



National Cancer Awareness Day 2025

Ministry of Ayush Scales up integrative cancer care through research, centres of excellence and community outreach

Union Minister Shri Prataprao Jadhav highlights proactive, people-centric approach to cancer awareness and integrative care

Secretary Vaidya Rajesh Kotecha underscores ministry's commitment to evidence-based, holistic cancer solutions

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On National Cancer Awareness Day, the Ministry of Ayush highlights the need to strengthen public awareness and early detection efforts as cancer remains the second leading cause of death globally. Many countries across the world have recorded considerable numbers of oral, cervical and breast cancer cases. India is placing increased emphasis on education, screening and holistic health practices to address the challenge more effectively.

A large share of the cancer burden stems from preventable factors such as tobacco use, unhealthy diets, obesity, physical inactivity, alcohol consumption, environmental pollutants and HPV infections, highlighting the need for stronger awareness and timely action. Early detection greatly improves survival, particularly for breast, cervical and oral cancers that can be identified at more treatable stages through routine screening. With many cancers preventable and several potentially curable when diagnosed early, sustained healthy lifestyle choices remain critical. Avoiding tobacco, limiting alcohol, eating plant-based diets, maintaining a healthy weight, staying active and reducing exposure to smoke and pollutants collectively help lower risk and support long-term wellbeing.

Shri Prataprao Jadhav, Union Minister of State (IC) for Ayush and Minister of State for Health & Family Welfare, Government of India, emphasised that safeguarding public health requires a proactive and people-centric approach to cancer awareness and prevention. He noted that the Ministry's expanding initiatives—including integrative cancer-care centres, collaborative research efforts and community-focused programmes—aim to ensure that affordable, holistic and supportive care reaches every citizen. He added that integrative models combining modern oncology with Ayush systems can significantly improve quality of life, particularly for vulnerable sections of society.

Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, highlighted that India's expanding network of integrative cancer-care initiatives reflects the Ministry's commitment to strengthening evidence-based, patient-centric solutions. He noted that Centres of Excellence, collaborative research platforms and partnerships with leading institutions such as TMC–ACTREC, Arya Vaidya Sala, AIIMS and other reputable organisations are helping advance new therapeutic insights, improve symptom management and enhance quality of life for cancer patients. He added that these initiatives demonstrate the capacity of Ayush systems to complement modern oncology through systematic research, trained manpower and clinically validated supportive care.

The Ministry of Ayush is expanding integrative cancer care through key Centres of Excellence, including those at TMC–ACTREC, Mumbai, for integrative care and Ayush drug discovery. These centres support *in-silico*, preclinical and clinical studies, specialised OPDs and capacity building. At Arya Vaidya Sala, Kottakkal, a dedicated CoE focuses on quality of life and supportive therapy, managing 26,356 cancer patients including 338 lung cancer cases in the last two years, and demonstrating the impact of integrated patient care.

The Ministry of Ayush reiterates that prevention, early diagnosis and integrative supportive care must remain central to India's response to the growing cancer burden. Strengthening awareness, improving access to screening and encouraging healthier lifestyle choices are essential to reducing risk and improving outcomes. The efforts complement the vision of combining modern medical approaches with the preventive and supportive strengths of Ayush systems to offer a comprehensive pathway to lowering the national burden and enhancing the wellbeing of patients and communities.

CCRAS IEC publication on Cancer Awareness may be accessed through the link:<https://ccras.nic.in/wp-content/uploads/2023/06/Cancer.pdf>.

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