



Drug Free India

THE BIGGEST FIGHT
AGAINST DRUGS STARTS

18TH - 19TH FEBRUARY 2019



SANJAY DUTT



DRUGS NA KARENGE
NA KARNE DENGE

TAKE THE PLEDGE AND PASS IT ON TO THE PERSON
YOU CARE FOR.



SONAKSHI SINHA

JOIN HANDS. SAVE LIVES.



PARINEETI CHOPRA

RAAGHAV

VARIN SHARMA





Art of Living & De-addiction

Breathing in Life

S Pradhan, former prescription drug addict, Kolkata who currently works at The Art of Living's Kolkata de-addiction center-

“I used to think of ways to get my girlfriend (now wife) addicted too, so we could continue with my addictions peacefully. I had practically tried every drug there was (some were so rare, I was the first one to try them in Bengal). When I would be admitted in hospital, I would sometimes tell the nurse, I am allergic to this medicine, so she would give me the alternative that I was addicted to. I had been an addict for good 15 years.

But here, there is a spiritual component apart from the treatments. There is love, acceptance and infinite patience here. I did not find this anywhere else. When your soul decides to give up something, then dangerous cravings don't affect you. But how many rehabilitation places want to address this core? ”

De-addiction Is Urgent

- There are 10 suicides in India every day due to drug or alcohol abuse
- Alcohol kills one Indian every 96 minutes

- 75% of Indian households have at least one member who is an addict
- About 70,000 children on the streets of Delhi consume drugs in some form, including 7000 who abuse inhalants
- National Survey on Extent, Patterns and Trends of Drug Abuse (2004) **showed that 98% alcohol abusers and 72% of opiate users had NOT sought any kind of treatment in the past.**

Drug Free India Campaign 2019

These above aren't just numbers but scores of family lives, careers and relationships ruined. The steadily worsening problem of drug abuse among Indian youth has long called for collective action. As a response to this need, a nationwide campaign Drug Free India, an initiative of The Art of Living, is being launched on 18th February at Chandigarh University and at Guru Jambheshwar University of Science and Technology, Hisar, Haryana with the support of Government of Haryana on 19th February in the presence of Gurudev Sri Sri Ravi Shankar, Founder of The Art of Living, who will be joined by popular Bollywood celebrity, Sanjay Dutt along with other leading youth icons like Kapil Sharma and Badshah.

The movement has found strong support from host of Bollywood celebrities including Aamir Khan, Vicky Kaushal, Ayushman Khuranna, Karan Johar, Katrina Kaif among many others. The movement has also been supported by the Ministry of Human Resource Development, Government of India.

An estimated 60 thousand students will attend the event on both the days and students from Thousands of colleges

across India will connect via live webcast who will take the pledge against drug abuse together.

The Art of Living's De-addiction Work So Far

Over the last few decades, the Art of Living has offered effective programs to address substance abuse by combining conventional treatments with spiritual tools like powerful breathing practices, Yoga, meditation and spiritual knowledge and awareness about the mind, that empowers both the addicts and those prone to it, to source their happiness and contentment from within than without. With its wide presence in rural and urban India, the Art of Living is uniquely positioned to bring about societal change through its awareness, rehabilitation and advocacy programs.

School based drug-use sensitization workshops in collaboration with AIIMS

- **Organized in four states across 1000 schools** where
- Principals, teachers, policymakers and administrators are sensitized about prevention of drug use.
- The program offers preventive strategies, life skill programs and the Art of Living Youth Empowerment Seminars, as a protective barrier against initiation into drug use.

Awareness Drives And Advocacy

Art of Living has mobilized students, communities and other stakeholders to participate and support campaigns to tackle the social challenges of substance abuse.

- **High on Life-Away from Drugs & Alcohol Campaign, 2013-14**
- **Walkathon, Dharavi, Mumbai**, an awareness drive in Dharavi slums in Mumbai where prevalence of addiction was high and poor sensitization rates.
- **Ban on Typewriter Correction Fluid:** The Art of Living along with other NGOs and eminent citizens of the Chandigarh filed a Public Interest Litigation against the massive abuse of Typewriter Correction Fluid. Haryana High Court prevailed upon the Union Ministry of Health to issue a ban on its production, sale or storage

Treatment, Rehabilitation and Support

From providing in-house facilities to collaborating with external facilities, the Art of Living, in its own unique way, is meeting the demand for specialized services in treatment of addiction in the society.

- The organization has also collaborated with leading drug de-addiction and treatment centers like PGIMER, and Government multi-specialty Hospital in Chandigarh, and medical colleges in Ludhiana, Faridkot and Amritsar.
- **Art of Living's De-addiction Center was** setup in November 2003 in Howrah.
 - Has recovery rate of 47%.
 - Started with 18 patients has since treated 2700 patients.
- **Art of Living De-addiction Center at Art of Living International Center, Bengaluru** opened in 2015.
 - Has transformed 850 + lives.
 - Success rate of more than 60% (**Generally, the success rate tends to be in the low 30s**)

The treatment includes:

- Detoxification: Intense supervision by doctors and ward boys until physical withdrawal is completed
- Psychological therapy (individual, family counseling, cognitive behavior therapy, group activities, aversion therapy, relaxation therapy)
- Spiritual therapy including Sudarshan Kriya, Yoga and spiritual knowledge.

The Living Well De-Addiction Programs

These programs focus specifically on de-addiction, relapse prevention and providing a perspective motivated towards rehabilitation to the individual. These programs aim at empowering an individual to live an addiction-free life. These workshops focus on breathing techniques like Sudarshan Kriya, Pranayama and Yoga to overcome stress and battle smoking and alcohol dependencies. The program treatment includes medical detoxification, clinical and psychological therapies, abstinence management and relapse prevention strategy.

De-addiction programs in the community

With a view to reaching out to in rural poor and urban poor communities who often do not even have the option of seeking solutions for de-addiction, the Art of Living introduced de-addiction programs specifically tailored to meet the needs of the community.

- Punjab and North India:
 - This program has reached out to 80 villages in Punjab and about 25,000 addicts have participated in Art of Living de-addiction programs

with regular follow-up for more than six months.

- 'Raviodya Kendra' was established in villages to serve as a focal point for organizing and sustaining drug use prevention activities at the grass root level and was supported by 25 NGOs, welfare trusts and philanthropists in 2010.
- In Jharker, Ludhiana district of Punjab stake holders meet of drug de-addiction program was held in November, 2010 in the presence of Gurudev Sri Sri Ravi Shankar wherein about 5000 recovered drug users with family and community leaders attended the Mahasamelan and shared their experiences.
- In Kareli, inspired by Art of Living, women sat outside the liquor shop in their village every day till eight in the evening, to rid men of alcoholism. Eventually the authorities relented.
- In Chattisgarh, Art of Living worked in 18 villages for de-addiction where 8000 people had died of liquor consumption before.
- Youth Leadership Training programs with focus on deaddiction conducted in Marathwada for 5500 participants, over 2500 of them have stayed clean, 50 of them grew to take official positions locally and 1 elected as nagaradhyaksh.
- Lariapalli, a small tribal village in Odisha which once had an addiction rate of 90%, has received a National Award for outstanding services in the field of Prevention of Alcoholism and Substance (Drug) Abuse, 2018. Over the last 3 years, this Gram Panchayat that used to consume 2.4 quintals of

alcohol per day, now consumes 0 units of alcohol wing to persistent efforts in community mobilization, awareness drives and behavioral training workshops organized and led by The Art of Living volunteers

- Rupayan (De-Addiction Center for children) started in the year 2007 in Howrah, West Bengal is a residential treatment center and boys from slum areas who have been exposed to addictions are brought here.

Case Studies

From Drug Peddling To Education:

Dara Singh was a simple boy, in the remote village of Khera in Rajasthan, who got caught up in drug addiction to an extent of being thrown into the jail on charges of peddling. A spiritual shift of heart and mind happened in 2007 when he attended the Art of Living Prison Program in Udaipur jail. He continued his practice of Sudarshan Kriya and the High court issued an early release. He wanted to make a difference and thus he did. Today, he is an Art of Living instructor and administrator of a free school run by the Art of Living.

24-year old Aditya took substance abuse to a new level, when he went to study at a prestigious engineering college in Guwahati. His new friends were already following a lifestyle that revolved around drugs and alcohol, and that drew him into it. He also began to peddle drugs to sustain his addictions. He did the Art of Living Course in November 2012 and began his battle to become clean. He recounts, “While my body was throwing out toxins through exercises, the craving in my mind was being conquered through

spiritual knowledge, and Sudarshan Kriya.” Today from abusing and peddling drugs, he has helped 33 people get clean and counsels around three people a week on an average.

Food For Thought

“When stress increases, man seeks to get rid of this stress and in this process gets into substance abuse,” says Gurudev Sri Sri Ravi Shankar, Founder, The Art of Living, “When you train them in handling this stress effectively through spiritual tools like meditation, pranayam and Yoga then their perspective towards life changes totally. Otherwise, so many youth are destroying their lives by getting into addiction. To put an end to this menace, we are organizing this nationwide movement called the Drug Free India.”

- Gurudev Sri Sri Ravi Shankar, Founder of The Art of Living.



