016 is a Diabetic year D.S. Research Centre followed Diabetic Theme for this year including free Blood Sugar Check up together with Blood Pressure and complete body check up for the walk ins who visited the camp across our centres.



World Health Day - Bengaluru



World Health Day - Mumbai



World Health Day - Guwahati



World Health Day - Kolkata



World Health Day - Kolkata

LEARNING TODAY LEADING TOMORROW...

UNDER

GROUP



Bengal Institute of Pharmaceutical Sciences (BIPS), Kalyani, joint venture with Government of West Bengal initiated its journey from 2006 to impart the professional education in the field of Ayurvedic Pharmaceutical Sciences. Our Jadavpur University affiliated B.Pharma(Ayu) & M.Pharma (Ayu) courses are useful for manufacturing of quality drugs used in Ayurveda and other medicinal plant based traditional systems of medicine. BIPS has been successful in reducing the gap between demand and supply by continuously producing top grade Ayurvedic Pharmacists.

Our new paramedical vertical which initiated its journey since 2015 is a joint venture project with Health & FW Dept. of Govt. Of W.B. and our BPT (Bachelor in Physiotherapy) & BMLT (Bachelor in Medical Laboratory Technology) courses are affiliated to West Bengal University of Health Sciences.

Standing on the threshold of a new academic year we today have a wide series of career oriented courses for all the young contenders of this generation who craves for a new career path and a course that delivers a bright career prospect ahead.

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

CANCER PREVENTION

The word cancer for people is the scariest thing in the world mostly because of lack of knowledge. What they need to understand is that Cancer is a preventable disease and on early detection is curable too.

“An ounce of prevention is worth a pound of cure.”

Benjamin Franklin



9 WAYS TO REDUCE RISK OF CANCER

One very important factors to avert the risk of cancer is Healthy Lifestyle

Diet - A healthy diet is one that contains abundance of fresh, preferably organically grown fruits and vegetables. The daily diet should be rich in fiber and low fat. Protein intake should be moderate. Sugar, pickled salted, smoked, barbecued food, microwave cooked food, canned and processed food should be avoided. Food rich in antioxidants intake should be increased Most importantly meal should be taken at proper intervals, not much gap should be there in between the meals and should be of proper quantity. There should be at least five portions of meals in a day.

Physical Activities - Daily exercise or any form of physical activity such as brisk walking, jogging should be the essential part of one's routine. Get at least Half an hour of activity each day, this helps to relieve stress and eliminate toxins in your body. These activities give peaceful and healthy mind which help the body function properly.

Family History - This cannot be changed but prevention strategy can be made by consulting a doctor who will plan your screenings and also alert you with body related changes which should be reported immediately.

Say 'NO' to smoking, alcohol and tobacco - These deadly things destroys our immune system. 90% of lung cancer is caused by smoking. Alcohol consumption leads to oral, larynx, pharynx, liver, bowel cancer.

Environmental factors - Exposure to carcinogenic chemicals in the environment can occur through drinking water and pollution of indoor or ambient air. So, try and keep you environment clean and pollution free. Wash fruits and vegetables thoroughly before eating. Use water which is purified via boiling, suspension of alam or UV purifier or RO.

Occupational Carcinogens - We should be aware of place where we work, so that we can take precaution accordingly.

Infections - There are few viruses and bacteria that can cause cancer. E.g Hepatitis B and C Human Papilloma Virus etc. Preventive measures include vaccination and prevention of infection and infestation.

Screening (search of a disease) - This means testing of a person for the presence of a disease or other condition by means of test even if the person is asymptomatic. It leads to earlier diagnosis in specific cases. Early diagnosis may lead to extended life.

Monitoring yourself (self examination) - Everyone should be aware of their own body so that any abnormal change that can be noticed immediately and can be reported with priority for further action..

**CANCER CAN BE BEATEN.
TAKE CONTROL OF YOUR LIFE IN
YOUR HANDS. LIVE HEALTHY AND
PREVENT CANCER**



Dr. Rashmi Singh
B.A.M.S.; M.D. (Ayurvedvachaspati)
Ayurvedacharya, D.S.R.C., Mumbai

Good health is not merely absence of disease but it is a positive quality, emphasizing physical, social, intellectual, emotional, and spiritual well being. Optimum nutrition, providing all nutrients in both quality and quantity, is the cornerstone of good health and the cutting edge of prevention. By making smart food choices, you can protect your health, feel better, and boost your ability to fight off cancer and other diseases. Some foods actually increase your risk of cancer, while others support your body and strengthen your immune system.



Ms. Krushali Rajani
Masters Degree in Clinical Nutrition & Dietetics
Dietitian, D.S.R.C., Mumbai

7 SUPER FOODS TO PREVENT CANCER



Flaxseeds

- Decreases the levels of “bad” cholesterol (LDL Cholesterol) and increase the “good” cholesterol (HDL Cholesterol) in the body
- Lowers blood pressure
- Improves digestion
- Controls blood sugar levels
- The antioxidant and anti-inflammatory benefits of flaxseeds helps to protect against cancer especially against breast cancer, prostate cancer, and colon cancer. **Daily Recommendation: Chew 2tsp (10g) raw after lunch**



Fenugreek seeds (Methi Seeds)

- Fenugreek aids smooth digestion and reduces constipation
- Reduces bad cholesterol and triglycerides and increases good cholesterol
- Controls blood sugar level
- Reduces water retention in the body
- Protects against cancer. **Daily Recommendation: Soak 2tsp overnight in water & eat in the morning on an empty stomach.**



Oats

- Reduces bad cholesterol levels increases good cholesterol
- Controls blood sugar levels
- Reduces risk of developing Hypertension
- Reduces risk of heart disease
- Protects against cancer. **Daily Recommendation: Make a healthy oats porridge with nuts & fruits!**



Turmeric

- Health benefits of Turmeric
- Protects liver from toxic substances
- Increases immunity
- Improves digestion
- Reduces inflammation in the body and symptoms such as pain and stiffness in the joint
- Protects against cancer. **Daily Recommendation: Add 1tsp of turmeric powder to warm milk & drink at bedtime for a good night's sleep!**



Green tea

- Green tea reduces the toxicities produced by heavy smoking
- Helps to maintain dental health by preventing dental caries
- Improves memory and brain function
- Protects against cancer. **Daily Recommendation: 2-3 cups daily**

Garden Cress Seeds

- Increases haemoglobin levels and treat anemia
- It is rich in omega 3 fatty acid hence protects against heart disease
- The seed also helps to control blood sugar levels
- Given to new mothers as it increases lactation
- Being rich in antioxidants it helps to protect against cancer. **Recommended Intake: ½- 1tsp soaked & with lemon juice**

Water

- Removes waste and toxins
- Transports nutrients and oxygen
- Controls heart rate and blood pressure
- Regulates body temperature
- Lubricates joints
- Protects organs and tissue, including the eyes, ears, and heart. **Daily Recommendation: 2-3 litres – women; 3-4 litres – men.**



How to increase water intake?

Make conscious effort to drink water on regular basis

- Include foods high in water content such as: Lettuce, Cucumber, tomato, broccoli Watermelon & Citrus fruits
- Vegetable juice & soup, Lemon & coconut water
- Avoid high sugar foods and caffeinated drinks such as fruit juice, soda, and coffee, as it dehydrates your body

Xth CIC Meet, Varanasi

At DSRC we believe in teamwork to bring out the best from everyone. Following this motto, our Xth CIC Meet was organized recently at the holy city of Varanasi, U.P. The three day event took place from 28-30 March, 2016 at our Head Office in Varanasi and saw glorious presence of our managing director Mr. Ashok K. Trivedi (MD-DSRC), Mr. Shashi Shekhar Trivedi, Mr. Pankaj Nayan Trivedi along with members of the Management and all the clinic-in-charges.



The conference started paying homage and tribute to our Guruji Prof. Shiva Shankar Trivedi and visiting his laboratory where he practiced his ancient ayurvedic research that is transforming a million lives today.

Many important points were discussed in the conference pertaining to clinical operations and other aspects. The members were also introduced to the new members of the DSRC family who joined the team recently. It was announced that a new centre will be added to the existing six centres of DSRC across India. The next CIC Meet will be held there. All in all, it was a very fruitful conference.

“Effective meetings are not only integral to achieve team goals and successful completion of tasks, but they also reflect overall team functioning and effectiveness.”



Events

CELEBRATING BIRTHDAYS IN THE FAMILY



Ms. Anjana Paul
Feb 7th



Mr. Manish Srivastava
Feb-13th



Mr. Fani Bhusan Trivedi
Feb 14th



Ms. Pinky Singh
Feb 14th



Ms. Samhitha N.R
Feb 15th



Mr. Jhantu Dey
Feb 15th



Ms. Reshma Begum
Feb 17th



Ms. Madhusmita Devi
Feb 20th



Mr. Ashim Naskar
Feb 25th



Mrs. Prerana Nikam
Mar 4th



Mr. Ganapathi P.R
Mar 13th



Ms. Mohana Mantravedi
Mar 27th



Mr. Arup Dawn
Arp 15th



Dr. Shibangi Das
Apr 20th



GREEN COOLER MOCKTAIL

Ms. Nabaruna Ganguly
M.Sc. Food processing & Nutrition Science
Dietitian, D.S.R.C. Kolkata



SERVING SIZE -2

INGREDIENTS:

Green coconut water-300 ml, Sweet lime juice 100 ml, Fresh amla-1 no, Ginger juice 2-3 drops, Mint leaves-5-6 no, Salt-1 pinch.

METHOD:

First extract juice from amla. Now mix all the ingredient including 1 tsp. amla juice in juicer mixer. Garnish with 2 fresh mint leaves on top & serve. Can add ice cube if needed.

BENEFITS:

This low calorie drink is full of vitamins, minerals & antioxidants needed for summer season. It helps to reduce heat wave & acidity, boost hydration, Flush toxin from body. This cooling mock tail is good for digestion, as it is loaded with vitamin C which boosts immunity & most important factor, this drink contains the magic ingredients which all have anti carcinogenic properties.

CALORIE & NUTRIENTS:

60 CAL/Serving. Contains all the essential minerals, vitamin C, B Complex & Vitamin A.

Crafting the career graph of our aspired Paramedics...



Education is a gateway of prospects that opens up a career path for today's aspired students. Education in modern India has the challenge to cater the futuristic needs coupled with exclusive career growth. Tripura Institute of Paramedical Sciences (TIPSA), stands here as a bridging force between academia and corporate sector. TIPSA started its journey long way back on 24th August 2009 as a Joint Venture college with Govt. of Tripura. Our Institute is affiliated to Tripura Central University and Indian Nursing Council. Our Institute initiation has been designed to play a key role to produce performance oriented professionals who will excel in their respective fields with excellence and shape the destiny of Health Care industry.

Standing at almost 6 years of journey from beginning our students are today working in reputed hospitals and multispecialty hospitals all over the nation. Our students are today part of more than 50 different big names in healthcare sector like Tata Memorial Hospital, Tripura Medical College & B R Ambedkar Memorial Teaching Hospital, ILS Hospital, AMRI Hospital, Narayana Healthcare, Neotia Health care, Medica Super specialty Hospital, Bangalore Institute of Oncology are to name a few.



Tripura Institute of Paramedical Sciences (A Joint Venture with Government of Tripura)

Affiliated to Tripura Central University Hapania, Amtali, Tripura (West), Pin - 799014

Ph: (0381) 2370072 / 2370073 / 2304303, Helpline Number : 09436928173 Email : info@tipsindia.co.in Website : www.bipstrust.org/tips

Celebrating Life with our Cancer Victors.



Cancer is beatable and Ayurveda can be the Answer to Cancer!

Its hard to believe. It is even harder for those who had suffered and are suffering from the disease that still means death. But great stories often begin from an unbelievable truth, where ordinary lives script extraordinary tales.

Such a story began half a century ago. The story of Ancient Ayurveda based Treatment defeating Cancer and giving Cancer Patients a second lease of Life. There are many inspiring stories of Cancer Victors all over India and the world. We share our joy of beating cancer everyday with many such happy and healthy ex-patients of D. S. Research Centre.

D. S. Research Centre - on a mission for over 50 years to save the world from cancer.



Our Clinics: Bengaluru | Guwahati | Hyderabad | Kolkata | Mumbai | Varanasi

