



# YOUTH EMPOWERMENT PROJECT

A CSR Project of

ISKCON Kanpur 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*

# *About De-Addiction Awareness & Value Empowerment Project*

## *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*

# About De-Addiction Awareness & Value Empowerment Project

*“De-addiction Awareness and Value Empowerment Project” of ISKCON Kanpur 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, ethics and religious backgrounds.*

# ***About De-Addiction Awareness & Value Empowerment 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 - Deaddiction

## Proactive De – 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



# 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

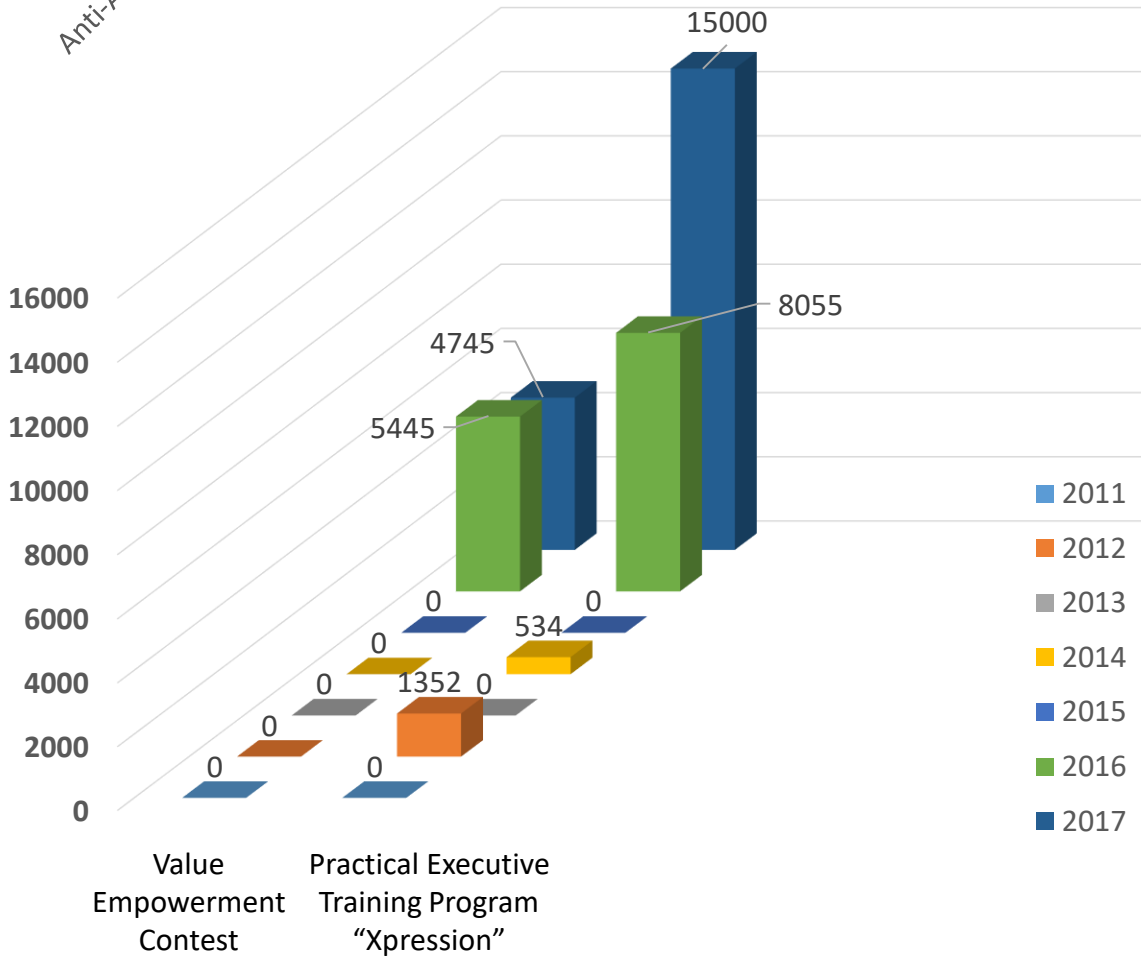
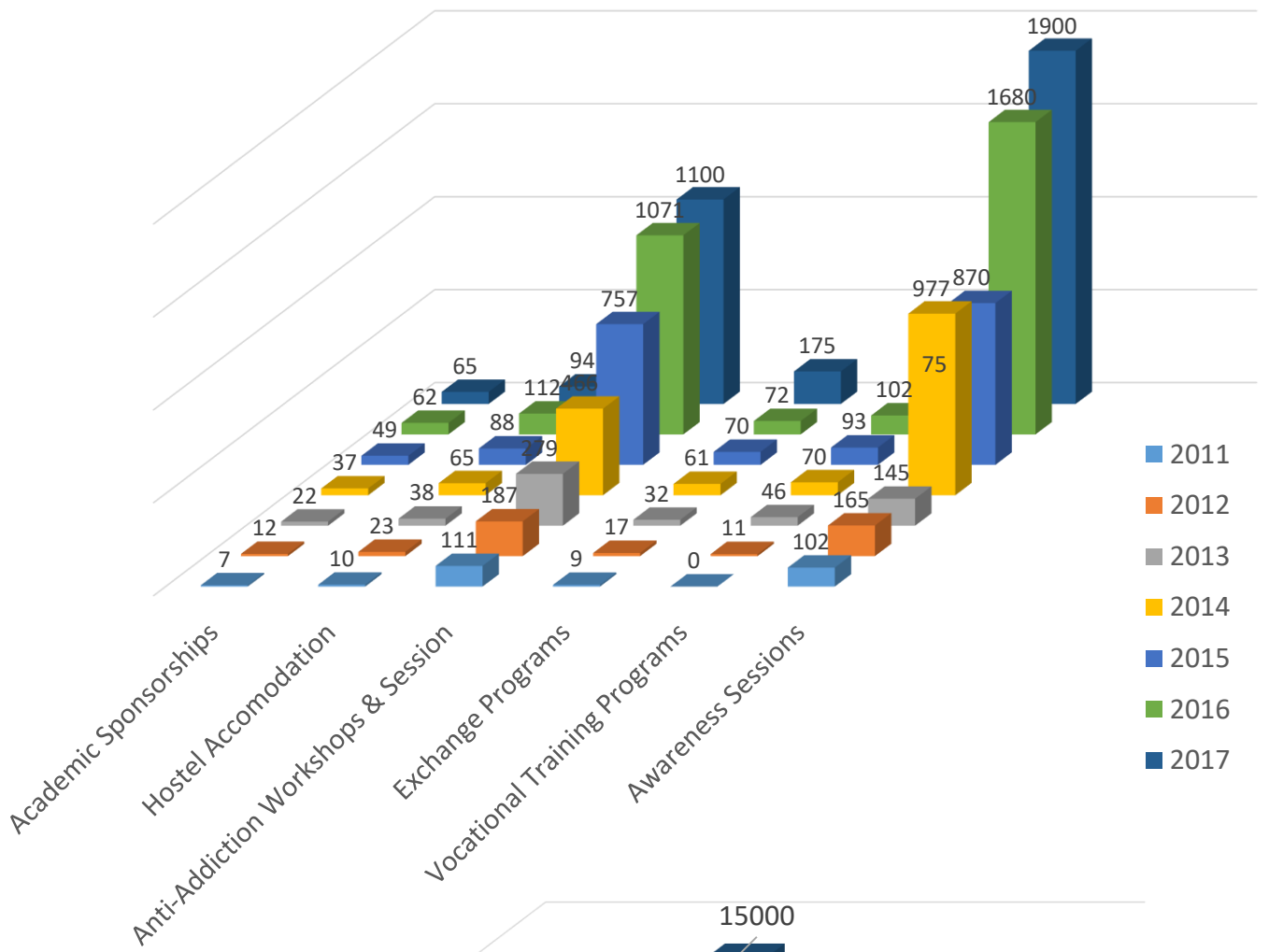
## Inter and Intra Personal Behavioral Skills

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	2011	2012	2013	2014	2015	2016	2017
1	Academic Sponsorships	Poor Students, KNP ALD VNS LKO	Vocational Training & Education	254	7	12	22	37	49	62	65
2	Hostel Accomodation	COLLEGE YOUTH, AT KNP ALD VNS LKO	Preventive Health Measures	430	10	23	38	65	88	112	94
3	De-addiction Workshops and Training Sessions	College Youth, Teenagers KNP ALD VNS LKO	Preventive Health Measures	3,971	111	187	279	466	757	1071	1100
4	Exchange Programs	College Youth, KNP ALD VNS LKO	Preventive Health Measures	436	9	17	32	61	70	72	175
5	Vocational Training Workshops	College Youth, KNP ALD VNS LKO	Vocational Training & Education	397	0	11	46	70	93	102	75
6	Awareness Sessions	College Youth, Teenagers KNP ALD VNS LKO	Preventive Health Measures	5239	102	165	145	377	870	1680	1900
7	Practical Executive Training Programs	YOUTH (15-30 yr) AT KANPUR	Preventive Health Measures	24,941	0	1352	0	534	0	8055	15000
8	Value Empowerment	Schools Students	Preventive Health Measures	10,190	-	-	-	-	-	5445	4745
Total				45,858							



# De-Addiction Workshops, Training Session & Awareness Sessions



***"Principle Centred Leadership" – PSIT Kanpur***  
by Dr. Shahil Garg, HOD (Structures Department for  
GARG & ASSOCIATES) from IIT Kanpur



***Session at IIT BHU***  
Speaker – Mr. Sandeep K. – M.Tech. IT BHU



***Various Programs at NIT Allahabad***



***Session at NIT Allahabad***  
By Mr. Vivek Bindra – Famous Motivational  
Speaker



# Exchange Programs



*Exchange Program Lunch*



*Gifts Distribution*



*Public Speaking & Presentations  
by Participants*

**Exchange Programs**  
**NIT Allahabad, IET Lucknow**



# 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 - HBTU, CSJM Kanpur, REC Bijnor***



# ***Hostel Accomodation***



# ***Skill Development Workshops***





# Exchange Programs



***Exchange Program at IIT BHU and BHU University***



# Practical Executive Training Program “Xpression”





# Value Empowerment Contest



***Value Empowerment  
Contest in Lucknow,  
around 4,700+ from  
30+ schools students  
participated***



इसकीन मन्दिर में बच्चों को पुरस्कार वितरण समारोह का आयोजन हुआ। मुख्य अतिथि भाजपा के प्रदेश उपाध्यक्ष देवाशंकर सिंह इस मौके पर छात्रों को सम्मानित किया।

# ISKCON CSR Activities Appreciated



**Mr. Sajjan Jindal**

*MD & Chairman, JSW Group*

The Expression '17 is the first experience I have had and I saw so many children and so many youth, more than 15000. It is a very fantastic initiative taken by ISKCON. All the speakers were giving fantastic concepts and philosophies. At this age the youth is very immature and if right words are given to them, they can be positively influenced. We've been following the west very passionately, we think that the western philosophy is to give us guidance. We forget our Indian way of living.

I think more and more leaders should be thinking about spreading the Indian way of living. Expression 2017 was fantastic, beautiful. ISKCON is doing good work because they are spreading the cause of the philosophy of Hinduism and also they are talking about the De-addiction, today's program is based on De-addiction for the youth of INDIA. Today many youth go astray very easily, so ISKCON is sending out a good message. I think if we follow the philosophy of ISKCON and follow our scriptures, it is very easy to live our daily life. I think it is very simple way of doing it. The expression festival was amazing because the amount of youth and youngsters here and the enthusiasm that I saw in them was really amazing.

# ISKCON CSR Activities Appreciated

देश का युवा - उसको संभालना बहुत बड़ा काम है। अगर हम उसको पढ़ा लिखा सके, अच्छी शिक्षा दे सकते हैं, सही रास्ते पर जीना सीखा सकते हैं, तो ये राष्ट्र की संपत्ति बन जाएगा। और अगर हम उसको नहीं पढ़ा लिखा सके, तो वो ही अपराधी बन जाएगा। देश के लिए कानून अर्थव्यवस्था बन जाएगी। इसीलिए एक बहुत बड़ी जिम्मेदारी आती है, सारे संगठनों पर, सारे राजनीतिज्ञों पर, सारे राष्ट्र की संस्थाओं पर, सारी शिक्षा संस्थाओं पर, सारे कॉर्पोरेट वर्ल्ड पर और सारे मीडिया ग्रुप पर कि युवाओं को सही रास्ता दिखाएँ।



**Mr. Rajeev Shukla**  
Member of Parliament  
IPL Chairman

सही रास्ते पर लेके जाएँ और शिक्षा दें। शिक्षा दी तो वो असेट बन जाएगा, शिक्षा नहीं दी तो क्रिमिनल हो जाएगा। मुझे लगता है इस्कॉन ने बहुत अच्छा प्रयास किया है देश के युवाओं को एक सही रास्ते पे ले जाने के लिए। युवाओं के फेस्टिवल से उन्होंने ऐसे लोगों को जोड़ने की कोशिश की ताकि वो सही मार्ग पर चले। उनके जीवन में चरित्र आए, आदर्श आए और भारतीय संस्कृति को समझें। ये बहुत अच्छा प्रयास है। इसके लिए इस्कॉन को बहुत बहुत बधाई।



**Mr. S K Paliwal**  
Owner,  
Vinayak Shree Pvt. Ltd.

सी.एस.आर. के अंतर्गत ये प्रोग्राम होता है और सरकार की योजना है कि सीएसआर पर हर कंपनी को अपना रैंकिंग बढ़ाना होता है। उसी के अंतर्गत ये प्रोग्राम हुआ है। ये प्रोग्राम उस तरह से पॉजिटिव दिशा में काम कर रहा है, डेडिकेटेड प्रोग्रेस है। इससे आज का युवा प्रोग्रेस करेगा। आज के युवाओं से मैं कहना चाहता हूँ कि बी पॉजिटिव, थिंक पॉजिटिव एंड डू पॉजिटिव, अच्छा सोचेंगे, पॉजिटिव सोचेंगे, लाइफ में प्रोग्रेस करेंगे। हरे कृष्ण।

De-addiction drive is one of the roots of the CSR initiative and that's why the CSR funds are used. So ISKCON has associated itself as a CSR incentive supported group. And I have the hope that ISKCON will do its job in transforming the youth and I wish them the best of luck for the future. This program was meant for the benefit of the youth and ISKCON has done a good job.



**Mr. Puneet Duggal**  
Registrar of Companies  
U.P. & Uttarakhand



# Testimonials

**Akshay Goliyan** - Batch 2019, B.Tech MNNIT ALLAHABAD

"Before being introduced to Vocational Training Program, I was badly troubled by stage fear, lack of communication, no fluency in language, inferiority complex, lack of computer skills and I did not know how to deal with people.

Their Culture helped me a lot because there everyone always corresponds with each other in English language and the encouragement we received there for improving our self is wonderful. Also I came across some wonderful meditation and yoga practices .Books like “Art of concentration in the age of distraction”, “Self manager”, “Proactive leader” helped me very much. They also helped me in grooming my computer skills which boosted my confidence.

I am extremely grateful to them and their training because the problems which I was facing before have been cured up to 90% and now I am very confident to deal with situations."

**Brajesh Kumar Adarsh** - Batch 2017, B.Tech AITH KANPUR

"Actually when I was in first year, I was addicted to smoking and drinking because of wrong association of my peers I also used to watch pornography with friends and it was very dangerous. Because of these self-devastating habits I was lacking self-confidence. I tried to get rid of all these bad habits by reading some books and similar other stuffs but that did not helped me.

But after I was introduced to ISKCON volunteers, their motivation and good association helped me overcome all these wrong habits and addictions. This happened because of the good training in character and values, starvation of the bad habits, and supplementing good habits and hobbies like meditation, yoga and art of positive thinking. I am very thankful to them for providing such facility. "

**Abhishek Pradhan** Batch 2019, B.tech - IIT BHU

"In my early school and college days, it was a frequent problem of having inferiority complex or being stressed by better performing friends. Also I use to get irritated and angry in small things and it was becoming my nature.

After observing that it was hampering my academics and peace of mind I tried many things like reading books related to mind control but without proper guidance all went in vain.

But after I came to the association of ISKCON volunteers and training program provided by them I started regular practice of meditation and good conduct. In a very short time I could give up all those bad habits. Being a part of that training I developed good communication skills and a certain degree of confidence to manage things in my life. So, I am really grateful to them for what all they have given me. "

**Aman Pal** Batch 2021, Electrical and Electronic (PSIT Kanpur) -

*"This type of class should be conducted every year which will help budding engineers to flourish in their life. It was this class who helped me to do perfect time management."*

**Vijay Kumar** Batch 2020 Computer Science (PSIT Kanpur) –

*"Mr. Sahil garg sir is such a down to earth person and perfect example of true leader. He is amazing person with wonderful communication skill."*

-

**Vaibhav Joshi** - Batch 2017 B.Tech HBTU Kanpur

"When I came to Kanpur in 2013 , in my first year I was very introvert and due to my low rank , I felt inferior among my friends .Most problem I faced from college seniors who used to rag me and it further increased my inferiority complex . I tried to befriend some of my classmates, but all were mostly either too much in intoxication and drugs or in self-destructive habits.

One day through seminar on positive habit cultivation and importance of association, I got in touch with ISKCON volunteers who unlike other seniors never pointed out our faults rather encouraged us in our good fields .They selflessly helped me by giving their valuable time and energy in regular guidance in studies, forum of personality development like interacting with many students, and physical and mental fitness through yoga and meditation.

I am very grateful to them, that they gave us marvelous training and lifestyle to become principle centered leader .Today as I pass from college into industry life, I march with confidence to face corporate world nicely."

**Pradeep Kumar** - Batch 2018 B.Tech MNNIT ALLAHABAD

"I am from a very poor rural background of Himachal Pradesh . Although I got selected in an NIT but I was not in a very good financial standing , but ISKCON volunteers provided me support by giving me nice hostel facility where they provide extremely pure , clean , hygienic and properly cooked food .

They also helped me by paying around Rs. 10000 – 14000 for one very important Skills Training Workshop. I also got very nice assistance regarding medication worth Rs. 800 during my ill health (7 days hospitalized). I got straight forward guidance for future goal of placements and pure life from this training. My financial problem regarding purchasing of book was also solved because my seniors provided me all necessary book and computer assistance for my studies in all subjects.

I would really like to thank them because without their help, support and guidance, it would have been very difficult for me to continue my studies as well as to maintain good character and values. "



# Activities This Year

Sr. No	Field Of Activity	FOR & WHERE	Relevant CSR CATEGORY	<u>2017-18</u>
1	Academic Sponsorships	Poor Students, KNP ALD VNS LKO	Vocational Training & Education	65
2	Hostel Accomodation	COLLEGE YOUTH, AT KNP ALD VNS LKO	Preventive Health Measures	94
3	De-addiction Workshops and Training Sessions	College Youth, Teenagers KNP ALD VNS LKO	Preventive Health Measures	1,100
4	Exchange Programs	College Youth, KNP ALD VNS LKO	Preventive Health Measures	175
5	Vocational Training Workshops	College Youth, KNP ALD VNS LKO	Vocational Training & Education	75
6	Awareness Sessions	College Youth, Teenagers KNP ALD VNS LKO	Preventive Health Measures	1,900
7	Practical Executive Training Programs	YOUTH (15-30 yr) AT KANPUR	Preventive Health Measures	15,000
8	Value Empowerment	Schools Students	Preventive Health Measures	4,745

# Expenses

Activity	Amount	
Hostel Accommodation & Academic Sponsorships	₹	9,51,069
Practical Executive Training Program (Xpression)	₹	8,74,270
Exchange Programs	₹	2,69,890
Operational Expenses	₹	2,30,028
De-Addiction Workshops & Training Session	₹	1,96,710
Value Empowerment Contest	₹	1,40,000
Skill Development Workshop	₹	87,258
Total	₹	27,49,225



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**HH Gopal Krishna Goswami**  
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**Mr. Gauranga Das**  
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OF NATION***

**DE-ADDICTION  
AWARENESS & VALUE  
EMPOWERMENT  
PROJECT**

***A CSR Initiative of ISKCON Kanpur***

**CSR Partners**



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