



# **THE ART OF LIVING**

# **DE-ADDICTION PROGRAMS**

AWARENESS, REHABILITATION, COMMUNITY MOBILISATION & ADVOCACY



*People who go to drug abuse or who are indulging in alcoholism are lacking in spiritual education or knowledge. They are seeking an experiential validation of their spirit. That is what leads to depression.*

*There are large populations suffering from depression in the world today. According to statistics it will rise to as much as 50 percent in the coming decade; half the population will be depressed. We need to change this and Prozac is not the solution. The solution is meditation and yoga.*

*What I have observed is people who are into alcohol are very sad. Once the intoxication is gone, sadness dawns again and that too with greater amplitude. The aim of life is not to lose awareness but to live in awareness. To get rid of sorrow, awareness is needed. Intoxication will only stop it for a while and then it bounces back with even greater intensity. Alcohol spoils your health, makes your brain dull and gives rise to so many conflicts in the mind. It not only makes your life miserable but also the lives of those around you. If you want to lose your health and that too at your own expense then continue consuming alcohol.*

*You have a much better source of enjoyment – Satsang. It gives joy to everybody – you and to people around. All other types of intoxications will seem dull in front of the intoxication you get in a Satsang.*

**– Sri Sri Ravi Shankar**

*(Excerpts from a Q & A session with Sri Sri)*

## CONTENTS

<b>THE ART OF LIVING .....</b>	<b>3</b>
FACTS .....	4
THE ART OF LIVING INTERVENTION .....	5
<b>AWARENESS THROUGH PROGRAMS &amp; CAMPAIGNS.....</b>	<b>7</b>
INTERVENTION THROUGH ART OF LIVING PROGRAMS .....	7
TESTIMONIALS FROM EDUCATIONAL INSTITUTIONS .....	8
SCHOOL BASED DRUG-USE SENSITIZATION WORKSHOPS WERE COLLABORATIVE PROGRAMS OF THE ART OF LIVING AND THE NDDTC OF AIIMS .....	10
<b>CONFERENCES AND COLLABORATION FOR AWARENESS ON SUBSTANCE ABUSE.....</b>	<b>11</b>
HIGH ON LIFE-AWAY FROM DRUGS & ALCOHOL- .....	11
WORLD NO TOBACCO DAY, 2014- .....	12
SCIENTIFIC CONFERENCE ON STRESS REDUCTION SKILLS: SCIENTIFIC UPDATE- .....	14
<b>TREATMENT, REHABILITATION &amp; SUPPORT: .....</b>	<b>16</b>
THE ART OF LIVING DRUG DE-ADDICTION CENTRE AT KOLKATA- .....	16
THE LIVING WELL DE-ADDICTION PROGRAMS- .....	18
<b>COMMUNITY MOBILISATION:.....</b>	<b>19</b>
INTEGRATED RURAL DEVELOPMENT AND DE-ADDICTION: .....	19
CASE STUDY: MAHARASHTRA – PROJECT MELGHAT.....	21
CASE STUDY- ASSAM – .....	22
<b>ADVOCACY: .....</b>	<b>26</b>

## THE ART OF LIVING

The Art of Living, founded in 1981, is one of the world's largest volunteer based, humanitarian and educational organizations inspired by His Holiness Sri Sri Ravi Shankar's vision of creating a stress-free, violence-free society. The Art of Living has reached out to more than 300 million people in over 152 countries with its various programs.

Sri Sri Ravi Shankar is a humanitarian leader, spiritual teacher and an ambassador of peace. His vision of a stress-free, violence-free society has united millions of people the world over through service projects and the programs of The Art of Living.

The programs are guided by Sri Sri's philosophy of peace: "Unless we have a stress-free mind and a violence-free society, we cannot achieve world peace."

To help individuals get rid of stress and experience inner peace, The Art of Living offers stress-elimination programs which include breathing techniques, meditation and yoga. These programs have helped millions around the world to overcome stress, depression and violent tendencies.

Through His initiatives and addresses, Sri Sri has consistently emphasized the need for reinforcing human values and recognizing humanity as our highest identity. His work has touched the lives of millions of people around the world, going beyond the barriers of race, nationality and religion with the message of a "one-world family"; that inner and outer peace are possible; and that a stress-free, violence-free society can be created through service and the re-awakening of human values.

The Art of Living has a few sister organisations in India which are dedicated to the vision of a stress-free, violence-free world. The International Association for Human Values (IAHV), Ved Vignan Maha Vidya Peeth (VVMVP), Sri Sri Ravi Shankar Vidya Mandir (SSRVM), Vyakti Vikas Kendra India (VVKI), Sri Sri Rural Development Program (SSRDP) and Sri Sri Institute of Agricultural Sciences & Technology Trust (SSIAST). These registered Trusts formulate and implement humanitarian projects of The Art of Living in India.

## THE ART OF LIVING DE-ADDICTION PROGRAMS

### Facts

Addiction is a complex disorder characterized by compulsive drug use and repeated use has one very key impact – it can alter the way the brain functions. There is a fine line between regular use and abuse. As per the National Household Survey (2004), among adult males about 21% are ‘current’ users of alcohol. Similar figures for cannabis and opiates were about 3% and 0.7% respectively. Between 17% and 26% of these current users were dependent users.

In absolute numbers, it was projected in this report that there were about 10.5 million dependent alcohol users, about 2.3 million dependent cannabis users and about 500,000 opiate dependent users in the country. They constitute the current treatment load.

In India, a wide gap exists between the need for de-addiction services and the services available at hand. The possible reasons include limited resources in terms of monetary funds, availability of limited number of treatment centres, poor bed strength to provide de-addiction services and lack of trained personnel. The health delivery system for drug dependence in India has come up only in recent years. The drug-dependent patients are managed in the Government de-addiction centres, psychiatry outpatient clinics as well as the in-patient services of government hospitals. Private hospitals and private practitioners are also involved in the provision of care to the drug dependent individuals.

There are several non-governmental organizations (NGO) also that are active in the field of substance abuse treatment. These are voluntary organizations and usually non-profit making. These organizations receive funding from the government and international donor agencies. The Ministry of Social Justice and Empowerment is supporting more than 600 centres all over India.

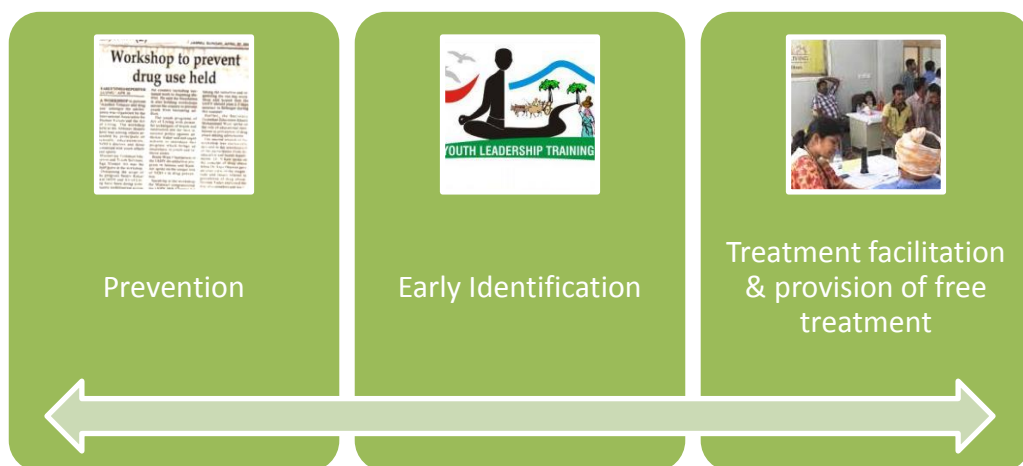
The study on “Evaluation and Monitoring of De-addiction Centres” (2002) funded by Ministry of Health and Family Welfare (India) and WHDO (India) showed that many of the de-addiction centres funded by the Ministry were either non-functioning or poorly functioning. It was also observed that the patient load in the treatment centres was very low and the treatment centres were not being adequately utilized. This was partly because no additional staff or funding was provided by the state government to enable the centres to function adequately. It was also because treatment seeking among drug users is low as has also been shown by the National Survey on Extent, Patterns and Trends of Drug Abuse (2004).

**This showed that only about 2% of alcohol users and 18% of opiate users had sought any kind of treatment in the past.**

Drug use is characterized by Poor help seeking.

Only 2% of alcohol users and 18% of opiate users had sought any kind of treatment in the past. Most drug users sought treatment after 4-5 years of drug use.

*(National Survey on Extent, Patterns and Trends of Drug Abuse - 2004)*



No single factor can predict whether or not a person will become addicted to drugs. Risk for addiction is influenced by a person's biology, social environment and development. The more risk factors an individual has, the greater the chance that taking drugs can lead to addiction. One of the ways of enhancing treatment seeking involves creating awareness in the community and community mobilization. Another aspect is making the treatment more accessible to the drug user. Collaboration between the government sector and NGOs can make awareness, prevention and enhanced treatment seeking effective and far-reaching.

It has been suggested in several national meetings that liaison of the services under the Ministry of Health and Family Welfare with the NGO sector would be desirable and the two should function in a complementary manner with the NGO sector providing awareness, enhanced treatment seeking and rehabilitation and the Government de-addiction centres providing treatment. However this has rarely been possible. Substance use is an all-consuming illness and its treatment requires an eclectic approach.

Facts indicate that 80% of the crimes are committed under the influence of addictive substances. Addiction is detrimental to an individual's health and severe addiction can be fatal. Substance abuse is a very serious reality and needs concerted efforts on part of individual, family, de-addiction centre and the society as a whole. The focus is therefore on creating more awareness and preventing this menace.

### **The Art of Living intervention**

Over the last few decades, the Art of Living has been offering effective programs to address substance use disorder by combining pharmacotherapy with psycho-spiritual programs.

Dr. Vinod Kochupillai at the All India Institute of Medical Sciences (AIIMS), New Delhi, carried out extensive research upon the effects of the Sudarshan Kriya (the unique breathing process taught during the Art of Living Programs) with conclusive evidence of the benefits of this technique. The studies suggest strong connections between the breath, body and mind and imply that human emotions and thought processes affect the functioning of the brain, endocrine system and immune system. (*Refer Brochure - The Art of Living - Science of Breath*). So well-founded are these concepts that they have recently led to the emergence of a new medical discipline termed as 'Psycho-neuro-immunology' or 'Mind-Body Medicine'.

With its wide presence in rural and urban India, the Art of Living is uniquely positioned to bring about societal change through its awareness, rehabilitation and advocacy programs.

This report covers the initiatives and collaboration of the Art of Living in providing the much needed intervention to address the social challenge of substance abuse.

## **AWARENESS THROUGH PROGRAMS & CAMPAIGNS**

The best method of prevention is by creating awareness. Art of Living programs bring the much needed perspective and confidence in participants, while fostering human values and enhancing protective factors which greatly reduce the risk of substance abuse. Along with conducting carefully structured programs, the Art of Living hosts and participates in campaigns, conferences and summits specifically to address substance abuse and create as much awareness as possible on the dangers of addiction.

### **Intervention through Art of Living Programs**

The Art of Living Programs are conducted for all age groups and social strata. Participants have a subtle experience the Program offers regardless of age, background, physical readiness which leaves them calmer, relaxed, healthier, more knowledgeable, happier with easy-to-use tools to maintain these benefits for life. A happy mind lets one stay calm; make better decisions and improve the overall quality of life.

The central - piece of the Art of living Happiness program and Youth Empowerment Seminar is a unique and profound breathing technique – Sudarshan Kriya. A practical tool that restores body, mind and spirit into its natural rhythm of being, the Sudarshan Kriya has positively transformed millions and millions of lives. Sudarshan Kriya is a powerful yet simple rhythmic breathing technique that incorporates specific natural rhythms of the breath, harmonizing the body, mind and emotions. The technique eliminates stress, fatigue and negative emotions such as anger, frustration and depression, leaving the mind calm, focused and the body energized, completely relaxed. Sudarshan Kriya practitioners have reported better immunity, increased stamina and sustained high-energy levels.

Along with Sudarshan Kriya, other breathing techniques, yoga and meditation are taught in the interactive sessions.

The Art of Living Happiness Programs are conducted for individuals who are 18 years and above. The Youth Empower Seminars focus on the sensitive age group of 14 – 18 years. Both Programs have been proven as preventive measures, offering life skills training that reduce the risk factors that contribute to susceptibility of substance abuse among the youth and adults.

Making up one-fifth of the population, youth carry India's future with them. However, easy access to addictive substances, peer pressure and poor judgment with a propensity towards a rewards-over-consequences approach places the youth at a higher than usual risk of addictions. Low self-confidence, curiosity, poor relationship with parents, lack of an alternate high and academic stress have been known to add to the risk of falling into the abyss of substance abuse. What the Youth Empowerment Programs have been achieving over the past few decades is bringing life skills to the youth by way of interactive processes, games and practical knowledge sessions. The powerful breathing technique - Sudarshan Kriya brings about a profound change in the physical and mental health of youngsters, hence enhancing protective factors. Additionally, in the face of peer pressure or excessive stress, they have a support group of Art of Living volunteers who they can turn to for help. The program has been accepted by **CBSE** as an effective life skills programs and has been adopted by many institutes of repute as a protective barrier against initiation to drug use.



These programs have been very effective and have a far reaching impact on the participants.

Thousands of YES programs have been done till date with lakhs of youngsters in the urban and semi-urban areas benefiting from the teachings. Regular follow-ups are being conducted in many areas enabling the youth to re-connect with the Knowledge and refresh and lead a meaningful life.

## Testimonials from Educational Institutions



### **SISHYA SCHOOL**

(A Unit of Sishya Educational Trust, Hosur.)  
Affiliated to the Central Board of Secondary Education, New Delhi  
**Thally Road, HOSUR - 635 109. (T.N.)**  
Phone : (04344) 266668, Fax : (04344) 265669,  
Website : [www.sishyaschoolhosur.org](http://www.sishyaschoolhosur.org) e-mail : [sishya\\_hs@yahoo.com](mailto:sishya_hs@yahoo.com)

JAI GURU DEV!!!

It is indeed a pleasure to express our extreme satisfaction about the YES program conducted for our students of Classes IX to XII. Not only were the sessions well planned and executed but we at Sishya were amazed to witness the transformation of our young Sishyans as they unfolded each day with the programme. The students were able to shed their inhibitions and participate with full enthusiasm which facilitated their ultimate development at the end of the programme.

Coming at a time when the challenges of adolescence are often looked upon as impossible to decipher, both by teachers and parents, here is an opportunity for us to understand that with the right direction and understanding, students can certainly be moulded into responsible citizens to take this nation forward.

At Sishya, we have compulsory Yoga and Pranayama in the morning before the rigors of academic work begin for the day. This programme has now given us the right direction to move ahead with our programme.

Besides the concentration and focus on their academic work through the day, students will definitely experience the varied unique benefits that accompany this exercise.

We thank Ms.Shobana Kalyan for her dedication and concerted efforts to put the programme across in the most child friendly manner that has won the hearts of all students and teacher facilitators here.

This is all due to the Grace of the Guru and we humbly prostrate before Him and seek His Blessings in all our endeavours.

VASANTHI THIAGARAJAN

CORRESPONDENT AND PRINCIPAL

**Dev Lahiri**

Principal

9<sup>th</sup> March, 2009



**Welham Boys School**

5 Circular Road, Dehra Dun - 248 001  
Uttarakhand INDIA

Phones +91.135.265 7120, 265 7944, 265 2935, 265 9729  
Facsimile +91.135.265 8605  
oliphant@welhamboys.org

Ms. Shweta Golani,  
Art of Living Co-ordinator  
Dehradun.

Dear Ma'am,

We would like to congratulate you on the successful completion of the Art of Living YES workshop at Welham Boys School for 138 of our students from the 1st of March to 6<sup>th</sup> of March, 2009. In just six days of the workshop, students have reported feeling deep peace and relaxation, improved concentration and better control over their emotions.

The course which combined learning with fun, has inculcated in the students a deep understanding of human values, a greater sense of responsibility and the ability to differentiate right from wrong. Students were especially touched by the Sudarshan Kriya, taught in the course, which helped them to de-stress and relax thereby making them less aggressive and more focused.

The faculty, Mr Rajendra Singh Gandhi, deserves great praise for his friendly, gentle and compassionate approach towards each child. That he has won the hearts of our students is evident from the tearful goodbyes that the boys bade him.

We thank you once again for organizing this workshop at our school and would definitely like more of our students to experience its benefits in the future.

We wish you all the best in your efforts to build a peaceful and joyful world.

Warm regards

Yours sincerely,

Dev Lahiri

### **School based drug-use sensitization workshops were collaborative programs of the Art of Living and the NDDTC of AIIMS**

Through these program school principals, teachers, policy makers and administrators are sensitized about the need to work for prevention of drug use to arrest the rising incidence of substance use among this group. The program offered preventive strategies, life skill programs and the Art of Living Youth Empowerment Seminars, as a protective barrier for initiation of drug use.

Some of the school workshops held in the past few years-

**Jammu** – Organised by IAHV for logistic reasons for the state of Jammu and Kashmir. The workshop was inaugurated by the minister of Technical Education and Youth Services of Jammu & Kashmir, Haji Nisar Ali and was presided over by Secretary Technical Education of Jammu & Kashmir, Mr Kazir Mohammad Wani. About 85 schools and policy makers, representatives of national service scheme attended the workshop.

**Hanumangarh, Rajasthan** - The Deputy Collector of Hanumangarh and Civil Administration were the partners in this workshop. Representatives of more than 250 schools of the district attended this workshop.

**Chandigarh** – The workshop was inaugurated by Hon. Governors of Punjab and Haryana and attended by Director of PGI, Director Education, Doctors from Government Medical Colleges, Principals and representatives of about 500 schools and NGOs working in the city.

**Patiala, Punjab** - District administration organized this workshop in collaboration with AIIMS, and Art of Living. The venue for the workshop was Medical college Patiala and was attended by students, health and civil administration officials and village *sarpanches*.



**Karnataka** - in 2011, the Art of Living reached out to 28,000 students of Government Colleges across the State to teach them the YES+ Programs, impacting the cross-section of stakeholders in education – the students themselves, the faculty and the management. *(Please see Manavathe document in Resources & Reference CD)*



## CONFERENCES AND COLLABORATION FOR AWARENESS ON SUBSTANCE ABUSE

Art of Living has mobilized students, communities and other stakeholders to participate and support campaigns to tackle the social challenges of substance abuse. Recent Conferences and events organized to spread awareness are briefly listed below-

### High on Life-Away from Drugs & Alcohol-

In 2013-14, through the Volunteer for a Better India (VBI) initiative, Art of Living collaborated with the United Nations Office on Drugs and Crime (UNODC) and hosted 4 Youth Summits across India (Refer report *United We March*).



## United We March... A National & State Youth Summits

2nd - 3rd February 2013, Delhi | 20th July 2013, Punjab  
28th September 2013, Uttar Pradesh | 2nd February 2014, Gujarat



During these Summits a workshop “**High on Life - Away from Drugs & Alcohol!**” was facilitated by National Drug Dependence Treatment Centre (NDDTC), AIIMS encouraged youth to participate and become youth leaders and be informed and trained to be agents of change for tackling substance use.

#### **World No Tobacco Day, 2014-**

Seminars, Walkathons, Cycle rallies and other public-awareness events were organized across many cities in India on the occasion of the “World No Tobacco Day”.





**Bangalore** - The Director of National Institute of Mental Health and Neuro Sciences, Dr. Satish Chandra, flagged off the Cyclothon on 1<sup>st</sup> June 2014 from Cubbon Park.



Dr Satish Chandra spoke about the prevalence of tobacco addiction. He also gave a message and called the youth to quit smoking and never think of starting.

Almost 500 cyclists took part in the rally creating a lot of awareness enroute which was a distance

of 5 kms through some of the major roads of the city.

The event was supported by the Bruhat Bangalore Mahanagara Palike and the BGS Global Hospital.

### **Dharavi, Mumbai –**

The Art of Living Volunteers conducted an awareness drive in Dharavi slums in Mumbai. Dharavi was chosen as there is a high prevalence of various addictions as well as lack of knowledge about the ill effects of tobacco. Walkathons, skits, lectures from Doctors were part of the event.



The children of Class 10 of the Sri Sri Ravi Shankar Vidya Mandir, Dharavi put up a 5 min long skit on the subject. This was enacted on 31st May at 2 places in Dharavi and thrice on 1st June, on the street and at SSRVM.



The onlookers observed the skit raptly and many suggested that it should be enacted in many more places.

### **Scientific Conference On Stress Reduction Skills: Scientific Update-**

Art of Living's Sri Sri Global Meditating Doctors(Sri Sri GMDA) and the Department of Psychiatry, All India Institute of Medical Sciences (AIIMS) organised the "Scientific Conference on Stress Reduction Skills: Scientific Update" on 30<sup>th</sup> and 31<sup>st</sup> August 2014 at IIT Auditorium (Dogra Hall), Hauz Khas, New Delhi. The meeting was attended by doctors from private and Government hospitals, nurses, scientists, researchers, psychologists, pharmacists, health administrators, medical students, health professionals and international delegates across various disciplines.



The conference was addressed by eminent personalities including Chief Guest Sri Sri Ravi Shankar, Guest of Honour Dr. Harshvardhan, Hon'ble Health Minister, Govt. of India, Prof. M.C. Misra, Director AIIMS, Prof. S.K. Khandelwal, HOD Psychiatry and Chief NDDTC, AIIMS, Dr. Gangadhar, B.N., Dept. Psychiatry, NIMHANS, Bangalore and many others.

The conference provided a unique opportunity for professionals from various specialities to learn, interact and update themselves regarding the various stress reduction techniques with special emphasis on Yoga. The importance of research on Yoga/meditation to enable its wider acceptance in the field of health was emphasized. Teaching life skills to individuals to lead a stress free life is a preventive strategy and definitely works against initiation to substance abuse.



## TREATMENT, REHABILITATION & SUPPORT:

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

Treatment, rehabilitation and support services are offered at:

- The Ved Vignan Mahavidya Peeth De-addiction and Research Centre (VVMDRC) at Kolkata, since 2003.
- Harisree – The Art of Living De-addiction Centre, Kollam, Kerala, since 2010 (*refer detailed Report on de-addiction activities in Kerala*)
- The Art of Living - Sridisha De-addiction and Rehabilitation Centre, Bhopal, Madhya Pradesh, 2013 (through Dr. Sanjay Shrivastava)
- Collaborations with the following Drug de-addiction and Treatment Centres-
  - PGIMER, Chandigarh – since June 2007
  - Government multi-specialty Hospital, Chandigarh – since April 2012.
  - SPYM Drug De-addiction & Rehabilitation Centre, Delhi - since Oct 2013
- Institutions where Art of Living Programs offered as part of treatment and rehabilitation-
  - AIIMS, New Delhi
  - PGI, Chandigarh
  - Government Medical College, Chandigarh.
  - Faridkot Medical College, Faridkot, Punjab.
  - Christian Medical College, Ludhiana, Punjab
  - Amritsar Medical College, Punjab
  - Jhansi Medical College, Uttar Pradesh
  - Civil Hospitals – Punjab (Jalandhar, Ludhiana, Barnala), Himachal Pradesh (Solan), Uttar Pradesh(Meerut)

### The Art of Living Drug De-addiction Centre at Kolkata-

Ved Vignan Maha Vidya Peeth De-addiction and Research Centre (VVMDRC) was setup in November 2003 at Geeta Bhavan, Unsani, Shastitala, Howrah near Kolkata inspired by H.H. Sri Sri Ravi Shankar ji's vision of a drug free society.

VVMDRC started with 18 patients, but it can now accommodate 80 patients. Since inception the Centre has treated over 1550 patients and many are on the path of recovery and doing well in their life. The recovery rate is above 40%, whereas the world statistic is much lower.

Holistic treatment provided at VVMDRC includes:

**Detoxification**–Intense supervision by doctors and ward boys until physical withdrawal is completed.

**Psychological Therapy** - Psychotherapy is a beneficial form of treatment, where patients recognize their addiction problem and it helps them to build self-esteem

and self-respect. A Counselor or Therapist helps the individual to understand emotions and address problems attached to addiction.

Psychological therapy comprises the following techniques:-

- Individual counseling to deal with personal issues
- Group counseling / activities
- Family counseling
- Cognitive behaviour therapy / behaviour modification
- Aversion therapy
- Relaxation therapy
- Exposure to AA / NA program

**Spiritual Therapy** - The goal of holistic therapies is to restore the body and mind to its naturally healthy state. Our practical experience shows holistic therapies like *yoga*, nutrition therapy, etc., have been gaining greater mainstream acceptance to correct any "imbalance".

**The spiritual therapies at VVMRDC include *Yoga, Pranayam, Sudarshan Kriya®, Meditation, Satsang, Knowledge Sessions, daily Agnihotra and also Nadi Pariksha, Ayurvedic medicines and Panchakarma Therapy.***

Since its commencement about 2000 patients has been treated in the VVMRDC Howrah centre. Besides treatment, community awareness programs have also been conducted. The details of awareness campaigns organized by VVMRDC:

**Awareness Camp reach-out to people:**

From 2003 to 2011: Average 10,000 people every year, approx. 80,000 people

In 2012: Approx 15,000 people through 9 camps.

In 2013: Approx 21,000 people through 14 camps.

In 2014: Approx 57,000 people through 13 camps.

**Awareness Training:**

VVMRDC provides training to people for conducting Awareness and Counseling Camps. Regular training is provide where volunteers from West Bengal and other states are given a free residential training for 3-4 days which is imparted by experienced professional in this field. This model will be very successful for a pan-India reach.

A lot can be achieved through partnership with the State and Central Governments as the addiction menace needs to be checked on priority. A stronger foothold and financial security will inspire speedy action at all levels.

## **The Living Well De-Addiction Programs-**

The “Living Well De-Addiction programs” focus specifically on de-addiction, relapse prevention and providing a perspective motivated towards rehabilitation to the individual.

Living Well De-Addiction programs are a proactive initiative to address deeply entrenched physical, social and psychological issues including addictions to alcohol and smoking. Living Well De-Addiction programs have two modules namely, “Stop Smoking Start Living” for tobacco de-addiction and “De-wine” for alcohol de-addiction.

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

In addition to helping an individual handle craving for substance, the programs provides the participant a holistic perspective on life.



## COMMUNITY MOBILISATION:

The Art of Living mobilizes rural and urban communities through its vast network of dynamic volunteers to address social causes and to implement community based projects.

### **Integrated rural development and de-addiction:**

More than seventy percent of India lives in rural India and is almost entirely dependent on agriculture. Economic conditions set aside, even basic facilities such as access to electricity, clean water for drinking, proper healthcare, quality education and transportation facilities have been long-standing issues in the villages of India. This situation is aggravated by the fact that many of the rural people are habituated to smoking, gambling and drinking liquor.

It need not be emphasized further that there are multitude of development issues at play in villages. However, these development issues are so intricately intertwined with each other that specific interventions which are narrow in scope and seek to address only a particular issue, do not fully solve the problem. Under such a scenario it is best to go with an approach that takes a holistic view and recognizes the inter-relationships between critical issues such as health, hygiene, human values, harmony among villagers, environmental care, agriculture development and livelihood generation.

In this context, the integrated village development plan such as that of the Art of Living addresses the root cause of development issues in villages by bringing about attitudinal and mindset changes among different stakeholders. This facilitates community centric participation which is critical for improving the delivery mechanisms of various social sector programs, especially in the field of education, health, employment and infrastructure. Also, by grooming social leadership at the grassroots level, the approach followed by Art of Living creates a platform for greater participation of youth in development processes of the villages. The natural potential of India's immensely talented youth is harnessed and youth are empowered to contribute to the process of nation building.

For decades now, Art of Living has been conducting the Youth Leadership Training Program for the rural population with remarkable results. Art of Living facilitates the development of the village by empowering all the villagers to become key stakeholders in the process.

One such program is the community-based intervention program for alcohol and substance use disorder. This is essentially an outpatient detoxification program involving community participation. It is a low threshold program geared towards targeting the un-reached and is financially self-sustaining. A typical program envisages a focused area approach wherein a village and community is adopted for sustained and regular effort for longer duration of time and involves:

- Identifying a community/village: Through rapid assessment of the prevalence, availability and willingness of the medical facility (Psychiatrist of civil hospital or medical college) and volunteer strength.
- Advocacy: Meeting the District Administration (Deputy Commissioner, District magistrate, civil surgeon and appraising about the problem and the program.
- Ensuring formal participation of local medical facility through civil surgeon, local psychiatrist, community health centers and primary health centers.
- Civil society mainstreaming: Contacting the community leaders, teachers medical practitioners and opinion leaders and enabling there participation in the program.
- Community mobilization: Is done by Art of living volunteers and includes informing about outpatient detoxification camp. This is by organizing satang, Yoga and meditation camp, Involving religious centre (temple, Mosque, and gurudwara, and Deras) and through door to door contact. The messages given are that drug and alcohol use is a manageable medical disorder, removing the myths and fears associated with the treatment, outpatient treatment is as effective as in patient treatment, and explaining the details of the camp (day, date, time venue).
- Holding the Camp: The camp is held in the village or community on a common place provided by the local people or Panchayat. It is 11 to 15 days detoxification camp where in pharmacological intervention are delivered in tandem with yoga and spiritual intervention. The patients are put on daily dispensing of medicines and are required to visit daily to take medicines and attend yoga and spiritual program. On an average he spends about 3 to 4 hours in a day at the camp site. In a typical camp about 60 to 200 patients seek treatment
- The medicine cost is born by Art of Living and/or comes as a donation from the local people.
- The psychiatrist visits the camp thrice during the camp i.e. 1<sup>st</sup>, 3<sup>rd</sup> and the last day.
- Twice during the camp community celebration are held to ensures family and community involvement in the treatment.
- On an average about 45% to 60% patients completes the detoxification and some of them are working as peer volunteers and facilitates next camp in the area.
- Sustainability and Capacity building: A team of local volunteers youth leaders and treated individuals are created and they are imparted training in organizing the camp and are motivated to do voluntary service to their community through Art of Living Programs. This greatly helps in checking relapse and keeps the individuals under the care of youth leaders.

The objective of the program is

- Community awareness and sensitization programs
- “To mitigate or to bridge the gap between treatment need and available facilities”.
- Taking treatment facilities to the door step
- To reach out to the unreached.

Till date Art of Living has organized around 92 free community based drug de-addiction camps across the country and has reached out to about 12000 patients (Uttar Pradesh – 6, Jammu & Kashmir – 2, Punjab – 52, Gujarat – 2, Himachal Pradesh – 3, Kerala – 4, Tamil Nadu – 5)

Majority of the patients treated were from remote and low socio-economic background. The typical camp is organized in collaboration of the available health facility in the community where pharmacological treatment was provided by the specialist doctors and community mobilization and spiritual intervention was carried out by Art of Living volunteers.

#### **Case Study: Maharashtra – Project Melghat**

Melghat is situated in the ranges of Satpura Valley in Amaravati District on Maharashtra-MP border. Melghat includes two talukas namely Chikhaldara and Dharni. The Central Government has declared the 2941 Sq.Km. Melghat forest areas as a Tiger Reserve

Total population of area which consists of 350 villages is approximately 2.5 lakhs. Over 90% of the population is below poverty line. Predominantly a tribes in this area are Korku, Gavali, Balala.

Most Tribals work for daily wages, while some have agricultural lands where they grow rice, wheat and soybean.

#### **Basis challenges in this area-**

1. Malnutrition (Mortality rate is very high in children, more than 11000 since 1991)
2. Poor Education services
3. No Roads, No Electricity in few villages.
4. Weather – Summer temperatures are in the range of 45 degree Celsius. This area gets a rainfall of 1180 mm per year and connectivity between villages is poor, as there are very small bridges over the water-bodies. Temperatures in winter reach to 15degree and sometimes even as low as 0. Infrastructure

The most important reason for malnutrition is addiction. Addiction of liquor and tobacco is prevalent here. Liquor is like social drink here; it is a family drink. From young children to the elderly the entire family is into drinking. The tribals make

their own liquor at home using the “Mahuva” flower which is easily available in the forest.

The Art of Living started its activities in the Melghat region with a core team of 5 members in 2011. Till date 30,000 people have been reached in 63 villages and team of youth leaders have been trained to further the work.

The following activities have been carried out till date:

- 8000 villagers have done the Nav Chetana Shvir
- 375 Tribal have attended the Happiness Program
- 200 Youth attended the Youth Leadership Training Program.
- Cleanliness drive has been carried out in 38 villages.
- Campaigns held in 43 villages for Awareness on Health, Hygiene, Malnutrition, Awareness to stop child marriage in 43 Villages.
- Training for planting kitchen gardens was given in 7 villages.
- Medical camps were conducted in 14 villages benefitting about 12000 villagers.
- The Art of Living team and the local population conducted Tree plantation drives where Lakshmitaru (Simarouba Glauca) and Drumstick saplings were planted in 20 villages.
- Constructed 56 soak pits, 1 Gabion dam and a 100 meter Shet Bhandara.
- 27 people received training on prepared vermin-compost.

This is just the beginning. Ridding this area of addiction, specially liquor addiction is an uphill task. The poor tribals of this area can be safeguarded and de-addiction is the very first step. . Addiction over so many years has rendered the villagers highly insensitive. What is more alarming is the rise of sexually transmitted diseases like HIV, indicating erosion of moral values. Art of Living is now focusing on quality education and vocational training to change the mind-set of the villagers.

### **Case study- Assam –**

*A Life reformed - Robi Engti recovered from his alcohol addiction and brought electricity to Karbi village in Assam for the first time through the Art of Living Youth Leadership Training Program*

#### **Addiction: A debilitating illness-**

“My husband became heavily dependent on alcohol after he lost his job. From his addiction, stemmed paranoia and delusion. During a visit to the mall with me and our ten-year-old son, the paranoia and delusion surfaced. He picked up our son, flung him from the first floor, and jumped himself. That day, our son passed away from the head injuries he suffered.” Padmini\* shares how mentally and physically debilitating the illness of addiction can be.

“My 54-year-old father, who is a loving family man and a very well respected professional, came home in the wee hours of the night with blood-shot eyes, a purple face and a few teeth missing. He has been dependent on alcohol for more than six years now. Often, he is out binge drinking and returns home quite late. He was violently beaten on the street one night while he was inebriated. I have seen that alcohol makes him aggressive,” shares Shreen\*.

Anil\* says that after he lost his job at a reputed company, he started stealing from his family and friends to sustain his addictions. “If I was invited to relatives’ homes, they made sure to lock their cupboards and keep their wallets safe after they realized I was stealing,” he says.

Pankaj\* was rusticated from a leading engineering college, and started peddling drugs to earn money to sustain his own addictions.

**It is estimated that a mere 2% recognize addiction and seek help.**

Substance abuse is a very crippling illness. It corrodes the mental and physical health of a person and has lasting repercussions on all aspects of the patient’s life. While it is estimated that millions are affected by addictions, only 2 percent of the patients in India even recognize the illness and seek help. Robi Engti is one such person.

42-year-old Robi Engti from Karbi village of Assam started drinking, smoking and doing drugs in school. The occasional drink and smoke turned into a habit. It grew into a deadly addiction with which he struggled for more than fifteen years.

Like many who have shared their experience of addiction on Art of Living programs, Robi too stressed on the extent to which it takes over your life. You need to use substance the moment you wake up, even before you brush your teeth, he shared.

“I had responsibilities as the eldest son that I could not carry. I could not cope with the stress my addictions brought on, because of which I suffered from insomnia apart from other illnesses. I felt like I had hit a dead-end in life,” he said.

Withdrawals, aggression, disinterest, depression, fear, anxiety, mistrust, and guilt are often seen in those suffering from addiction. While a physical injury is easy to recognize and treat, acknowledging addiction and seeking treatment is a challenge. While substance seems to give the dependent some pleasure, it increases thoughts that are negative. This depletes the energy of the person and overcoming it becomes an arduous task.



This creates friction between them and their family members and the community. When help is offered, it is not easily accepted. The family and community come under huge strain and therefore suffer.

### **Finding help**

In 2009, Robi found a technique that would help him recover. Having heard of Art of Living rehabilitation programs, Robi's sister encouraged him to participate in the Youth Leadership Training Program (YLTP) in Diphu.

The yoga, meditation and Sudarshan Kriya taught on the YLTP helped Robi cope with withdrawal as well as the craving. The program addresses several negative emotions like guilt, anger, and loss of self-confidence. The program also recognizes that it is important to remove the stigma attached to addictions. Moreover, the program instructor and other participants share a non-judgmental space.

“The program made me more positive,” says Robi. “Before the program, I was not respected in my village. I was unable to overcome my addictions, and people’s disrespect and judgment made me shrivel with discontent. I continued to practice the yoga and Sudarshan Kriya after the program. The hold of cravings on my mind loosened.”

After the program is completed, participants can stay connected by taking up service initiatives in their community. This creates a support group for participants. When activities are taken up and completed, it positively channels the energy of recovering addicts and builds their self-confidence.

Robi started organizing several community projects. He organized Cleanliness Drives, Awareness Drives and free yoga camps called Nav Chetana and Bal Chetana Shibir for adults and children. In 2010, he underwent The Teachers Training for the YLTP program and began teaching in rural Assam.

During the YLTP programs, other participants fighting the battle of addictions were able to relate to Robi’s own experience. As his substance abuse started in school, he dropped out of school after class ten. My mind would be in fuzz, he would share on his programs. Hearing this, others on the program were encouraged by his recovery and the success of his community empowerment projects.

### **Bringing light-**

In 2012, Robi along with Nilaxi Deka, YLTP State Coordinator and other volunteers, surveyed Klurbung Bakolia Karbi, a village located 183.5 km from the capital, Dispur.

People have lived in the village without electricity since its establishment. They travel around 12 kilometers to buy kerosene, which costs around Rs. 40 per liter. Kerosene lamps are not only a strain on the pockets of users, but also cause health and environmental hazards. Traditional fuel combustion, the primary source of indoor air pollution, causes between 300,000 - 400,000 deaths per year in India alone.



To bring electricity to the village, the team worked with the 'Light a Home' project, run by Sri Sri Rural Development Program. Electrification under the project is done through solar power. The project aims to make studying joyful for children with better illumination and no harmful CO2 emissions. Electricity can increase productivity and in-turn, income. It can also bring new opportunities to women entrepreneurs and make access to medical aid possible even at night.

With this endeavor, a beginning was made with 60 homes of Karbi. Each home received free solar lamps along with a solar disk to charge the lamps. The Art of Living has distributed 10,500 solar lamps in remote villages of Assam, Jammu & Kashmir, Jharkhand, Andhra Pradesh, Manipur, Tripura, and Karnataka.

*\*Names changed to protect the identity of people. Reported by Kumlin Engtipi.*

## ADVOCACY

**Public interest litigation for banning “white fluid” or type writer correction fluid. Inhalant use is increasing among adolescents causing very severe physical and psychological complication. .**

Typewriter correction fluid (TCF) as the name indicates is used for covering errors on typed pages. The organic solvents in the TCF have many adverse effects when deliberately inhaled. It also harms the vital organs like the liver, the heart and the kidneys and causes loss of memory. Respiratory exposure to TCF can even cause coma and death. It has been misused as a cheap drug by children and others in India because of its low cost and easy availability. Like any other drug abuse this also leads the addict onto a path of crime and complete disregard for others.

The Art of Living along with other NGOs and eminent citizens of the Chandigarh filed a Public Interest Litigation against the massive abuse of Typewriter Correction Fluid. It was brought to the notice of the Hon'ble Court on how young lives are being wasted because of easy and cheap availability of Typewriter Correction fluid which was abused by huffing, sniffing and begging.

Taking into consideration the seriousness of the issue the Punjab and Haryana High Court prevailed upon the Union Ministry of Health to issue a notification on August 17<sup>th</sup> 2012, following which the Ministry has banned the production, sale and storage of correction fluid as well as bottled thinner of any chemical composition across India. The correction fluid will be available only in the form of a pen or similar devices which release a limited amount of chemicals. In addition it is also mandatory for the manufacturer to put a warning on the pen or such similar devices stating the unhealthy repercussions of inhaling or consuming the chemicals contained. The Director, Health and Family Welfare of Punjab, Haryana and Chandigarh will implement the measures and in case of any violation the product is to be confiscated and action will be taken against the culprit as per the directions of the court.

The court went one step further regarding the rehabilitation of the substance abusers by taking them into the de-addiction centers, once they were brought before the District Civil Surgeon or the Director of Health and Family Welfare. The Art of Living is working closely with PGI Chandigarh, other Government Hospitals and NGO's to rehabilitate the addicts. Ms. Renu Khanna of the Art of Living has also directed and produced a short film titled 'Kasturi' about the problems of drug addiction. This documentary is being shown in the slum areas of many cities to act as a motivator for drug abusers to come forward and seek help to overcome their problem. These initiatives are helping people lead a better life after the rehabilitation process.

# भारत का राजपत्र The Gazette of India

असाधारण  
EXTRAORDINARY

भाग I—खण्ड 1  
PART I—Section 1

प्राधिकार से प्रकाशित  
PUBLISHED BY AUTHORITY

सं. 163]

नई दिल्ली, मंगलवार, जुलाई 17, 2012/आषाढ़ 26, 1934

No. 163]

NEW DELHI, TUESDAY, JULY 17, 2012/ASADHA 26, 1934

स्वास्थ्य और परिवार कल्याण विभाग

(स्वास्थ्य और परिवार कल्याण विभाग)

अधिसूचना

नई दिल्ली, 17 जुलाई, 2012

फा. सं. एक्स. 11029/6/2010-डीडीएपी.—यतः 2010 की सिविल रिट याचिका सं. 1332-व्यक्ति विकास केन्द्र बनाम भारत संघ एवं अन्य में माननीय न्याय एवं इरियाणा उच्च न्यायालय, चंडीगढ़ के दिनांक 25-11-2011 के आदेशों के अनुसार, सामान्यतः कार्यालयों में प्रयुक्त किए जाने वाले रासायनिक पदार्थ करेक्शन फ्लूइड एवं धिनर के बर्तनों/आवारा बच्चों द्वारा नशीली दवाओं की तरह उत्तेजक असर प्राप्त करने के लिए सांस में अंदर लेकर नशीले पदार्थ/दवा के रूप में व्यापक रूप से दुरुपयोग किए जाने की सूचना मिली है, की बिक्री को विनियमित एवं नियंत्रित करने के लिए उपाय निकालने हेतु स्वास्थ्य एवं परिवार कल्याण विभाग द्वारा एक कार्य दल गठित किया गया था।

और जबकि ऐसे रासायनिक धिनर का इस्तेमाल नेल पॉलिश रिमूवर जैसे कई अन्य प्रयोजनों के लिए विभिन्न अन्य खुदरा उत्पादों में भी किया जाता है।

और जबकि कार्य दल ने दिनांक 12-1-2012 एवं 20-1-2012 को आयोजित अपनी बैठकों में इस मुद्दे पर विस्तारपूर्वक विचार-विमर्श किया तथा उनका सर्वसम्मति विचार यह था कि इस समस्या को नियंत्रित करने में प्रभावी हो सकने वाले उपायों में एक उपाय इन रासायनिक की बोतलबंद रूप में खुदरा बिक्री पर रोक लगाना तथा कलम या ऐसी ही युक्ति के रूप में उनकी बिक्री की अनुमति देना हो सकता है।

अतः अब केन्द्र सरकार एतद्वारा तत्काल प्रभाव से निम्नलिखित उपायों के कार्यान्वयन का आदेश देती है।—

- (i) स्याही मिटाने तथा नेल पॉलिश रिमूवर, दोनों प्रयोजनों से तथा ऐसे अन्य प्रयोजनों से किसी तरह के रासायनिक संघटन के बोतलबंद करेक्शन फ्लूइड तथा बोतलबंद धिनर की खुदरा बिक्री के लिए निर्माण पर रोक लगाना।
- (ii) स्याही मिटाने तथा नेल पॉलिश रिमूवर, दोनों प्रयोजनों से तथा ऐसे अन्य प्रयोजनों से किसी तरह के रासायनिक संघटन के बोतलबंद करेक्शन फ्लूइड तथा बोतलबंद धिनर की बिक्री पर रोक लगाना।
- (iii) कलमों या ऐसी युक्तियों जिनमें इस्तेमाल करते समय सीमित मात्रा में रासायनिक पदार्थ बाहर निकलते हैं; के रूप में स्याही मिटाने के प्रयोजनार्थ तथा नेल पॉलिश रिमूवर, दोनों के रूप में इस्तेमाल के लिए किसी तरह के रासायनिक संघटन के करेक्शन फ्लूइड तथा धिनर की बिक्री की अनुमति देना।
- (iv) करेक्शन फ्लूइड/धिनर की अनुप्रयोग युक्तियों (कलम या अन्यथा) पर उनमें निहित वाष्प के अन्तःस्थान/रसायनों के संघर्ष से स्वास्थ्य पर पड़ने वाले प्रभावों के संबंध में अनिवार्य चेतावनी प्रदर्शित की जानी चाहिए।

आदेश दिया जाता है कि इन उपायों का संबंधित सरकारी विभागों/प्राधिकारियों, कानून एवं व्यवस्था संबंधी प्राधिकारियों, स्थाना एवं उद्योग द्वारा तत्काल प्रभाव से अनुपालन एवं कार्यान्वयन किया जाए।

अरुण के. पण्डा, संयुक्त सचिव