NCICC 2024

3-DAY WORKSHOP & NATIONAL CONFERENCE ON INTEGRATIVE CANCER CARE

Inauguration by

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

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

An initiative by



Conference Helpline No.: 8691000800 / 8691000801

Presenting Sponsor





Supported by

Gold Sponsor



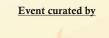




Silver Sponsor















Samagam

NCICC 2024

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

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

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

His Excellency also congratulated Sanjeevani Life Beyond Cancer on tirelessly organizing the conference and expressed their efforts as laudable with significant contributions in the area of the integrative management of cancer. He then elaborated on how the field of Integrative Oncology required healthcare practitioners, researchers, and policy-makers to march together to make comprehensive and compassionate health care available to all cancer patients.

The Hon'ble Governor shared his personal anecdotes and reflections on what it means to have cancer in a family and on individuals. His words belied great depth as they resonated with the audience, echoing the conference theme. More important, his presence and support gave credence to the fact that new innovative approaches in health care need to be directed at the betterment of the quality of life for cancer patients and survivors.

The focus of the inauguration ceremony was to set a tone of hope, resilience, and collaboration throughout the conference. There was an enthusiastic applause for the speech by Governor Pillai, and it went on to leave a lasting impression in the minds of the participants. His taking part in NCICC 2024 reflected his concern toward integrative cancer care and encouraged further involvement for the sake of the critical advancement of the field.

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





atrafr

NATIONAL CONFERENCE ON INTEGRATIVE CANCER CARE INAUGURATION BY

H.E THE HONORABLE GOVERNOR OF GOA HON'BLE SHRI. P.S. SREEDHARAN PILLAI

An initiative by SANJEEVNI APRIL 18, 2024 | GOA



<u>Click to watch the Hon'ble Governor's Address</u>

re to di di M M D C Guidi Sponeer



Art Exhibition

Towards Satori: A journey from Emotional Turmoil to Spiritual Growth

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

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

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

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

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





Why the Conference?

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

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



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

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

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

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

Objectives of the conference:

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

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

Conference Overview:

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

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



Program Highlights:

The conference featured a captivating program, including:

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



Attendee Mix:

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

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

Eminent Attendees from Goa

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



Reach and Media Coverage

The National Conference on Integrative Cancer Care (NCICC) 2024 saw an overwhelming response and extensive reach, reflecting the growing interest and importance of integrative approaches to cancer care.

In-Person Attendance: The conference was attended by over 2,500 participants in person. The diverse group of attendees fostered rich discussions and networking opportunities, enhancing the overall impact of the event.

Online Reach: In addition to the in-person attendance, the conference was live-streamed on Sanjeevani Life Beyond Cancer's Facebook page, where it garnered over 5,000 cumulative views. This online engagement allowed individuals who could not attend in person to benefit from the valuable insights and information shared during the conference.

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

- *Goan Reporter News:* Provided extensive coverage of the event, including interviews and key highlights. The coverage can be viewed <u>here</u>.
- *Goan Observer*: Published an insightful article on the challenges of cancer and the importance of integrative care, which can be read <u>here</u>.
- **Prudent Network:** Live-streamed the event, capturing essential sessions and discussions. The recording is available <u>here</u>.



CONFERENCE RUNDOWN

04.30 - 05.00 p.m - Art Exhibition

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

Click to catch a glimpse.

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

Moderated by: Mrs. Ruby Ahluwalia <u>(Click to watch the setting of context)</u> Founder & Chairperson Sanjeevani Life Beyond Cancer

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

Panelist

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

Catch glimpses of the panel discussions.

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

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

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

Panelist

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

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

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

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

Panelist

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

Click to read Speaker transcripts.





SRJANHolistic Healing Program

A SEGMENT OF

NCICC 2024

3-DAY WORKSHOP & NATIONAL CONFERENCE ON INTEGRATIVE CANCER CARE

An initiative by



Workshop Helpline No.: 8691000800 / 8691000801

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

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

Workshop Details:

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

Workshop Highlights:

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

Workshop Overview:

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

Session Descriptions:

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



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



Date	Time	Session	Facilitator	Venue	
16th April Tuesday	01:00 - 02:00 PM	Lunch		Ddhyana - The Wellness Center, Panjim	
	02:00 - 03:20 PM	Free Time			
	03:20 - 03:30 PM	Leave for the workshop venue			
	03:30 - 04:00 PM	Registration and Distribution of Welcome Kits			
	04:00 - 05:00 PM	Breaking the Ice - Meet and Greet	Mrs. Ruby Ahluwalia Cancer Victor, Author, Artist, Former Bureaucrat and Founder of Sanjeevani Life Beyond Cancer	Clube Tennis De Gaspar Dias, Panjim	
	05:00 - 05:15 PM	Tea Break			
	05:15 - 06:15 PM	Understanding Integrative Health Care Strategies	Mrs. Ruby Ahluwalia Cancer Victor, Author, Artist, Former Bureaucrat and Founder of Sanjeevani Life Beyond Cancer		
	06:30 - 08:30 PM	Free time + Dinner		Ddhyana -	
	08:30 - 10:00 PM	Story Circle	Mrs. Ruby Ahluwalia Cancer Victor, Author, Artist, Former Bureaucrat and Founder of Sanjeevani Life Beyond Cancer	The Wellness Center, Panjim	
17th April Wednesday	06:00 - 07.00 AM	Prayer and Loosening Exercises			
	07:00 - 08:00 AM	Unlocking the Healing Power of Yoga: Exploring Its Concept and Potential through Asanas	Dr Sitakant N Kamat Ghanekar Senior Oncologist, Palliative Care and Yog Expert	The Wellness Center, Panjim	
	08:00 - 09:30 AM	Breakfast + Acupressure for 2 patients	Col. Ashutosh Ahluwalia Established record of healing patients through the technique of acupressure		
	09:30 AM	Leave for the Workshop Venue			
	10:00 - 12:00 PM	Healing with Breath and Pranic Energy: Learn Specific Exercises for Pain and Trauma Relief	Ms. Aminah Sheikh Healing Practitioner, Sufi Storyteller, and Trauma Healing Specialist	Clube Tennis De Gaspar Dias,	
	12:00 - 12:15 PM	Tea Break		Panjim	
	12:15- 01:45 PM	Understanding the role of Nutrition in Healing from cancer	Ms. Joanita Figueiredo Nutrition, Yoga, and Reflexology Specialist; Founder of Metta Spa, Mumbai		
	02:00 - 02:30 PM	Lunch		Ddhyana - The Wellness Center, Panjim	
	2:30 - 4:00 PM	Free Time			
	4:00 - 8:30 PM	Fun Outing + Dinner			
	8:30 - 10:00 PM	Story Circle			
18th April Thursday	06:00 - 7:00 AM	Prayer and Loosening Exercises	Ms. Joanita Figueiredo Nutrition, Yoga, and Reflexology Specialist;	Ddhyana - The Wellness Center Panjim	
	07:00 - 08:00 AM	Unveiling the Science of Pranayama: Exploring Specific Techniques for Cancer Healing	Founder of Metta Spa, Mumbai Dr. Shilpa Ghone Former Senior Yoga Teacher, Current Central Coordinator of Academics at Kaivalyadhama, Mumbai		
	08:00 - 09:30 AM	Breakfast + Accupressure for 2 patients	Col. Ashutosh Ahluwalia Established record of healing patients through the technique of acupressure		



Date	Time	Session	Facilitator	Venue
18th April Thursday	09:30 AM	Leave for the Workshop Venue		
	10:00 - 12:00 PM	Cultivating Positivity: Healing through Thought Transformation & Emotional	Dr. Saraah Chimthanawala Renowned Life Therapist, Homoeopath, and Alternative Therapy Practitioner & Counselor	Clube Tennis De Gaspar Dias,
	12:00 - 12:15 PM	Break		Panjim
	12:15 - 2:00 PM	Creating a Daily Routine for Optimal Health: Keys to Living Disease-Free	Dr. Rama Sivaram Consultant at KEM Hospital and Research Centre, Pune. Independent Cancer Advocate and Massage Therapist	
	02:00 - 02:30 PM	Lunch		Ddhyana - The Wellness Center Panjim
	2:30 - 4:00 PM	Free Time		
	04:00 - 08:30 PM	Conference on Integrated Cancer Care Management	Panel Discussions with Experts Oncologists, Medical Practitioners, Ayurveda, Homeopathy, Vipassana, Yoga, Nutrition, Psychology, Alternative Healing, and Cancer Survivors	
	08:00 - 08:30 PM	Dinner		Ddhyana - The Wellness Center Panjim
19th April Friday	06:00 - 07.00 AM	Prayer and Loosening Exercises	Mrs. Ruby Ahluwalia Cancer Victor, Author, Artist, Former Bureaucrat and Founder of Sanjeevani Life Beyond Cancer	Ddhyana - The Wellness Center Panjim
	07:00 - 08:00 AM	Harmony of Yogic Breath: Exploring Pranayama Techniques	Dr. Shilpa Ghone Former Senior Yoga Teacher, Current Central Coordinator of Academics at Kaivalyadhama, Mumbai	
	08:00 - 09:30 AM	Breakfast + Accupressure for 2 patients	Col. Ashutosh Ahluwalia Established record of healing patients through the technique of acupressure	
	09:30 AM	Leave for the Workshop Venue		
	10:00 - 11:30 AM	Unlocking Healing: The Art of Reflexology	Ms. Joanita Figueiredo Nutrition, Yoga, and Reflexology Specialist; Founder of Metta Spa, Mumbai	
	11:30 - 11:45 AM	Break		Panjim
	11:45 - 01:00 PM	Closing of the workshop	Mrs. Ruby Ahluwalia Cancer Victor, Author, Artist, Former Bureaucrat and Founder of Sanjeevani Life Beyond Cancer	

<u>Click to hear what our participants had to share.</u>





