



# INDIA IMPACT REPORT


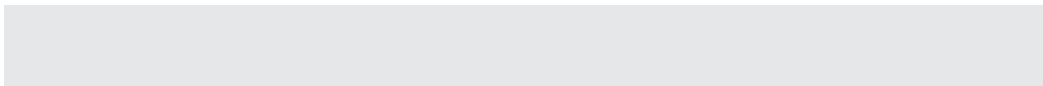
2018-2020



OUR COMMITMENT TO THE GLOBAL GOALS


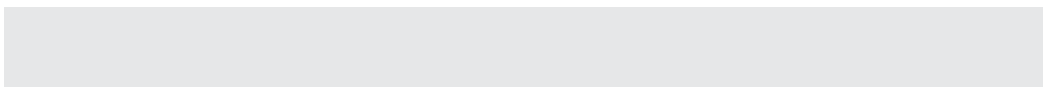
# **INDIA IMPACT REPORT 2018-2020**

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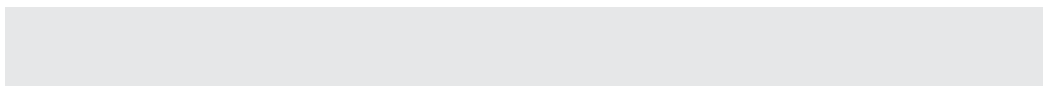
 

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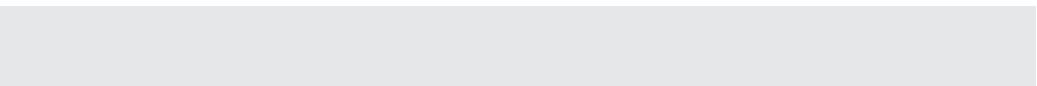
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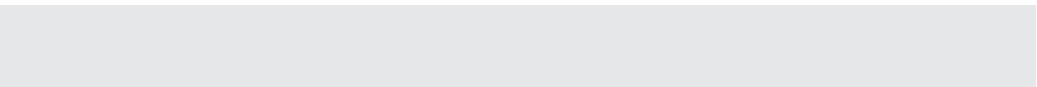
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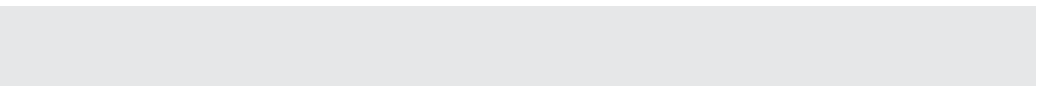
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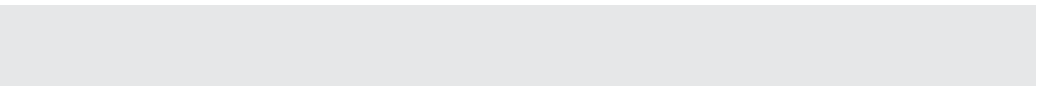
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# A MESSAGE FROM OUR FOUNDER

*The human race is on the precipice of great change.*

*In its pursuit of happiness, mankind must not forget that true happiness comes from caring and sharing. Caring for the planet and sharing one's knowledge, talents, skills and resources is the essence of a progressive society.*

*For the past 40 years, The Art of Living has led millions to find deep peace and silence within while expanding their vision to serve society through dynamic action to create a violence-free and stress-free world.*

*Wisdom alone can kindle compassion and create universal brotherhood and heal the world tormented by mistrust, greed, fear and prejudice. The dedicated work of millions of volunteers from various pockets of the planet has demonstrated that this indeed, is doable.*

*I invite individuals, governments and organizations to join hands with us in envisioning and creating a better world, a sustainable world, for the present and future generations.*

*Sri Sri Ravishankar*



# FOREWORD

AJAY BAGGA

TRUSTEE - SRI SRI RAVI SHANKAR TRUST

*As we enter the fifth decade of the Art of Living movement, this **India Impact Report 2018-2020** is a well-timed assessment of our journey of more than 40 years. Inspired by Sri Sri Ravi Shankarji's vision, this movement straddles the entire gamut of the Sustainable Development Goals 2030. Our efforts have grown progressively from being drivers of positive change at the individual level, to that of transformational facilitators of innovative, comprehensive and holistic enablers of the collective good at the community, country and 'one global family' level.*

*The governance process is predicated on a strong core of centralized functions and a grassroots volunteer based, project and goal focussed network. The deep sense of belongingness and belief in a shared value system leads to inspired volunteers delivering unprecedented results at a fraction of the costs that the same tasks would require in a less agile, fluid and adaptive structure.*

*The administrative focus has been on maximum impact, self-feeding inspiration loops of volunteers and flat structures that allow for speedy decision*

*making and minimum delays and costs. Due to this unique combination of service attitude, inspired volunteers and ownership leading to a deep sense of accountability and self-reinforcing responsibility, we have seen governmental, regulatory, and corporate partners coming back to various Art of Living entities for repeat projects and initiatives across areas.*

*We have seen corporate leaders asking our leadership about the secret behind the smiling faces and inspired volunteers that they meet at every level of the organisation. Be it working with prisoners for rehabilitation and reintegration; to running schools in inaccessible remote areas; to providing relief in disaster hit areas; to carrying out massive climate and sustainability enhancing projects, the Art of Living entities are able to deliver successfully.*

*We welcome this **India Impact Report 2018-2020** and would like to thank all our partners, our volunteers and our well-wishers for their support and guidance.*



*Ajay Bagga*

# PREFACE

## RUGMANI PRABHAKAR

HEAD OF SUSTAINABLE DEVELOPMENT  
- THE ART OF LIVING

*For 40 years, we have been working to uplift minds and transform the lives of people globally. When we sat down to put together an 'externally assured Impact Report' for our work in India, we were excited to be able to bring together all our work in this single, powerful narrative. But it was also daunting to do justice to the magnitude - the vastness and depth - of our impact, and capture it adequately in words and numbers.*

*We spoke to innumerable stakeholders, we sourced valuable data from our various organisations and, most importantly, we had conversations with hundreds of our volunteers across the country, in remote locations, and often against odds including challenges from the pandemic invading our most intimate existence in unimaginable ways.*

*The experience was extremely humbling. Ours is a story of passion, compassion, commitment, discipline, care and, of course, arduous, untiring work to help transform the lives of the most vulnerable people of our country across all sectors of development.*

*The fact that this report was compiled and written during the most difficult days of the pandemic makes it even more significant, because data was often stuck in some device in some location that was locked down and we could not access.*

*Also, so many beautiful minds came together to create a framework and structure to this story of ordinary people, leading ordinary lives and yet performing extraordinary acts of service without often even being aware of it.*

*The report has only captured one part of our magnificent journey. The part that has been recorded in excel sheets and word documents and tucked in some device somewhere in homes and offices. What it has not captured is the story of so many of our volunteers who did extraordinary work, never wrote a word and went to sleep happy that they just made a difference in someone else's lives.*

*And those are stories that we will never know about. But it doesn't matter because somewhere, someone has gone to sleep happy and they have a smile on their face.*



*Rugmani Prabhakar*

# ABOUT US

40  
YEARS  
of service

156  
COUNTRIES  
where we make a difference

10,000  
CENTERS WORLDWIDE  
with weekly followup sessions

450  
MILLION  
lives touched

## WHO WE ARE

Human values based developmental agenda. Humanitarian Diplomacy. A global network. Ground-up expertise and impact. Trainers. Innovators. Impact creators and much more.

We are organisations that have been in the business of integrated development and sustainability long before these became contemporary words.

### The Art of Living

A network of 156 countries who come together with a dedicated volunteer force inspired from within to bring about a stress free and a violence free world.

### The International Association for Human Values

An organisation that uses a human values based approach to achieving universal human rights, peace and security on the planet, and harmonious coexistence among different peoples and cultures.

### The Founder

**Sri Sri Ravi Shankar** is a globally revered spiritual and humanitarian leader. Sri Sri has reached an estimated 450 million people with unique, impactful programs that empower, equip and transform individuals to tackle challenges at global, national, community and individual levels.

## HOW WE WORK

### Placing the individual's well-being at the epicentre

Our work begins with the individual. A-B-C: Awareness-Belonging-Commitment is our framework for societal change. Our focus is on strengthening individuals who are, in turn, inspired to contribute positively to societal improvement.

### Economic efficiency

Throwing money at development needs does not enable success. Instead, we develop agents of change within the community. Effective implementation and community centric participation with low overheads and strong organizational capacity stemming from an inspired volunteer base are our assets.

### A network of grassroots leaders

All our volunteers and beneficiaries are folded within our organisational platform. Each individual, whether from a village or a villa, has the freedom to drive projects and change, thus enhancing community ownership.

### Integrated pathways

For the last four decades our solutions have been integrated, very much like the principles of the SDGs\*. Our understanding about the complexity and inter-connectedness of development comes ground-up with expertise from the field.

### Scalable solutions

Our work has been scaled up rapidly and best practice duplicated easily across the network.

\*The Sustainable Development Goals (SDG) or Global Goals are a collection of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all". The SDGs were set in 2015 by the United Nations General Assembly and are intended to be achieved by the year 2030.



# WHY AN IMPACT REPORT

We have a powerful story to tell. Our fundamental paradigm that peace begets development has created humongous impact. Impact is the numbers of projects and people we have touched in a very short time.

40 years. 156 countries. An estimated 450 million people. 30,000 trainer network. Millions of volunteers.

This document, **India Impact Report 2018-2020**, has been created to capture our story in India and map it against the Sustainable Development Goals 2030.

The criteria for the report is based on select KPIs identified as per the thematic area guidance provided by the 17 Sustainable Development Goals (SDGs) and targets, as well as the SDG India Index and Dashboard 2019-20.

## REPORT DATA AND EXTERNAL ASSURANCE

This Report includes data of our projects related to key intervention areas in India for the reporting period, 1<sup>st</sup> April 2018 to 31<sup>st</sup> March 2020. Governance data has been compiled using a centralized database, while the project output and beneficiary related qualitative and quantitative data has been collated at project site level.

We engaged KPMG India for providing independent assurance on this report and the same has been indicated in subsequent sections of the report. This report has been assured as per ISAE 3000 (Revised) assurance standard and the statement provided by KPMG India is included in the report.

# OUR STRATEGIC NARRATIVE

## FORTY YEARS OF IMPACT IN INDIA

### PEOPLE

- Educating India
- Achieving Gender Equality
- Holistic Health & Well-being
- Disaster Management
- Transforming Lives in Prisons

### PLANET

- Groundwater Management
- Tree Plantation
- Sustainable Agriculture
- Solar Energy
- Promoting a Circular Economy

### — A Strategic Approach —



#### At the Heart of Development

An Individuals's Inner Resilience  
Societal and Communal Peace  
Fraternity among Nations

An Integrated Platform  
Grassroot Level Rural Development  
and Good Governance

Outreach and Advocacy

### PROSPERITY

- Livelihoods
- Skilling
- Entrepreneurship

### PARTNERSHIPS

- Governments
- Private Sector
- Multilaterals & Civil Society

# OUR THEORY OF CHANGE

## A systemic and systematic approach

Societal development problems are more complex than generally assumed. The predominant view is that to ‘solve’ them, we need to apply technical solutions – solutions that are found elsewhere and engage technically competent people to ‘solve’ them.

Complex development problems also have another dimension - challenges that require people to acquire new ways of doing things, to review their values, and learn to do better. This is a process that takes time and focus on the part of individuals, it requires experimenting during implementation, and demands group learning and adaptation. It is an iterative process.

The Art of Living offers practical tools and frameworks developed by Sri Sri Ravi Shankar to help individuals manage their own minds, better connect with themselves, improve their relationships with others and take leadership actions. At its core, the focus is on strengthening individuals who, in turn, are inspired to contribute positively to societal development.

## The A-B-C of Sustainable Development:

The Art of Living’s Framework for Societal Transformation

### AWARENESS

Helping individuals become more aware of their thoughts and emotions, connect with themselves, and learn to connect with others better. When individuals become more aware of their own minds and thought process, they are more open to reflecting on their own behaviors and patterns and how they connect with others.

### BELONGINGNESS

When awareness is heightened, individuals begin to see how interconnected life on this planet is. There is a sense of belonging to something that is much larger than the individual's motivations. There is a sense of identifying with the common humanity across cultures and nations.

### COMMITMENT

With the realization of interconnectedness dawns the beginning of commitment to improving the status quo - not just for oneself, but for society at large. Such individuals find inspiration from within to work across diverse ideologies and cultures for mutual benefit

One way to strengthen society is by offering individuals tools through which they can strengthen themselves. Our self-development programs are steeped in yoga, meditation and breathing techniques to help individuals relax, manage stress, and develop a better understanding of their own mind and emotions – to connect with one’s self so that they can better connect with others.

The origin of such a commitment to improving society is at the individual level. With the ability to connect to one’s self and manage one’s own mind comes self-reliance, self-confidence, resilience, a sense of well-being and calm. When this is complemented with education focused on supporting human values of love, compassion, friendliness, cooperation and peace, the result is a spark of inspiration to do good in the world.

**Thus, the well-spring of global peace begins with individual well-being.**



ABOUT US

40 YEARS OF IMPACT

LOOKING AHEAD

OUR GOVERNANCE

ASSURANCE STATEMENT



**FORTY YEARS OF IMPACT**



**OUR  
WORK  
FOR  
PEACE**



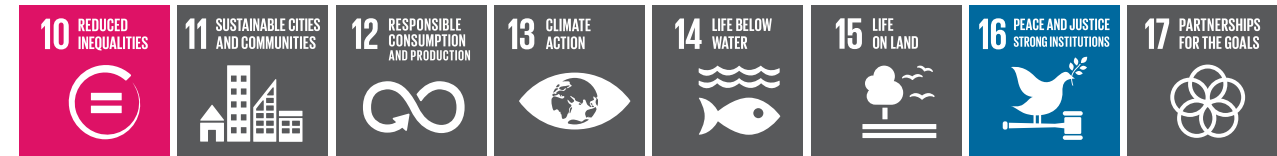


# CARING FOR MENTAL HEALTH AND WELL-BEING

## NURTURING INDIVIDUAL AND SOCIETAL PEACE

Peace is needed at three levels: First is inner peace, which is of the mind. It brings dynamism in our action and makes us more powerful. The second level is peace in our immediate environment, our family, friends, and workplace. The third level is peace between nations and continents, which is most important.

*-Sri Sri Ravi Shankar*



**Healing hearts and minds and breaking the cycle of conflict.  
Four decades of effort and one of the largest mental health  
initiatives in the world.**

As the pandemic continues to spread across continents, as countries respond to unprecedented challenges, as businesses prepare to face uncertainty and the economic fallout, as citizens endeavour to construct a new normal, the world is looking for insights and solutions to manage mental health and well-being.



# THE CHALLENGE

**For the Individual:** Fear, anxiety, stress, increased domestic violence, uncertainty, and worry are clogging society. Before the pandemic, WHO had declared that one in four had faced some kind of mental health issue and that depression cost trillions to the economy.

**For Communities:** Violence, conflict, radicalization, terrorism are global challenges to governments and communities alike, threatening to generate widespread instability, undermine social cohesion and economic development, and increase levels of militarization.

**For Nations:** Global challenges call for global solutions and require cooperation on a scale unprecedented in human history. Trust deficit, lack of communication, unresolved negative emotions, erroneous perception, lack of forgiveness and compassion are other critical challenges in conflict resolution.



# OUR STRATEGY

## HOW WE WORK

We place the individual at the heart and the center of conflict resolution and peace-building. It is about transforming the mind-set, converting the aggressive and violent tendencies, the stress, anger and depression into a positive state.

### We promote understanding, advocacy and education about mental health:

When individuals become more aware of their thoughts and emotions, they connect with themselves better. And from this connection emerges an improved connection with others and instead of looking for extrinsic drivers or situational triggers; look within to find sustainable peace.

### We bring about psychological change:

This maturity in awareness then naturally lends itself to an understanding about

the inter-connectedness of this planet. A broader vision about life in its entirety emerges and there is a sense of something bigger than the individual.

### We shake off the stigma and respect dawns:

And it is from this expanded vision that unshakeable commitment dawns. The commitment to the planet; to societies; the respect for ideologies and diversity of the planet and for the thread of humanity that ties us all together.

UNESCO suggests that peace embraces much more than the absence of conflict. They assert that 'since wars begin in the minds of men, it is in the minds of men that defences of peace must be constructed'.

WHO says mental health is more than the absence of mental disorders. Mental health is an integral part of health; there is no health without mental health.

# OUR PATHWAYS FOR CHANGE

## Individual Change:

We transform consciousness, attitudes, behaviors and skills of individuals who advocate peace effectively.

## Healthy Relationships and Connections:

By breaking down isolation, polarization, division, prejudice and stereotypes between and among groups, we enable progress.

## Social Justice:

We address the underlying issues of injustice, oppression/exploitation, and peoples' sense of injury/victimization. This then reduces the drivers of conflict.

## Good Governance:

We secure peace by securing stable and reliable social institutions.

## Ceasefire:

Through the laying down of arms, we reduce the levels of violence perpetrated by combatants and increase the chances of bringing security and peace.

## Community Re-integration:

Our programs enable return to community by former 'terrorists', combatants and prisoners; and provide veterans with trauma-healing processes.

## Political Elites:

Our programs and advocacy effort engages active and influential political leaders and constituencies in favour of peace.

## Campaigns and Advocacy:

We convene stakeholders for campaigns and advocacy that bring issues to the forefront and build coalitions for change.

## Public Attitudes:

We promote peace by building greater tolerance in society.

## Collective Action:

We convene key stakeholders and move the agenda forward bringing legitimacy, reach and collective influence.

## Mediation:

Facilitating constructive discussion and negotiation on issues towards conflict resolution.

## Out of the Box Solutions:

Successes have come from intelligent comprehensive solutions and powerful action.

## Transitional Peace:

We provide a results-based process for handling grief and trauma, enabling people to move on.

## Culture of Peace:

We work to transform cultural and societal norms, values and behaviors to reject violence, support dialogue and negotiation. We address fundamental causes of conflict.

## Resilient Nations through a Human Values Based Approach:

Our actions are driven towards a vision of a stress-free, violence-free world.





# INNER PEACE BRINGS RESILIENCE: A TRIED AND TESTED SOLUTION

For nearly four decades now, The Art of Living has offered programs that promote peace and well-being at the individual, community and global levels.

## Promoting peace and well-being at various levels

**At individual level:** Programs to eliminate stress and promote well being, caring and compassion in adults, youth, children

**At community level:** Programs to promote socio-economic development projects for disadvantaged groups, rehabilitation of prisoners and warring social groups

**At global level:** Peace initiatives to end violence in Afghanistan, Iraq, Israel, Kashmir, Kosovo, Pakistan, Sri Lanka, Colombia

The A-B-C: Awareness-Belonging-Commitment is the framework for societal change.

The awareness about the workings of one's mind; when individuals become more aware of their thoughts and emotions, they connect better with themselves; when awareness is heightened, the connection and the sense of belonging with all men and women is enhanced; the realization of inter-connectedness automatically and intrinsically brings forth the commitment – not just for oneself, but for society at large.

As we move towards a post-COVID world; this principle can be used to transform the world for generations to come.

And it is from this expanded vision that unshakeable commitment dawns. The commitment to the planet; to societies; the respect for ideologies and diversity of the planet and for the thread of humanity that ties us all together.

# SOCIAL REGENERATION BEGINS AT THE LEVEL OF THE INDIVIDUAL

Our programs reach all sections of society and bring about individual transformation through breathing techniques, meditation, yoga and practical wisdom. This is the essence. This is The Art of Living.



“Gradually, very significant changes have taken place - whether it is improved concentration or better health”

– **P Gopichand**

Chief National Coach for the Indian Badminton Team

**INDIVIDUAL**



“After I did the YLTP, my complaining mind turned into a responsible mind”

– **Bholanath Jena**

Worked against substance abuse in Lariapalli Gram Panchayat in Odisha which won the President's National Award for Prevention of Alcoholism and Drug Abuse 2018

**COMMUNITY**



“It (The Art of Living) has an incredible following that cuts through all religions, cultures and background. A difficult thing to do in today's world”

– **Joe Biden**

President of the USA  
During his term as US Senator in an Art of Living event in Washington DC

**GLOBAL**

## INDIVIDUAL

- Breath & Meditation Workshops for Adults & Children
- Silent Meditation Retreats
- Yoga Practitioner & Certification Programs
- Leadership Training Programs
- Practical Wisdom Courses

## COMMUNITY

### Specialized Programs for:

- Veterans
- Inmates & Correctional Officers
- Schools & Universities
- Police & Gang Members
- Medical Professionals
- Corporates & Government Institutions

### Development Programs for:

- Youth Leadership
- Integrated Rural Development
- Health & Hygiene Education
- Women's Empowerment
- Disaster & Trauma Relief

## GLOBAL

- Conflict Resolution & Peace Building
- Environmental Care
- Global Leadership Forum
- World Forum for Ethics in Business & Sports
- International Women's Conference
- World Culture Festival

## INDIVIDUAL



Earlier I was easily distracted. Now I can easily study and focus.

**-Hrushikesh Jani,**  
SSC- 98%

Breath & Meditation  
Workshop for Adults &  
Children



I had writer's block and insomnia sometimes. But now, I sleep peacefully and am able to write freely.

**-Suraj Duseja,** Writer  
Silent Meditation Retreats



This knowledge is very universal. Now I feel I can understand my own tradition better.

**-Hogne R Hide,** Norway  
Practical Wisdom Courses

## COMMUNITY

Specialized Programs



The trainings have helped many victims of war suffering from serious post-conflict trauma.

**-Vehbi Rafuni**  
Director, Association for  
Disabled Kosovo Liberation  
Army Veterans  
Veterans



For the results of a week-long program to last a full year later is pretty amazing.

**-Dr. Emma Seppala**  
Associate Director Center  
for Compassion and Altruism  
Research and Education at  
Stanford.  
Schools & Universities



The breathing techniques healed my chronic widespread pain and fatigue that I had for years.

**-Dr Tina Fanning**  
Medical Professionals

## COMMUNITY

Developmental Programs



I did the course. Now I am going to spread the message of love, not of violence.

**-Vijay Kumar Singh**  
Former Naxalite  
Youth Leadership Training Program



I was 16 at the time I was captured. It is only after this workshop that I am able to speak out this much.

**-Parveen**  
Yazidi survivor from Iraq  
Trauma Relief



We are now able to grow three crops in a year now and our income has become more stable.

**-Vidyabhaskaran**  
Salamanthan village in Tamil Nadu  
Women's empowerment



Wherever Art of Living has worked, in those villages, fights have stopped and people have come together and worked.

**-Shweta Singhal**  
Satara District Collector  
Integrated Rural Development

## GLOBAL



We thank and acknowledge Sri Sri's efforts in putting an end to the longest armed conflict in (South) America.

**-Ivan Marquez**  
Chief Negotiator and Head of the FARC Peace Delegation  
Conflict Resolution & Peace Building



The government cannot be everywhere. The collective effort of The Art of Living team has got us this wonderful result.

**-Munesh Mudgil**  
Commissioner, RDPR, Karnataka  
Government  
Environmental Care



There are big powers who have big might, but they're not able to unite hearts and mind of people. This work can be done only by a spiritual leader.

**-Nouri al-Maliki**  
Former Prime Minister of Iraq  
Global Leadership Forum



Sri Sri Ravi Shankar's mission of a beautiful, safe, happy, and peaceful world for planet Earth's whole society is a great vision.

**-Dr APJ Abdul Kalam**  
Former President of India  
Silver Jubilee 2006



Sri Sri Ravi Shankar and The Art of Living are heralds of peace.

**-Juan Manuel Santos**  
Former President of Columbia



# HIGHLIGHTS OF OUR WORK

## CASE STUDY 1

### COLOMBIA SIGNS PEACE TREATY

The armed conflict that had killed 200,000 people, ended with a peace treaty between the FARC and Colombian government on September 26, 2016 in the presence of Sri Sri Ravi Shankar

- On June 26, 2015, The Art of Living founder and international peace ambassador Sri Sri Ravi Shankar convinces FARC to embrace the Gandhian principle of non-violence.

- In July 2015, FARC declared a unilateral ceasefire.
- In June 2016, Peace delegation FARC leader Iván Márquez thanked Sri Sri Ravi Shankar & The Art of Living for the Colombian peace initiative. The Colombian Government and the FARC announced a bilateral and final ceasefire thus putting an end to armed clashes.
- On June 24, 2016, the Government of Colombia conferred its highest declaration award 'Orden de la Democracia Simon Bolivar en el grado de cruz Caballero' to Sri Sri Ravi Shankar.



## CASE STUDY 2

### A LANDMARK AGREEMENT RESOLVES A 500 YEAR OLD CONFLICT IN AYODHYA INDIA

Sri Sri Ravi Shankar resolved a 500+ year old conflict, over which 71 wars have been fought and over 2 million lives have been lost

- From 2003-2019, Sri Sri leads the resolution of a 500-year emotive conflict between Hindus and Muslims in India. Coalescing interests of 1,200 stakeholders; thus bringing peace and stability in a nuclear-armed region.

- March 8, 2019, The Supreme Court of India officially appointed Sri Sri Ravi Shankar as one of the three mediators to explore a negotiated settlement of the Ayodhya dispute.
- The courage, tolerance, and statecraft needed to not only heal but also resolve issues between the two communities, for whom tension has been a persistent way of life, could only have been done by Sri Sri who commanded the faith and trust of all the parties. He worked in the background building consensus with every single faction on both sides thus ensuring no backlash.





### CASE STUDY 3

#### Global Peace efforts in conflict zones healing victims and perpetrators of crime

- **Reconciliation between 140 families in Kashmir:** A moving moment of reconciliation and forgiveness as 100 families of slain militants and 40 families of soldiers who sacrificed their lives, together, give a clarion call to the youth of Kashmir to walk the path of non-violence during this event.
- **Supporting 50,000 Iraqi citizens:** In any long-drawn conflict, the victim turns into an oppressor and the oppressor becomes a victim. We have supported Iraqi citizens through trauma relief programs, holistic medical care and women empowerment projects.
- **Sensitizing 3,000 soldiers in Iraq:** National Taskforce Members underwent

the transformational program in Iraq which resulted in a National Action Plan to counter gender-based violence, emphasize women's role throughout the policy development process, provide legal assistance to women victims of violence, find peaceful solutions to conflict and elevate women into leadership positions.

- **Bridging racial tensions in Ivory Coast:** Around 30 members of warring tribes of Deula and Guere came together for the Youth Leadership Training Program (YLTP) in Ivory Coast.
- **Over 7,400 fighters lay down arms across the world:** Across the world from Kashmiri militants, Naxalite terrorists, FARC rebels, Kosovo Liberation Army veterans, the LTTE in Sri Lanka, militants in Assam, Maoists in Nepal lay down arms and embark on the path to peace.



#### Preventing and Countering Violent Extremism in Mindano in the Philippines in partnership with UNDP

- Conducted joint introductory peacebuilding workshops in three ISIS-affected areas in Lanao del Sur that brought together the Armed Forces of the Philippines, 160 members of the insurgency group called the Moro Islamic Liberation Front, 36 Maute-ISIS returnees and local government representatives – the first time these groups have been brought together in the same room.
- Launched the SKY program for Xavier University students in conflict-affected areas to withstand radicalization; for the Philippines Military Academy taught mental resilience to 1,200 cadets and 100+ officials; and conducted Peace building Trainings for 18 Muslim youth affected by the 2017 Marawi Siege.

#### Providing healing to 25,000 violence affected children in Lebanon and Jordan in partnership with the European Union

- Children from Syria, Lebanon and Jordan receive basic training in stress relief and resilience tools, while children most at risk of violent behaviour, self-harm, suicide, aggression or depression, receive deep trauma-relief, empowerment and training on human values.
- Specially trained Youth Peace Ambassadors design and implement awareness-raising and peacebuilding projects to prevent and reduce violence in their families, schools and communities.





## CASE STUDY 4

### DEALING WITH AGGRESSION AND DEPRESSION IN SOCIETY

Today when our society is clogged with aggression and depression, it is critical that we recognize the value of an individual's mental peace and mental health, which in turn brings peace to families and societies

- **Proudly serving veterans:**

Project Welcome Home Troops: In the last 12 years, in 30 cities around the US, a unique program for 2,500 war veterans was conducted.

- **Changing paradigms in schools:**

In the last 9 years, over 110,000 students and teachers in 209 schools across 25 cities in the US have experienced the SKY for Schools program which provides youth with a healthy body, healthy mind, and

a healthy lifestyle, offering practical tools and life skills.

- **In times of need:** Over 2,600 aid workers and survivors benefited from trauma relief in the US. Projects include the 2017 Las Vegas shooting; 2017 Sonoma county wildfire relief; 2017 Mexico earthquake relief; 2017 Texas Hurricane Harvey relief; 2017 Puerto Rico hurricane Maria relief; 2017 Florida and northern Caribbean hurricane Irma; 2009 refugee integration; 2006 hurricane Katrina; and 2001 9/11 relief.

- **Changing the face of the judicial system:**

In Panama the entire judicial system including judges and lawyers are required to complete The Art of Living workshop for equanimity and clarity. In Mexico, the partnership with government includes teaching of mental well-being techniques to 150,000 youth while in Brazil the program is offered to the entire police force.



## CASE STUDY 5

### BREAKING THE CYCLE OF CRIME AND REDUCING RECIDIVISM

More than 800,000 prison inmates in over 60 countries impacted by the Prison Smart programme over the last four decades

- **Reduced anger and violence**

A 2005 study of 604 prisoners in the Taipei Tu-Chen Detention Centre, Taiwan, found that 86% of prisoners felt an improvement with regard to their anger. 21-38% less fights, incidents and disciplinary actions were reported by a study at Los Angeles County Lancaster Probation Camp.

- **Reduced levels of stress**

A study of the Slovenian Ministry of

Internal Affairs on the anti-stress programs for police showed that the program was efficient in improving the ability of the staff to handle stressful situations in the prisons.

- **Reduced depression**

There is an increased risk of self-harm and suicide within prisons. The prison staff from Kosovo has reported that self-harm and suicides had reduced post the Prison Programs. The breathing techniques have been shown to have a success rate of 68-73% in treating clinical depression, regardless of severity. Substantial relief was experienced within three weeks of doing the Prison Programs.

- **Improved quality of life**

80% of the inmates reported an improvement in sleep as a result of the Prison Programs.





Our work is predicated on a simple premise: Achieving lasting peace begins with the individual. There can be no sustainable development in a society full of stress and violence. A disease-free body, a stress-free mind, a violence-free society and a toxin-free environment are vital elements of sustainable development.

### There are three successful aspects to our body of work:

- The basic teachings and tenets of our organizations are so personal and universally relevant that their appeal cuts across religion, nationality, age and gender.
- Regeneration of society begins at the level of the individual: Our teachings

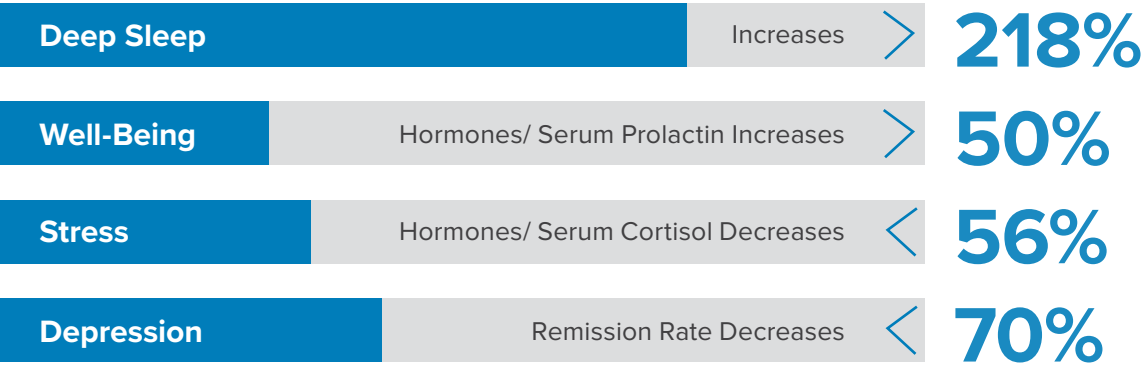
address the needs of each individual. They include practical tools to eliminate stress and improve health, commitment to serve society and uplift the human spirit.

- The effort is rapidly scalable: In just four decades, the programmes have touched an estimated **450 million** people across 156 countries with a vast network of 30,000 dedicated trainers and a few million volunteers.





RESEARCH AND EVIDENCE BASED ON OUR PROGRAMS



www.artofliving.org/us-en/research-sudarshan-kriya

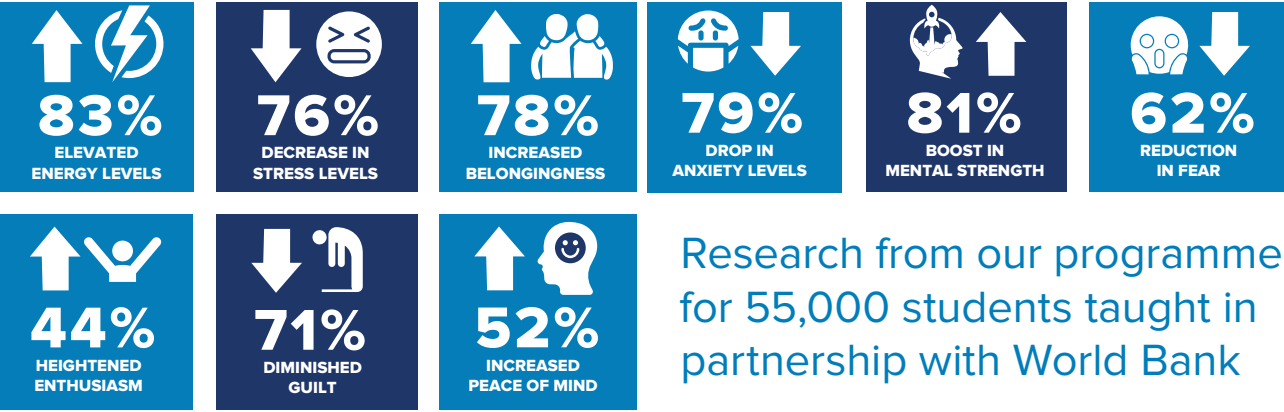
Harvard Health Publications  
HARVARD MEDICAL SCHOOL  
*Trusted advice for a healthier life*

In a paper published by researchers from the Massachusetts Institute of Technology, University of California-San Diego, Chopra Library for Integrative Studies, and Harvard University, experts explain the benefits that **yoga and meditation have as an adjunctive treatment to the novel coronavirus.**

The Harvard Medical School recommends Yoga, Meditation and controlled breathing to help with coronavirus anxiety.”

YaleNews

“A training program called SKY Campus Happiness, developed by The Art of Living Foundation, which relies on a breathing technique called SKY Breath Meditation, yoga postures, social connection, and service activities, was most beneficial. Following the SKY sessions, students reported **improvements in six areas of well-being: depression, stress, mental health, mindfulness, positive affect, and social connectedness.**”



OUR IMPACT

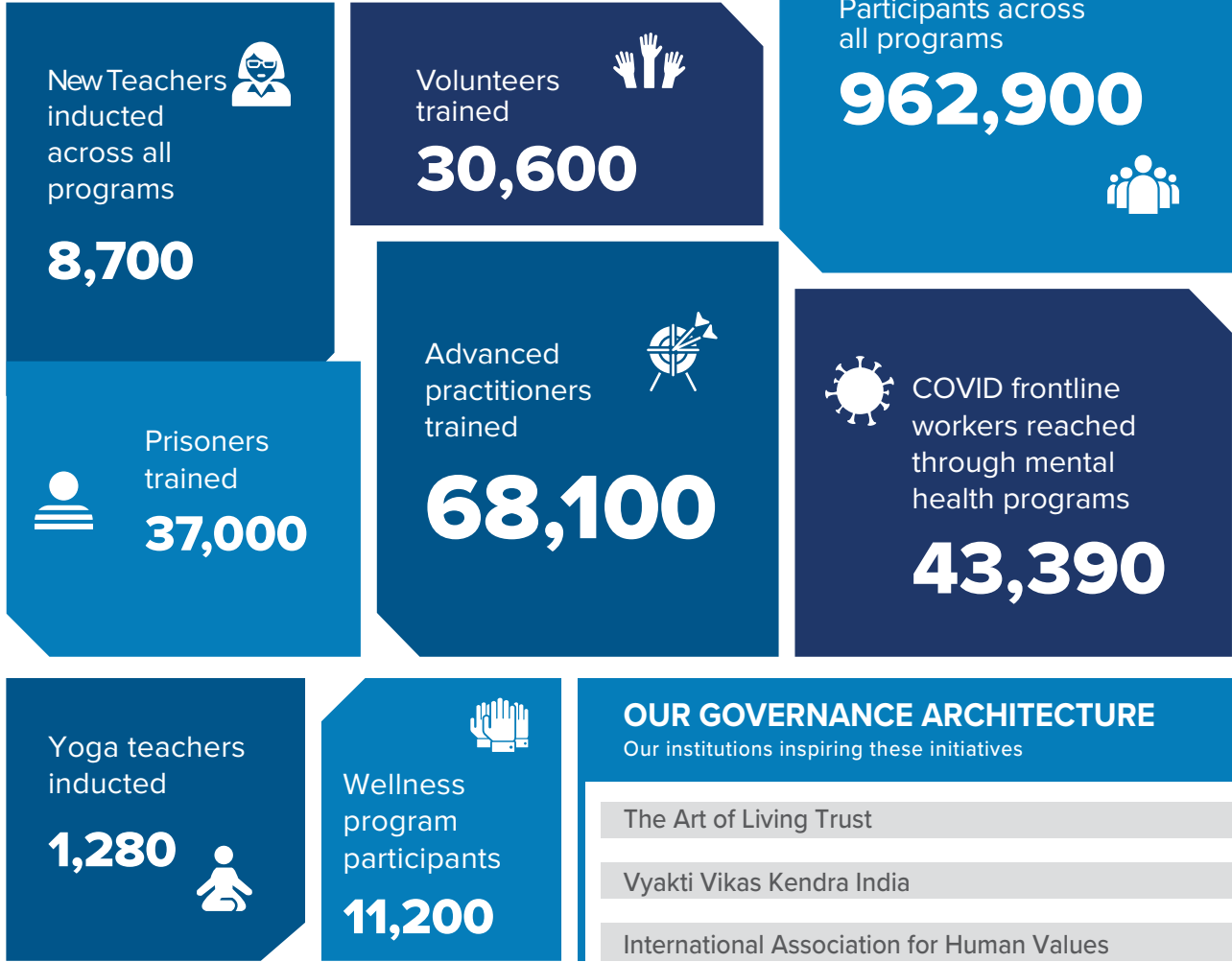
FORTY YEARS OF IMPACT GLOBALLY

**450 million people** reached worldwide in four decades. In Asia, in the last 5 years alone, over **70 million people** have experienced an enhancement in well-being.

INDIA 2018-20

The following data related to our Trainers, Participants, Practitioners and Volunteers in India, have been verified and assured by KPMG.

CARING FOR MENTAL HEALTH AND WELLBEING



\* Figures rounded to the nearest hundred

\* Data relating to the pandemic between March - Nov 2020 included in this report



OUR  
WORK  
WITH  
**PEOPLE**





# AN INTEGRATED PLATFORM FOR RURAL DEVELOPMENT

BUILDING CAPACITY - EMPOWERING LIVES

Each year, aid donors spend billions to enhance the capacity of nations to make and carry out development plans. This commitment reflects their belief that their aid will not succeed unless recipients improve their ability to use the assistance provided. Limited capacity to set development goals, prioritize among them and revise plans and programs in response to results achieved is a major constraint in the development process.<sup>1</sup>



India, with 17% of the world's population, holds the key to global SDG achievement.

But the burden of achieving the SDGs lies with rural India, with 65% of the population living in villages, where lack of infrastructure and connectivity directly impacts productivity, education and health, further exacerbating the poverty trap.

Previous experience shows that economic aid as a means of driving social change has limited impact. For any change to be sustainable, the process of transformation that begins with behavioural change and leads to an integrated approach to development, has to engage the entire community and be driven by inspired leaders from within.



The rural development programs run by The Art of Living empower local communities and makes them torch-bearers of change

## THE CHALLENGE

### **Disintegration and disharmony in local communities:**

Leading to lack of ownership and leadership in issues related to the community. Absence of value-based vocational skills, both soft and hard, leads to thwarted economic growth and growth at the cost of human values and damage to the planet.

### **Disillusionment in local government:**

The performance of Panchayati Raj Institutions has been adversely affected by political and caste factionalism often rendering developmental projects ineffective. Corruption, inefficiency, scant regard for procedure, political interference, parochial loyalties, motivated actions and others have stood in the way of the success of local governments.

### **Fragmented approach:**

Most efforts at capacity development remain fragmented, making it difficult to capture cross-sectoral influences and to draw general conclusions. Many capacity development activities are not founded on rigorous needs assessments and do not include appropriate sequencing of measures aimed at institutional change and individual skill building<sup>1</sup>.



## OUR STRATEGY

### HOW WE WORK

Our journey in rural development has evolved from a purely organic, inspiration-driven volunteer model to a more hybrid model enabling greater accountability and outcome to our donors and immensely tangible benefits for beneficiaries.

#### **We believe in the potential of rural India:**

We build self-esteem, patriotism, commitment and resilience of our people through our programs and help communities address social challenges including addictions, gender and caste bias, lethargy, corruption and others.

#### **We help communities help themselves:**

Our flagship program for rural development, Youth Leadership Training Program (YLTP), imparts training to young people to become agents of

change and actively lead developmental initiatives in their communities.

#### **We enable community ownership in planning, execution and sustainability of projects:**

Through dialogue and workshops, we train local teams on project management skills to implement funded projects. We identify leaders, build inspired teams, enable formation of committees and handhold them through the entire project cycle. And after that, we still continue to stay connected.

Over the last four decades, we have seen that by using our A-B-C Framework for Sustainable Development, we can create outcomes that build the foundation for continued progress. In this process, we use a number of flexible tools and methods to understand the context, build teams, create connections and change social paradigms to find the way forward, stimulate collective action and achieve tangible results. Our systematic approach to change is focused on creating public value.

# OUR PATHWAYS FOR CHANGE

## Align Communities to SDGs:

Through needs assessment, working with communities and local leadership to map priorities in alignment with national and global goals.

## Community Mobilization:

Improving wellbeing requires both resilience and opportunity and these two aspects of wellbeing are mutually reinforcing. We work in both areas.

## Capacity Building:

Reviving human values and making India self-reliant.

## Environmental Awareness:

Sensitizing communities for maximum use of natural resource.

## Create bridges between government and grassroots communities:

Enabling convergence and implementation of government schemes involving community.

## Build agents of Change:

Our youth leaders drive change and reforms, creating a wave built on resilience and human values.

# OUR EVOLVING MODEL FOR GRASSROOTS DEVELOPMENT



**2.2 million**  
farmers trained



**5.6 million**  
benefit from  
stress relief  
workshops



**165,000** people  
benefit from  
solar lights



**47 riverine**  
ecosystems  
revived



**305,600**  
skilled for  
livelihoods



**120,000**  
children receive  
free education



**One million**  
pledge to  
protect the  
Girl Child



## Youth Leadership Trainings conducted all across Rural India

- 5H Model – Health, Home, Hygiene, Harmony, Human Values
- 100,000 Rural Champions of Change created
- Footprint in 50,000 villages

• 1999 - 2013



## Drivers of Change in India

- Companies Act 2013 makes CSR spend mandatory for large public and private sector organizations
- Niti Aayog constituted in 2015 for effective center-state cooperation to advance development outcomes
- India signs up in 2016 to achieve SDGs by 2030

• 2013 - Present



## Our Work in SDGs

### Peace

- Inner Resilience
- Social Regeneration

### People

- Integrated Rural Development
- Educating India
- Holistic Health Management
- Gender Equality
- Disaster Management

Leveraging Assets  
of 40 years

### Planet

- Groundwater Management
- Sustainable Agriculture
- Solar Energy
- Waste Management

In Partnership  
with Governments,  
Private Sector,  
Multilaterals  
and Civil Society

### Prosperity

- Livelihoods
- Skilling
- Entrepreneurship

### Partnerships for the Goals

• And our work  
continues...



# OUR VALUES-BASED SOLUTIONS AND IMPACT

## CASE STUDY 1

### BUILDING CAPACITY OF OUR RURAL COMMUNITIES

From 2018-20, we trained 59,000 youth across rural India to become community leaders and 167,600 people through programs to reduce stress and build resilience.

A Sanskrit word, Karmayog translates to 'service without attachment to result'. Our Karmayog Wing drives our developmental agenda across India in collaboration with our trusts working on environment, education, livelihoods, health, disaster management, gender equality and others.

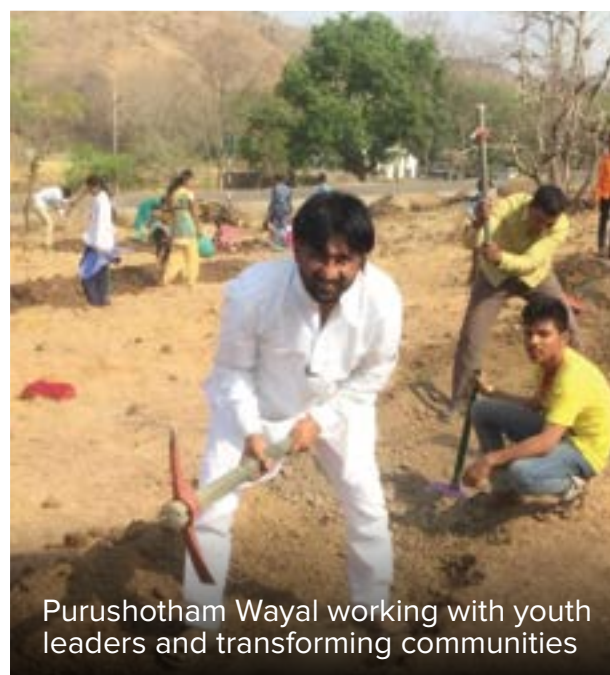
The Karmayog national team has an executive board comprising 5 members who, in turn, appoint councils in each state of India. Periodically, national conventions are conducted to build vision and address challenges. Volunteer attrition is mitigated by mentoring volunteers on income generation programs or integrating them into funded social initiatives of the organization.

#### The miracle man of Marathwada:

Dr. Purushotham Wayal is a college professor in Jalna district in Maharashtra, who once, long ago, had a problem with

alcohol. He did the YLTP program in 2008 and his life changed. Wayal believes that the biggest problem in India is lack of confidence among our youth. He has since trained over 10,000 youth as leaders and is relentless in his passion and mission for transformation in the region.

Youth trained by Wayal, today, have become *Sarpanchs*\* in their villages. They are building model farms for chemical-free farming. They are setting up skills-training centres and free schools across the state. They are working to revive river basins. They are setting up businesses for solar installations. They are inspiring many more youth to take responsibility and work to transform the nation, like they have.



Purushotham Wayal working with youth leaders and transforming communities

## CASE STUDY 2

### BUILDING CAPACITY OF OUR RURAL LEADERS

In 2019, in partnership with the Government of Jharkhand, we trained 3,245 panchayat leaders from 134 Village Council covering 23 districts across the state.

The village panchayat is a key stakeholder in our efforts for integrated development. They are often, our first point of contact and they work with us to engage the community in collective action. Consequently, building resilience, enthusiasm and vision of the panchayat members through our programs has been intrinsic to our strategy. In over 50,000 villages across India, where we have a footprint, local leaders have initiated or participated in our programmes enabling greater dialogue and harmony during interventions.

From 2018-20, we trained 13,600 village representatives and volunteers on village development programs.

Since 2016, we have been partnering with the state governments of Odisha, Maharashtra and Jharkhand for the development of Gram Panchayats in their states. Our role has been to raise administrative capabilities and build good governance through rigorous curriculums defined by the governments. However, combined with our holistic approach through behavioural change, the long-term outcomes of the programs have been tangible.

*According to Bholanath Jena, our trainer in Odisha, 'Panchayat leaders are usually driven by the political agenda of their parties. In one village, a well had to be built and each member was fighting to build the well in his section. After they finished the program, they sat together and did what was best for the entire village. This is just one of many outcomes. Entire communities transformed after their leaders attended our Good Governance workshops.'*



Panchayat Leader Shukru Kujur and our trainer Bholanath Jena receive national award from President of India for behavioural change in Lariapalli, a tribal village in Odisha

## CASE STUDY 3

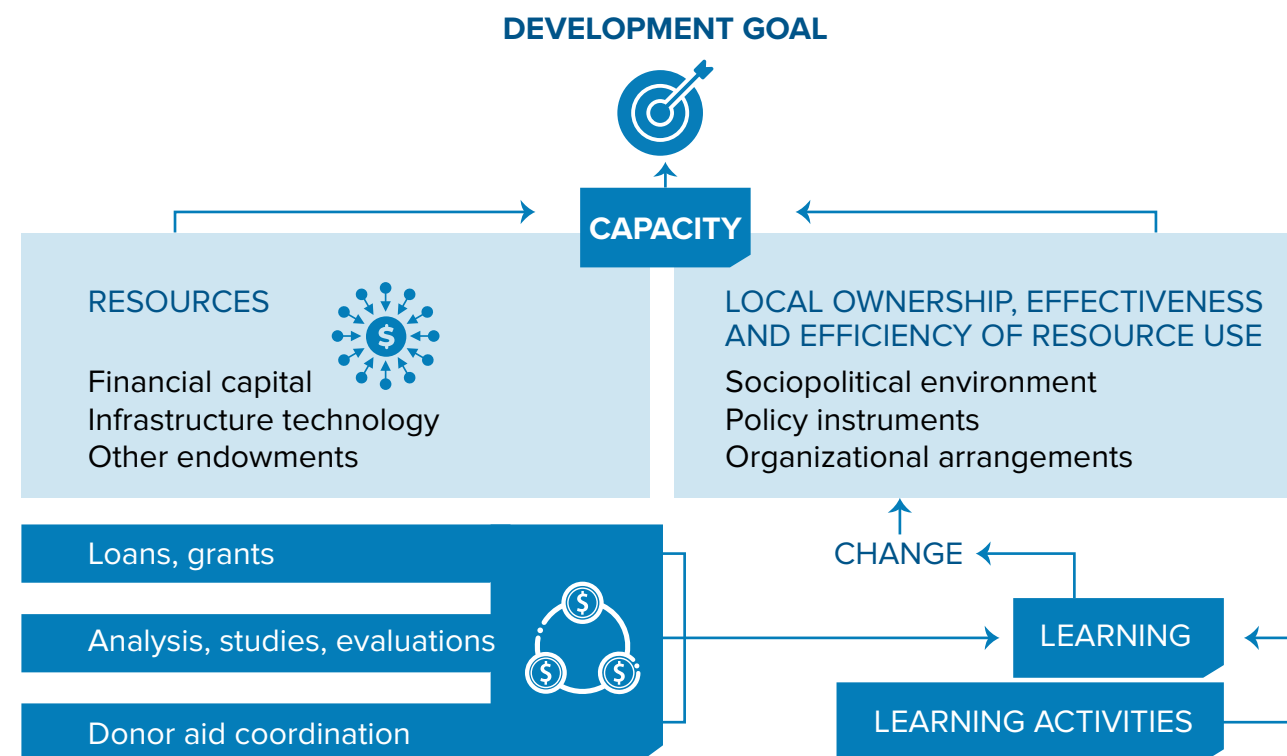
### BUILDING SCALE FOR SUSTAINABLE DEVELOPMENT

From 2018-2020, we appointed 69,000 *Pratinidhis* in 18,915 villages across India with a vision to take implementation of the SDGs to the grassroots

Project Bharat is an ambitious, nationwide program to build scale for a peaceful, powerful and prosperous India through rural empowerment. Aimed at bringing sustainable transformation in 700,000 villages of India, the project is currently focused on appointing five or more *Pratinidhis* or representatives from every village and creating a human resource pool of 3.5 million *Pratinidhis* across the country to spearhead development of their villages.

The key objective is to implement change through community driven leadership, nation building exercises and revival of human values. At a time when India is set to become the youngest nation in the world with 600 million youth, Project Bharat has the potential to leverage the human capital for growth and development.

**'India will be truly empowered when people at the grassroots start feeling confident about themselves, their way of life, their tradition and their language.'**  
– Sri Sri Ravi Shankar



We rely on this Capacity Development Framework of The World Bank Institute, 2019 for Project Bharat

## EXTERNALLY ASSURED DATA FOR 2018-20

The following data related to our work in Integrated Rural Development, from April 1<sup>st</sup> 2018 - March 31<sup>st</sup> 2020, has been verified and assured by KPMG.

### AN INTEGRATED PLATFORM FOR RURAL DEVELOPMENT

**59,000**



Youth become community leaders for Integrated Rural Development

**69,000**



Village Pratinidhis appointed in 18,915 villages in Project Bharat for implementation of SDGs

**13,600**



Village representatives and volunteers trained in village development programs



**3,245**

Panchayat leaders trained in Good Governance

**167,600**



People trained in Rural Programs to reduce stress and build resilience

### OUR GOVERNANCE ARCHITECTURE

Our institutions inspiring these initiatives

The Art of Living Trust

Vyakti Vikas Kendra India

\* Figures rounded to the nearest hundred

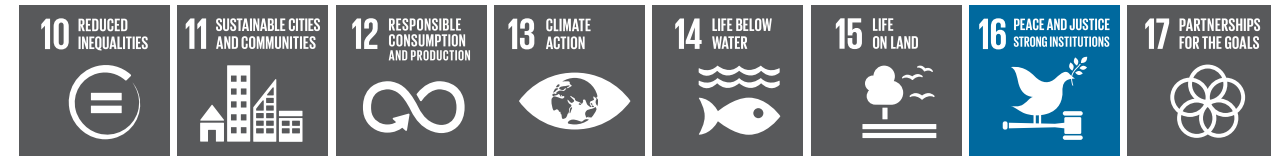


# EDUCATING INDIA: INVESTING IN OUR FUTURE

## CREATING THE SPACE FOR HOLISTIC DEVELOPMENT

Education is meant not to just make us tablets of information but living examples of high standards of ethics. Education is to make us strong personalities who can spread harmony and bring progress in society with love and compassion. This is what is needed in the world today.

-Sri Sri Ravi Shankar



India is a vast country with over 1.3 billion people with close to 200 million children studying in primary and secondary schools. The majority of these children are in rural areas, spread across 649,481 villages in the country.

India has many accomplishments to celebrate in education. More than 70 million children attend pre-primary school, there is a near universal primary enrolment and there is a consistent increase in upper primary (lower secondary) participation.

However out of 100 students, 29% of girls and boys drop out of school before completing the full cycle of elementary education, and often they are the most marginalized children. Out of the six million children that are still out of school, a majority are from marginalized communities including Scheduled Castes, Scheduled Tribes and religious minority groups.<sup>1</sup>

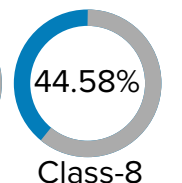
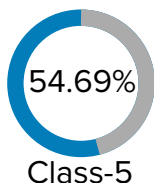
### IN INDIA

**75.83%**

of eligible children are  
**ENROLLED INTO SCHOOL** at  
elementary & secondary level



Average  
marks scored  
on learning  
outcome  
for students in



**81.15%**

of school teachers in  
India are professionally  
qualified



Roughly 2 in 10 schools  
in India have atleast  
**1 TEACHER FOR EVERY  
30 STUDENTS**

**2.97%**

of children at  
primary level  
**ARE OUT OF  
SCHOOL**



**17.06%** of

children at secondary  
level of education  
**DROP OUT OF  
SCHOOL**



SDG India Index

1. UNICEF India



## THE CHALLENGE

### Government, multi-laterals and NGOs in India identify three main challenges:

#### Access to education:

Inequities exist as 20 million children between the ages of 3-6 are not attending pre-school. 6 million children are out of school with a 29% drop out rate. The majority (75%) Out of School Children (OOSC) are concentrated in six states of Uttar Pradesh, Rajasthan, Bihar, Madhya Pradesh, Odisha and West Bengal.

#### Quality of education:

Assessments show poor learning levels among children with a dearth of infrastructure, poor teaching methodologies and capability, low teacher-student ratios and low teacher attendance.

#### Proficiency of students:

Most children in school are not learning at grade-appropriate levels with the number of children going onto study further being low.



## OUR STRATEGY

### HOW WE WORK

With an objective to neutralize any factors that can prevent children from attending schools, we provide a holistic program of education from provision of textbooks to transport, notebooks to nutrition, uniforms, shoes, midday meals and safe toilets.

#### Making school fun and stress-free:

Our children enjoy holistic development of mind and body.

#### Teachers as change agents:

Our teachers are recruited locally and integrated into our pedagogy through various programs including a 3-day residential program where they are trained on our holistic, value-based education methodology.

#### The girl child dreams:

The girl child has safe access to schools; clean toilets and the space to dream.

#### It's a community thing:

Regular interactions with parents; the involvement of the community in running of the school, cleanliness and hygiene programs for the village leads to transformations that last.

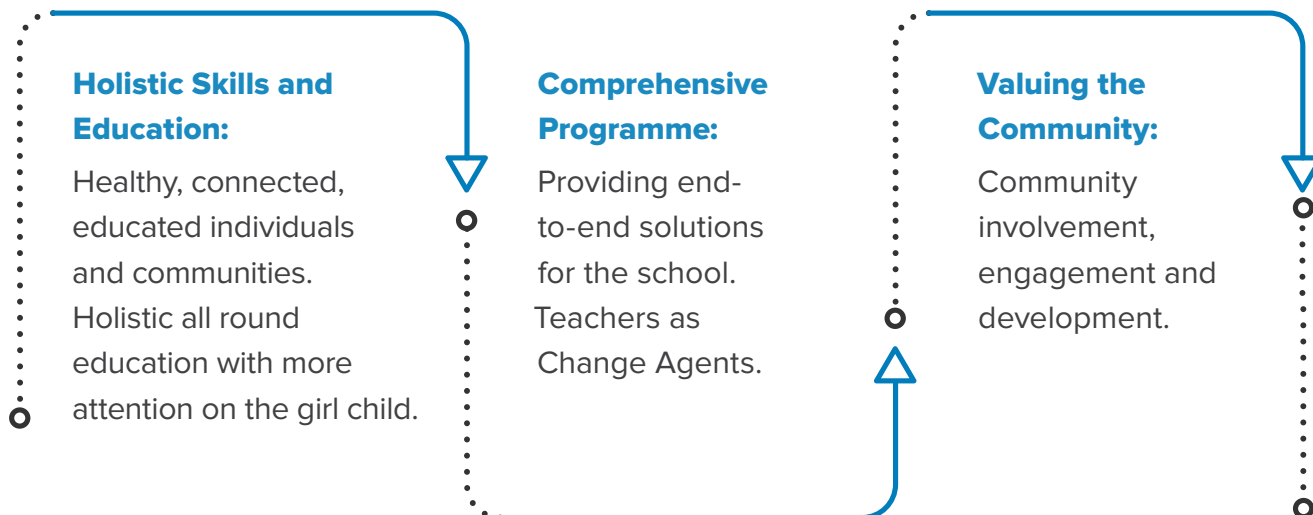
#### A holistic paradigm:

The schools are run within the state syllabus; but most importantly the students learn to honor themselves and respect each other, thus find harmony in diversity.

If the enrollment rate for secondary schooling is 10 percentage points higher than the average, the risk of war is reduced by about 3 percentage points.

- World Bank 2005

## OUR PATHWAYS FOR CHANGE



**95% of our students are first generation learners**

**48% of our students are girls**

**100% pass and success rate in local exams**

The Art of Living Free Schools bring modern and holistic education to children in locations that are outside the reach of government or private programs.

## OUR WORK SO FAR



493

**RURAL**

### Schools

Established in villages close to a major city, which typically have limited road access and electricity; however, due to multiple factors do not have access to quality education.



192

**TRIBAL**

### Schools

Established in remote areas where neither roads nor electricity exist. In some cases, these tribal schools are 30 kilometres away from main roads and the only access is through country roads.



17

**SLUM**

### Schools

Established in urban areas. Apart from the strains of poverty, children from slums often get caught in a web of crime and violence. The Art of Living started its first English medium school in Asia's largest slum, Dharavi in Mumbai.



# OUR VALUES-BASED SOLUTION AND IMPACT

## CASE STUDY 1

### ACCESS TO EDUCATION

73,600 children receive free education in our schools. 39% of them are pre-schoolers from impoverished areas.

We work with marginalized groups and vulnerable populations in remote and rural areas. Our volunteers engage the community in the education system and raise awareness that a girl child's education does not preclude other attachments and commitments.

Our unique value proposition is a complete end-to-end solution at zero cost for the child and community.

**Naxal-affected village of Paramapur in Chattisgarh transformed:** This remote little village was rocked by a malaria epidemic in 2008. While providing relief, we realized the need for education in the village. The school today runs classes till Grade 10 and one of the boys has been selected for medical studies by the Government of Chattisgarh.



Children of Paramapur Village, Chattisgarh

## CASE STUDY 2

### PROFICIENCY OF STUDENTS

100% of our children passed the 10<sup>th</sup> grade state board exams in 2020.

Academics, personality development programs, daily physical and mental well-being programmes and a host of extra-curricular activities are taught thus going beyond information to genuine learning.

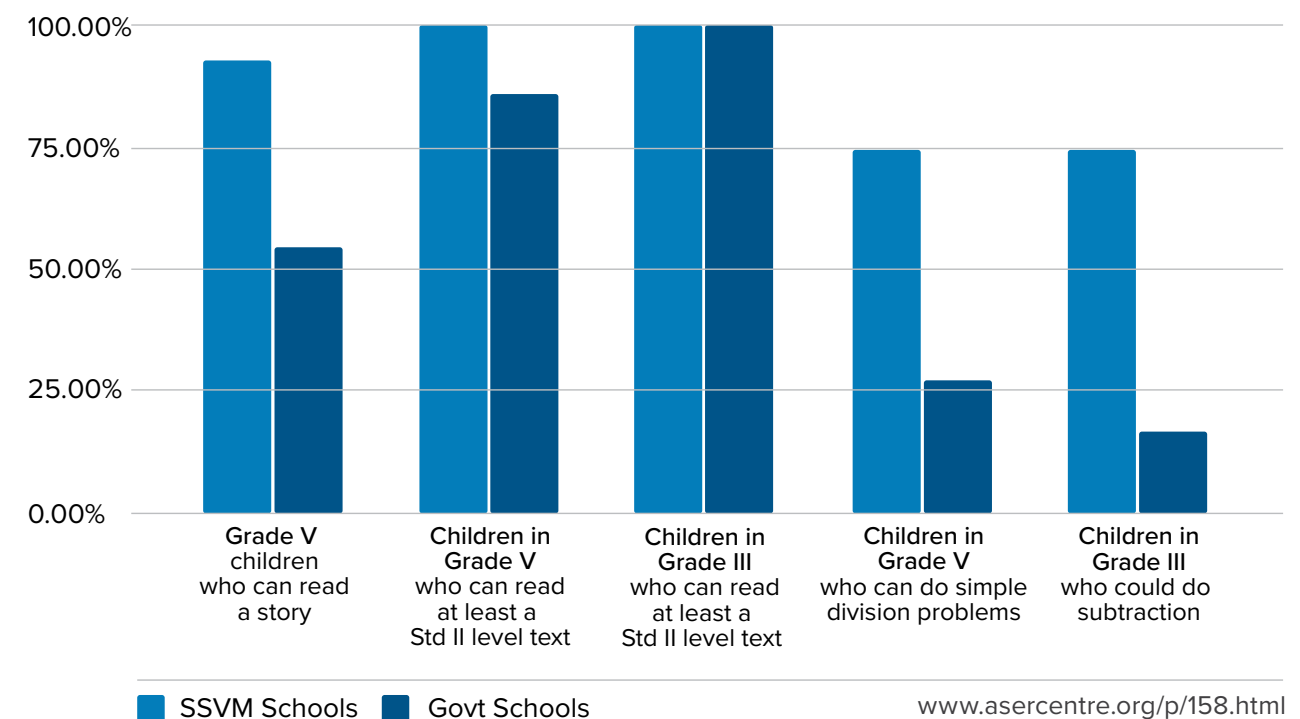
Technology labs, vocational skills training for children across socio-economic groups ensure students have the opportunity to choose vocational careers.

**Remote tribal schools excel:** Jharkhand covers a wide stretch of, Naxalite region encompassing a huge tribal population. Because of its interior location, children have traditionally had no access to modern education.

To make these tribal communities more independent and to transform the lives of these tribes, in 1999, we started our Tribal Schools Project to cover the interior regions of Ghatsila, Jharkhand.

In 2017, the ASER\* survey was conducted to measure learning outcomes between Government schools across the country and our schools in the region.

### ASER study at Ghatsila



[www.asercentre.org/p/158.html](http://www.asercentre.org/p/158.html)

For 10 of our schools located in tribal areas, the report compared performances of 466 children (of which 50% were girls) relative to performances of children in government schools across the country based on the ASER report

\*Annual Status of Education Report - The largest citizen-led survey in India and the only source of information on children's learning outcomes available in India today



### CASE STUDY 3

#### ACCESS TO EDUCATION FOR THE GIRL CHILD:

48% of our entire student base are girls. 100% of them from low-income families. Drop-out rate is minimal and even those, only because of family migration.

Our end-to-end provision of free education which includes school infrastructure, training centres, books, learning material, mid-day meals, transport, uniforms, nutrition, hygiene facilities etc. create child and community friendly spaces, especially for the girl child.

**Women with primary education (partial or completed) earn 14% to 19% more than those with no education at all. Women with secondary education may expect to**

**make almost twice as much, and women with tertiary education almost three times as much as those with no education.**

*Missed Opportunities: The high cost of not educating girls 2018*



Sindhu has no parents and lives with her grandmother in Gandhinagar in Bangalore. Her grandmother works as a domestic help and makes little money.

She, however, ensured that Sindhu went to the free school. Sindhu today gets an A+ in all her subjects and plays district-level kabaddi, kho-kho and athletics.

**Each year of secondary education reduces the likelihood of a child marrying before the age of 18 by 5% or more.**

*Economic impact of child marriage: Global synthesis report (2017)*



### CASE STUDY 4

#### QUALITY OF EDUCATION:

In our mainstream schools, we had a total of 1,800 teachers in 2018-19 and 2,200 teachers in 2019-20 with a teacher to student ratio of 1:25. Of our teachers, 80% are women.

We enhance teaching quality through capacity development, mentoring and support. Teachers play the role of change agents and they are trained in methods of holistic education.

**Countries with more female primary teachers are more likely to have higher enrolment rates for girls in secondary schools. Unfortunately, in some countries, less than 25% of primary teachers are female.**

- UNESCO eAtlas of Teachers



Like our students, many of our teachers are from extremely vulnerable backgrounds. Shailaja from Telangana is a widow and mother of

two very young children. With the support of her mentors, she studied for a post-graduate degree and today is empowered to take care of her family and teach her students effectively.

One of the reasons we can keep our drop-out rate low is that our teachers personally visit homes of children who have not come to school, even if it is for a few days. They work closely with parents to ensure that the children stay in school.



## OUR WORK WITH GOVERNMENT AND COMMUNITY SCHOOLS

In 2019, the Zilla Parishad School, Wablewadi in Shirur Taluka in Pune was declared by the Maharashtra government as a model school.

In another model, in partnership with corporate sponsors, we have supported 35 government schools in various states with high-quality infrastructure including toilets, computer and STEM labs, drinking water filters, sanitary pad dispensers, improving ventilation, lighting and fan, repairing or building new benches and tables, improving the teacher's room with better filing systems and painting the school building and classrooms in bright cheerful colours.

Since 2012, we have set up 138 libraries in 11 different languages across 19 states of India. Between 2018-20, we set up libraries in 46 schools, providing 13,500 books to 9,000 children.

Our 'Read Library Project' is an initiative to foster the habit of reading for school children from impoverished backgrounds. Books in English and local languages are chosen by the school teachers on various topics that include culture, science, general knowledge, technology, autobiographies etc. The collection also includes story books, dictionaries and encyclopedias.



**Zilla Parishad School, Wablewadi**  
Nominated 'Model School' by the Government of Maharashtra

## EXTERNALLY ASSURED DATA FOR 2018-20

The following data related to our Free Schools Program and our work in Government and Community Schools, from April 1<sup>st</sup> 2018 - March 31<sup>st</sup> 2020, has been verified and assured by KPMG.

### EDUCATING INDIA

**100%**  
students from low-income families

**100%**  
pass rate in local exams

**20**  
state school management committees run by VVMVP

**73,600**  
children received free education in our schools

**175**  
desktops give technical education

**2**  
schools run on solar power

**24,700**  
man-hours pedagogy training per teacher/year

**48%**  
of total number of students are girls

Drop-out rate is less than  
**10%**  
in VVKI schools

**35**  
school buses

**46** libraries  
**13,500** books for  
**9,000** students

Teacher student ratio

**1:25**

### OUR GOVERNANCE ARCHITECTURE

Our institutions inspiring these initiatives

Ved Vignan Maha Vidyapeeth

Vyakti Vikas Kendra India

International Association for Human Values

\* Figures rounded to the nearest hundred



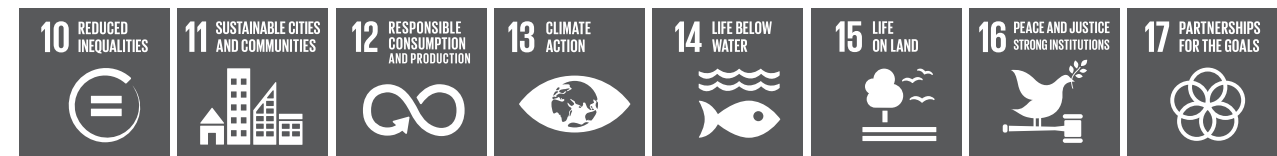


# HOLISTIC HEALTH MANAGEMENT

## ADDRESSING THE BODY-MIND COMPLEX

Health is not the mere absence of disease. It is a dynamic expression of life – how joyful, loving and enthusiastic one is. A violence-free society, disease-free body, stress-free mind, inhibition-free intellect, trauma-free memory and a sorrow-free soul is the birthright of every individual.

- Sri Sri Ravi Shankar

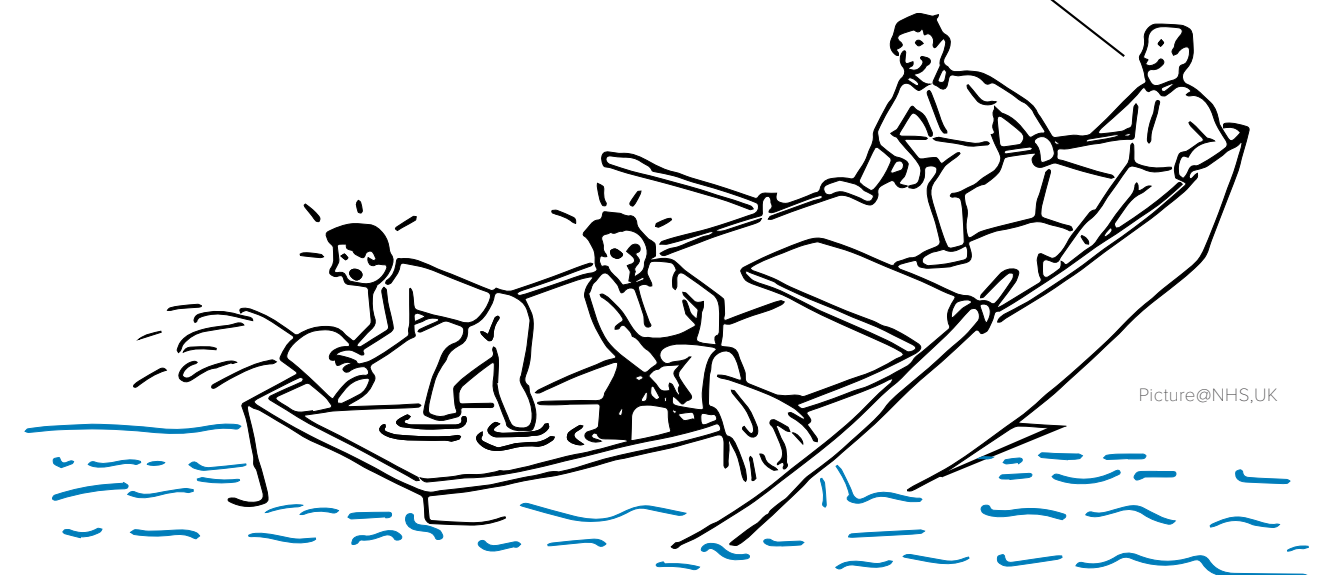


Health is a key indicator of sustainable development. Poor health threatens the rights of children to education, limits economic opportunities, and increases poverty within communities. In addition to being a cause of poverty, health is impacted by poverty and strongly connected to all other aspects of sustainable development.

Like the rest of the world, India today is faced with an unparalleled health crisis. The pandemic has consumed and exhausted widespread national health resources with unprecedented speed and is expected to leave lasting consequences on national health, including mental health, economy, and growth. The situation today calls for the amalgamation of rapid innovation alongside bold public health measures led by courageous political will.

The country is keenly looking for a sustainable health management system.

Sure glad the hole isn't at our end



Picture@NHS,UK

When mental and physical health are treated separately!



## THE CHALLENGE

### Government, multi-laterals and NGOs in India identify three main challenges:

**For the Individual:** A major health crisis in the 21<sup>st</sup> century involves stress-induced Non-Communicable Diseases (NCD). Roughly 1 in 4 Indians risks dying from NCD before they reach the age of 70 - *WHO report 2015*.

**For the Community:** Social contradictions, including uneven economic development and the private-public duality, make community-based provision of health care difficult.

**For the Nation:** Lack of awareness on issues regarding personal health, lack of access to affordable healthcare, absence of human power in crisis and lack of accountability on the part of caregivers and government, thus increasing the burden on all stakeholders.



## OUR STRATEGY

### HOW WE WORK

Our focus is on empowering the individual with knowledge and practices to make informed choices proactively; we sensitize them to recognize early-warning signals; we leverage the body-mind connection for holistic health.

**At an individual level:** A holistic model designed to prevent diseases before they arise through lifestyle, diet and attitudinal changes. When the root causes of illness can be eliminated through preventive practices, it reduces the load on the health care system.

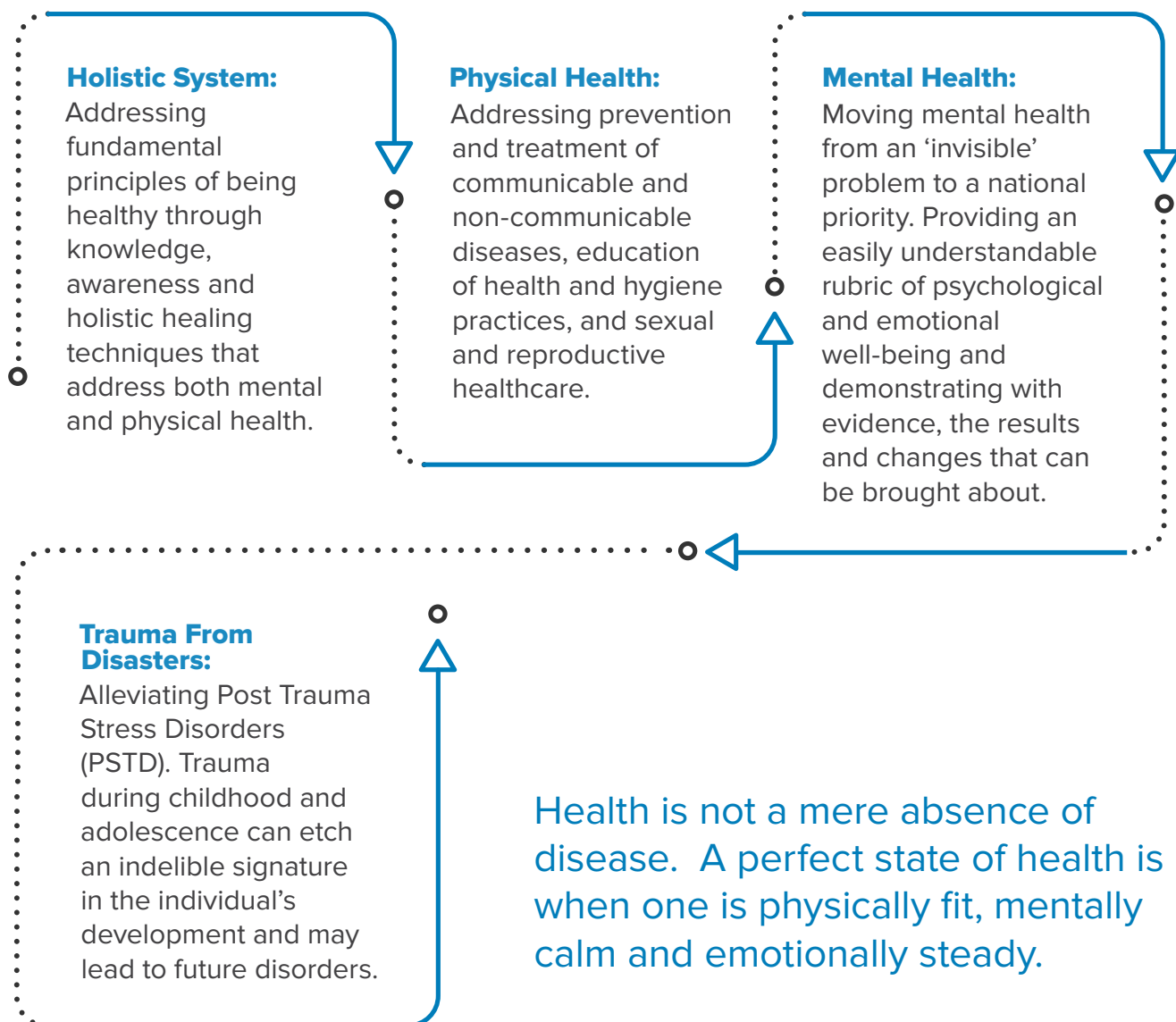
**At a community level:** Community-centric projects that include design, planning, and monitoring

of healthcare initiatives through diagnosis, advocacy, preventive care and follow-ups.

**At a national level:** Advocacy and awareness building in collaboration with stakeholders including faith leaders, government, the UN and other developmental agencies to address national health care concerns.

Research shows that patients are increasingly looking for a holistic approach to medicine which addresses the wellbeing of the whole person-body, mind and spirit. For holistic medicine practitioners, each patient is seen as a unique individual, not a cluster of symptoms.

# OUR PATHWAYS FOR CHANGE




The Art of Living has addressed health care by combining traditional, holistic and modern methodologies to positively impact people and communities. Our programs are scientifically proven to address psychological disorders and physical illnesses.


## OUR JOURNEY SO FAR


### AT THE LEVEL OF THE INDIVIDUAL:


Through programs based on Sudarshan Kriya, meditation, yoga and ayurveda


**MENTAL HEALTH**   
OVER A MILLION people benefit from our programs every year

**NON COMMUNICABLE DISEASES**   
See Research on Page 76

**SUBSTANCE ABUSE**   
112,800 rural and 25,000 urban folk benefitted


**COMMUNICABLE DISEASES:**   
HIV: 45,000 people benefitted

**COVID 19 PANDEMIC:** 43,390 frontline workers benefitted 

**POST TRAUMA STRESS DISORDER** 5.6 million people benefitted 

### AT THE LEVEL OF THE COMMUNITY:


Through community leadership and empowerment programs:

**MENSTRUAL HYGIENE:**  
63,200 girls benefitted 

**HEALTH AND HYGIENE**  
90,200 camps conducted 

**COMMUNITY CLEANLINESS**  
43,987 camps conducted 

**INDOOR AIR POLLUTION**  
184,500 smokeless cookstoves distributed 

**SOIL TOXICITY**  
2.2 million farmers trained in chemical-free farming 

**SANITATION**  
62,000 toilets built 

### AT THE LEVEL OF THE NATION:

**SEX SELECTION AND FOETICIDE**   
National campaign in partnership with UNFPA 2005

**HIV AIDS**   
Global conference of faith-leaders in partnership with UNAIDS 2008

**ANTI-TOBACCO**  
National Campaign 2008 

# OUR VALUES-BASED SOLUTIONS AND IMPACT

## CASE STUDY 1

### HEALTH & THE INDIVIDUAL:

In India, we have a 20,000 trainer network, 897 venues for our training programs and almost one million people benefit from our programs each year.

*Sudarshan Kriya* and accompanying breathing practices, referred to collectively as SKY, have been found to enhance brain, hormone, immune and cardiovascular system function. Published research shows that SKY significantly reduces stress, depression, anxiety and Post-Traumatic Stress Disorder (PTSD), and significantly increases well-being both mentally and physically. Research also demonstrates that the effects of SKY reach all the way down to the molecular level, to our DNA.

Over 100 independent studies conducted on four continents and published in peer reviewed journals, have demonstrated a comprehensive range of benefits from SKY practice.

#### The Art of Living's Wellness Programs:

From 2018-20, we trained 474 teachers and reached 11,194 people through the Wellness Programs.

By integrating the circadian cycle or Ayurveda's dinacharya cycle back into everyday living, the program has shown immense benefit by enabling the healthy to stay healthy and empowering those with ill-health to return to the healthy spectrum. The 5-day program has been completely indigenised, factoring lifestyle and food habits from across India.



*As a medical professional, I am reasonably well informed about lifestyle and its implications on health. However, with the Wellness program I realised how little modifications in lifestyle, diet and exercise can have remarkable benefits. This program has helped me understand my body and my system better.*

- Dr Suparna Ganguly Saha  
MDS, Conservative Dentistry and Endodontics

## CASE STUDY 2

### HEALTH & THE COMMUNITY:

Our 5-H program - Health, Home, Hygiene, Harmony in Diversity and Human Values - has a footprint in over 50,000 villages in India.

#### Combating Indoor Air-Pollution:

From 2018-20, we distributed biomass smokeless cookstoves to 74,434 households reaching 331,800 people in Ganjam district in Odisha and Satara district in Maharashtra.

Our intervention ensured effective usage of the cookstoves in the long term. An independent study of this project evaluated impact that converted to 50% time saved for income-generating activities, 80% reduction in smoke and toxic emissions, 60% reduction in fuel consumption and 50% reduction in risk of pneumonia.

#### Creating awareness on menstrual hygiene:

From 2018-20, Project Pavitra developed 130 master trainers, 1,868 field champions and trained over 40,800 adolescent girls and women on menstrual hygiene across 20 states in India.

In her conversations with women in a village near-by, our teacher Pinaz Arora, from Ludhiana in Punjab, discovered that women were using grass and mud for absorbing blood during their menstrual cycle. She began conducting sensitisation programs and raised funds, for sanitary pads at just one rupee, for the girls to start the practice of using hygienic sanitary pads.





## CASE STUDY 3

### HEALTH AND THE NATION:

In partnership with government, multilaterals, corporates, civil society and faith leaders, our national network of volunteers have conducted advocacy campaigns, walkathons and conferences on issues ranging from HIV, female foeticide and diabetes to breast cancer and substance abuse.

#### Campaigns:

In 2018, we launched a nation-wide campaign for a 'Drug-free India'. Launched in universities in Punjab and Chandigarh, the campaign engaged students from across the country and celebrities committed their support on various social media channels.

#### Ayurveda:

From 2018-20, 129 under-graduate and 38 post-graduate students graduated from our Ayurveda College.

Our 268-bed Sri Sri Ayurveda Hospital\* and College in Bengaluru offers high quality service and facilities to patients and students of Ayurveda. In 2019, we set up a 100-bed Ayurveda hospital at our Sri Sri University in Cuttack in Odisha.

#### Yoga:

From 2018-20 we certified 1,280 yoga teachers and trained 46,000 participants

Our Sri Sri School of Yoga has been accredited by the Yoga Certification Board (YCB) of the Ministry of Ayush, Government of India, as a leading yoga institution with a mandate to run courses equivalent to certification offered by the YCB for Yoga professionals.



\*Accredited by The National Accreditation Board for Hospitals and Healthcare Providers

## CASE STUDY 4

### ADDRESSING SUBSTANCE ABUSE AND ADDICTIONS:

Today, in many communities where our teachers have worked, people have given up alcohol and other substances and are working for community development.

We have worked to revive core values that have traditionally protected individuals, families and communities. Our work in behavioural change happens at several levels.

Our teachers come from diverse social, economic and cultural backgrounds and serve as role-models; and are extremely invested in bringing genuine value to the lives of the people that they serve. Our traveling teachers live in homes of local people, engage with the families like one of

them, and slowly bring about attitudinal shifts. Our intervention programs and workshops are continually evolving to address socio-cultural problems and our approach is eclectic. We draw references from ancient wisdom and use contemporary and popular parlance to create relevance. Yoga, meditation and the SKY technique help to manage cravings. We create peer groups that meet to meditate, engage in community service, dance, sing and celebrate. In a nutshell, we make it fun and worthwhile to QUIT.

*Says Ujval Shankar, an entrepreneur, who quit substances and became a deaddiction coach and an Art of Living teacher, "I found a new set of friends, gang and community where it was more of a 'feeling high' from the positive vibrations of the programs and projects that the Art of Living does".*



Ujval Shankar building resilience for others who want to Quit

## RESEARCH ON IMPACT OF SUDARSHAN KRIYA YOGA (SKY) ON:



### MENTAL HEALTH

See Research on Page 40



### TYPE 2 DIABETIC PATIENTS:

**Functional capacity, quality of life and stress levels:** Reduction in depression, improvement in heart rate, physical health and function, emotional well-being, social function and general health. - *Gaekwad et al, 2019*

**Lipid and hormone profile:** GCF glucose levels significantly decreased independent of age. - *Vedamurthachar et al, 2016*

**Cardiac autonomic functions:** Sympathetic functions improved after SKY compared to standard therapies. - *Jyotsna et al, 2013*



### WOMEN WITH MENSTRUAL PROBLEMS:

**Heavy menstrual bleeding in Indian women of reproductive age:** Reduction in bleeding heaviness, pain, bleeding related quality of life and bleeding irregularity/ predictability. Overall positive impact on mental health and quality of life. - *Kanchibhotla et al, 2020*



### PREMENSTRUAL SYNDROME:

Reduction in anger, irritability, anxiety, tearfulness, depressed mood, decreased interest in work, home and social activities, poor concentration, fatigue and food craving. *Kanchibhotla et al, 2020*



### EXAM STRESS:

**Lipid profile and blood cell parameters:** 36 weeks of practice reduced elevated cholesterol, haematological parameters like red and white blood cells counts and haemoglobin level during exam stress and improved immunity. *Subramanian et al, 2012*



### OCCUPATIONAL STRESS:

**Occupational stress management:** Reduction in stress, life satisfaction, emotional stability and regulation of emotions. *Mulla et al, 2014*



### STRESS / PAIN LEVELS OF CANCER PATIENTS:

**Advance stage breast cancer patients:** Reduction in stress hormone after 3 months of practice. Patient's pain perception compared with control arm reduced by 3 months of practice on a 0-10 verbal scale of pain. *Neeta Kumar et al, 2003*

## EXTERNALLY ASSURED DATA FOR 2018-20

The following data related to our work in Holistic Health, from April 1<sup>st</sup> 2018 - March 31<sup>st</sup> 2020 has been verified and assured by KPMG.

### HOLISTIC HEALTH

**40,800**

adolescent girls trained in menstrual hygiene



**1,280** yoga teachers certified and **46,000** yoga practitioners trained



**129** under-graduate and **38** post-graduate doctors graduate from Sri Sri Ayurveda College

**474**

Wellness teachers inducted



**11,200**

Wellness program participants

### MENTAL HEALTH

Participants **962,900**



Teachers inducted **8,700**



**43,390**

COVID frontline workers who attended our mental health programs

Smokeless cookstoves distributed to **74,434** households accounting to **331,800** people



### OUR GOVERNANCE ARCHITECTURE

Our institutions inspiring these initiatives

The Art of Living

Vyakti Vikas Kendra India

Sri Sri Ravi Shankar Vidya Mandir

The International Association for Human Values



# ACHIEVING GENDER EQUALITY

## EMPOWERING OUR WOMEN

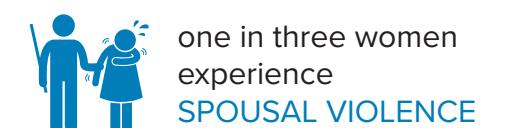
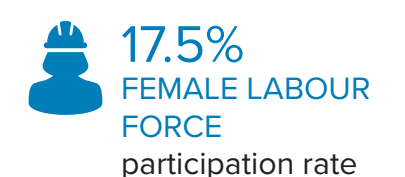
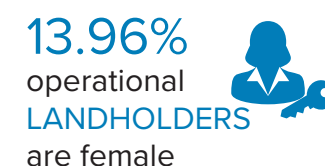
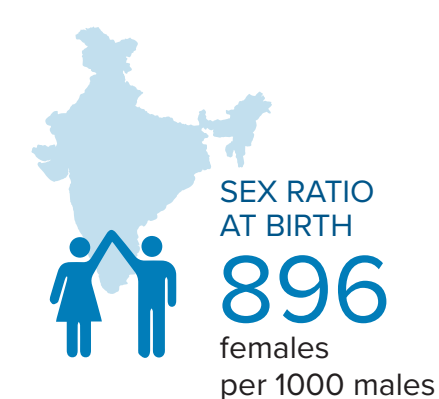
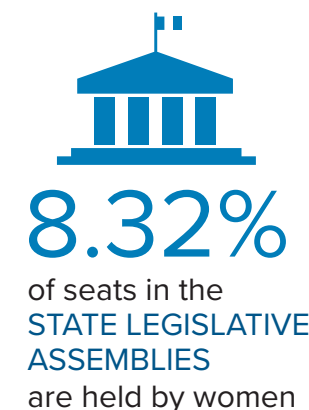
If women are empowered and their creativity and energy harnessed, we can create a more peaceful world. A world where there is economic progress and sustainable development. A world where the word gender no longer exists, and where people can just be themselves.



Although the Constitution of India grants men and women equal rights, gender disparities remain. Gender inequalities, and their social causes, impact India's sex ratio, women's health, their educational attainment, and economic conditions. While Indian laws on rape, dowry and adultery have women's safety at heart, these discriminatory practices are still taking place at an alarming rate.

In the Niti Aayog SDG report 2019, Gender Equality ranked the worst among all the SDGs in India. Almost all states lagged behind and the few that were ahead, Himachal Pradesh and Kerala among the states; Jammu, Kashmir and Ladakh among the Union Territories, were only just marginally better than the others.

Globally too, India has slipped to the 112th spot from its 108th position in 2018 in the World Economic Forum's Global Gender Gap Index 2020, which covered 153 economies.





## THE CHALLENGE

**Social inequalities:** In the current social structure in India, women are more often than not, considered inferior to men. Women face issues such as demeaning treatment from their spouses and have inadequate nutrition and healthcare. They are trained not to complain overtly about their ailments so that, very often, when the medical help comes, it is too late.

**Economic disparities:** India's Female Labour Force Participation Rate (LFPR) - the share of working-age women who report either being employed or being available for work - has fallen to a historic low of 20.7% in 2019, down from 30% in 1990; meaning that over 3 out of 4 women over the age of 15 in India are neither working nor seeking work.

**Girl child discrimination and abuse:** From female foeticide and infanticide to child marriage, malnutrition, exploitation, trafficking, neglect, discrimination and abuse, the girl child in India is among the most vulnerable of India's population.



Caption

## OUR STRATEGY

### HOW WE WORK

Over the last 40 years, we have worked to integrate girl child protection and women empowerment as a cross-cutting theme across all our projects and programs.

**We don't just empower women, we light the fire they naturally have within:** Our women come from all socio-economic-cultural backgrounds. They have undergone our programs for resilience-building, strengthening them to handle personal and societal challenges with tenacity and courage.

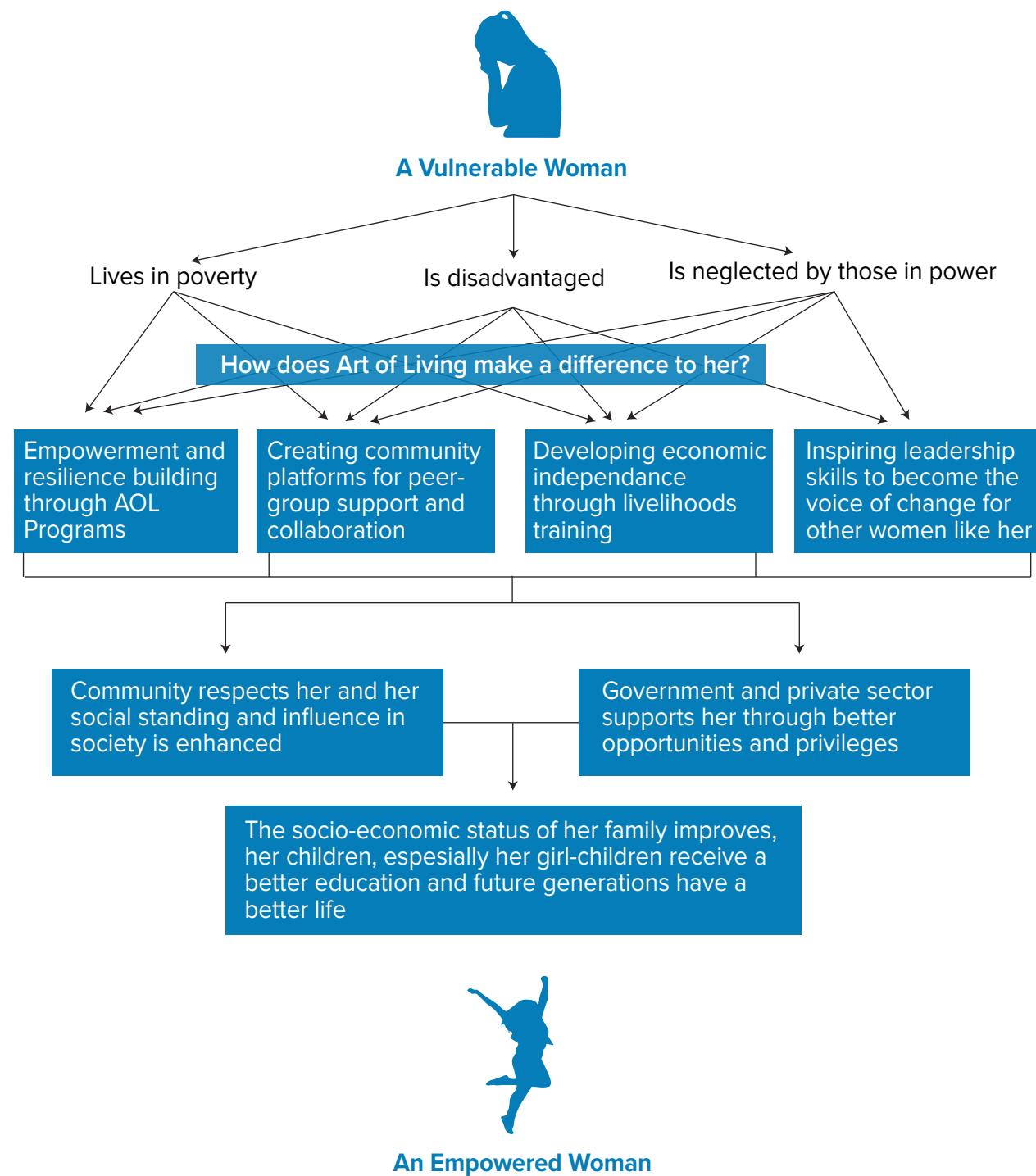
**We change lives, one at a time:** We inspire our women to find practical solutions to their challenges and become self-reliant. We train them in different skills, making them

economically independent, ensuring that their own girl-children go to school and create a better life for themselves.

**We reconnect women with their natural role as protectors of the earth:** From peace-building to environmental protection, from community empowerment to girl child protection, our women are taking ownership for preserving the integrity of our planet in their own unique ways.

On an average 50%, of our program participants are women - and this cuts across all socio-economic sections of society. Our national volunteer networks are led by inspired women, many of whom have challenged stereotypes, are from conventional families and traditional communities or survived abuse and trauma to become compassionate and powerful champions of sustainable development.

# OUR PATHWAYS FOR CHANGE



## OUR WORK SO FAR



**1M PLEDGE**

One million pledge to protect the girl child. 250,000 people undergo sensitization programmes against gender testing and child marriage.



**63,200 SENSITISED**

100,000 girls sensitised on health, nutrition, child-marriage, female foeticide, and dowry. 63,200 girls trained on menstrual hygiene.



**111,000 TRAINED**

111,000 women trained in vocational skills. 620 SHGs formed for income-generating projects.



# OUR VALUES-BASED SOLUTIONS AND IMPACT

## CASE STUDY 1

### SOCIAL INEQUALITIES:

In 2018-2020, we trained 167,600 people in our rural empowerment programs, of which over 50% were female

Our rural community empowerment programs, strengthen the emotional intelligence of our women and hone their skills at decision-making, conflict resolution, teamwork, consensus building and communication. Our programs challenge our rural women to make informed decisions for their own future.

#### Uttam Gulab Jhadav who sold her

**Mangalsutra to build a toilet:** When we proposed a scheme where the family of Uttam Gulab, a farmworker from Nilanga Tehsil in Aurangabad, Maharashtra, would pay a small part of the toilet cost and the rest would be paid by a donor, Uttam thought, 'I have struggled all my life. As I grow older, better a toilet than a gold chain around my neck'. She broke the age-old tradition of married women in India for a pragmatic solution for her old age. *(A Mangalsutra is an auspicious thread, usually made in gold, worn by married women)*



Uttam Gulab Jhadav and husband

## CASE STUDY 2

### ECONOMIC EMPOWERMENT:

From 2018-20, we skilled 123,000 women, which is 39.5% of total number of people trained in this period

By tapping into community and building peer support, our women are trained in different skills, making them economically independent and ensuring that their own girl children go to school and create a better life for themselves.

#### Local women reviving the Naganadhi

**River:** Facing drought, a large number of men of Vellore district in Tamil Nadu had to leave and move to cities in search for work. Under our River Rejuvenation project, the women left behind, formed themselves into self-help groups under the MGNREGA<sup>1</sup> program and worked to bring water back into their villages. They worked through the entire cycle of the

project - from digging the earth, fabricating concrete rings to building entire recharge structures on their own. In the entire Naganadhi River Rejuvenation Project, over 42,000 women from the 897 villages in 7 districts participated in building 4,900 recharge structures.

The women were surprised to find that if they teamed up, they could do jobs traditionally thought to be in the domain of men only.

Achieving gender equality in India would have a larger economic impact there than in any other region in the world—\$700 billion of added GDP in 2025—but comprehensive change is needed.

— Mc Kinsey & Company 2015



Local women reviving the Naganadhi River

1. Mahatma Gandhi National Rural Employment Guarantee Act 2005



CASE STUDY 3

PROTECTING THE GIRL CHILD:

From 2018-20, we trained 40,800 girls on menstrual hygiene

Through our vast networks of rural leaders, we reach out to both men and women against the practice of sex selection and female foeticide in India. Our projects against child marriage empower women and men, who have been victims of child marriage themselves, to become the voices for change. Project Pavitra for menstrual health and hygiene creates awareness amongst adolescent girls from a holistic perspective, integrating fundamentals from yoga and Ayurveda into personal care.

Project Udaan for girl children of Sex-Workers in Sonagachi, Kolkatta:

From 2018-20, 83 vulnerable children of sex workers were enrolled into our day school at Sonagachi of which 50% were girls.

Since 2016, we have been providing healthcare, skills-training, education, and personal development programs for sex workers and have set up a day school for their children in Sonagachi, Asia’s largest red-light area. To ensure that the girl-children do not follow their mothers into the prostitution ring, we have set up a fully-residential modern school for the girls in Amgachchi, Kolkatta, that is scheduled to start, subject to pandemic guidelines.

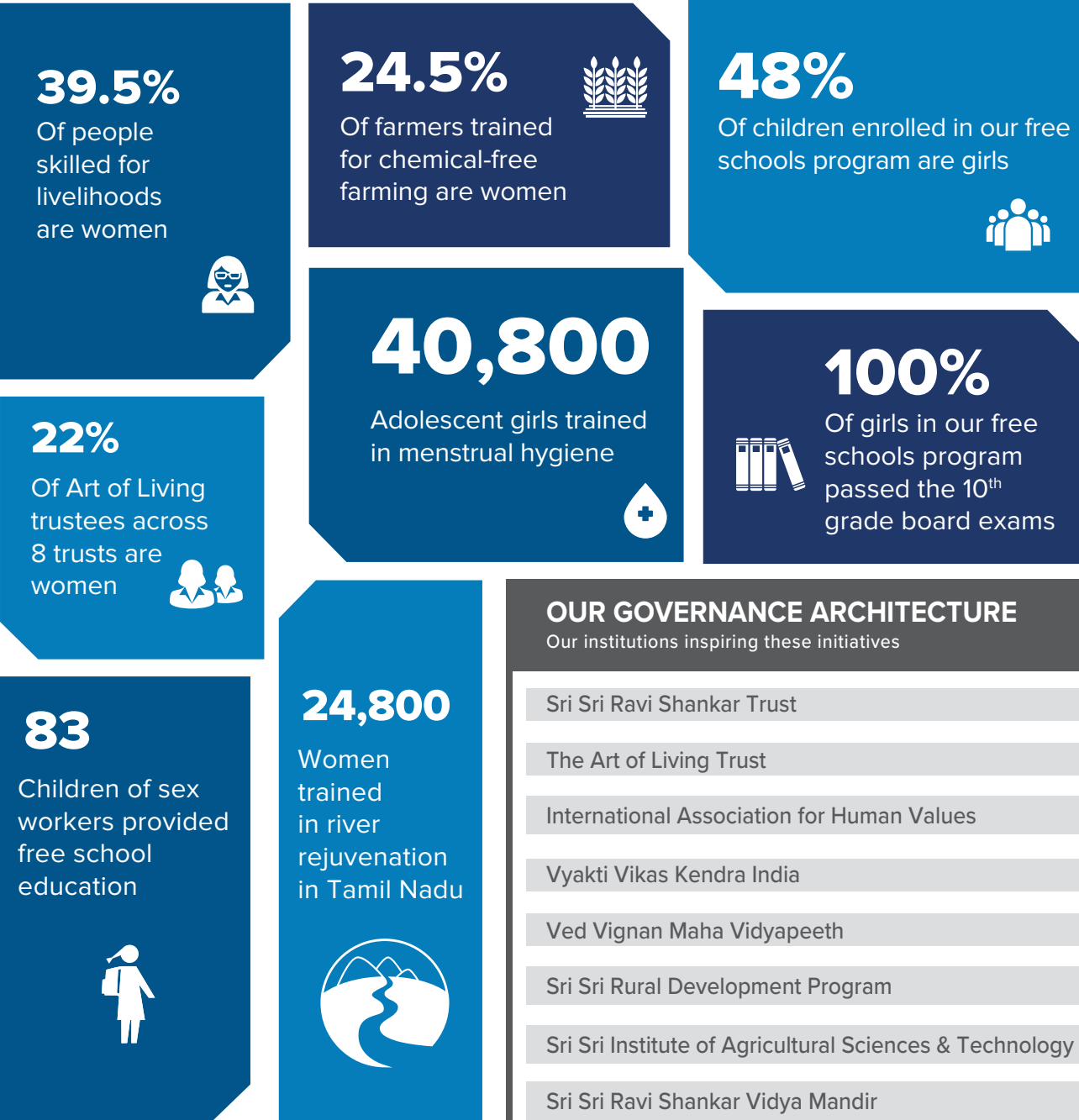


Day school in Sonagachi

EXTERNALLY ASSURED DATA FOR 2018-20

The following data related to our work in Gender Equality, from April 1<sup>st</sup> 2018 to March 31<sup>st</sup> 2020, has been verified and assured by KPMG.

ACHIEVING GENDER EQUALITY



\* Figures rounded to the nearest hundred



# DISASTER MANAGEMENT

THE PANDEMIC, CLIMATE CHANGE, TERRORISM

Disasters, whether of natural origin such as earthquakes and floods, created by humans such as war, or due to a pandemic – has a profound psychological impact on people and communities globally. The stigma around seeking help for mental health precludes healing from the disaster at many levels. As important as rebuilding infrastructure after a disaster, is healing the hearts and minds of people who have been affected.



*'We have no control over disasters. That's what's scary about it. That feeling of helplessness is very scary'*

Poor and vulnerable populations bear the brunt of disasters, suffering five times more deaths from disasters. During disasters, people living in poverty tend to look for ways to maintain their well-being by depleting household assets or borrowings, increasing family labor supply, cutting food consumption and reducing investment in health and education, which in the long term can lead to inter-generational poverty.

And now with the COVID-19 pandemic, we are facing the worst human and economic crisis of our lifetime, threatening lives and livelihoods and making the achievement of the SDGs even more challenging. This time, it is not just poor and vulnerable populations that are impacted. It is people, everywhere.





## THE CHALLENGE

**The COVID-19 pandemic:** The impact of the pandemic on mental health is being felt more now than ever before. People are afraid of the virus, of dying, or of loved ones contracting the disease. They also worry about being quarantined, maintaining physical distancing, being isolated, and breaking constantly changing rules. These fears are only compounded by daunting apprehensions about their livelihoods.

**Climate Change:** In the 1900s natural disasters affected a million people in India. Thanks to climate change, they now affect 596 million people, that's close to half the population in the country. Floods, storms and droughts are increasingly affecting lives, livelihoods and deeply impacting both physical and mental health of victims<sup>2</sup>.

**Terror attacks and crimes:** According to the World Terrorism Index 2019, India ranks 7<sup>th</sup> amongst countries affected by terrorist attacks. Terrorist attacks cause wide-spread psychological impact, resulting in trauma and stress reactions for a long time after the incident.



Assam flood relief work

## OUR STRATEGY

### HOW WE WORK

Building trust after a trauma is probably the greatest challenge of a disaster-aftermath. To effectively rebuild broken communities and nations, we realise that we need to heal each individual first.

**We build individuals to respond to crisis:** Our resilience-building programs train our volunteers to respond immediately to natural or man-made disasters, often reaching victims before other relief operations.

**We provided integrated services:** Our networks are vast and wide and include specialists from all sectors. When a disaster takes place, we are able to evaluate priorities and provide appropriate relief measures for rehabilitation of disaster victims.

**We stay to the end:** Our volunteers belong to the land and long after organized relief agencies leave the disaster zones, we continue to provide trauma relief to victims and long-term mental health support to residents impacted by the disasters.

**We help disaster victims to help themselves:** Through our programs, we empower disaster victims to build resilience and then help them rebuild their lives till they are ready to be integrated back into mainstream.

The corona virus has created a global crisis with far-reaching social, economic and spiritual repercussions. Our resilience during these challenging times will be tested, not by how we combat the spread of the virus, but how we build back better and emerge stronger.



# OUR PATHWAYS FOR CHANGE

## Immediate material aid & services:

Emergency services and material aid including food, clothes, medicine and shelter. Doctors, counsellors and other physical and mental health experts.

## Near term trauma relief:

Alleviating mental and emotional trauma through specially designed trauma relief programs and helping people reclaim their lives.

## Long term rehabilitation:

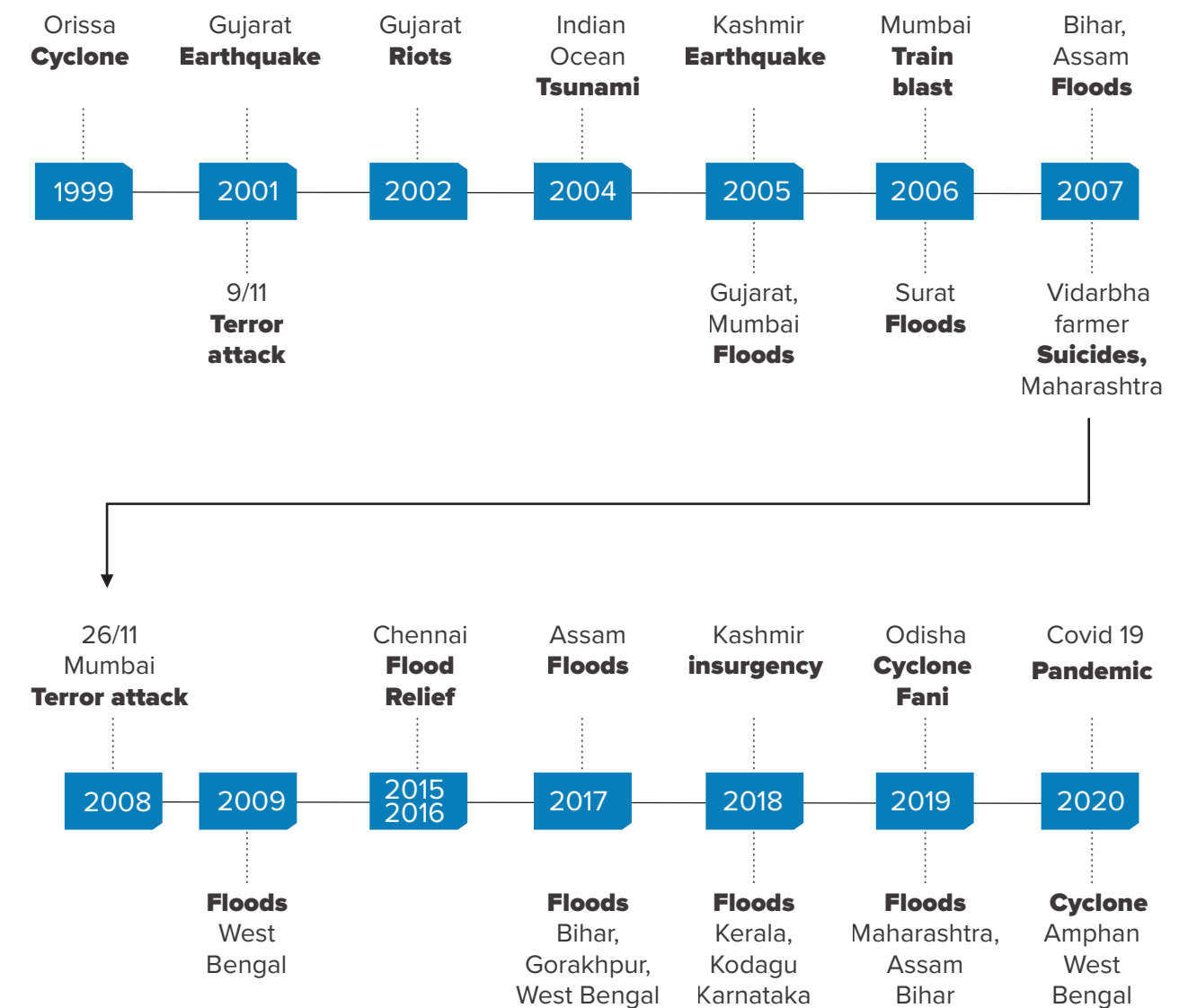
Livelihoods and income generation projects. Rebuilding homes, sanitation systems, roads, schools, vocational training centers and other necessary infrastructure.

Unless the trauma is released, food and medicines will not work. People cannot eat or sleep because their mind is full of the terrible tragedy that has befallen them. With a healing touch, support and a vision for the future, disaster victims are able to reclaim their lives.

- Sri Sri Ravi Shankar

# OUR WORK SO FAR

We have responded to these natural and man-made calamities between 1999-2020



# OUR VALUES-BASED SOLUTIONS AND IMPACT

## CASE STUDY 1

### COVID: A STRATEGIC RESPONSE

As a humanitarian organisation spearheading service beyond borders for four decades; protecting diverse cross-sections of vulnerable populations; and advancing inner peace and social resilience; our response to the pandemic has been swift, targeted and thorough.

From March-September 2020, we served over 95 million meals to migrant workers, provided 73,800 units of COVID care essentials for hospitals and conducted 43,390 online resilience-building workshops for frontline workers.

Responding to the drastic rise in issues relating to mental health national, our national network of teachers have been teaching online resilience building

workshops to several million people across the country helping them manage anxiety, depression and stress related to the pandemic. Our special programs for frontline workers including doctors, medical professionals, police and government officials involved with COVID-related duties have been particularly significant.

*Says Dr Nizammuddin Kotwal, who contracted the virus while consulting in an ICU ward of a hospital in Solapur, Maharashtra, "The Art of Living techniques reduced stress and increased the capacity of my lungs. Our lungs work as a filter for the air we breathe. So if our lungs are healthy, we are less likely to be affected by airborne diseases."*



## CASE STUDY 2

### CLIMATE CHANGE:

From 2018-20, our volunteers responded to floods in Kerala, Maharashtra, Assam, Bihar, Odisha and West Bengal providing material relief including foods, water, garments, and other essentials. Over 34,000 families were benefitted in rescue operations conducted by over 1,250 volunteers in these states.

Whether floods, earthquakes or storms, our volunteers have reached disaster zones, often within hours of the disaster, rescuing victims and providing immediate food and material relief. Over medium and long-term periods, we have provided medical support, built homes, schools, provided lighting, rebuilt roads, and other infrastructure. But the game-changer is our trauma relief programs that have enabled victims to heal enough to rebuild their lives again quickly.

*The tools in the Art of Living programme effectively reduced post-traumatic stress symptoms in tsunami survivors after the 2004 South Asian natural disaster. Eight months after the tsunami, survivors in refugee camps had significantly reduced scores on post-traumatic stress disorder (PCL-17) compared with those on a wait list control group. Results revealed the effect of treatment vs. control was significant at 6 weeks – et al Descilo 2009*

In August 2019, floods ravaged many parts of Maharashtra. In several villages in Kolhapur district, people and their livestock were swept away. Our volunteer teams reached victims, who had reached higher terrains, on rescue boats with food, water and feed for the livestock. Said a victim, "these cattle keep us alive and today you are keeping them alive." We distributed 4,707 home kits, provided 25,000 kg of cattle feed and over 60 tanks of water. We also conducted trauma relief programs and medical camps in over 75 villages.

We need to rethink the entire developmental model. This is a message Mother Nature is sending us.

*~ Dr Satya S Tripathi UN Assistant Secretary-General, UN Environment Programme*



## CASE STUDY 3

### TERROR ATTACKS:

#### Over 7,400 militants have reformed after our programs in India

Whether the Gujarat Riots 2002, the Mumbai Train Blast 2006, the 26/11 terrorist attack at the Taj in Mumbai 2008, or the prolonged Kashmir insurgency, our volunteers have responded quickly to address the severe psychological impact of the attack through our trauma relief programs.

Our approach to terrorism has been two-pronged. To relieve and rehabilitate victims of terrorism and also work to rehabilitate terrorists who are victims of terrorism themselves.

*In a study of 219 ULFA militants from Assam who surrendered their arms, the techniques show that participants experienced a marked decrease in aggression and a significant increase in quality of life and satisfaction with life in a span of just 40 days – et al Kanchibothla 2020*

By building inner peace and resilience, we have been able to accelerate actions including laying down of arms by warring groups, reforms in former terrorists and rehabilitation of prisoners thus ensuring that further incidence of terrorism and violence is reduced.

Inside every culprit, there is a victim crying for help. When you heal the victim, the culprit disappears  
- Sri Sri Ravishankar

#### A militant reformed:

"I was a district commander of a military outfit. I used to carry a gun with me all the time. Sleep would come hard, so engulfed was I with worries and guilt that I had to resort to taking sleeping pills. After I underwent The Art of Living program, I realized the futility of what I was doing and gave up the path of violence. My life has changed."

- Mansoor Ahmed, former militant from Kashmir



## EXTERNALLY ASSURED DATA FOR 2018-20

The following data related to our response between March to November 2020 to the COVID-19 pandemic, has been verified and assured by KPMG.

### RESPONDING TO DISASTERS

#### COVID-19 FRONTLINE WORKERS



# 43,390

COVID 19 frontline workers who attended our programs



# 676

Online resilience building workshops conducted



# 55,897

Units of protective gear for healthcare workers

#### COVID CARE

# 13,454

Units of COVID-ward essentials



# 4,367

Units of ancillary medical equipment



# 82

Units of highly specialised equipment

### OUR GOVERNANCE ARCHITECTURE

Our institutions inspiring these initiatives

The Art of Living Trust

International Association for Human Values





OUR  
WORK  
FOR THE  
**PLANET**





# GROUNDWATER MANAGEMENT

## REVIVING RIVERINE-ECO SYSTEMS

“Human civilisation thrives when it exists in harmony with nature. All ancient civilizations, in different parts of the world, honoured nature. In fact, rivers have been the lifeline of all civilisations. In recent times, greed has made us insensitive to nature, to our own environment. Mass industrialization has led to large scale deforestation, exploitation of natural resources and pollution of the elements. We need to go back to honouring nature and being sensitive to nature.”

- Sri Sri Ravishankar

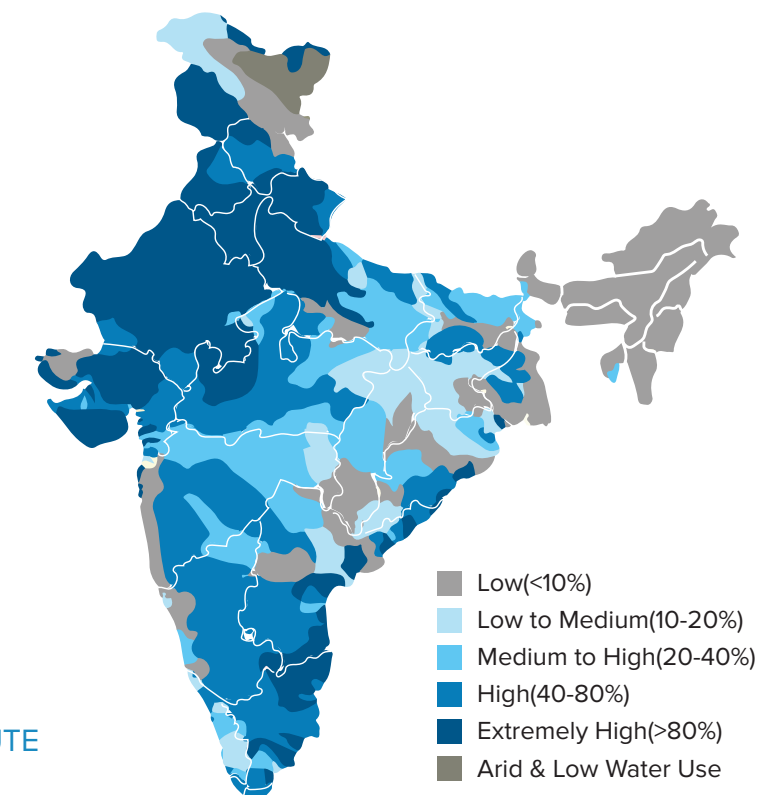


India is seriously water-stressed and is poised on the brink of an acute water crisis. It has 17% of the world population and has access to only 4% of global freshwater.

The water requirement for agriculture in India is also considerably high. Out of total groundwater availability, we use 6% for domestic use and another 5% for industrial purposes. The remaining 89% goes for agriculture.

Analysis of 100 years of rainfall data across various agro-climatic zones in India shows that overall availability of rainwater is more or less the same each year. But in reality, the water is just not available and surface water resources like rivers and lakes are drying up.<sup>3</sup>

**54%**  
of India faces  
**High to  
Extremely  
High**  
Water Stress



WORLD RESOURCE INSTITUTE  
[www.indiawatertool.in](http://www.indiawatertool.in)



## THE CHALLENGE

**Radical land exploitation:** Over the last 4 to 5 decades, forests are being converted into agricultural lands.

Agriculture lands are becoming industrial, commercial and residential properties. With massive deforestation, trees and their roots are no longer there to hold and protect the soil, leading to soil erosion. The soil that is washed off, ends up filling the river-beds and lake beds, causing siltation and impermeable surfaces.

**Disastrous Groundwater Management:** Increasing dependence on groundwater has resulted in indiscriminate extraction without regard to the recharging capacities of aquifers and other environmental factors. The adverse impacts can now be seen in the form of the long-term decline of ground water levels.

**Migration:** With no water for irrigation, hundreds of families have had to leave their lands in search of water. Distress migration is rooted in hunger and suffering, and those left behind suffer the most.



Naganadi river, Tamil Nadu

## OUR STRATEGY

### HOW WE WORK

Extensive research has shown that the cause of a dying river is not failed monsoons, but mismanagement and unchecked overuse of water, year after year. Our strategy has been to reverse that cycle.

**We asked the right question:** Where has India's water gone? We realise that greed and negligence had destroyed our hydrological cycle and natural ecosystems. We harnessed the best minds in ecological conservation and riverine basin management and worked to replenish underground water systems, reforest barren lands and restore the biodiversity of the regions.

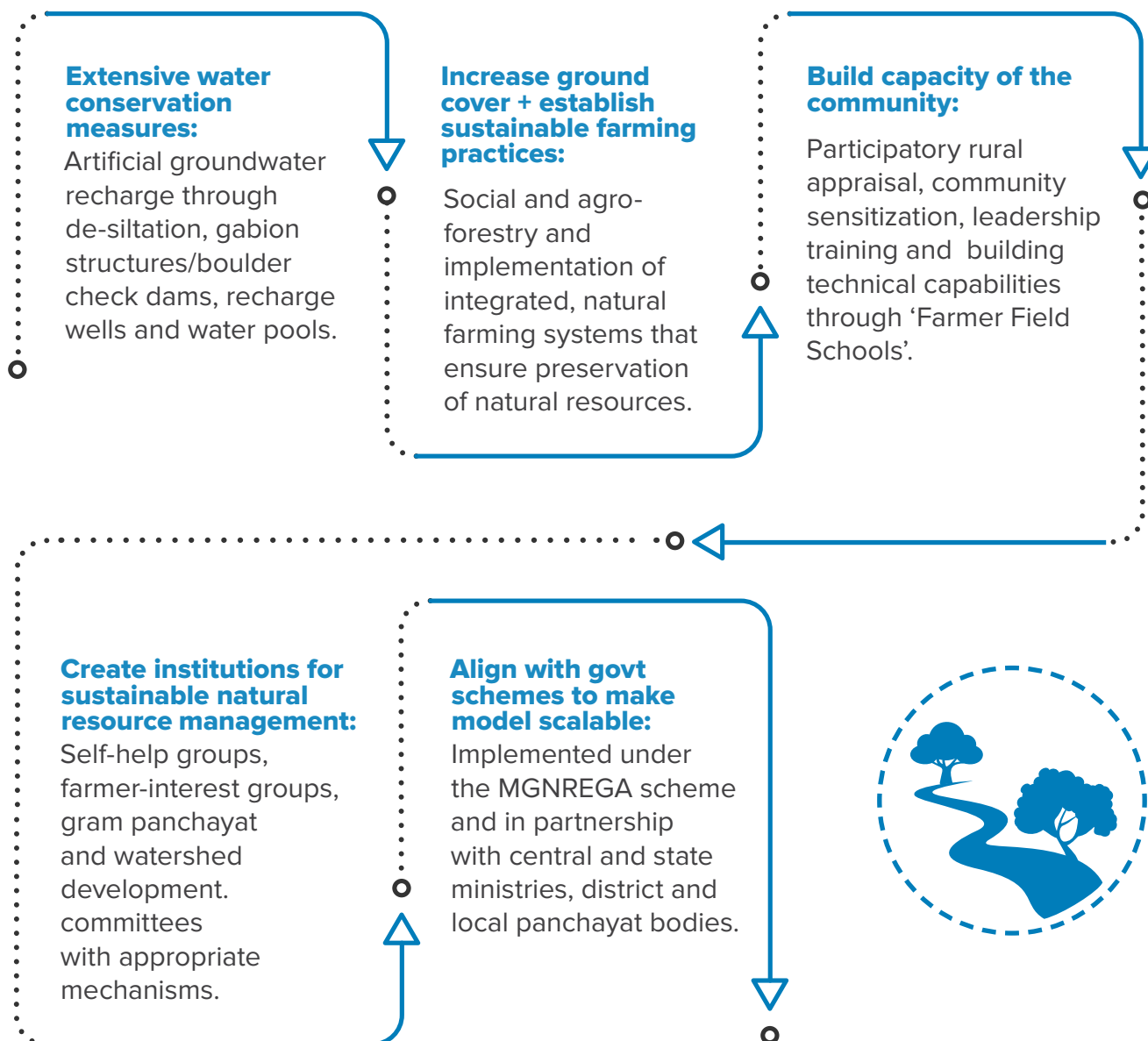
**It's not a one-size-fits-all approach:** Water profiles, soil types, ground cover biodiversity and socio-economic-cultural challenges vary from region to region making it necessary for us to think on our feet. We bring our expertise in not only integrating modern with Indigenous

Technology and Knowledge (ITK), but creating a convergence between various stakeholders who would normally function in silos, thus ensuring tangible outcomes.

**Of the people, by the people, for the people:** We believe that sustainable development will happen only when people of the land realise that they have the power to change, are empowered with business development know-how and equipped with the right skill-sets to take responsibility for decentralised management of natural resources. Our role has been to help renew the lands and return them to their natural owners.

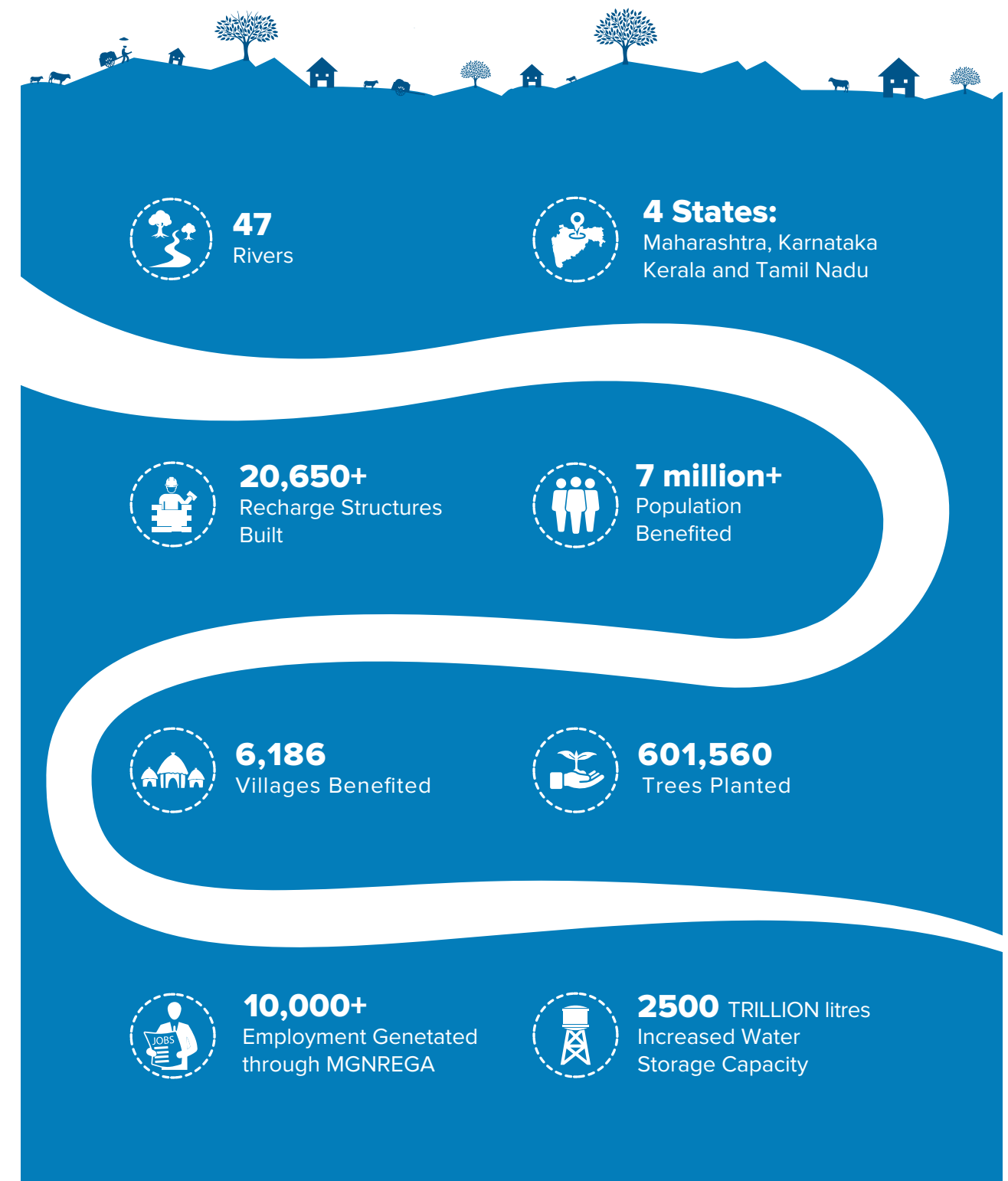
Management of groundwater resources is an extremely complex proposition as it deals with the interaction between human society and the physical environment. The highly uneven distribution of groundwater availability and its utilisation indicates that no single management strategy can be adopted for the country as a whole. Each situation demands a solution that takes into account various environmental factors and the socio-economic set-up of the region

# OUR PATHWAYS FOR CHANGE



In November 2018, The Art of Living was empaneled as lead agency by National Water Mission of the Ministry of Water Resources, River Development and Ganga Rejuvenation, Government of India for mobilization, capacity building, technical trainings for water conservation.

# REVIVING INDIA'S DYING RIVERS OUR WORK SO FAR





# OUR VALUES-BASED SOLUTIONS AND IMPACT

## CASE STUDY 1

### OVERTURNING EXPLOITED LAND:

From 2018-20, we provided drainage treatments across 2,500 sq km within the catchment areas; we planted 207,700 indigenous trees using a specific site suitability analysis to determine where to plant which variety of trees.

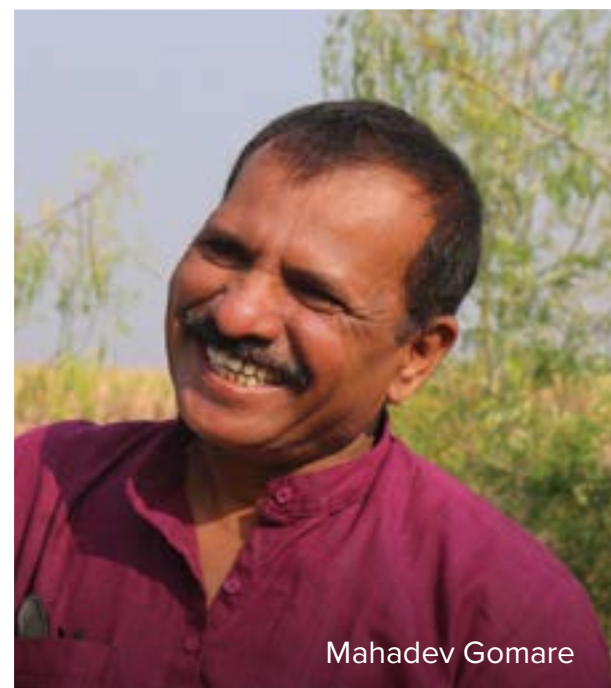
Our approach for reviving riverine eco-systems is three-pronged:

**Comprehensive:** Providing local solutions in a scientific manner that mimic natural systems of restoring water. Ours is an integrated effort involving groundwater management, bio-diversity regeneration, tree plantation and chemical-free agriculture.

**Sustainable:** Solving immediate needs of giving people access to safe water and also creating systems that ensure reliable supplies in the future.

**Community-driven:** Empowering local communities through capacity building frameworks.

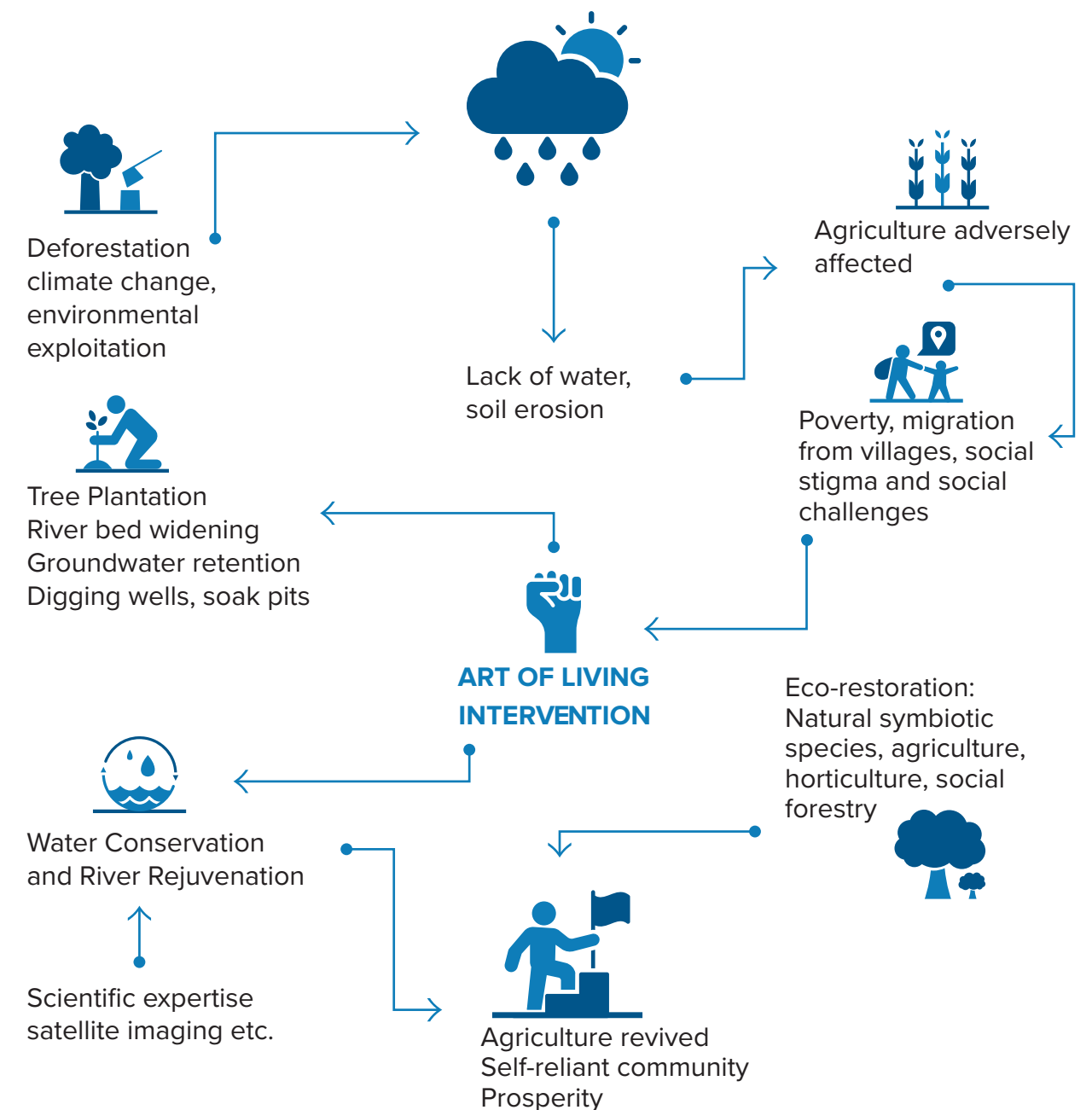
**Combating farmer suicides:** Latur is one of 7 districts in the Marathwada region of Maharashtra that has been making global headlines because of farmer suicides from climate change. Since 2013, Mahadev Gomare, an Art of Living teacher and a rural leader has been working with farmers in Latur to make several parts of the area water-resilient. *Jal Jagruti Abhiyan* movement of The Art of Living that Gomare initiated, has gained momentum and today, with the support of government and community stakeholders, hundreds of small farmers in Latur have moved to natural farming, afforestation, agroforestry and riverine ecosystem management.



Mahadev Gomare

## RESTORING RIVERINE ECO-SYSTEMS SOLUTIONS THAT MIMIC NATURE

### UNPREDICTABLE RAINFALL



## CASE STUDY 2

### TOWARDS BETTER GROUND WATER MANAGEMENT:

From 2018-20, we constructed 8,100 recharge structures in catchment areas in Maharashtra, Karnataka and Tamil Nadu, de-silted 2.7 million cubic meters of soil and rubble from river-beds and saw an increase in water storage capacity by 2.75 billion litres

#### The story of Kumudvathi River Project:

When he was heading the Geomatics Centre of Water Resources in the Government of Karnataka, Geologist Dr Lingaraju Yale had rejuvenated a 60 sq km streamlet. He thought, why not scale this to revive river basins using satellite-enabled remote sensing technology. In 2013, along with volunteers of The Art of Living and local villagers, he began organically working on the Kumudvathi river basin which was providing 60% of Bengaluru's water needs but had begun to dry up.

In 2014, Dr. Yale implemented the innovative Managed Aquifer Recharge (MAR) process to build up the groundwater levels. An independent study published in 2019 evaluated that during a single rainy season, the augmented recharge at 5% amounted to 2157 million litres. In gross financial terms that would be Rs 215.7 million saved.

#### The story of Vedavati River Project:

In 2013, Nagaraj Gangoli, an Art of Living teacher and a former watch-maker, turned his attention to the Vedavati River in Karnataka that was running dry.

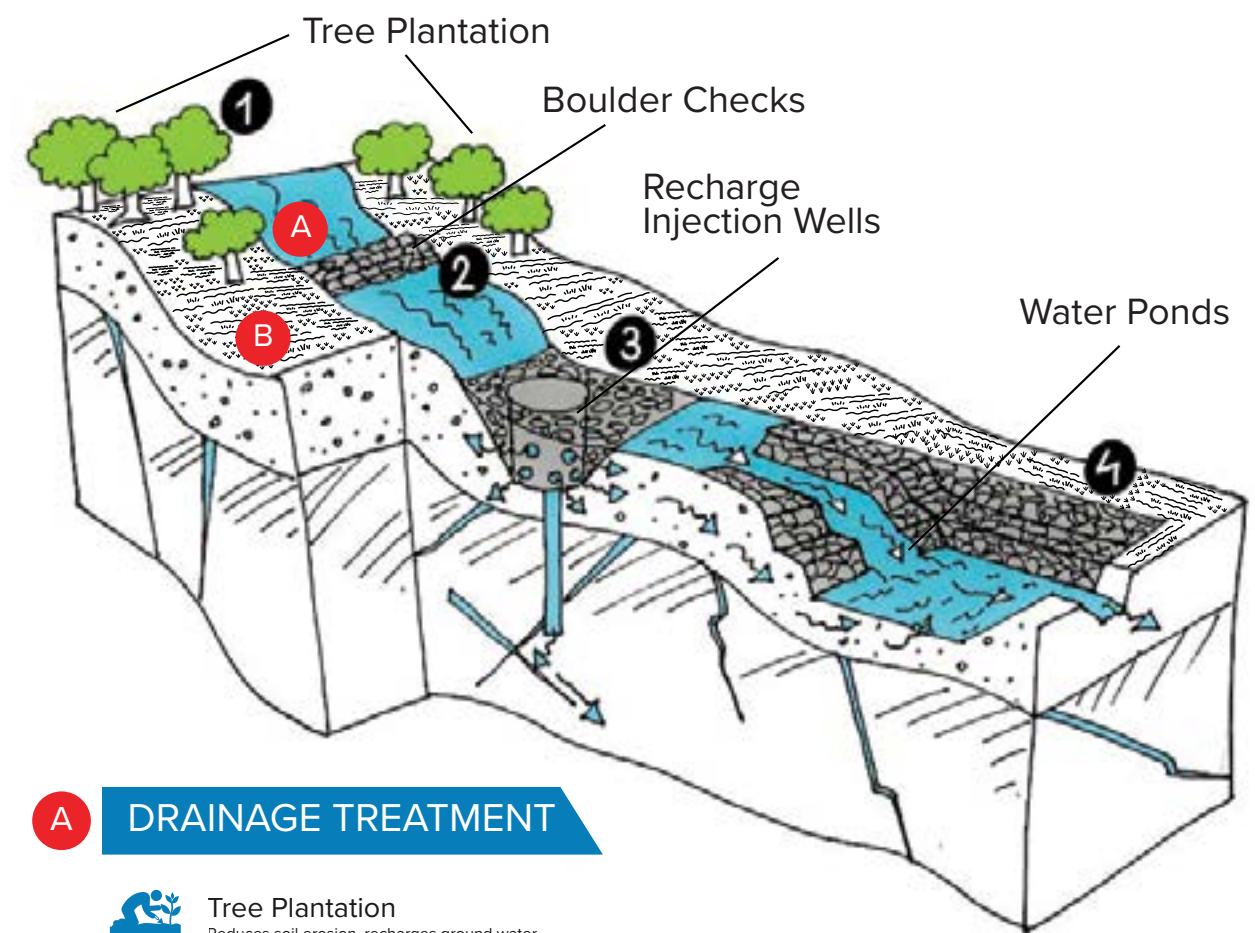
Since then, Gangoli and his team have built over 16,000 recharge structures along the 5,824 square km catchment area of the Vedavati River, impacting over 200,000 families in 1,023 villages and 203 gram panchayats in the districts of Chikmangalur, Hassan and Chitradurga of Karnataka. With consecutive monsoons, his efforts saw water levels rise from 1,200 feet by 200-300 feet in some sections and 400-500 feet in others.








Dr Lingaraju

## OUR METHODOLOGY


### HOW WE SAVE OUR RIVERS



#### A DRAINAGE TREATMENT

-  **Tree Plantation**  
Reduces soil erosion, recharges ground water
-  **Boulder Check Dam**  
Slows down the speed of water, reduces soil erosion
-  **De-siltation**  
Removal of silt, widening river bed
-  **Recharge and Injection Wells**  
Recharge groundwater (Shallow and deep Aquifer)
-  **Water Pools**  
Revives lakes and large water bodies

#### B AREA TREATMENT

-  **Working with Farmers**  
Farm bunds, Farm ponds, water budgeting



## CASE STUDY 3

### REVERSING MIGRATION:

From 2018-20, our projects touched lives of 1,227,200 people in 477 villages in Karnataka, Tamil Nadu and Maharashtra

#### The story of Naganadhi River Project:

In 2014, Chandrashekar Kuppan was working as an electrician in a local school in Vellore in Tamil Nadu, when he was inspired by The Art of Living to revive the Naganadhi River that was once the lifeline of the area and had run dry for the last 15 years.

With the support of local government officials, he availed funds through Mahatma Gandhi National Rural Employment

Guarantee Act (MNREGA) and employed local women since the men had left for cities to look for work.

Since then, Kuppan has engaged over 42,000 women and constructed over 4,900 recharge structures across the 7 districts.

Today, the Naganadhi river flows again. The water table has risen and the men have begun to return to their homes and their farms. Farmers now harvest 3 crops a year and the economy has turned for the better.

In 2019, Vellore was recognized by the Government of India as the best district in the southern region for River Revival. The participation of the women in the project, was acknowledged at the awards.

#### THE ART OF LIVING OPERATES AS NODAL AGENCY FOR RIVER BASIN MANAGEMENT



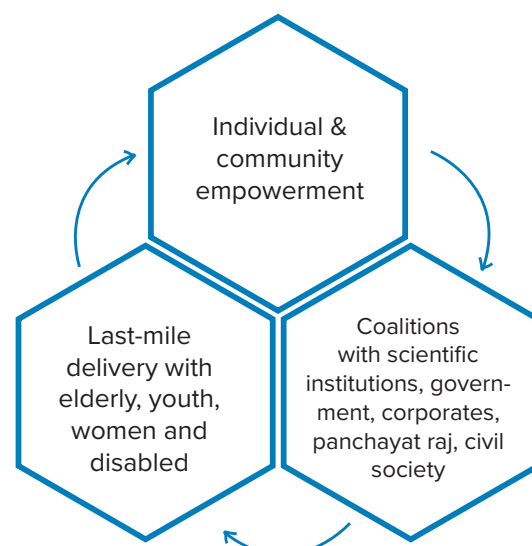
Employment generated from MNREGA and CSR for water restoration



Farmers return to farming, reducing migration



Water available for multi-cropping, increasing revenue



Natural farming reduces input costs, increases yield and with market access, revenue goes up



Related trading and business activities go up



Biodiversity restored, quality of life improves

## EXTERNALLY ASSURED DATA FOR 2018-20

The following data related to reviving our riverine ecosystems from April 1<sup>st</sup> 2018 to March 31<sup>st</sup> 2020, has been verified and assured by KPMG.

#### GROUNDWATER MANAGEMENT



8,000

Number of recharge structures



1,227,200

People reached

480

villages covered\*

2753.5 Million litres

Number of litres of increase in water storage\*



Area covered

2,500 square kilometres

Extent of desilting\*



2,707,400 cubic metres

Trees planted\* 207,700



#### OUR GOVERNANCE ARCHITECTURE

Our institutions inspiring these initiatives

Vyakti Vikas Kendra India

International Association for Human Values

Numbers rounded to nearest hundred

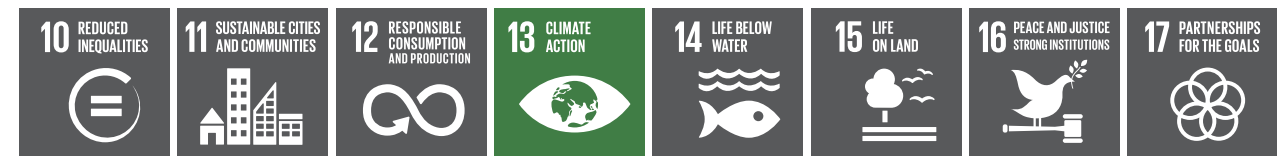
\*January 2018 - December 2019



# SUSTAINABLE AGRICULTURE

## RESTORING TRADITIONAL ECOLOGICAL KNOWLEDGE

Food and Agriculture today stand at crossroads. Progress has come with huge social and environmental costs impacting the productive potential of our natural resources. It is time to rethink how we grow, share and consume our food. If done right, agriculture can provide nutritious food for all, generate decent incomes, while supporting people-centred rural development and protecting the planet.



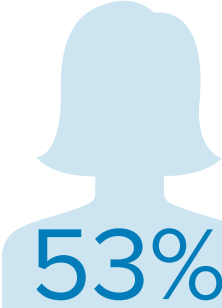
According to the Union Ministry of Agriculture and Farmers' Welfare, around 2.78 million hectares of farmland were under organic cultivation as of March 2020. Barely 2% of the 140.1 million hectares of net sown area in the country.

In its 2019-2020 budget, the Government of India allocated Rs 3.25 billion for the promotion of zero-budget natural farming. Of this, Rs 1.2 billion was allotted to the Department of Agriculture Research and Education to conduct experiments to establish the viability of Zero Budget Natural Farming and the remaining budget allocated was to be utilised to adopt villages practicing organic farming. In comparison, subsidies on chemical fertilizers were increased by almost Rs 100 billion to Rs 800 billion.

### IN INDIA

  
**3 in 10**  
children are stunted

Over  
**80%**  
Infant and young children  
Do not get minimum  
dietary diversity

  
**53%**  
Women between  
15-49 years  
are anaemic

  
**Over 40%**  
of the total Indian workforce  
is employed in the  
AGRICULTURAL SECTOR

  
If global food prices double,  
India could lose up to  
**US\$ 49 BILLION IN GDP**



## THE CHALLENGE

**Climate Change:** Conventionally, chemical agriculture is based on 3 fundamental assumptions: stable and predictable weather, unlimited water availability and cheap source of energy. With climate change, the world's average temperatures are expected to rise further, and rainfall patterns are getting increasingly unpredictable. This directly impacts the existing agriculture model which is climate-change susceptible.

**Nutritional Security:** Extensive research has already established the impact of chemical fertilizers and pesticides on human health. Both with their direct toxic effect on humans, and in their indirect effects on the soil environment, agro-chemicals result in serious depletion in the nutritional value of agricultural produce.

**Livelihoods:** Chemical intensive farming has resulted in soil degradation and salinity and increase in toxicity of pesticide residues causing near-stagnant levels of productivity. Farmers are caught in debt traps owing to loans taken to meet escalating costs of farming inputs. In many parts of India, this has led to increasing farmer suicides.



## OUR STRATEGY

### HOW WE WORK

Over the last 17 years, we have educated over 2.2 million farmers on sustainable natural farming techniques and created awareness on the negative impact of chemical farming. Our priority focus is small and marginal farmers, who own less than 5 acres of land.

#### Our trainers, our beacons of hope:

We have over 2,000 teachers of natural farming teaching in 21 states of India. Our trainers help us inspire and influence the mindsets of our farmer-communities

#### Protecting our seeds for our future:

Our farmers preserve, propagate, share and exchange their indigenous heirloom seeds thus ensuring that this precious biodiversity does not become extinct like many before them.

**Preserving our indigenous cows:** Our natural farming technology is based on re-establishing the equilibrium in

the soil with microbes that are found in the dung of the indigenous cow, *Bos indicus*. We conduct genetic backcrossing programs to improve the purity of these indigenous breeds. These superior cows are shared with our farmers across the country to help preserve their biodiversity.

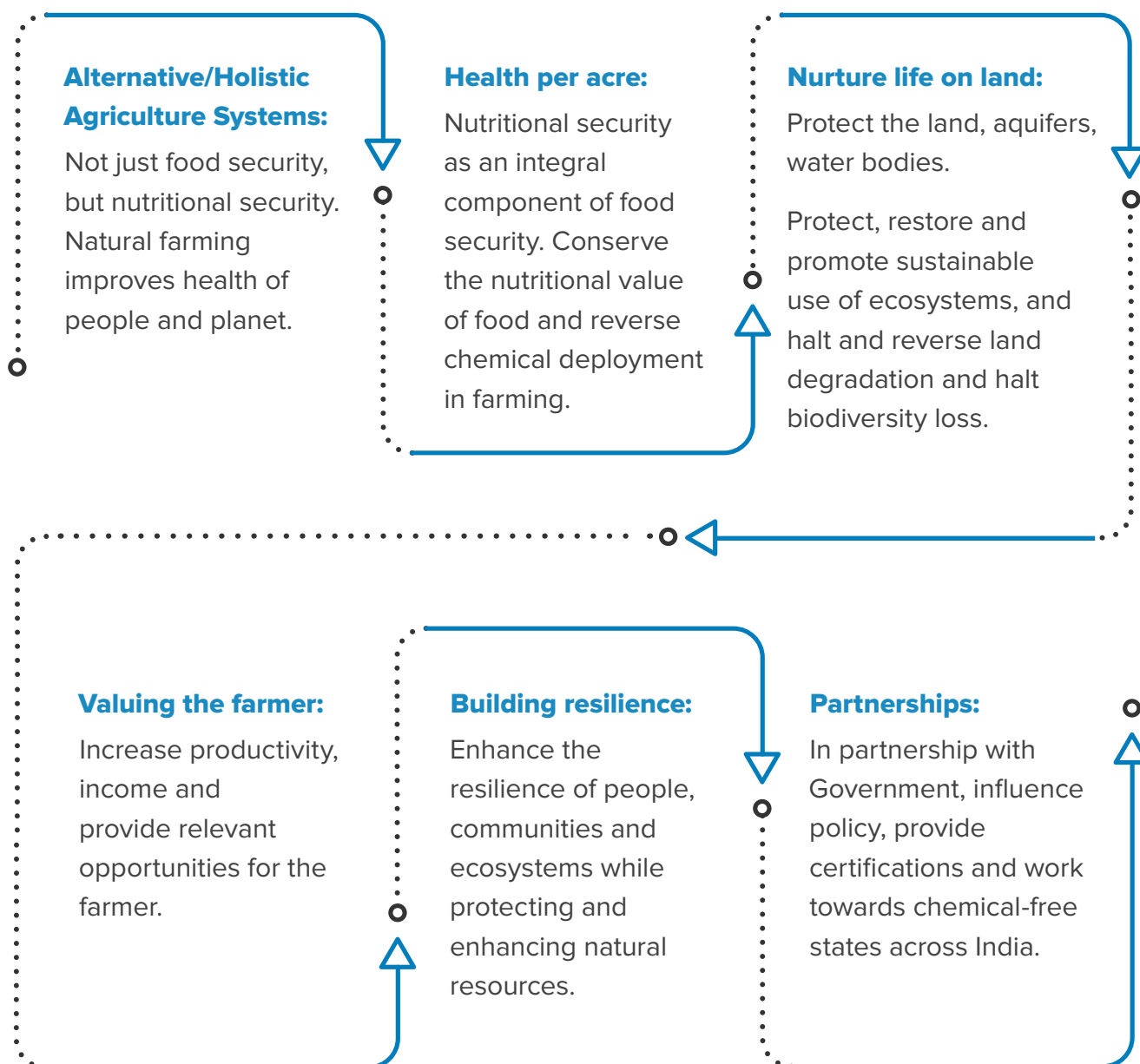
#### We transform, one acre at a time:

We help establish model farms in each of our farmer clusters across the country establishing proof of concept for natural farming techniques. We find this a powerful driver for accelerated adoption of natural farming techniques.

Soils are not only the foundation of agri-foods system and where 95% of the foods we eat is produced, but their health and bio-diversity are also central to our efforts to end hunger and achieve sustainable agri-food systems.

- QU Dongyu, Director-General, FAO

# OUR PATHWAYS FOR CHANGE



## RESTORING THE LAND – HEALING THE FARMER

We realized that the only way to save our marginal farmers from their spiralling debt trap was to revive Traditional Ecological Knowledge (TEK) that has constituted the fabric of Indian agriculture since ancient times.

TEK depended on the use of the indigenous cow or *Bos Indicus* symbolized by the Indian *Kamadenu*, inside whose gut resided billions of beneficial microbes.

### SIX PILLARS OF NATURAL FARMING

#### MICROBES



Microbes from cow-dung formulations break down complex minerals  
**RELEASING NUTRIENTS**

#### INDIGENOUS SEEDS



Indigenous varieties  
**PROMOTE BIO-DIVERSITY** and provide Climate Change resilience

#### MIXED CROPPING



Mixed cropping utilizes resources better and  
**MINIMIZES RISK OF FAILURE**

#### MULCHING



Mulching promotes microbes & earthworms and  
**REDUCES WATER FOOTPRINT**

#### EARTHWORMS



Earthworms till the soil continuously  
**CREATING AERATION AND PERCOLATION**

#### ORGANIC CERTIFICATION



Organic Certification creates supply chain linkages and  
**ENHANCE FARMER LIVELIHOODS**

From 2018-20, through mulching the soil, enhancing porosity of the soil through earthworm intervention and other natural farming techniques, our farmers reduced utilisation of water equivalent to 14,000 rural people having domestic water for a year<sup>4,5</sup>



# OUR VALUES-BASED SOLUTIONS AND IMPACT

## CASE STUDY 1

### COMBATING CLIMATE CHANGE:

From 2018-20, we trained 28,100 people in natural farming techniques, 25% of whom were women. In this period, 66,700 acres have been converted to climate-change resilient agriculture

We train our farmers in Climate-Resilient Natural Farming techniques based on the use of indigenous seeds to improve soil fertility, reduce water run-off, reduce costs and increase yield while preserving the quality of the produce. In many parts of India, faced with extreme climatic oscillations including drought and floods, our farmers have been able to protect their crop, harvest significant portion of their yield and ensure a revenue for themselves.

From 2018-20, impact from our natural farming practices translated to the equivalent of CO<sup>2</sup> sequestration by 165,000 trees from the environment<sup>6,7</sup>

#### Our Climate Action Champions:

In 2018, when village Bhoisamudraga in Latur, Maharashtra, reeled under drought, farmer Mangala Pandge's drought resistant agriculture fetched her a yield of Rs 360,000 from sale of oranges with input costs of just Rs 5,000 and within a period of 7 months.

A year earlier, when village Hussainpuram in Kurnool district in Andhra Pradesh was declared a drought village by the Government of Andhra Pradesh, farmer Bhadrappa, was able to harvest his crop earning Rs 100,000 for his yield of cotton on a one-acre farm.



Mangala Pandge

## CASE STUDY 2

### NUTRITIONAL SECURITY:

**'When agriculture output is measured in terms of 'Health per Acre' and 'Nutrition per Acre' instead of 'Yield per Acre', biodiverse ecological systems have a much higher output. This should be the strategy for protecting the livelihoods of farmers as well the right to food and right to health of all our people'**

– **Vandana Shiva**

Though frequently characterized as 'resource poor', many of India's farming communities are extraordinarily rich in plant and animal genetic diversity and in Traditional Ecological Knowledge (TEK). One of the greatest hallmarks of our TEK practices are nutrient-dense food crops.

#### Story of Sona Moti – The Golden Pearl:

In 2018, our farmers traveling in the area were given a handful of an ancient wheat variety as an offering from an ashram in Pingalwara in Amritsar, Punjab. We had it tested to discover that this was a variety that had been cultivated in India for over 2000 years but was slowly becoming extinct. This spherical shaped golden-hued grain also tested to have high folic acid content and more than 3 times the minerals found in other wheat. The grain was renamed Sona Moti because it looked like a golden pearl.

We taught our farmers in Punjab to multiply these grains, grow the wheat using natural farming techniques and we created supply chain linkages through our retail distribution network.

**Today our Sona Moti growers earn 4 times the price of industrialized hybrid wheat sold in the market.**



Sona Moti Wheat

CASE STUDY 3

FARMER LIVELIHOODS:

From 2018-20, our farmers saved minimum Rs 66 million in chemical pesticide usage<sup>8</sup>, Rs 2 million in urea usage<sup>9</sup>. And a water saving equivalent to 14,000 rural people’s domestic annual usage.

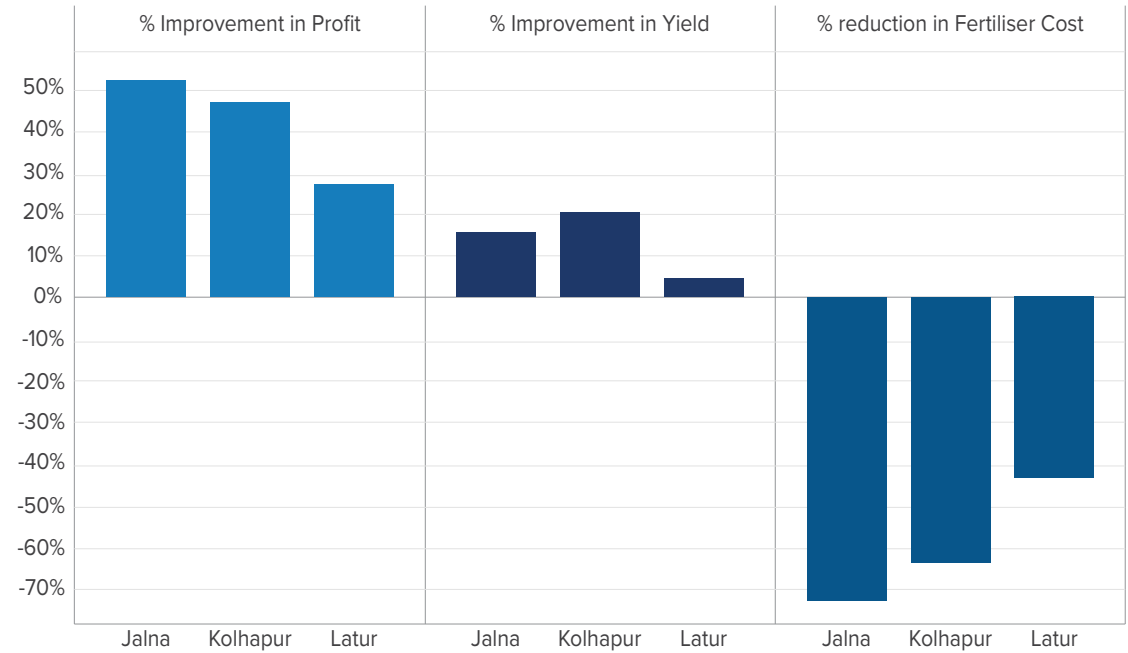
A critical hurdle in the conversion of chemically-farmed land for organic certification is the 3-year timeline prescribed by the Government of India which was deemed essential to detoxify land from chemical residues. Most farmers could not sustain themselves in this duration, because of revenue loss.

Our natural farming techniques detoxify such lands in a period of 6-8 months. In Bilaspur, Chattisgarh, Yash Mishra a farmer, who bought 8 acres of rock hard, toxic land was able to detoxify his land and reap high-yield, low-cost harvests of grain, fruit and vegetables in 8 months.

Like Mishra, most of the farmers registered with The Art of Living for Organic Certification under the PGS India Program of the Ministry of Agriculture, have benefitted from this reduced timeline.

**Increased revenue:** In 2019, our farmers growing soya bean and sugarcane in the Jalna, Kolhapur and Latur districts of Maharashtra, saw an average 42% increase in net profit from converting from toxic land through natural farming techniques.

Impact of Natural Farming



Impact of natural farming techniques on our farmers growing soya bean and sugarcane in Jalna, Kolhapur and Latur districts of Maharashtra

EXTERNALLY ASSURED DATA FOR 2018-20

The following data related to our work in Sustainable Agriculture from April 1<sup>st</sup> 2018 - March 31<sup>st</sup> 2020, has been verified and assured by KPMG.

SUSTAINABLE AGRICULTURE

**28,100**  
total number of farmers trained in chemical-free natural farming

**25%**  
are women



**4,682**  
Farmers trained under Participatory Guarantee Scheme (PGS) India



**5,087**  
Farmers trained under Param Paragat Krishi Vikas Yojana (PKVY)



**5,260**  
Farmers trained under Program for Recognition of Prior Learning (RPL) for Organic Grower Training



**2,393**  
Farmers trained under Project on Climate Resilient Agriculture (PoCRA)



**OUR GOVERNANCE ARCHITECTURE**  
Our institutions inspiring these initiatives

- Sri Sri Institute of Agricultural Sciences & Technology Trust
- Sri Sri Rural Development Program
- Vyakti Vikas Kendra India
- International Association for Human Values





# SOLAR ENERGY

## FUELLING THE ENGINE OF DEVELOPMENT

NOBODY TAXES THE SUN. SOLAR POWER IS THE LAST ENERGY RESOURCE THAT IS NOT OWNED AS YET.

There is no development without fuelling the engine of growth. Energy is critical and the world's most vulnerable people with no sustainable access to energy are deprived of the opportunity to become part of national and global progress.



India is projected to be a significant contributor to the rise in global energy demand, around one-quarter of the total. While Government of India reports that 85% of the country has been electrified and it will reach its target of 100% electrification by 2030, last-mile access will still continue to pose tremendous challenges.

The pursuit towards cleaner energy will have a crucial role in enabling the country's transition to a fully sustainable energy system. India has embarked on the world's largest renewable energy expansion programme - 175 GW by 2022. Solar capacity has increased dramatically from around 2.6 GW to more than 34 GW in the past 5.5 years. The solar power tariff has been reduced by more than 75% over the past few years and the number of solar pumps installed has gone up from a mere 11,626 to around 250,000 between 2014 and 2019<sup>10</sup>.

### IN INDIA



**84.5%**  
PEOPLE HAVE  
ACCESS TO  
ELECTRICITY

POWER CABLES FROM THE GRID  
HAVE REACHED TRANSFORMERS  
IN EACH VILLAGE

but 31 million houses still lack access  
to electricity



### AMBITIOUS RENEWABLE TARGETS BY 2022

**175** renewable  
energy  
capacity  
comprising

**100** GW  
Solar

**60** GW  
Wind

**10** GW  
Biogas

**05** GW  
Hydro



**100%**  
VILLAGES  
ELECTRIFIED

## THE CHALLENGE

### Access to remote and vulnerable populations:

Power supply continues to be unavailable in remote, inaccessible parts of India or areas with high poverty and social inequality that experience armed conflict and political insurgency or natural disasters.

**Ignorance:** Low levels of education and awareness among beneficiaries in remote and deprived communities might lead to improper usage and poor upkeep of the distributed appliances, causing them to become dysfunctional in short spans of time.

**Quality of power supply:** With insufficient quantity, recurring breakdowns and voltage fluctuations, as well as the administrative and technical limitations of distribution companies, people are often left with no option but to use private, local, costly and polluting solutions.



Local youth being trained for battery charging station maintenance in Seppa, Arunachal Pradesh

## OUR STRATEGY

### HOW WE WORK

We realised that transformation to a renewable source of energy such as solar energy requires enhancing awareness as well as building a community of entrepreneurs who can provide solar energy at low cost.

**For the larger environmental good:** We increase awareness and acceptance of renewable energy technologies, which encourage their wider distribution and in turn, help safeguard climate and the environment.

**Last mile energy access:** We distribute solar lanterns and individual home-lighting systems and we build, own and operate micro grids in un-electrified areas in rural India, creating off-grid model villages, with access to quality solar lighting solutions.

### Creating technical support and entrepreneurs in the field of renewable energy:

We train locals as entrepreneurs who take care of solar-powered multi-purpose charging stations and train unemployed youth in operations, maintenance, assembling, repairing and installation of renewable energy products.

**Keeping costs low:** We keep our implementation and maintenance costs low making our solar solutions sustainable for local people.

In addition to the need of meeting growing energy demands, the transition to solar energy is also important for tackling the deadly challenge of air pollution. Recent global studies demonstrate that India has amongst the highest number of deaths in the world from exposure to fine particulate matter. It is estimated that about 30% of premature deaths in 2018 was caused by air pollution from burning of fossil fuels<sup>11</sup>.



## OUR PATHWAYS FOR CHANGE

### Last-mile connectivity:

Accessing remote, conflict and disaster areas requiring off-grid solar solutions.

### Capacity Building:

Creating awareness, engaging community and stakeholders, building capacity of users, local technicians and solar entrepreneurs to ensure continued usage.

### Empowerment of the most vulnerable:

Improved livelihoods, greater wellbeing, boosted economic development and empowered marginalized groups like women, children and poverty-stricken farmers.

Off-grid solar technologies play an important role in the delivery of sustainable energy to those people who presently lack access. Apart from replacing unsustainable fuel sources, it can improve livelihoods, promote welfare, boost economic development, and give power to marginalised groups such as women, children or poverty-stricken farmers.

## OUR WORK SO FAR



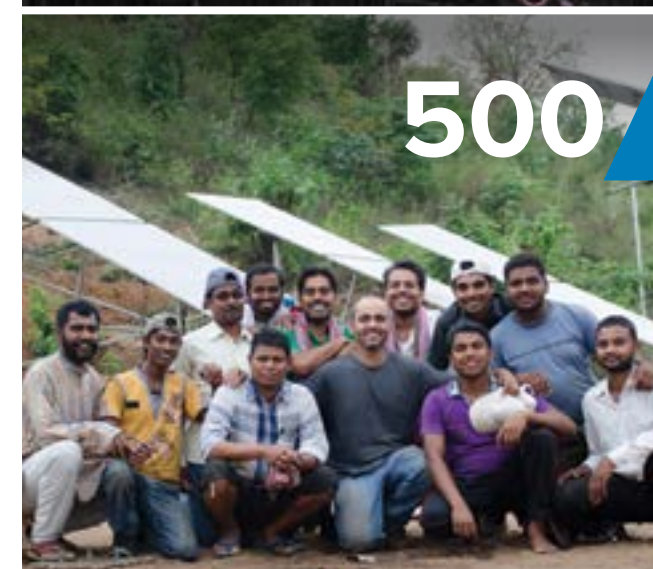
# 165,000 PEOPLE

Benefitted over 165,000 people, electrified 720 villages and 143 schools



# 124 STATIONS

Set up 28 solar micro grids and 124 solar battery charging stations



# 500 TRAINED

Set up 3 solar and electrical training centers. Trained over 500 renewable energy technicians and 150 solar energy entrepreneurs

# OUR VALUES-BASED SOLUTIONS AND IMPACT

## CASE STUDY 1

### ACCESS TO REMOTE AND VULNERABLE POPULATIONS

From 2018-20, we touched lives of 3,507 people, distributed 2,315 solar lamps, installed 15 off-grid solar rooftop plants, 25 street lights and one solar micro-grid

With our national network of committed teachers and volunteers, we are able to access remote areas and conflict or disaster zones. Our peace work gives us access to conflict zones; our education work in remote areas gives us access to schools and families of children; our rehabilitation work in areas impacted by natural calamities gives us access to the victims and our work in individual empowerment and community building gives us access to vulnerable communities in different parts of the country.

**Reaching tribals in reserve forest areas where laws prohibit construction or installation of any permanent infrastructure:** The Van Gujjar nomadic tribals of the Chandi, Dhaultkhand and Pathri forest ranges near Haridwar and the periphery of Jim Corbett National Park near Kashipur in Uttarakhand, lived without access to electricity. Between July and December 2018, we executed solar

electrification of 500 households in the area, providing a rechargeable lithium-ion based Solar Power Pack, a small pole-mounted solar panel and 3 electric bulbs.

The tribal communities residing in hamlets in reserve forest areas in Assam, Manipur, Meghalaya, Arunachal Pradesh, Gujarat, and Jammu and Kashmir also experienced light for the first time when, between March 2018 and March 2019, we distributed 1,576 solar lamps.



## CASE STUDY 2

### RAISING AWARENESS AND BUILDING CAPACITY FOR TRANSITION TO RENEWABLE ENERGY SOURCES:

From 2018-20, we established 3 solar and electrical training centres, trained 1,009 renewable energy technicians and 51 solar entrepreneurs from vulnerable rural communities

Acknowledging that lack of education and awareness about solar energy solutions prevent many poor and marginalized people from utilizing and maintaining them, we build capacity of individuals and communities for long-term sustainability.

Through community dialogues and interactions, we explain the benefits and maintenance commitments of solar energy

installations. We identify community leaders to take ownership for their longevity through a paid or volunteer model.

**Local youth empowered:** Birinchi, Himabas, Nibir and Puhor were unemployed youth living in Mulukgaon, an unlit island village in the interiors of the Dibrugarh district in Assam. The village was prone to floods and boats were the only medium of connectivity. In partnership with Assam Chief Minister Sarbananda Sonowal's MPLAD fund, in 2016 we constructed the country's largest solar battery charging station which could power 287 households. And these 4 young men were empowered and trained to manage the system and ensure the sustainability of the project.

*Village Mulukgaon became a part of the government's national power grid network in 2019 making our battery charging station redundant. We are in the process of relocating the unit to another community that is still unelectrified.*



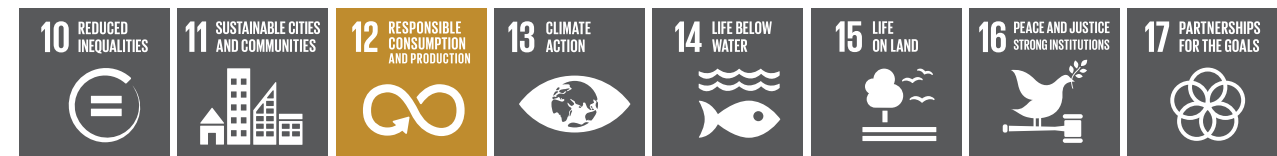




# PROMOTING A CIRCULAR ECONOMY

## RESPONSIBLE MANAGEMENT OF OUR WASTE

Waste is one of the largest urban challenges faced by India today impacting environment, hygiene, sanitation, pollution and quality of life everywhere. As the waste problem is caused by human behaviour, the solution potentially lies in changing that behaviour. In order to overcome the solid waste crisis, the consciousness of the individual needs to be raised through environmental awareness and concern, inculcation of sustainable consumption practices and education on waste management.



When the Environment Ministry of the Government of India notified new Municipal Solid Waste Management Rules in 2016, it announced that the country was generating 62 million tonnes of solid waste in a year.

Only about 75-80% of the municipal waste was getting collected, and around 22-28 % of that was being processed and treated, with the rest being discarded haphazardly at dump-yards.

By 2050, it is expected that about 50% of India's population will be urban, and waste generation will grow by 5% per year.

It is anticipated that by 2021, 2031, and 2050, waste arising will be around 101 Million Metric Tonnes (MMT), 164 MMT and 436 MMT per year, respectively.<sup>12</sup>





## THE CHALLENGE

**Despite negative impact on both health and environment, the implementation of sustainable waste management strategies face these challenges:**

**Lack of technical expertise, policy research & strategic approach:** Solid Waste Management is one among the basic essential services provided by municipal authorities in a country to keep urban centres clean. However, almost all municipal authorities in India deposit solid waste at a dump yard within or outside the city haphazardly.

**Poor public awareness:** Public, at large, have little or no awareness of waste segregation or consequences of waste in their environment. Compounded to this is lack of adequate infrastructure for segregation and recycling and lack of alternatives to non-biodegradables like bioplastics.

**High costs:** Effective waste management is expensive, often comprising 20%–50% of municipal budgets, making it a challenge for developing countries like India.<sup>13</sup>



## OUR STRATEGY

### HOW WE WORK

Waste management is a critical part of our sensitization programs for human health and environmental protection. From recycling and processing of organic and inorganic waste to national campaigns against single-use plastics, our commitment to reducing waste in India's landfills is relentless.

**Our outreach, our strength:** Our vast national network of volunteers collaborate at community, institutional and government levels building engagement and commitment towards waste management and disposal.

**Composting Methodology:** Our composting technology can process 2-3 tons of waste a day to create organic fertilisers at 1/4th the time of traditional methods.

**Bio-Enzymes:** Our proprietary organic bio-enzymes can drastically reduce foul smells in municipal dump yards, landfills, sewages and drains.

**Low Cost and High Impact:** Our low-cost solutions are sustainable and easy to replicate while generating output that is environmentally friendly.

Every year, an estimated 11.2 billion tonnes of solid waste is collected worldwide and decay of the organic proportion of solid waste is contributing about 5% of global greenhouse gas emissions.

- UNEP, Solid Waste Management

## OUR PATHWAYS FOR CHANGE

### Value proposition:

Creating scientific waste management systems and practices that not only protect the environment and public health but recover economically valuable resources from waste.

### Holistic approach:

Increasing awareness on waste management, disposal and segregation; reducing & eliminating waste at source with sustainable usage practices; improving health & hygiene for society at large.

### Restoring to the earth:

Recycling and responsible disposal of inorganic matter. Restoring organic matter to the earth as compost.

With rising food demand and deteriorating soil quality, compost made from organic solid waste has a very important role to play as a substitute to chemical fertilisers in replenishing the soil. Which is why it is critical that our city compost must reach our farmers.

## OUR WORK SO FAR



Installed **18**  
**COMPOSTING PLANTS**  
in large temples and  
urban cities

**PYROLYSIS  
PLASTIC-TO-FUEL  
PLANT** at  
The Art of Living  
International Centre  
in Bangalore



Conducted  
**43,980**  
**CLEANLINESS DRIVES**



Distributed over  
**110,000**  
**SMOKELESS  
COOK-STOVES** to  
reduce toxic fumes  
from traditional  
cook-stoves



**1,000**  
**TRAINED  
WASTE PICKERS** in  
waste segregation in 15  
states of India

**3,500**  
**HOME GUARDS**  
become environment  
marshals in Delhi



**67,400**  
**STUDENTS CONVERT  
WASTE** into bio-manure  
in 17 states across India



Applied our proprietary Jag  
Pavani **BIO-ENZYME  
TECHNOLOGY IN A  
4-ACRE** dump yard in  
Ghaziabad, UP where foul  
smell was eliminated, a  
dump yard was removed  
and the land reclaimed.  
This technology also used  
effectively in dump yards in  
Akola, Maharashtra and  
Sanjay Lake Park, Delhi



Built over  
**62,000**  
**TOILETS IN VILLAGES**  
and slums to hygienically  
dispose human waste



Built over **1,000**  
village **BIOGAS PLANTS**  
to convert organic waste  
to compost



Made over  
**301,520**  
**BIODEGRADABLE  
SPOONS** and plates  
from areca-nut leaves



Made over  
**360,400**  
**PAPER BAGS** as our  
commitment to make Tapi  
in Gujarat, plastic-free



# OUR VALUES-BASED SOLUTIONS AND IMPACT

## CASE STUDY 1

### LOW COST TECHNOLOGY SOLUTION:

From 2018-20, we installed 9 composting plants in religious shrines with a capacity to process 6,600 kg/day

#### Temple flowers to valuable compost:

Responding to a serious concern about the huge volumes of temple flowers that were discarded into ponds, lakes or rivers, our teams started the Waste-to-Compost project in 12 temples and religious shrines in India partnering with the shrine authorities.

These shrines include the Kashi Vishwanath temple and Vindhyavasini temple in UP, Dakshineswar and Tarapith Temple in West Bengal, Ghrishneshwar Temple in Maharashtra, Kamakya Temple in Assam, the Dargah Sharif in Rajasthan, the Mangala Devi, Kadri, Katil, Kukke Subramanya Temple and Krishna Math in Karnataka.

The processing system that runs on our proprietary Jag Pavani Bio-enzyme technology can produce organic compost in 7-10 days. The compost generated is used by the shrine authorities or sold in the market.



Waste-to-Compost Plant at Dakshineswar Kali Temple

## CASE STUDY 2

### COLLABORATING WITH MUNICIPAL BODIES:

From 2018-20, we set up 3 waste composting plants with the capacity to process 2,500 kgs per day - two in New Delhi and one in Ghaziabad

#### Wet waste composting project in New Delhi:

Under the 'Clean Delhi, Green Delhi' initiative, we partnered with New Delhi Municipal Council (NDMC) to install and run organic waste convertor plants at select locations in New Delhi.

The first two waste convertors are successfully running at NDMC's nurseries located on Madhu Limaye Marg in

Chanakyapuri and at Raja Bazar near Connaught Place.

Each plant has the capacity to process up to one tonne of wet waste at a time, and convert it to pure organic compost to be used by the Horticulture Department of India.

The Art of Living and NDMC's joint initiative for wet waste management is an important component of the Smart City agenda for the national capital. The ultimate aim is to make the area under NDMC's jurisdiction into a zero-waste zone, with all the green (wet) waste being recycled and re-used in a sustainable manner.

Two more such units are in the pipeline, scheduled to come up at Sangli Mess (near India Gate) and Bharti Nagar.



New Delhi Municipal Council Plant

## CASE STUDY 3

### A SUSTAINABLE CAMPUS:

Over the last 40 years, The Art of Living International Centre in Bengaluru, Karnataka, has evolved from a few acres of bare rocky land into a 65-acre verdant landscape, rich in plant, tree, bird and insect diversity.

Sustainable practices are intrinsically built into the philosophy of our organisation:

- Chemical-free natural gardening and agriculture practices include conversion of fruit and vegetable waste from the kitchens into compost through permaculture.
- Plastic-to-Fuel, thermal processing pyrolysis plant, generates oil from plastic and produces carbon-rich sludge for tarring the roads.
- Paper recycling plant converts paper waste to recycled sheets that are reused in the campus.
- Energy requirements for our accommodation are met through solar panels with reduced usage of electricity from government grids. Our Gobar\* gas plant generates 3-4 hours of continuous electricity from cow-dung to light up to our farms. Our organic kitchen waste is processed through a biogas plant to partially fuel our cooking in the kitchens.
- Water Management takes place through rainwater harvesting to meet water requirements at the campus and to recharge groundwater aquifers.
- Sewage Treatment Plants process sewage for watering our landscaped gardens.

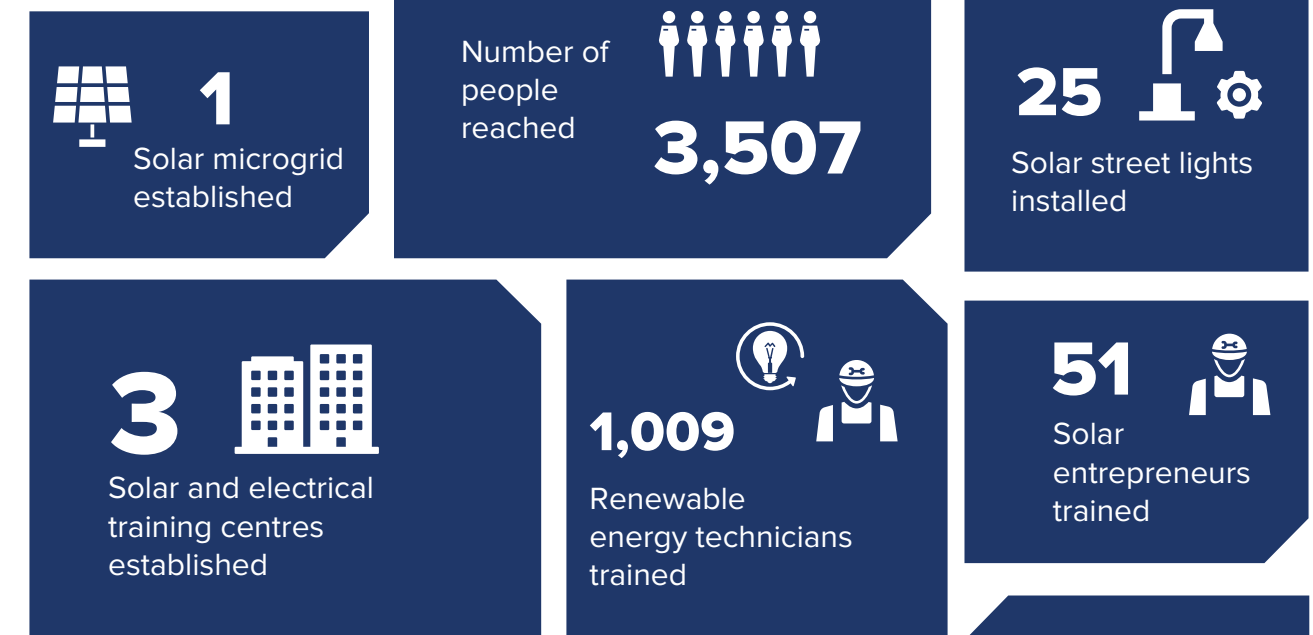


\*Cow-dung

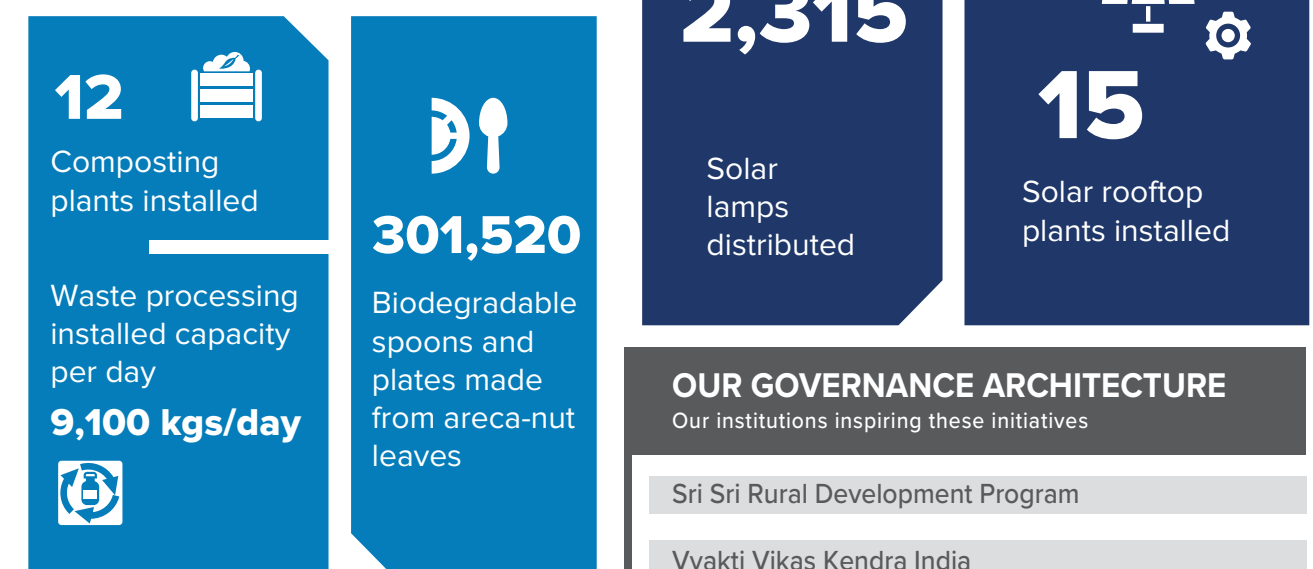
## EXTERNALLY ASSURED DATA FOR 2018-20

The following data related to our Solar Projects and Waste Management Initiatives, from April 1st 2018 - March 31st 2020, has been verified and assured by KPMG.

### SOLAR ENERGY



### PROMOTING A CIRCULAR ECONOMY







OUR  
WORK  
FOR  
**PROSPERITY**





# SKILLING AND LIVELIHOODS

## STRENGTHENING OUR HUMAN CAPITAL

We cannot simply dream about development if we are not skilled. It is the skilling of our youth that will make us a self-reliant nation. For an *Aatma Nirbhar Bharat*\* skilling is foremost. We are a knowledge-based population, with quick grasping power. Only an opportunity has to be provided, and our youth are waiting for it.

- Sri Sri Ravi Shankar

\*Self-Reliant India



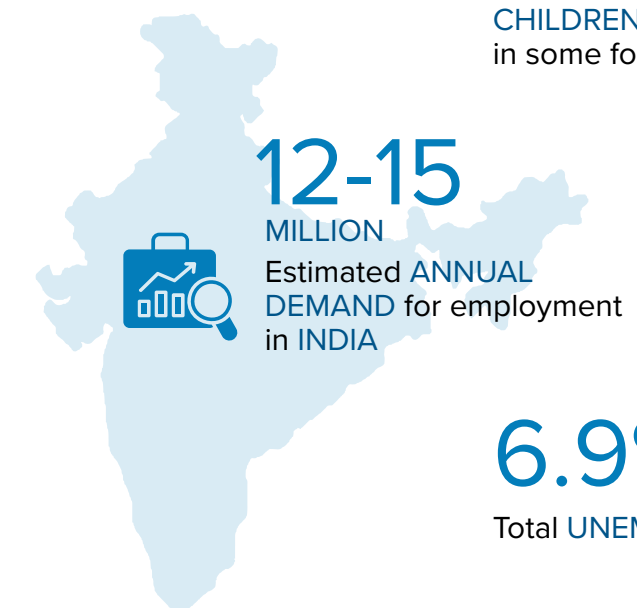
Out of our vast population, only 1.8 % has received formal vocational training. A substantial part of our youth are not in employment, education or training. Studies estimate that India could lose up to 2.3% from its annual growth rate between 2018-2028 because of this skill gap.<sup>14</sup>


Appropriate skills training can improve women's participation in the workforce, make youth more employable and help release the at-risk sections of society from low-productive employment and poverty. Moreover, technological progress, globalisation and climate change are impacting the structure and nature of work. Skills development can help workers safely adapt to that change.

  
LABOUR FORCE of  
**510** MILLION

MORE THAN  
**10**  
MILLION  
CHILDREN are employed  
in some form of labour

**12.8**  
MILLION  
Enter the JOB MARKET  
every year



  
**20.7%**  
Of employed adolescents  
are engaged in hazardous work

**6.9%**  
Total UNEMPLOYMENT rate

**24%**  
Declining  
FEMALE LABOUR Force  
Participation Rate

## THE CHALLENGE

**Youth** are disproportionately affected by the economic forces that drive unemployment and vulnerable employment. 54% of our total population is below 25 years of age and most of them find themselves working in the unorganized sector or living in poverty.

**Women** make up 48% of India's population. Only 65% are literate and less than a third of the women - 15 years or older - are working or actively looking for a job. – *World Bank 2019*

**Marginalized groups** such as scheduled castes and tribes, persons with disabilities, migrants, prisoners, substance-users etc, face structural discrimination in Indian society, thus reducing access to livelihood and employment opportunities.



## OUR STRATEGY

### HOW WE WORK

We partner with union & state governments, corporates, educational institutes and community-based organizations to deliver high quality, relevant skills to unemployed and disadvantaged groups.

**Reducing inequality:** We focus on unemployed youth, women, marginalized groups and underserved geographies.

**Providing value:** Being 100% subsidized, our programmes incentivize unemployed and low-income individuals.

**Providing credibility:** Government and relevant certification adds credibility, boosts employment prospects and eases access to bank loans for setting up entrepreneurial ventures.

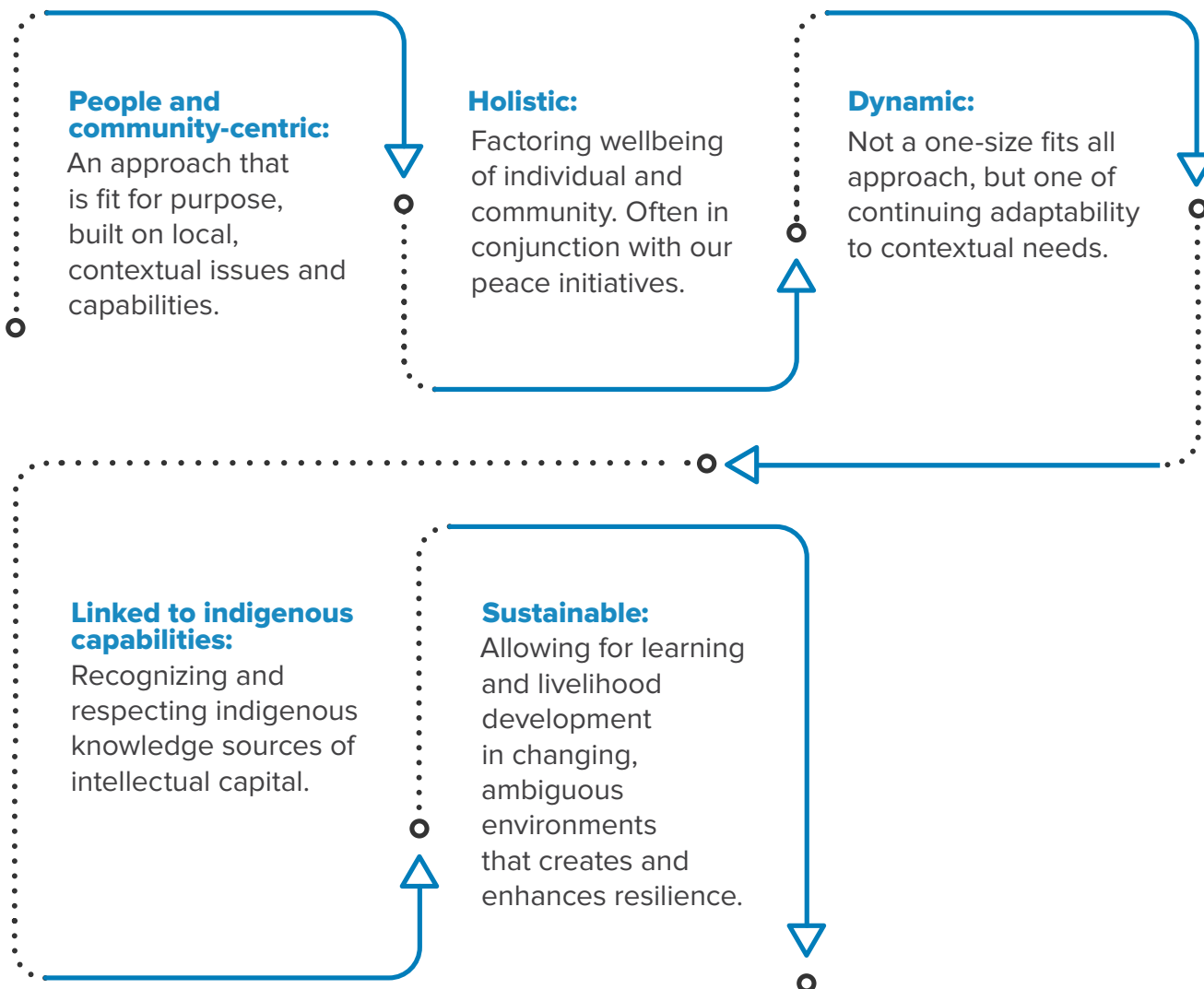
**Tools of the trade:** In many cases, we distribute free tool kits to our skilled graduates at the end of the training.

**Access to employment opportunities:** We help students gain access to job and business opportunities through job fairs, campus placement, mentoring support, micro-finance facilitation and linkages to markets.

**Holistic framework:** Our programs include behavioural training and attitudinal change through self-development programmes, combining yoga and meditation with practical tools and tips for stress-free living.

India faces a unique opportunity to leverage its huge demographic dividend in order to grow into the next economic superpower. This requires speedier, more comprehensive and sustainable growth, which can only be made possible by a highly skilled workforce. Thus, the need for government, private sector and NGOs to work together, with this end in mind, becomes all the more relevant.

# OUR PATHWAYS FOR CHANGE



The Government of India has established an institutional framework for skilling with the National Skill Development Corporation (NSDC) as the main operating body. As an authorised training provider of the Government, The Art of Living is certified to give NSDC certificates to trained graduates in more than 2,000 job roles from 32 sectors.

## OUR WORK SO FAR



**307,300 PEOPLE**

Trained across various Government skilling programs, in prisons and at our skills development centres



**2.2 million FARMERS**

Trained in chemical-free natural farming techniques using Traditional Ecological Knowledge



**234,000 WOMEN**

Trained in employability and entrepreneurial skills including income-generating natural resource management projects





CASE STUDY 3

PRISON INMATES BECOME SKILLED WORKERS:

In 2018-20, we trained 2,116 prisoners in 15 prisons across India

SRIJAN (Social Rehabilitation of Inmates in Jail and Aiding the Needy) is our initiative to provide a holistic rehabilitation intervention to prison inmates. Started in Tihar Jail in 2010, we have since been training inmates with skill sets including tailoring, hand embroidery, electrical installations and repairs, carpentry, bamboo craft, computer data entry, plumbing and gardening. They receive government certification at completion.

One inmate (name withheld), imprisoned on a murder charge, trained as an assistant electrician. On release, he found a job providing wiring support and

electrical installations at buildings under construction. Today he earns Rs 15,000 a month to support his family.

For skilled inmates serving extended time, Art of Living production centres have been started in some prisons. With the start of the pandemic, inmates were trained to stitch cloth masks at our centres inside Nashik and Bhondsi prisons.

Some detainees even remarked that everyone should go to prison once to be able to experience the positive effects of the Art of Living program.

- Dr Kiran Bedi  
Former Inspector General of Tihar Jail



EXTERNALLY ASSURED DATA FOR 2018-20

The following data related to our work in Skilling, Entrepreneurship and Livelihoods, from April 1st 2018 - March 31st 2020, has been verified and assured by KPMG.

SKILLING INDIA

People skilled across all programs  
**311,000** of whom **39.5%** are women



**2,116** prison inmates skilled in 15 prisons



**51** solar entrepreneurs trained



Farmers trained in natural farming **28,100** of whom **25%** are women



**114,600** candidates placed through employability programs by IAHV



OUR GOVERNANCE ARCHITECTURE

Our institutions inspiring these initiatives

Sri Sri Rural Development Program

International Association for Human Values

Vyakti Vikas Kendra India

Sri Sri Ravi Shankar Vidya Mandir

Sri Sri Institute of Agricultural Sciences & Technology

\* Figures rounded to the nearest hundred





OUR  
WORK IN  
**PARTNERSHIPS**



# OUR PARTNERSHIPS

## BUILDING SYNERGY FOR ACCELERATED CHANGE

We believe that sustainable and scalable transformation can be accelerated by the compounding power of diverse and complementary partnerships.

We work with like-minded partners who demonstrate the zeal to make a difference and who share similar ethics and value systems. We co-create goals and plans with an adaptive and flexible approach that integrates multiple priorities and values interdependencies. Our relationships are nurtured through open channels of communication based on mutual respect and trust.

*Over the years, we have partnered with nine International Development Agencies, 125 private sector organisations, 40 Government organisations and 40 Foundations and Non-Profits.*



If every Business House undertakes Corporate Social Responsibility and decides to invest a certain percent of their profit in developing rural areas, India will have no hunger, no disease, no illiteracy. The Government alone cannot do this. NGOs and business organizations will have to come together to transform Rural India and to bridge the gap between Rural and Urban India.

*- Sri Sri Ravi Shankar*

# OUR COLLABORATORS

## International Development Agencies

Joint United Nations Program on HIV/AIDS (UNAIDS) | Swedish International Development Agency (SIDA) | United Nations Development Programme (UNDP) | United Nations Educational, Scientific and Cultural Organization (UNESCO) | United Nations Entity for Gender Equality and the Empowerment of Women (UNWOMEN) | United Nations International Children's Emergency Fund (UNICEF) | United Nations Millennium Campaign (UNMC) | United Nations Population Funds (UNFPA) | United States Agency for International Development (USAID)

*"The partnership with The Art of Living promoted collective action at scale towards empowering girls and increasing community awareness on the importance of the value for the girl child. This was done through collective efforts to change the mindsets of the community at large and securing commitment to build an organic movement towards empowering girls. It also included direct engagement with adolescents and a focus on adolescent girls as change makers."*

*Efforts such as these are needed to ensure India meets the SDG targets, including SDG 5 on gender equality and also SDG 4 on education."*

**- Dr Yasmin Ali Haque**  
UNICEF Representative in India



## Government Agencies

Department of Agriculture and Farmer Welfare, Government of Puducherry | Assam Higher Secondary Education Council | Assam Rifles | Assam Skill Development Mission | Bodoland Territorial Council | Chennai Municipal Corporation | Ghaziabad Municipal Corporation | Government of Andhra Pradesh | Government of Arunachal Pradesh | Government of Assam | Government of Maharashtra | Government of Netherlands | Horticulture Government Gardens, Government of Telangana | Indian Institute of Horticulture Research | Jammu and Kashmir Skill Development Mission | Manipur Khadi and Village Industries Commission Board | Metal Scrap Trade Corporation Limited | Ministry of Agriculture, Government of Andhra Pradesh |

Ministry of Agriculture, Government of Karnataka | Ministry of Agriculture, Government of Maharashtra | Ministry of Ayurvedic, Yoga and Naturopathy, Unani, Siddha and Homeopathy, Government of India | Ministry of Environment and Forests, Government of India | Ministry of Health and Family Welfare, Government of India | Ministry of Law Affairs and Justice, Government of India | Ministry of Skill Development and Entrepreneurship | Ministry of Tribal Affairs, Government of India | National Aids Control Organization | National Bank for Agriculture and Rural Development | National centre of Organic Farming | National Institute for Biological Pest Control | National Institute of Plant Health management | National Institute of Rural Development & Panchayati Raj | National Medicinal Plants Board | National Skill Development Corporation | New Delhi Municipal Corporation | Paschim Banga Society for Skill Development | Rural Drinking Water and Sanitation Department, Government of Jharkhand | Tribal Cooperative Marketing Development Federation of India | Uttarakhand Organic Commodity Board



*"The Art of Living is playing a major role in community building, changing mindset of people through their programs. The government would like to have more collaborations with the organization under different government schemes."*

**- Shweta Singhal**  
Satara District Collector, Maharashtra



*"Joining hands with the Art of Living has helped us express our keenness in renewing water resources. Bringing Kumudavati river back to life is our commitment. We are proud of this nation-building exercise."*

**- Suvarna Raju**  
Former Chairman & MD, Hindustan Aeronautics Limited

## Private Sector Organisations

10FA India Pvt Ltd | Adobe Inc. | Advanced Vital Enzymes Pvt Ltd | Air India Express | Altair | Ameya Logistics Pvt Ltd | Aon Global Ltd | Astaguru Com Division of Safset Agencies Pvt Ltd | Atlas Copco India Ltd | AXA Business Services Pvt Ltd | B & R Industrial Automation | Barclays Bank Plc | Bb Ki Vines Pvt Ltd | Becton, Dickinson and Company | Beeline Impex Pvt Ltd | Bharat Heavy Electricals Ltd | Bigtree Entertainment Pvt Ltd | Bombay Fluid System Components Pvt Ltd | Bosch Ltd | Boston Consulting Group | Canara Bank | Capgemini Technology Services India Ltd | Carnival Support Services | Cashfree Payments India Pvt Ltd |

Chennai Silks | CHEP India Pvt Ltd | Chowgule Industries Pvt Ltd | Cipla Ltd |

CISCO Systems | Citibank | Cloud4C | Cloudmoyo India Pvt Ltd | Coal India Ltd | Colours Of Life | CSI Software Pvt Ltd | Deutsche Bank AG | Dhanaas Property Developers | Directi Internet Solutions Pvt Ltd | Dynamic Group | Dynamic Prestress Pvt Ltd | Eastern Coalfields Ltd | Emirates Shipping Agencies (India) Pvt Ltd | Farm To Table Corp | Fidelity Investments | Fullerton India Credit Ltd | Future Group | Games 2 Win Pvt Ltd | Gateway Distriparks Ltd | General Metallisers Pvt Ltd | Global Insurance Brokers Pvt Ltd | Godrej & Boyce Pvt Ltd | Goodyear India Ltd | Grant Thornton LLP | Haldia Precision Engineering Pvt Ltd |



*The approach that IAHV used in the first project of basing interventions on data and community engagement, and the impact the project has demonstrated, encouraged us to do a second project with IAHV.*

**- Pankaj Gupta**

Vice President – External Affairs and CSR,  
Skoda Volkswagen India Private Limited

HCL Technologies Ltd | HDFC Ergo General Insurance | Henkel Anand India Pvt Ltd | Hikal Ltd | Hindustan Aeronautics Ltd | Hindustan Motors Ltd | IFFCO Tokio General Insurance Company | Incred Financial Solutions | India Land Tech Park Pvt Ltd | Intel Corporation | J.K. Investors Bombay Ltd | Jayshree Textiles | JDA Software India | JK Group Inc. | Just Dial Ltd | Karshev Diamonds Pvt Ltd | Kent RO Water Systems | Ketto Online Ventures Private Ltd | Khaitan Legal Associates | Klockner Desma Machinery Pvt Ltd | Larsen and Toubro Ltd | LIC Housing Finance Ltd | Luke Coutinho Holistic Healing Systems Pvt Ltd | Luminii Corp | Magna Steyr AG & Co KG | Mahindra & Mahindra Financial Services Ltd | Mangalore Refineries Ltd | Mazgaon Docks Ltd | Mercedes Benz AG | MSS India Pvt Ltd | Naturstein Großhandels GmbH | Neyveli Uttar Pradesh Power Ltd | Oil and Natural Gas Corporation | Persistent Systems Ltd | Pfizer Inc | Power Grid Corporation of India Ltd | PricewaterhouseCoopers | PSY Finance Pvt Ltd | Purohit Consultancy Llp | Reliance General Insurance Co Ltd | S & P Capital IQ(I) Pvt Ltd | S H Kelkar & Company Ltd | Safe & Secure Online Mrktg Pvt Ltd | Schneider Electric | Screen Magic Services Pvt Ltd | Shaze Luxury Retail Pvt Ltd | Shubhalakshmi Polyesters Ltd | Sony Corporation |

Steel Authority of India Ltd | Sulochana Cotton Mills Pvt Ltd | Sumeru Software Solutions Pvt Ltd | SunEdison Inc | Syndicate | Tata Communications Ltd | Tata Hitachi Construction Machinery Company Pvt Ltd | Tata Motors Ltd | Tata Steel Ltd | TCL Technology | Thakorlal Hiralal Exports Pvt Ltd | The Bank of New York Mellon Corporation | The Dun & Bradstreet Corporation | Thomson Reuters Corporation | Tresvista Financial Services Pvt Ltd | TTK Prestige Ltd | Van Oord N.V. | VMware Software India Pvt Ltd | Volkswagen IT Services India Pvt Ltd | Wartsila India Pvt Ltd Dharavi | Zydus Pharmaceuticals



*The Art of Living has been the most incredible organization. We love and admire their work and what they stand for. The dedication to which they deliver positive and long-run social outcomes with heart and head and in harmony is their raisin d'être. What makes them special is their deep understanding of the human condition. Solutions that are all process and without human values at the center, will not be sustainable.*

**- Peter Cooper**

Cooper Foundation

## NGOs and Foundations

Adani Foundation | AIDS Prevention and Control Project – Voluntary Health Services | Ajmer Dargah Sharif Trust | Aakar Charitable Trust | Asian Interfaith Network on AIDS | Charities Aid Foundation of America | Cooper Foundation | CRISIL Foundation | Cummins India Foundation | Dakshineswar Kali Temple Trust | Deutsche Foundation | Entrepreneurs Organization | Food 4 Thought Foundation | Grishneshwar Temple Trust | Give Foundation | ICT Benevolent Trust | Indian Medical Association | Infosys Foundation | Kadri Manjunath Temple Trust | Kamakhya Temple Trust | Kashi Vishwanath Temple Trust | Kateel Temple Trust | Lupin Human Welfare & Research Foundation | Mangaladevi Temple Trust | Mushroom Development Foundation | Nasscom Foundation | Overseas Volunteers for Better India | Phool Versha Foundation | Schneider Electric India Foundation | Shell Foundation | Suri Foundation | Swamimalai Temple Trust | Tarapith Temple Trust | The Cooper Foundation | The Hans Foundation | Tirumala Tirupati Devasthanam Trust | Udupi Sri Krishna Math Trust | United Way Worldwide | UK Online Giving Foundation | Vindhyavasini Temple Trust | Wipro Foundation





# ADVOCATING FOR A STRESS-FREE AND VIOLENCE-FREE WORLD

## JOINING VOICES FOR SYSTEMIC CHANGE

Sri Sri Ravi Shankar has been engaging with audiences across the spectrum for the last 40 years. His conversations have been engaging societies on inner peace and grassroots level development.

His voice and influence reached **450 million people globally in 40 years.**

Addressed over **113** public events in 2018 and over **100** public events in 2019.

## AUDIENCES

The power of Sri Sri's advocacy is in the cross-section of audiences being addressed. Youth in Ivy league Universities from Yale to Azerbaijan; spiritual seekers around the world from Hong Kong to Netherlands; from Chief Ministers of States in India to Heads of States around the world; from Liberation Army fighters to conferences on non-violence, the advocacy due to the reach, impact, and influence is enormous and breathtaking.





## ON INNER PEACE AND RESILIENCE

Sri Sri shares ancient techniques and wisdom from ancient texts around the world, promoting harmony and strengthening inner resilience.



Sri Sri leads thousands of Emiratis through a powerful meditation at the 'Illuminate Peace' event organized by the government of Fujairah at the Fujairah Football stadium. The event celebrated the country's spirit of peace and harmony on the International Day of Tolerance.

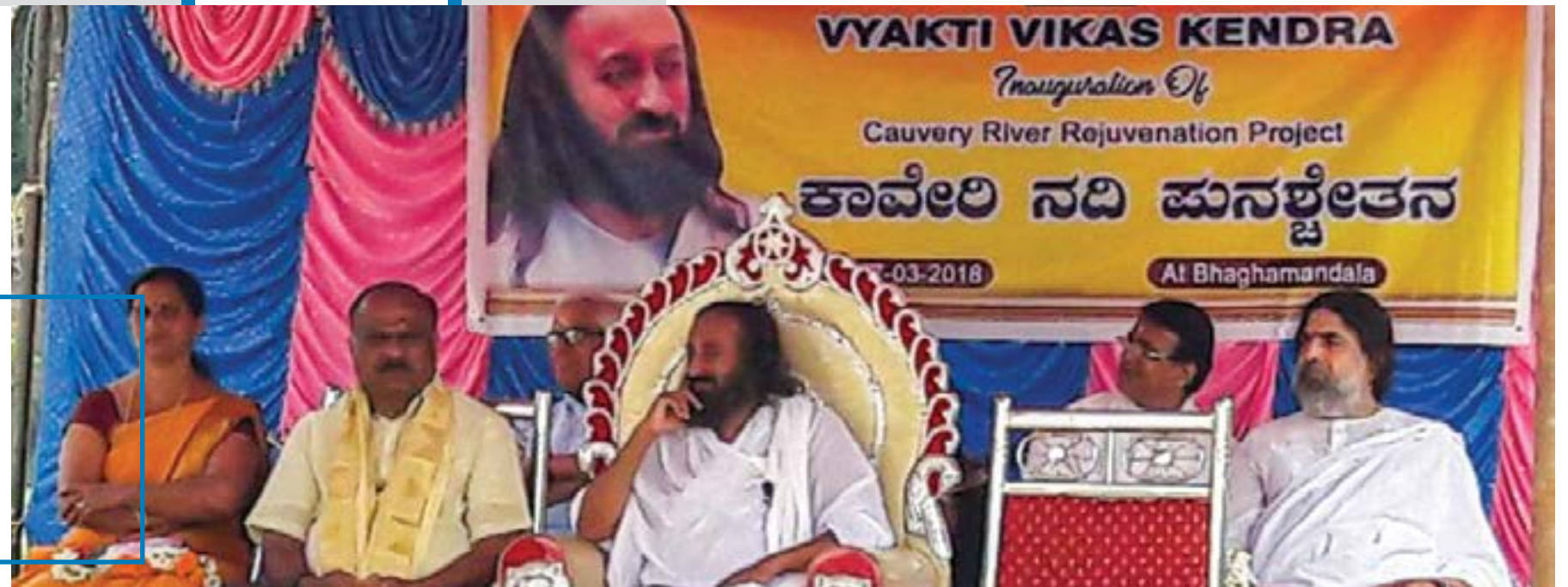
Sri Sri addresses the scientists and employees of Defence Research and Development Organisation (DRDO) in Bengaluru. He emphasised that for scientists to be successful, clarity in perception and perfect expression are required; and both qualities can be enhanced with meditation.





## ON THE ENVIRONMENT

Inaugurating the Kaveri River Project Sri Sri says: We have plans to plant **250,000** trees by this year-end, along the path where the Cauvery flows. The only way environment can be saved is by planting trees all along the flowing river region. This move will help in recharging the groundwater and increase the water-table.



Sri Sri inaugurates organic waste composting machine in Swamimalai Temple.

Sri Sri also interacts with thousands of youth during the 'Yuvacharaya Sammelan'. Applauding their dedication, he congratulated the youth as well as the farmers for spearheading the river rejuvenation projects and creating model villages.





## INTER FAITH GROUPS

Sri Sri is invited by The Vatican to address a conference on 'Promoting Digital Child Dignity' where he met with HH Pope Francis.



Sri Sri meets Maulana Tauqeer Raza Khan, visits Dargah-E-Ala-Hazrat in Bareilly, Uttar Pradesh.



Sri Sri meets with Swami Avdheshanand, Maharaj of Juna Akhada at his Ashram in Khankhal.





## INTERNATIONAL ENGAGEMENTS

Sri Sri was received by the First Lady of Japan, Mrs. Akie Abe, wife of former Japanese Prime Minister, Shinzo Abe. Later in the day, Sri Sri conducted yoga and meditation for the members of the Japanese Parliament, who enjoyed the session.



Receives Simon Wiesenthal International Leadership Award.

Participates in the 26<sup>th</sup> Latvian Song & Dance Festival.



Delivers a talk on combating religious extremism & terrorism at Atlantic Council.





## LEADERS FROM DIFFERENT WALKS OF LIFE

Sri Sri addresses the CII Partnership Summit 2018 organised by the Department of Industrial Policy and Promotion and Ministry of Commerce and Industry, Government of India.



Sri Sri addresses scientists at ISRO (Indian Space Research Organisation) and conducted a meditation for them.





## DURING THE PANDEMIC

Sri Sri addresses millions of people globally, conducting meditations and building resilience to address challenges from the pandemic.





# LOOKING FORWARD: THE NEXT NORMAL

In a post-pandemic world, several unforeseen trends are shaping our future. As we, in our organizations, look back and celebrate 40 years of sustainable impact, we are also looking at the evolving landscape, emerging trends, dynamic socio-economic and socio-psychological changes, and are planning our future. As we look at the emerging trends and consider our response-capability, we believe we are well positioned to respond to the emerging global scenarios.

## Resilient Leadership

Sri Sri Ravi Shankar is an example of a flexible and dynamic leader with the ability to respond quickly to decisions in the near-term and ensure our organizations are sustained in the long term. His personal leadership inspires our global leadership teams to take decisive action to soften immediate shocks while preparing for changes as the future unfolds.



# PRIORITIZING THE SDGS

*The extent of the crisis doesn't change the underlying urgency of ending extreme poverty, halting climate change, protecting the oceans, or building inclusive societies. Quite the opposite. (Brookings)*

The focus on the development sector will continue to remain paramount and our experience across the Sustainable Development Goals continue to make us as relevant as ever. Additionally, as 2021 decides how to prioritize the SDGs, our unique advantage is our ability to provide interconnected solutions, grassroots level reforms, holistic approaches that can be scaled up quickly and engage all sectors and stakeholders in collaborative action.

## Mental Health and well-being

Primarily as one of the largest mental health initiatives in the world, with experience and expertise under our belt, we have the capability, the global network and the competencies to provide solutions for the mental health crisis post the pandemic. As individuals and societies are reeling from the stress of the lockdown, the loss of loved ones, job changes, financial duress and much more, we are well placed to respond with tried and tested techniques that can bring hope and peace. Our priorities include:

- **Nurturing peaceful communities:**

Resolution of conflicts in society, defusing major flashpoints for conflict and fostering

harmony and cohesiveness among communities. At the grassroots level, priority will be on training of our teams in mediation of disputes.

- **Special care for special groups:**

Reintegrating social delinquents such as prisoners into society and empowering individuals to tackle issues like corruption, substance abuse, alcoholism and human rights violations.

- **Indigenous research in physical**

**health and wellness:** We have already developed natural remedies for immunity development, treating COVID symptoms, and have seen remarkable results.

Tradition, technology, trade and truth are the four key factors which need to be revived time and again. Unless they are revived, the whole meaning for which they were initiated will be lost; ancient and modern methods should be synergised.

- Gurudev Sri Sri Ravi Shankar

## Grassroot Economic Empowerment:

A major challenge on the horizon is the risk of redundancies caused by technological disruptions, specifically for labour-intensive processes. This has serious implications initially for developing countries that have a huge pool of workforce at risk, and eventually for developed countries when they experience knock-on effects because of interconnectedness of economies. Our priorities include:

### • **Supply-chain rebalance:**

Initiatives to stimulate local economies: from supporting local industries to tying up smallholding farmers with institutional buyers to create a robust supply chain.

### • **Skilling Micro, Small, Medium Enterprises:**

This sector will explode as economies revive. We are improving our existing skilling and training programs to enable micro, small and medium entrepreneurs find their feet.

### • **Promoting nature-centric entrepreneurship:**

Identifying environmental challenges pertaining to different zones of India and setting up relevant micro-enterprises.

## Innovations for a healthier planet:

With the growing human population, natural resources are strained and worse, are contaminated by the waste created. Dependence on fossil-fuels has also increased pollution and warming. Climate change must be tackled at grassroot levels to complement policies at the government and UN levels. Our priorities include:

### • **Increased footprint of reliable, green and renewable energy-innovative solutions:**

Bridging energy requirements in remote, rural and inaccessible areas of India.



### • **Reclaiming wastelands:**

Large tracts of uncultivable, disturbed lands from mining sites, toxic dump yards, degraded refractory calcined soils and others, will be reclaimed with use of hardy medicinal crops.

### • **Waste to wealth enterprises:**

Decentralizing municipal and institutional waste by converting waste into income-generating avenues.

### • **Mission Green Earth:**

Increasing footprint in watershed management across various hydrological and agro-climatic zones; improving the groundwater table, creating eco-restoration cells that help revive the disrupted hydrological cycle; and planting of indigenous trees, ensuring a 90% survival rate through effective growing and irrigation systems.

### • **Natural farming technologies extension:**

Increasing awareness for sustainable agriculture technologies to open possibilities for global agriculture communities.

## Strengthening our organizational capabilities:

### • **Formalizing and strengthening our Centres of Excellence:**

Harnessing the synergies in program management, as well as cross-pollinating the rich learnings across different trusts in a more structured and systematic manner.

### • **Digitally enabled development:**

The pandemic has allowed us to reach remote communities with digital solutions, in education for example. Rapidly scaling these pilots for reaching the last quintile.

### • **Articulating our own model of impact:**

Creating indicators that give a broader sense of the present and projected future health of development projects. This has the potential to become an industry standard in the years to come.

### • **Strengthening mechanisms for increasing capacity and capability of our talent:**

Identifying comprehensive learning interventions that strengthens both 'Will' and 'Skill' Development and digitally helping our teams grow and reinvent themselves.

*Our fundamental premise stands in good stead even during and after the pandemic: that resilient individuals make for resilient communities, societies and nations. We also believe that the next normal is going to be better for the world as we take stock and emerge stronger and better. Our focus on strengthening the individual, encouraging productivity and prosperity, nurturing green growth, innovation and our core competencies of inter-sectoral working, flexibility and community development will continue to provide an enduring foundation for the long-term.*





## OUR GOVERNANCE

### RESPONSIVE, PARTICIPATORY, INCLUSIVE

The 'Head' versus 'Heart' debate continues to be one of the greatest debates in the world of leadership in development. While on one hand the dialogue is about competence and outcomes, on the other, it is about passion, compassion, care and connection.

Leaders who possess the ability to lead with both their head and their heart are powerful individuals who adapt, evolve and bring tangible value to the world around them.



The Art of Living model for governance is designed with the primary objective of delivering maximum value for the investment of human energy, time and financial support. The channels of governance are structured to ensure impactful design and implementation of projects consistently. The governance structure also helps in building centres of expertise and excellence.

Our philosophy of governance is based on the principle of balance between two goals: **consistency** to uphold our core values and ethics and **flexibility** to nurture innovation and micro-excellence across all our constituencies.



# THE STRUCTURE

## SRI SRI RAVI SHANKAR TRUST

INTERNATIONAL ASSOCIATION  
FOR HUMAN VALUES

THE ART OF LIVING  
TRUST

VYAKTI VIKAS  
KENDRA INDIA

SRI SRI RAVI SHANKAR  
VIDYA MANDIR

SRI SRI RURAL  
DEVELOPMENT PROGRAM

VED VIGNAN  
MAHA VIDYAPEETH

SRI SRI INSTITUTE OF AGRICULTURAL  
SCIENCES AND TECHNOLOGY TRUST

In India, The Art of Living activities are managed by various Trusts which have been formed to implement the diverse humanitarian projects envisioned by Sri Sri Ravi Shankar. There are 8 Trusts that drive our initiatives in sustainable development.

### 1. Sri Sri Ravi Shankar Trust (SSRT) :

**Vision:** To aid, advise, supervise, support, guide and coordinate the activities of various trusts/ institutions set up under the auspices of the Founder Trustee, Sri Sri Ravi Shankar



### 2. International Association for Human Values (IAHV):

**Vision:** Global platform for Humanitarian Initiatives  
**Objective:**

- To resolve global challenges by uplifting of human values
- To build alliances with country organizations and partners
- To design and implement service projects through CSR and other funding sources

**Activities:** Peace and Conflict Resolution, Disaster Relief, Rural Development



### 3. The Art of Living Trust (TAOLT):

**Vision:** Individual empowerment to achieve the full potential of human life.

**Mandate:**

- Teach, impart, propagate and promote knowledge based on ancient wisdom and Yogic techniques
- Enable far-reaching social transformation through Art of Living Yoga and meditation programs
- Implement a wide range of service projects impacting rural and urban communities
- Special focus on children, teens and youth, through promotion of cultural activities, sports and adventure training camps

**Activities:** Yoga, Breath and Meditation Programs and other service projects and activities to achieve the objectives



### 4. Vyakti Vikas Kendra India (VVKI):

**Vision:** Far-reaching social transformation through institutional programs

**Objective:**

- To uplift and empower individuals, teams, communities and organizations
- Broad range of service projects with expertise in project management
- To cover both rural and urban geographies

**Activities:** Social Project Management, Corporate Programs, Government Programs





### 5. Sri Sri Rural Development Program (SSRDP):

**Vision:** To institutionalize economic empowerment and establish institutions for advancement and welfare of the people of India

**Objective:**

- To promote rural entrepreneurs
- To provide trainings to address specific skills gaps in rural India
- To create infrastructure for income generating activities to reduce migration

**Activities:** Skills Development, Solar Energy Projects, Waste Management



### 6. Ved Vignan Maha Vidyapeeth (VVMVP):

**Vision:** To blend spiritual heritage with modern scientific principles

**Objective:**

- To provide free education for children from rural and tribal India
- To propagate wisdom for lifestyle transformation such as deaddiction and rehabilitation
- To apply the science of Global Ancient Knowledge Systems to challenges today

**Activities:** Free rural and tribal schools, Vedic heritage school, Research



### 7. Sri Sri Institute of Agricultural Sciences and Technology Trust (SSIAT):

**Vision:** Education, research, extension in sustainable agriculture practices

**Objective:**

- To revive sustainable chemical-free practices through Traditional Ecological Knowledge
- To kindle the entrepreneurial spirit, skills and competence along with ethical systems in rural agricultural communities
- To create robust supply chain linkages to help marginalized farmers

**Activities:** Farmer Trainings, Indigenous Seed Banks, Market Access



### 8. Sri Sri Ravi Shankar Vidya Mandir (SSRVM):

**Vision:** Value-based quality education to broaden the vision and deepen the roots

**Objective:**

- World-class holistic education
- To facilitate cognitive, physical, emotional, social and spiritual growth of students
- To create socially-conscious global citizens

**Activities:** Schools, Higher Learning, Ayurveda, Performing Arts



# OUR OPERATIONS

Our Trusts are led by extremely competent and capable people driving all our initiatives.

There is a systematic process of nomination of members to the various trusts. This is done at defined time intervals, taking inputs from various sources, to select accomplished members of the community who seek to give back to society and the world at large. There are checks done to ensure that there is no conflict of interest with other activities that the prospective Trustee may be also engaged in.

The Board of each Trust frames policies in compliance with applicable national legislations governing the functioning of the Trust. Day-to-day administration is regulated by well documented processes which are

based on a 'delegation of authority' document which lays down approval levels for various transactions. These are further supplemented by an internal audit function that reports to the Board of Trustees and an independent statutory audit as required by applicable law.

Each board closely monitors the properties and affairs of the Trust by having regular and in-depth interactions with individuals entrusted with the day-to-day operations of the Trust at all its locations. The Board regularly receives, reviews and analyzes various financial reports to appraise the financial performance of the Trust against various parameters set by the Trustees.

The trusts have a calendar of meetings with different kinds of objectives:

**Long-term strategy:** Trusts take a larger view of the ecosystem from multiple lenses: opportunities, risks, strengths, improvements to create a vision for the next 2 to 3 years.

**Review meetings:** These are to review progress of agreed-upon milestones and actions as well as assess impact of initiatives.

**Special purpose meetings:** These may be called to discuss any critical matters that may have emerged during the implementation of an initiative. They may be in response to an alert raised by the field teams through their respective project managers.

Trust meeting proceedings are documented in detail with a mechanism to track progress by an Executive Office.

Each trust has a clearly defined scope with key objectives, decision-making authority and guidelines arrived at in consultation with the Sri Sri Ravi Shankar Trust. They manage their operations independently collaborating with other trusts, wherever relevant, to leverage strengths and deliver higher impact.

**Trustee Remuneration:** None of the Trustees are entitled to any salary or other benefits for the performance of their responsibilities. Their expenses related to the trust work are covered and reimbursed.



Our structure and systems enable us to seamlessly support millions of people who come to our centres



For 40 years, our leadership has worked with commitment and purpose to advance the mission of our organizations



# OUR TALENT MODEL

The foundation of our success is built on our wide, committed and growing volunteer base. Management of this model is critical to the success of our initiatives. They include:

- 1. **Full-time resources** who are paid honorariums by our trusts
- 2. **Short-term resources** who are engaged for specific activities voluntarily or are paid stipends by our trusts for the duration of their engagement
- 3. **Project-based resources** who are engaged for the duration of the project and whose honorariums are absorbed by the project budget

- 4. **Volunteers of the organizations** who, typically, have their own sources of livelihood but commit their free time to service projects
- 5. **Technical experts** connected with the organization who commit their time and expertise to a specific call voluntarily or for a remuneration during the period of their engagement.

Service is when you feel you have not done enough.  
- Sri Sri Ravi Shankar

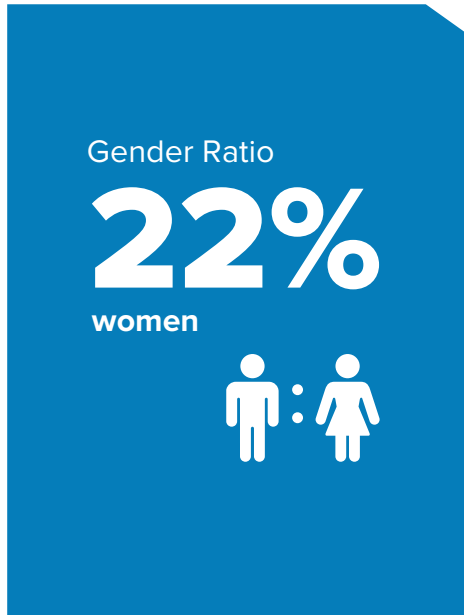


The spirit of volunteerism drives all our initiatives

# CONSTITUTION OF THE TRUSTS

The following data for 2018-2020 related to the constitution of our trusts has been verified and assured by KPMG

## GOVERNANCE



Categorization of Trustees by sector*	
NGO	4
Business, Technical, Finance & Admin	23
Armed Forces	3
Legal	2
Teaching	1
Marketing Strategy, Management, Leadership	2
Media	1
Agriculture	6
Government	2

\*Not Assured

# THE ASSURANCE STATEMENT



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## Independent Limited Assurance Statement to The Art of Living on its India Impact Report 2018-20

To,

The Management of The Art of Living  
Kanakapura Road, Bengaluru-560082, Karnataka, India

### Introduction

We ('KPMG Assurance and Consulting Services LLP' or 'KPMG') have been engaged for the purpose of providing assurance on the selected non-financial disclosures presented in the India Impact Report 2018-20 ('Impact Report' or 'the Report') of The Art of Living ('the Organization'). Our responsibility was to provide limited assurance on the Report content as described in the scope, boundary and limitations.

### Reporting Criteria

- This Report includes Key Performance Indicators (KPIs) of projects related to key intervention areas of the organization in India, for the reporting period 1st April 2018 to 31st March 2020. As per the report, the reporting criteria is based on KPIs identified as per the thematic area guidance provided by the 17 UN Sustainable Development Goals (SDGs) and Targets as well as the SDG India Index and Dashboard 2019-20.

### Assurance Standards Used

We conducted our assurance in accordance with the Limited Assurance requirements of International Federation of Accountants' (IFAC) International Standard on Assurance Engagement (ISAE) 3000 (revised), Assurance Engagements Other than Audits or Reviews of Historical Financial Information. Under this standard, we have reviewed the information presented in the report against the characteristics of relevance, completeness, reliability, neutrality and understandability.

### Scope, Boundary and Limitations

The scope of assurance covers select non-financial disclosures of the Art of Living for the period: 1st April 2018 to 31st March 2020.

- The boundary of the Report covers the Art of Living programs in India.

The KPIs provided by the organization for assurance are mentioned under the following data segments:

Report Section	Sub-Section	Thematic Topic	Data Segment	Page No.
3. Forty years of impact	Our work for peace	Caring for Mental Health and Wellbeing: Nurturing Individual and Societal Peace	India 2018-20	41
	Our work with people	An Integrated Platform for Rural Development: Empowering our Youth, our Leaders and our Nation	Externally assured data for 2018-20	53
		Educating India: Investing in our Future	Externally assured data for 2018-20	65
		Holistic Health Management: Addressing the Body-Mind Complex	Externally assured data for 2018-20	77





		Achieving Gender Equality: Empowering Our Women, Protecting Our Girls	Externally assured data for 2018-20	87
		Responding to Disasters: The Pandemic, Climate Change, Terrorism	Externally assured data for 2018-20	97
	Our work for the planet	Groundwater Management: Reviving Riverine-Ecosystems	Externally assured data for 2018-20	111
		Sustainable Agriculture: Restoring Traditional Ecological Knowledge	Externally assured data for 2018-20	121
		Solar Energy: Fueling the Engine of Development Promoting a Circular Economy: Managing our Waste Sustainably	Externally assured data for 2018-20	139
	Our work for prosperity	Skilling India: Strengthening Our Human Capital	Externally assured data for 2018-20	151
<b>5. Our Governance</b>			Constitution of the trusts	187

The data review and validation were restricted to the thematic topics mentioned above. The review and management interactions were performed virtually using screen sharing tools and relied completely on the data and information provided by the organization.

The assurance scope excludes following:

- Data related to organization's financial performance
- Data and information outside the defined reporting period
- The organization's statements that describe expression of opinion, belief, aspiration, expectation, aim to future intention provided by the Art of Living and assertions related to Intellectual Property Rights and other competitive issues
- Data review outside the operational areas as mentioned in the boundary above
- Strategy and other related linkages expressed in the Report
- Aspects of the Report other than those mentioned under the scope above

#### Assurance Procedures

Our assurance process involved performing procedures to obtain evidence about the reliability of specified data points. The nature, timing and extent of procedures selected depend on our judgment, including the assessment of the risks of material misstatement of the selected program data whether due to fraud or error. In making those risk assessments, we have considered internal controls relevant to the preparation of the Report in order to design assurance procedures that are appropriate in the current circumstances.

The procedures performed in a limited assurance engagement are less in extent than for a reasonable assurance engagement.

The procedures selected depend on our understanding of the programs undertaken by the Art of Living, and other engagement circumstances, and our consideration of areas where material misstatements are likely to arise. Our work involved evidence gathering through online interactions with the data custodians for the respective programs and testing the reliability of the underlying data and information provided based on the data reporting and documentation practices followed by the different teams.



Appropriate documentary evidences were obtained to support our conclusions on the information and data verified. Where such documentary evidences could not be collected, an undertaking from the respective trust was procured on the validity of the data.

#### Conclusions

We have reviewed the selected program data in the Report of the Art of Living. Based on our review and procedures performed, nothing has come to our attention that causes us not to believe that the program data and information as per the scope of assurance presented in the Report, is appropriately stated in all material respects. This is as per the agreed upon procedures.

Data representation and calculation related errors were detected but the same were resolved during the assurance process. We have provided our observations to the management of the Organization in a separate management letter. These, do not, however, affect our conclusions regarding the Report.

#### Independence

The assurance was conducted by a multidisciplinary team including professionals with suitable skills and experience in auditing environmental, social and economic information in line with the requirements of ISAE 3000 (Revised) standard.

Our work was performed in compliance with the requirements of the IFAC Code of Ethics for Professional Accountants, which requires, among other requirements, that the members of the assurance team (practitioners) be independent of the assurance client, in relation to the scope of this assurance engagement, including not being involved in writing the Report. The Code also includes detailed requirements for practitioners regarding integrity, objectivity, professional competence and due care, confidentiality and professional behavior. KPMG has systems and processes in place to monitor compliance with the Code and to prevent conflicts regarding independence. The firm applies ISQC 1 and the practitioner complies with the applicable independence and other ethical requirements of the IESBA code.

#### Responsibilities

The Art of Living is responsible for developing the contents of the India Impact Report 2018–20. The organization is also responsible for identification of KPIs, establishing and maintaining appropriate performance management and internal control systems and derivation of performance data reported. This statement is made solely to the Management of the Art of Living in accordance with the terms of our engagement and as per scope of assurance. Our work has been undertaken so that we might state to the organization those matters for which we have been engaged to state in this statement and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Art of Living for our work for this report, or for the conclusions expressed in this independent assurance statement. The assurance engagement is based on the assumption that the data and information provided to us is complete and true. We expressly disclaim any liability or co-responsibility for any decision a person or entity would make based on this assurance statement. Our assurance statement is released to the Art of Living for the Art of Living Impact Report 2018-20, on the basis that it shall not be copied, referred to or disclosed other than in the Art of Living Impact Report 2018-20, in whole or in part, without our prior written consent. By reading this assurance statement, stakeholders acknowledge and agree to the limitations and disclaimers mentioned above.

**Anand S. Kulkarni**  
Technical Director

KPMG Assurance and Consulting Services LLP  
29 March 2021

## Advanced practitioners:

Individuals who have attended entry-level programs of the Art of Living and have progressed into advanced-level programs that strengthen mental, emotional, physical, and spiritual well-being. Some of these programs are also designed to develop the spirit of volunteerism and community service.

*(Caring for Mental Health and Well-Being: Page 39)*

## Ancillary medical equipment:

Stethoscopes, hand-pulse oximeters, hand-held thermometers, infra-red thermometers, spraying units, oxygen carbon cylinders, oxygen concentrators.

*(Holistic Health: Page 75)*

## Collective experience:

Collective years of experience of individuals who have been nominated as trustees of various trusts of The Art of Living. Calculated from the time they first participated in the entry-level programs of the organization till the time this data was submitted for assurance to KPMG.

*(Our Governance: Page 183)*

## Community leaders:

Rural youth who have completed the Youth Leadership Training Program (YLTP) of The Art of Living and are leading developmental initiatives in their villages and communities.

*(Integrated Rural Development: Page 51)*

## COVID frontline workers:

Personnel from state and central police departments, Armed Forces, Home Guard, prison staff, disaster management bodies, civil defence organizations, municipal workers and revenue officials engaged in COVID-19 containment, surveillance, and associated activities.

*(Caring for Mental Health and Well-Being: Page 39; Holistic Health: Page 75)*

## COVID-ward essentials:

Blankets, bedsheets, pillows, mattresses, rexine mattresses (3 inch), rexine pillows, hospital beds, hand sanitizers, hand-cleansers, cloth napkins, towels, plastic buckets and mugs, buckets with lids, dustbins, commode chairs, water dispensers, water heater jugs, oxygen stands, saline stands, sanitizer disinfectant, sanitizer stands, side-stand lockers.

*(Holistic Health: Page 75)*

## Employability programs:

A 12-hour soft-skills training by IAHV in collaboration with CSR partners to prepare youth from Tier 1 and 2 cities with employability skills including communication, presentation, preparation of CV and others.

*(Skilling and Livelihoods: Page 149)*

## Good Governance:

A training program for Panchayat Raj Institution (PRI) members on how to build a model panchayat with improved governance practices and how better

socio-economic empowerment initiatives can be led through the PRI framework.

*(Integrated Rural Development: Page 51)*

## Highly specialised equipment:

Acuvents with accessories and high-end humidifiers, blood-pressure apertures, FA valve with accessories, Godrej UV Chamber 57 L, High-Flow Nasal Canula Machines.

*(Holistic Health: Page 75)*

## Solar Microgrid:

A self-sufficient solar energy system assembled by SSRDP for unelectrified homes with capacity for 5 bulbs, one DC fan and a mobile charging facility. In a decentralised model, where homes are located 15-20 meters from each other, one microgrid is provided for each home. The centralized model is implemented where homes are clustered and a single microgrid charges several surrounding homes.

*(Solar Energy: Page 137)*

## Param Paragat Krishi Vikas Yojana (PKVY):

A sub-component of the Soil Health Management (SHM) scheme under National Mission of Sustainable Agriculture (NMSA) that aims at development of sustainable models of organic farming through a mix of traditional wisdom and modern science to ensure long-term soil fertility build-up, resource conservation and helps in climate change adaptation and mitigation. Implemented by SSIAST in Maharashtra.

*(Sustainable Agriculture: Page 119)*

## Participatory Guarantee Scheme (PGS):

A quality assurance initiative of

the Department of Agriculture and Cooperation, Ministry of Agriculture and Farmers Welfare, that is locally relevant, emphasizes the participation of stakeholders, including producers and consumers and operates outside the frame of third party certification. Implemented by SSIAST in Maharashtra, Karnataka, Uttarakhand, Uttar Pradesh, and Odisha.

*(Sustainable Agriculture: Page 119)*

## Project on Climate Resilient Agriculture (PoCRA):

Developed by the Department of Agriculture, Government of Maharashtra, to enhance climate-resilience and profitability of small-holder farming systems in selected districts of Maharashtra.

*(Sustainable Agriculture: Page 119)*

## Protective gear:

PPE kits, N95 face masks, face masks, face shields, hand gloves, aprons, bouffant caps.

*(Holistic Health: Page 75)*

## Recognition of Prior Learning (RPL):

Developed under the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) of the Ministry of Skill Development and Entrepreneurship, RPL refers to an assessment process to evaluate a person's existing skill set, knowledge, and experience gained either by formal, non-formal, or informal learning to a standardized framework. Implemented by SSRDP in Odisha, Jharkhand, Maharashtra, Andhra Pradesh, Assam, Chhattisgarh, Gujarat, Karnataka, Kerala, Tripura, Uttar Pradesh, Uttarakhand, West Bengal, Himachal Pradesh, Jammu, Rajasthan, and Madhya Pradesh.

*(Sustainable Agriculture: Page 119)*



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**Resilience building programs:**

Specially designed programs of The Art of Living that bring clarity of thought, enhances mental and physical agility, strengthens emotional response, and enables participants to stay calm and centred in challenging circumstances. These include both entry-level and advanced programs of The Art of Living.

*(Disaster Management: Page 95)*

**Solar entrepreneurs:**

Rural youth from vulnerable communities who are trained by SSRDP on systems design and installation of solar systems. SSRDP initially helps them procure solar equipment supplies through reliable vendors. After which they interact directly with vendors based on client requirements and run their own businesses.

*(Solar Energy: Page 137)*

**Start-ups:**

A business venture founded by one or more entrepreneurs to develop a product or service and bring it to market. The Incubation Centre of Sri Sri University in Cuttack supports aspirants with sector-specific mentorship, access to funders, patents, marketing and market linkages.

*(Skilling and Livelihoods: Page 149)*

**Village Pratinidhi:**

A village representative nominated under Project Bharat for a task or a set of tasks, implemented by the organization.

*(Integrated Rural Development: Page 51)*

**Wellness program:**

An Art of Living program designed with effective and practical wellness practices that bring health and happiness to participants. It is a balance of Yoga, Ayurveda and Wisdom.

*(Holistic Health: Page 75; Caring for Mental Health and Well-Being: Page 39)*



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<sup>7</sup>Urea production is not carbon sequestration - Trevor Brown 2016

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<sup>9</sup>CEIC data - Chemical fertilizers, nitrogen phosphate and potash npk consumption-per-hectare 2018

<sup>10</sup>Ministry of New and Renewable Energy, Government of India - [www.mnre.gov.in](http://www.mnre.gov.in)

<sup>11</sup>State of Global Air 2020 - Health Effects Institute, Institute for Health Metrics and Evaluation’s Global burden of disease project

<sup>12</sup>The Management of Hazardous Solid Waste in India: An Overview - Leelavathy Karthikeyan, Venkatesan Madha Suresh, Vignesh Krishnan, Tery Tudor

<sup>13</sup>World Bank Report on SWM - Sept 2019

<sup>14</sup>Periodic Labour Force Survey 2019



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# NOTES





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