

# Sanskara PROJECT

Transforming **yOUTHS** into **Responsible Citizens**

International Society for Krishna Consciousness  
Founder Acharya : HDG A.C. Bhaktivedanta Swami Prabhupada



*The Honorable Prime Minister of India Mr. Narendra Modi in his address to the Nation – Man Ki Baat, December 14, 2014 shares his thoughts -*

*“I shall discuss the grave threat this country faces because of the growing menace of drug addiction” and goes on to appeal to the Youths of Nation to give up Drug – Addiction pointing out that it is neither a “style statement” nor is it “cool” rather it is a “psycho-social-medical problem” that needs to be treated and handled like one.*



युवा कार्यक्रम और खेल मंत्रालय

MINISTRY OF

**YOUTH AFFAIRS AND SPORTS**

*“In order to create a generation of young Indians equipped to take on future challenges and achieve their full potential, it is necessary that the youth are in good health and make healthy and balanced lifestyle choices. Youth specific health issues must be addressed through targeted programmes. Balanced nutrition and healthy lifestyle information must be provided to the youth. .... There is also need to create awareness among the youth about ill-effects of drug/ substance abuse. .... It is also important to develop inner values like compassion, kindness, sympathy and empathy. There is also a serious need to inculcate the spirit of integrity and truthfulness in the youth.”*

**National Youth Policy (Current Policies & Future Imperatives – Priority Areas 4 & 6)**

*“Just like naturally  
one is taking  
education just to  
become a politician,  
one is taking  
education how to  
become a high  
character saintly*



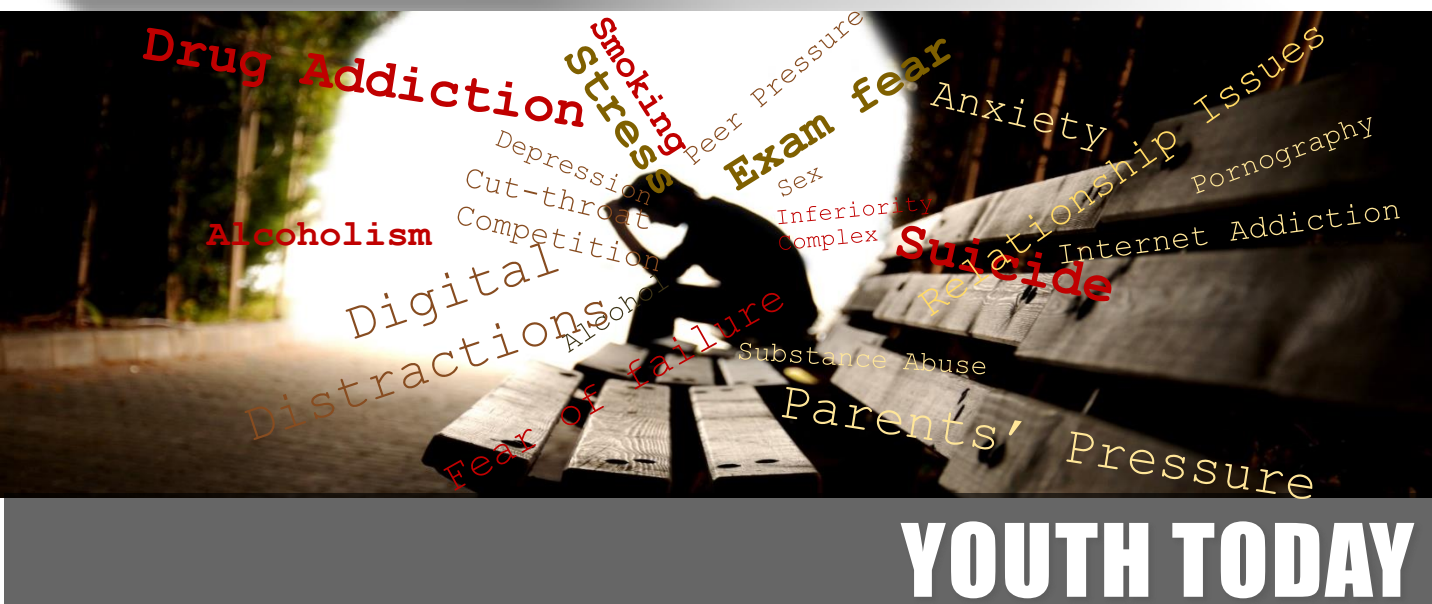
*person. That natural inclination is already  
there, but that is not being properly  
harnessed. Therefore a regular educational  
institution should be there. Real education is  
how to train up one to have ideal character.  
Our movement is not only for some  
theoretical teaching, but it is for developing  
practical character and definite  
understanding.”*

*His Divine Grace A.C. Bhaktivedanta Swami*

*Srila Prabhupada,*

*The Founder Acharya of  
International Society for Krishna Consciousness*

# Understanding the Theme of Our Social Awareness



## Situation – Current State

- According to the UN report, **1 million** heroin addicts are registered in India, and as per an unofficial sources there are as many as **5 million**
- In Uttar Pradesh, Dube and Handa; reported that **22.8 per 1000** were dependent on alcohol and drugs.
- **21.4 %** children in 12-18 years consume alcohol (IBN LIVE)
- **60 %** increase in alcohol intake 19-26 years majority students (IBN LIVE)
- **5500** youths start taking tobacco everyday joining the **4 million** club in INDIA of under 15 years ( Indian Pediatrics)

## Complications – The Gap/Trigger

Society not focused on this critical issue  
Almost negligible physical, mental, spiritual or financial leveraging by social organizations like other NGO to curb these tendencies at its root level especially for youth

## Questions – Which Need Answers

How can we as partners target youth and make a methodological approach to restrain them?

Where is the target zone of youth?

What is the appropriate method?

## Desired Future State

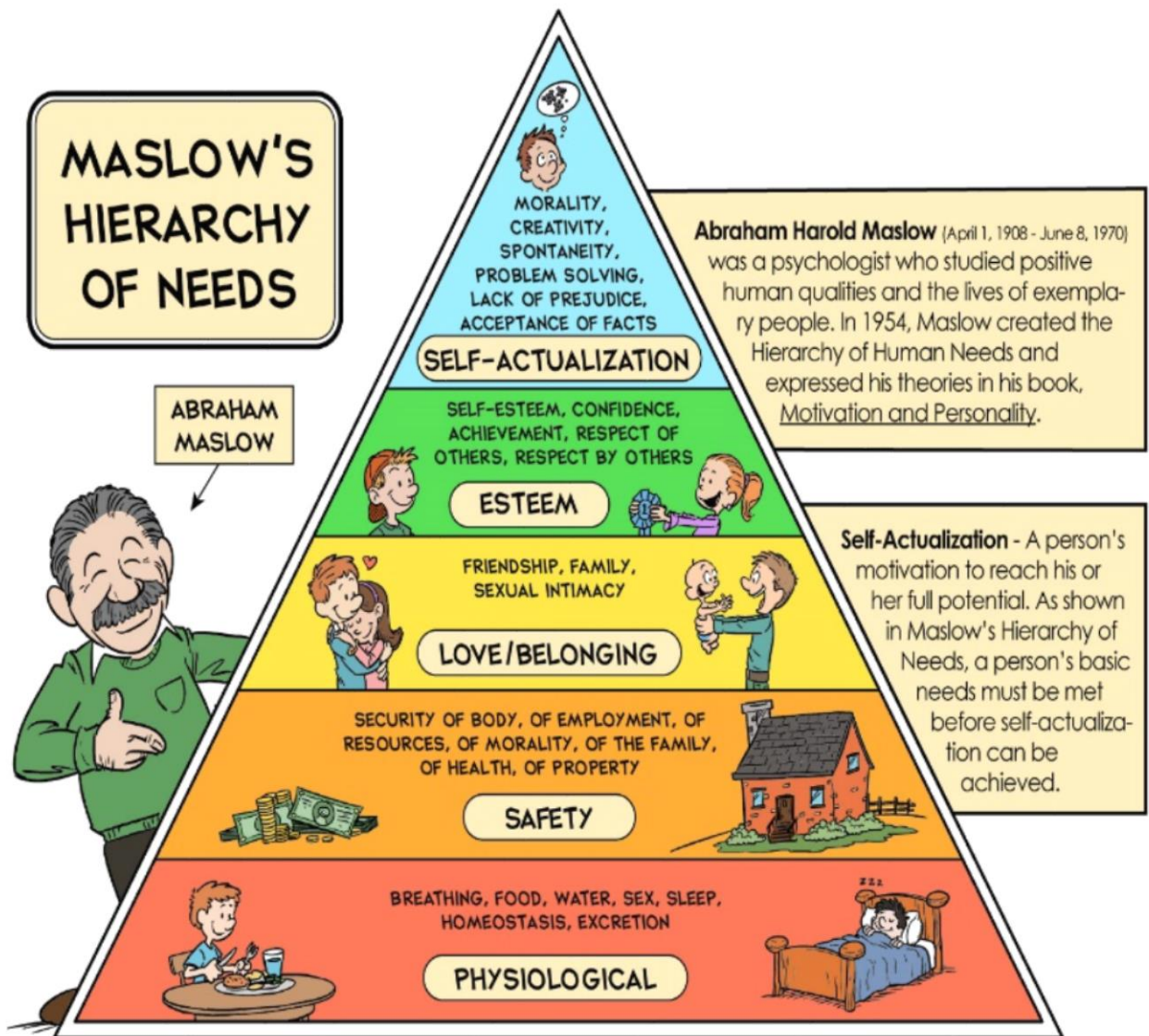
A society of youth well aware of the adverse ill effects of this harmful tendency of drug addiction, alcoholism etc.

We together can become educating partners of educational bodies, government agencies etc. to cater and fulfill the need of creating awareness against drug abuse, alcoholism, tobacco usage etc.



# Methodology

The methodology we follow is coherent with the **Maslow's Pyramid of Human needs**.



# About Us

## ***Our Vision***

*A stress-free, addiction-free student community with high competence and wellness.*

## ***Our Mission***

*To Educate & Inspire the Student Community to AVOID and OVERCOME ADDICTION within the Culture of Care and Love To Empower youths with Values and Skills to:*

- Make a Healthy and Stress Free Lifestyle*
- Bright Academics and Profession*

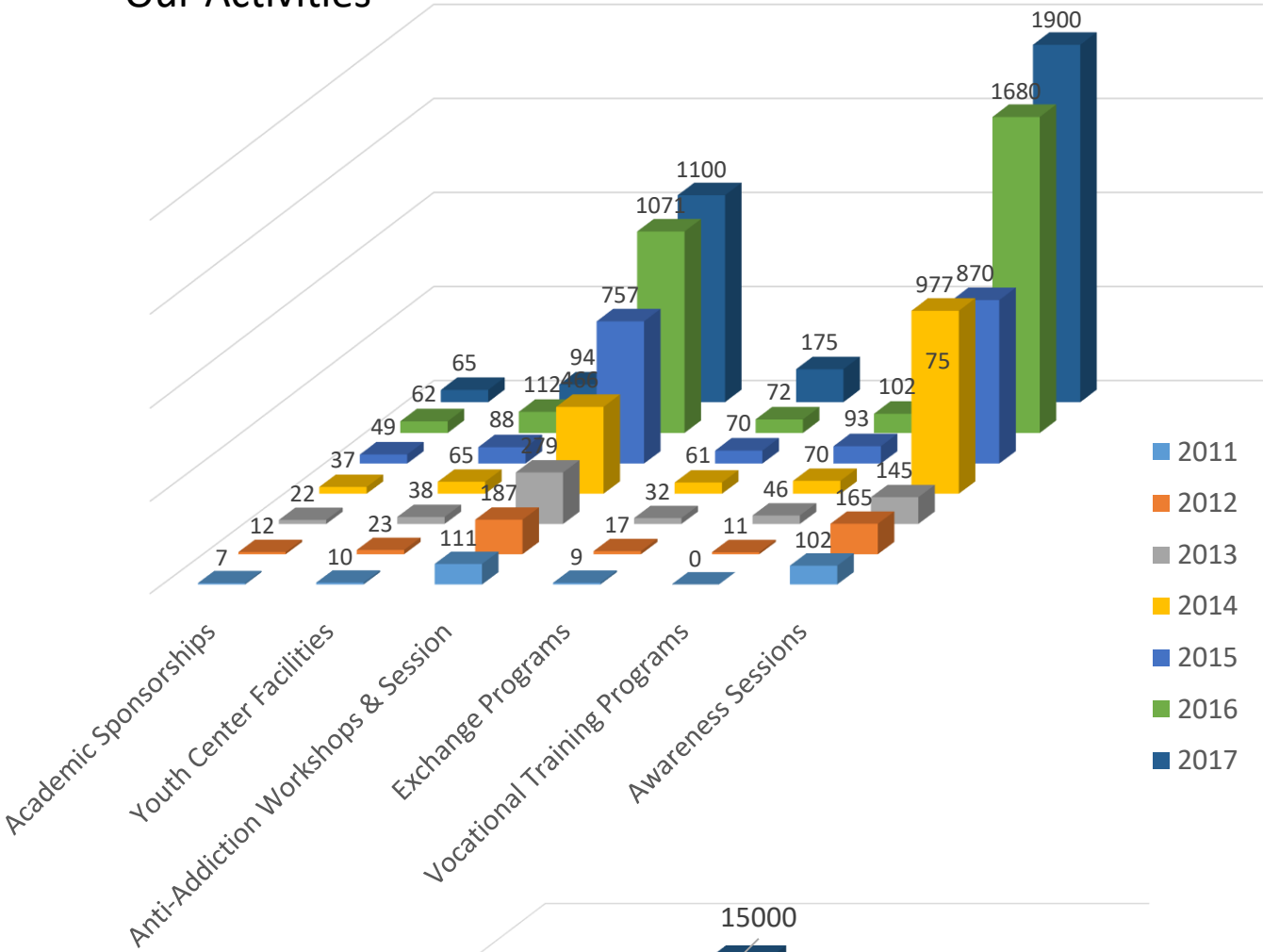
# **Sanskara Project**

*Sanskara (or “Anti-addiction Awareness and Value Empowerment Project”) of ISKCON Prayagraj is a project to serve the Youth Community by Empowering them with Values to overcome self-destructive practices like Addiction and facilitating their overall personality development by helping them in Career, Egoistic, Emotional, Intellectual and Physiological Needs.*

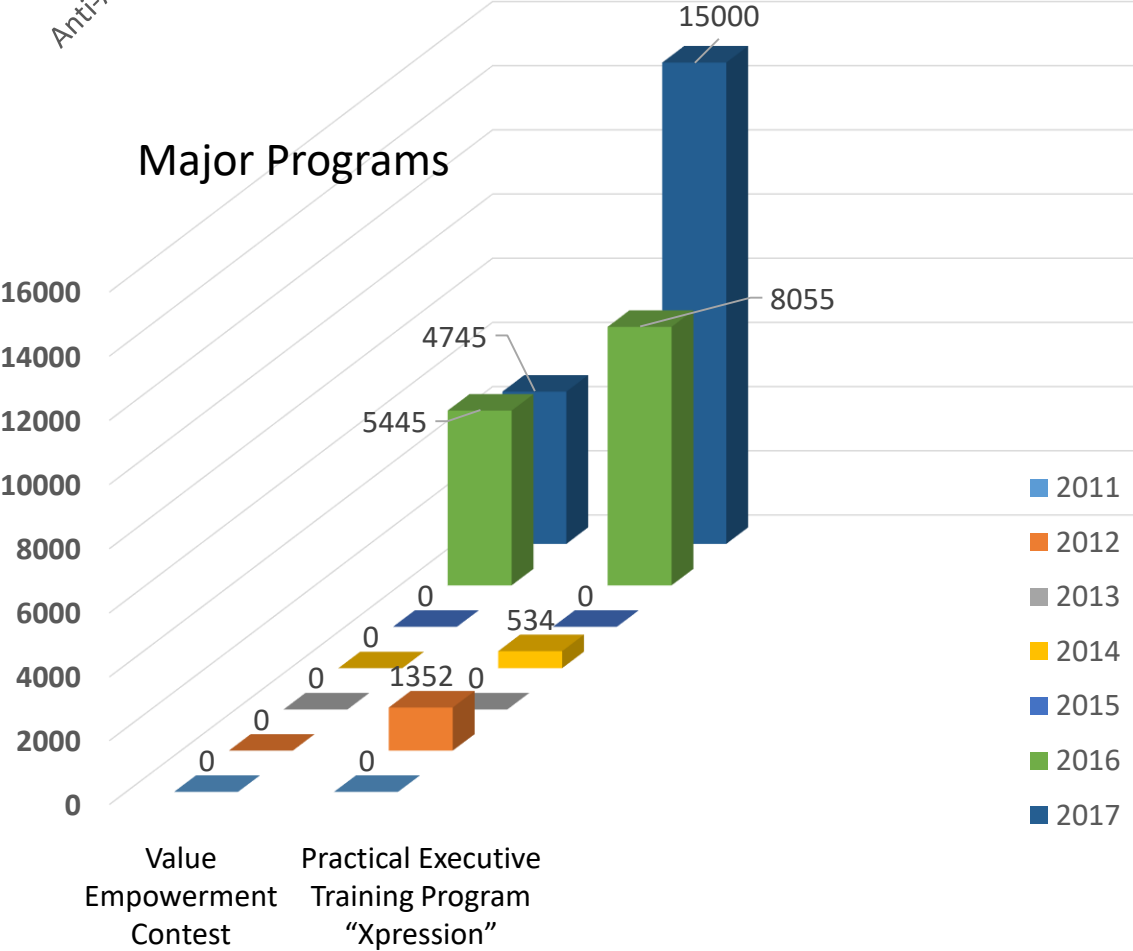
*Started in 2011 this project has served over 30,000 students from educational institutes in major cities across Uttar Pradesh through Preventive De-addiction, Facilitating Education and Skill Development Programs. These programs are open to all students irrespective of their economic status, caste, creed and ethical backgrounds.*



Our Activities



Major Programs



# About Samskara Project

## Activities Undertaken

**Preventive De-addiction** - The Project provides PROACTIVE PREVENTIVE measures for

- Drug de-addiction, alcoholism,
- Pornography and Illicit Affairs
- Gambling

**Promoting Education** - To promote and facilitate quality education by providing a healthy, encouraging, caring and supportive infrastructure for needy students.

Includes –

- Academic Sponsorships
- Career Guidance and Counselling
- In House Facilities

**Vocational Training & Workshops** –

Professional and Soft Skill Development Programs.

Includes –

- Software Training
- Personality Development
- Soft Skills Training

# Promoting Preventive Healthcare – Anti-Addiction

## Proactive Anti-Addiction Training

- ✓ Workshops and Training Sessions
- ✓ Practical Executive Training Programs
- ✓ Conducting Value Education in Schools
- ✓ Conducting Value Empowerment Contests
- ✓ Exchange Programs
- ✓ De-Addiction related Material Distribution etc.
- ✓ Introducing and maintaining In-House Hostel like facilities to ensure good physical, mental, emotional and educative environment for addicted or prone to addiction youth for their preventive as well curative benefits
- ✓ Counselling and Mentoring

# Our Methodology

## Spiritual Wellness

### Self Actualization - Spiritual Needs

#### Needs :

- ❖ Empowering Humane Values
  - ❖ Patience
  - ❖ Tolerance
  - ❖ Determination
  - ❖ Respect
  - ❖ Enthusiasm
- ❖ Creativity
- ❖ Inspiration
- ❖ Positive Engagement - Service

#### How We Fulfill - METHODOLOGY

- ❖ Lessons from Lives of Great Personalities
- ❖ Cultivating Right Value System from Wisdom Literatures
- ❖ Positive Engagements
- ❖ Positive Association

### Esteem – Egoistic Needs

#### Needs :

- ❖ Self Esteem
- ❖ Recognition
- ❖ Challenges and Learning
- ❖ Confidence
- ❖ Achievement
- ❖ Appreciation
- ❖ Encouragement

#### How We Fulfill - METHODOLOGY

- ❖ Challenging Engagements and Presentation Opportunities
- ❖ Individual and Collective Responsibilities
- ❖ Recognition to Achievements with Encouragement and Appreciation

### Love/Belonging – Emotional Needs

#### Needs :

- ❖ Friendship
- ❖ Relationship
- ❖ Acceptance
- ❖ Belonging
- ❖ Self – Expression
- ❖ Self Empathy

#### How We Fulfill - METHODOLOGY

- ❖ Friendly Association
- ❖ Group Activities
- ❖ Counselling
- ❖ Educative Camps and Trips
- ❖ Appreciation and Awards
- ❖ Positive Culture for Natural Living

### Safety – Intellectual and Physiological Needs

- ❖ Academic Excellence
- ❖ Professional Career Excellence
- ❖ Healthy Lifestyle & Mind

#### How We Fulfill - METHODOLOGY

##### ACADEMIC AND CAREER EXCELLENCE

- ❖ Academic Scholarships
- ❖ Personal Study and Career Guidance from Senior Students and Aluminis
- ❖ Time Management – Balancing Study and Extra Curricular Activities
- ❖ Skill Development
- ❖ Career Counselling

##### HEALTHY LIFESTYLE

- ❖ Regulated Diet
- ❖ Healthy Habits
  - ❖ Regulated Sleeping Patterns
  - ❖ Natural Recreation

# Promoting Education

## Facilitating Education

### **Financial**

- ✓ Hostel and Scholarships
- ✓ Highly subsidized nutritional food

### **Academics and Profession**

- ✓ Arranging Training and Guidance for
  - ✓ Academics – Senior Guidance
  - ✓ Effective Planning and Time Management – Regular Studies and Semester Planning
  - ✓ Presentation Skills and Computer Skills
  - ✓ Placement Training
  - ✓ English Speaking
  - ✓ Training in Group Discussions
- ✓ **Arranging Internships and Industrial Visits**

### **Personal**

- ✓ Providing Medical Support
- ✓ Arranging Counselling for overcoming
  - ✓ Stress
  - ✓ Depression
  - ✓ Peer Pressure
  - ✓ Inferiority Complex

# Promoting Vocational Training Workshops & Certified Courses

## Soft Computing Training Skills

- ✓ Office Tools
- ✓ Programming Skills
- ✓ Designing Tools
- ✓ Photo and Video Editing Tools
- ✓ Website Designing

## Personality Development Skills

- ✓ Management & Leadership Skills
- ✓ Time Management Skills
- ✓ Public Speaking Skills
- ✓ Communication Skills
- ✓ Team Work and Team Building Skills
- ✓ Proactive Leadership Skills

## Inter and Intra Personal Behavioral Skills

Includes Training, Facilitation and Counselling in -

- ✓ Anger Management
- ✓ Overcoming Inferiority Complex
- ✓ Dealing with Peer Pressure
- ✓ Improving Relationships
- ✓ Overcoming Stress and Depression
- ✓ Positive Thinking
- ✓ Self Management
- ✓ Transforming Habits



# Our Accomplishments Till Now

Sr. No	Field Of Activity	FOR & WHERE	Relevant CSR CATEGORY	TOTAL	2012	2013	2014	2015	2016	2017	2018
1	Academic Sponsorships	Poor Students, ALD VNS	Vocational Training & Education	84	5	7	5	10	13	18	26
2	De-addiction Workshops and Training Sessions	College Youth, Teenagers ALD VNS	Preventive Health Measures	3,971	25	42	45	88	160	180	170
3	Exchange Programs	College Youth, ALD VNS	Preventive Health Measures	436	17	32	61	70	72	65	88
4	Vocational Training Workshops	College Youth, ALD VNS	Vocational Training & Education	397	11	14	18	12	16	14	14
5	Awareness Sessions	College Youth, Teenagers ALD VNS	Preventive Health Measures	5239	165	145	280	360	470	490	450

# Anti-Addiction Workshops & Awareness Sessions





# Exchange Programs



## ***Panel Discussion during Exchange Program***

***In Panel : Dr. K. Lalan (MS NTU Singapore, Prof. IIT Delhi),  
Dr. Rahul Sevakula (PhD. IITK),  
Mr. Ravikant Kumar (HOD CatJee)***



## ***Exchange Programs - Varanasi***



# Exchange Programs





# ***Youth Center***



# ***Skill Development Workshops***



मुख्य मंत्री  
महाराष्ट्र



Chief Minister  
Maharashtra

16<sup>th</sup> September 2016

## MESSAGE

Congratulations to the International Society for Krishna Consciousness (ISKCON) on completion of 50 years of glorious achievements and service to humanity.

It is heartening to note that since its inception the ISKCON has carried out philanthropic activities in various ways including running the world's largest free food relief programme, health camps, hospitals, de-addiction programmes especially for youth; farm projects besides dissemination of the glorious Vedic wisdom including Bhagwad Gita and Shrimad Bhagwatam.

It is commendable that ISKCON is working with a view to spreading divine Vedic knowledge among the youth. I congratulate the ISKCON for taking these social welfare activities and hope that Society will effectively implement these activities in future also.

On this auspicious occasion, I extend my best wishes to the members of ISKCON and wish every success for their future initiatives.

(Devendra Fadnavis)



# Activities This Year

Sr. No	Field Of Activity	FOR & WHERE	Relevant CSR CATEGORY	<u>2017-18</u>
1	Academic Sponsorships	Poor Students, ALD VNS	Vocational Training & Education	26
2	De-addiction Workshops and Training Sessions	College Youth, Teenagers ALD VNS	Preventive Health Measures	170
3	Exchange Programs	College Youth, ALD VNS	Preventive Health Measures	88
4	Vocational Training Workshops	College Youth, ALD VNS	Vocational Training & Education	14
5	Awareness Sessions	College Youth, Teenagers ALD VNS	Preventive Health Measures	450

# Expenses

Activity	Amount	
Hostel Accommodation & Academic Sponsorships	₹	12,30,000
Exchange Programs	₹	2,69,890
Operational Expenses	₹	2,30,028
De-Addiction Workshops & Training Session	₹	1,96,710
Skill Development Workshop	₹	87,258
Total	₹ 20,13,886	

Over Past **7 Years**  
**3,500+ Youths Trained**  
**100+ Courses Conducted**  
**45,000+ Youths Inspired**

*Personality Development*  
*Software Training*  
*Soft Skill Training*

***SUPPORT US TO***  
***PROMOTE SKILL & CHARACTER DEVELOPMENT***  
***LET'S SHAPE THE FUTURE OF NATION***

**Sanskara**  
**PROJECT**