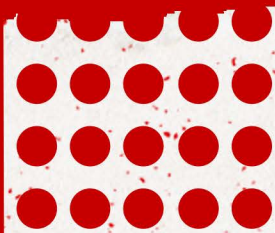


Building Strong & Resilient Communities to Combat Youth Alcohol Use

2022



#soberism



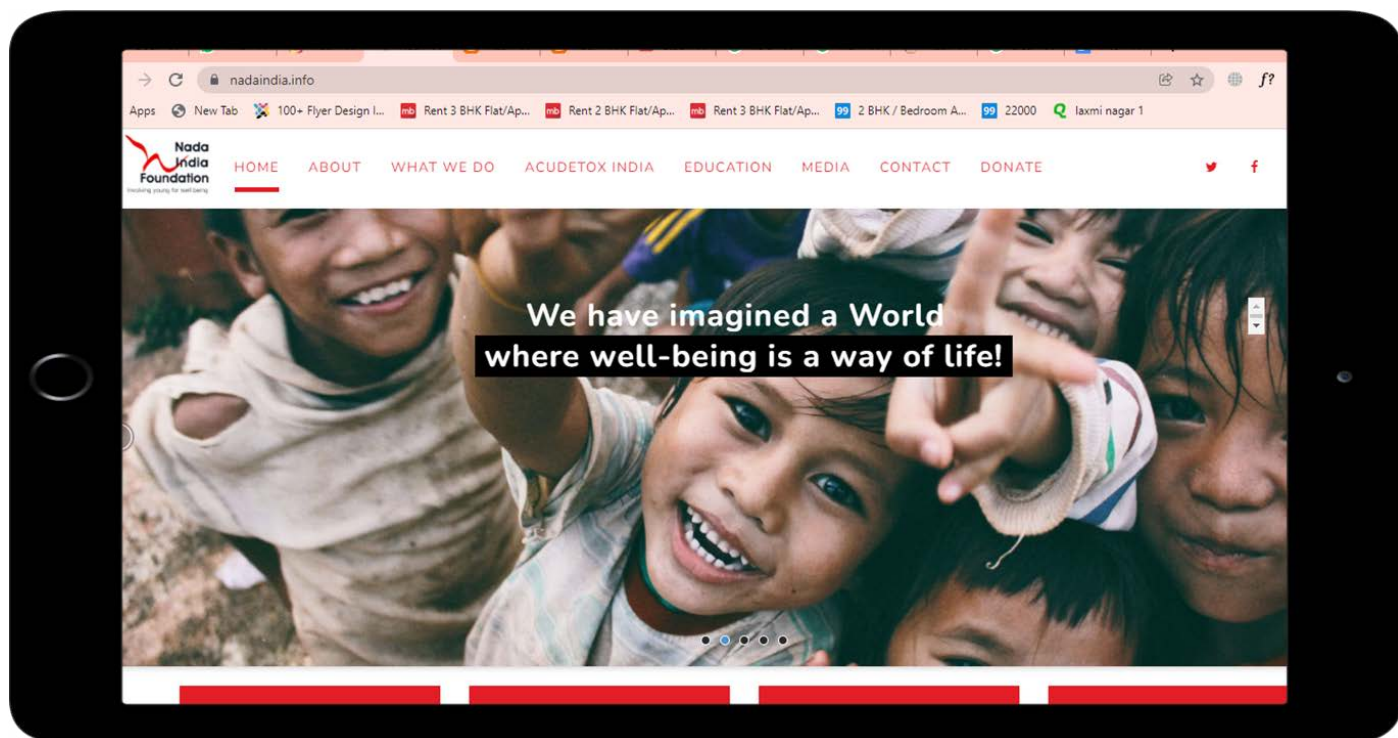
**“I do like to have fun.
I don't need alcohol to have fun.”**

—Rima Fakhri

*For my fellow Indians
who wish to bring the change in
society by being a change themselves.*

*This brochure helps us to dive deeper into the
situations why the youth of India consumes alcohol & discuss some
of the causes, effects & solutions with a series of
comic strips and posters.*

Introduction



ABOUT US

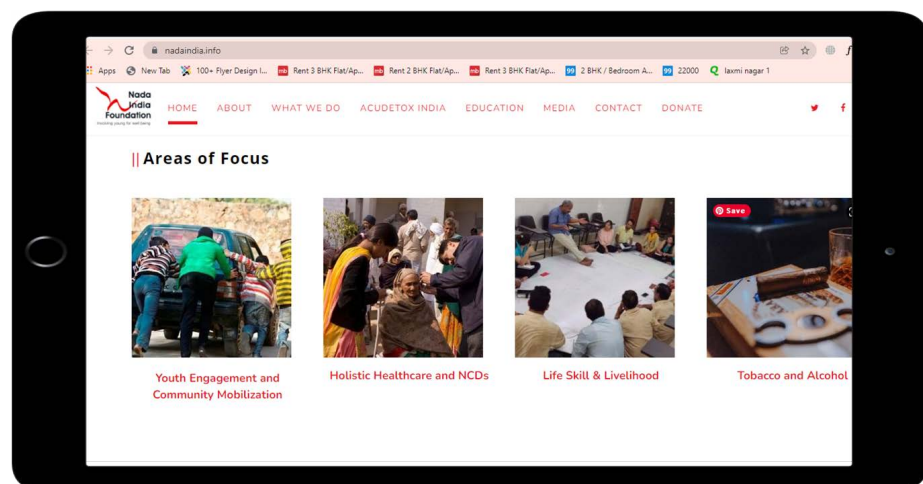
Nada India has been creating the spaces and nurturing diverse networks of community-based initiatives amongst the marginal and most at risk populations in the urban contexts of the metros as well as in the tier two and three towns. Through its capacity building work Nada India has enabled the vulnerable youth, male and female and the adolescents as well to make choices for healthy ways of living. Nada India has also included in its programmes senior citizens and women from the “urban villages” in the areas of the National Capital Region. Gender equity is a strategic objective of Nada India in its vision for a Gender Equal and Just society. Additionally, Nada India works under the framework of the Convention of the Rights of

Children, CRC, with male and female children and adolescents through the Young India Network for Good Health.

Nada India has been working with multidisciplinary teams and diverse expert networks like Healthy India Alliance, Young India Network for Good Health, National Association of Professional Social Workers in India, NCD Alliance, World Federation Against Drugs and

Global Health Council and Movendi International. This approach has facilitated wider outreach in the field and advocacy platforms for policy recommendations.

This brochure helps us to dive deeper into the situations why the youth of India consumes alcohol and discuss some of the causes, effects and solutions with a series of comic strips and posters.



CAUSES OF ALCOHOLISM

Sobriety for Well-Being Campaign 2022

The campaign works as an influencing agent to those who can potentially help the youth and people of India to get relief from alcohol consumption. Here, in this brochure we will see the visuals on what are the causes, impact and cure to widespread trend of taking in alcohol.

India is the second most populated country in the world with nearly a fifth of the world's population.

India has more than 50% of its population below the age of 25 and more than 65% below the age of 35.

But 75% youths consume alcohol before turning 21, claims survey mentioned in India Today Newspaper.

As many as 1,000 youths in the age group of 16 to 21 years, from cities including Mumbai, Pune, Delhi, Kolkata, Rajasthan, were surveyed.

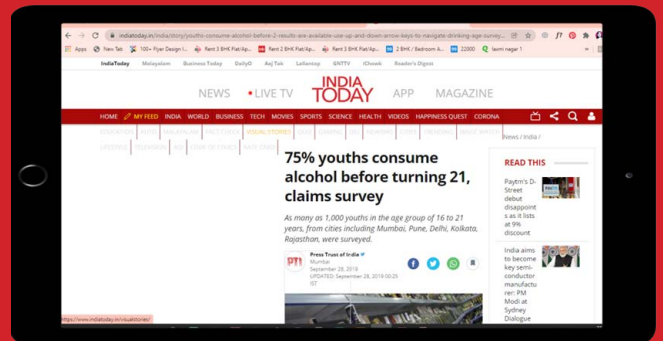
The exercise revealed that 75 per cent of youngsters surveyed had tried alcohol before they turned 21, the legal age for drinking, while 47 per cent had tried cigarettes. It also says that 20 per cent had tried drugs, while 30 per cent smoked a hookah.



According to Survey in India Today

Why does the youth of India indulge in alcohol consumption?

Curiosity, peer pressure and easy accessibility to intoxicating substances are some of the prominent factors that drive the youth towards these addictions.



| CURIOSITY |

It's the nature of the human to explore the unknown and since we have been watching our elders do it everyday and everywhere, we subconsciously somewhere make our mind that when we would be that age we will have this too

| PEER PRESSURE |

Socializing and being accepted is a unique desire that occurs in mind of every person. The urge is sometimes so intense that we take the decisions we are not supposed to and without even thinking of consequences.

| ACCESSIBILITY |

The availability has opened a new shortcut door to intoxication. Social media and life of celebrities often revolve around toxic substances and they being the "popular ones" can easily influence people. Alcohol can be found in most of the household too (cultural practice, addictive elders and even as gifts).

**FACTS &
MEMES**

#soberliving

ALCOHOL IS ILLEGAL.

In India, the business of manufacture, sale and consumption of Indian Made Foreign Liquor (IMFL) remains one of the most regulated domains with rules varying from state to state.

But finally some states have taken strict measures to ban alcohol due to increase in violence, accidents and deaths in these regions. It has been observed that consuming alcohol have resulted in rise of crimes in both domestically and publically.

Source:

<https://citizenmatters.in/>



ALCOHOL DESTROYS FAMILIES.

When a family member is struggling with alcohol-related issues, it not only takes a toll on their own well-being; it can also have a profound impact on their family. Living with alcohol abuse or alcohol dependence can take a toll on spouses, children, and other members of the family.

Children of alcoholics are at a greater risk of developing post-traumatic stress disorder (PTSD), experiencing mental health trauma, and have a greater possibility of developing a substance abuse disorder themselves, according to the Adult Children of Alcoholics World Service Organization. Alcohol and anger can lead to domestic violence, which can have an additional effect later on in the child's life.

#goodhealthforall

ALARMING RISE IN DELHI

A new survey shows Delhiites consume 500,000 litres of alcohol worth of 60 million rupees every month. This includes 40% male and 20% female Delhiites who uses alcohol. Across India people consume a staggering amount of 36 million litres of alcohol, spending 4.1 billion rupees for the consumption. Households in India, on an average, consumed 0.18L of all alcoholic beverages every month (0.22L in rural areas; 0.10L in urban areas). The absolute quantity of alcohol consumed was higher among higher income groups in both rural and urban areas," said Akash Sood, corresponding author of the study, as per India Today.

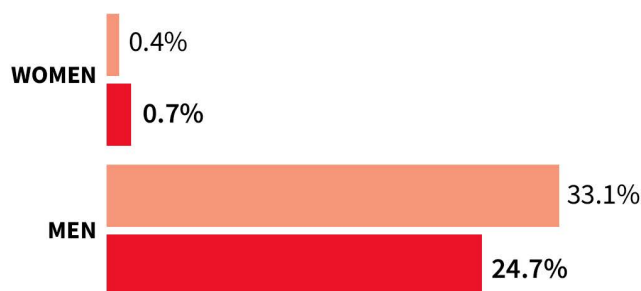
Source:
<https://movendi.ngo/>

ALCOHOL CONSUMPTION

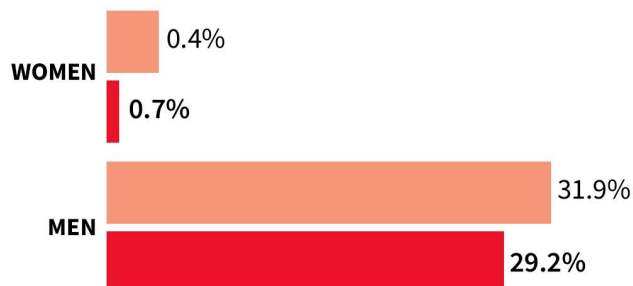
2005-06 2015-16

(Figures as percentage of population)

ALCOHOL CONSUMPTION IN DELHI



ALCOHOL CONSUMPTION IN INDIA

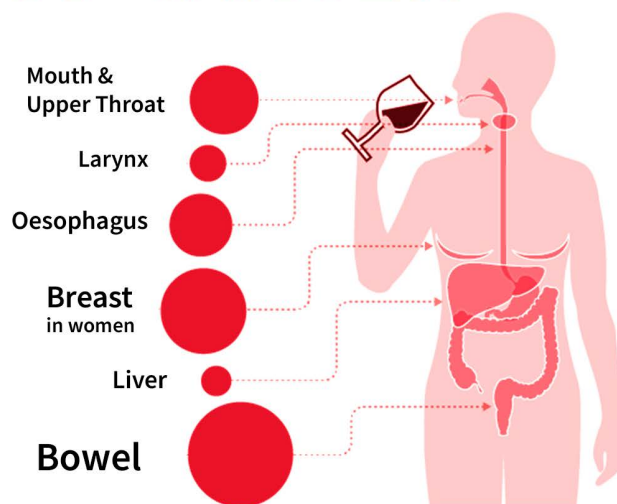


#soberlife

Source: National Family Health Survey

ALCOHOL CAN CAUSE

SEVEN TYPES OF CANCER



Larger circles indicate cancer with more cancer cases linked to drinking alcohol

Drinking less alcohol could prevent **12,800 cancer cases** per year in India

#sobermotivation

ALCOHOL IS A KNOWN CARCINOGEN.

This means that alcohol causes cancer. There is strong evidence that drinking alcohol increases people's risk of cancers of the female breast, liver, mouth, throat (pharynx and larynx), oesophagus and bowel. Heavy drinking may also increase people's risk of stomach cancer.

Source: <https://www.cancervic.org.au>

#toxictrend

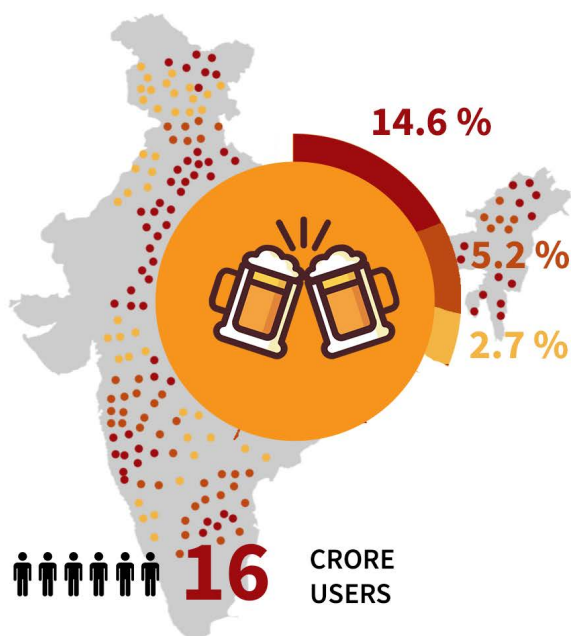
A HARMFUL TREND

The national prevalence of alcohol use of people aged between 10 years and 75 years is 27.3%, out of which 43% people consumed more than four alcoholic beverages on an average, in a single occasion.

According to the survey, the day-time alcohol consumption is about 21%. The influence of alcohol was also found in 26% of cases of physical fights and in 4% of road accidents. A concerning pattern shows, all age groups, including children between 10 to 17 years consume alcohol. Alcohol use in India is comparatively high for men at 27.3% against 1.6% of women.

ALCOHOL USE IN INDIA

Nada
India
Foundation
Involving young for well being



16

CRORE
USERS



5.7

CRORE
PROBLEM USERS



2.9

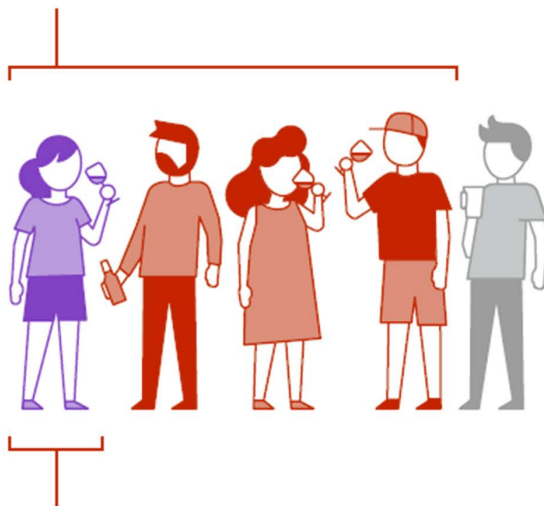
CRORE
DEPENDENT USERS

#soberrockstart

Nada
India
Foundation
Involving young for well being

ALCOHOL CONSUMPTION IN ADULTS

4 in 5 adults drink alcohol



1 in 4 drinkers drink hazardously

#sobrietyrocks

Source: Government announcements

#postpandemicIndia

DID LOCKDOWNS MAKE DRINKING MORE ACCEPTABLE IN INDIA?

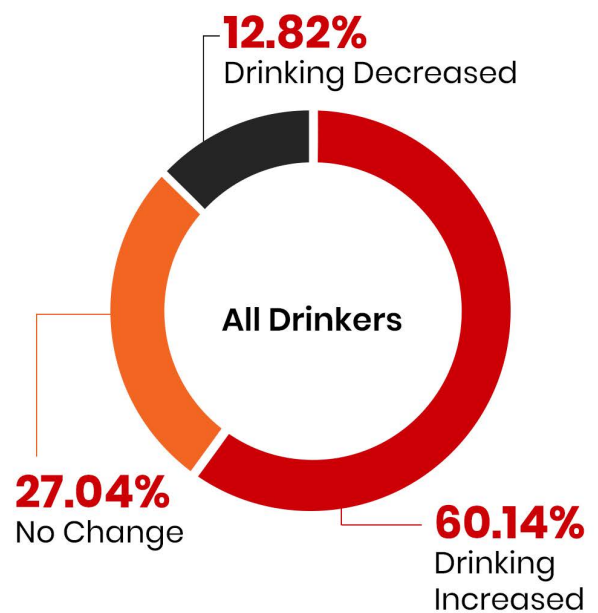
Drinking was no longer as much of a taboo as it was earlier. "It suddenly became far more central to family get-together, smaller, more casual, intimate gatherings."

The pandemic tossed up other things. Long queues of people were observed to collect alcohol from the liquor shops during Covid-19 lockdown. It is shameful and at the same time astonishing to find the people of India in such situation where alcohol became priority and people have invested so much time to get a dose of their booze.

Source:

<https://www.ncbi.nlm.nih.gov/>

Covid effect on alcohol consumption



#sobertribe

POST PANDEMIC OVERUSE & ABUSE



#sobertribe

#sobercommunity

DITCH ALCOHOL TODAY!

Drinking is largely accepted as a social activity, a way to cope with stress, even a potential remedy for insomnia or anxiety. Yet alcohol generally doesn't do much to relieve these concerns long term. It also comes with some significant downsides.

DON'T BEHAVE LIKE A SLAVE



#livingsober

Replace alcohol with exercise



#Sobermode

DON'T BEHAVE LIKE A SLAVE

Alcohol use disorder (sometimes called alcoholism) is a medical condition. It involves heavy or frequent alcohol drinking even when it causes problems, emotional distress or physical harm to themselves or others. Alcohol use that turns into a use disorder develops in stages.

#soberfriends

SAY "GOODBYE" TO TOXIC FRIENDS.

When friends keep pressuring you to drink. But maybe the problem is bigger than simply saying no. What if the only thing you have in common with your friends is drinking? Having friends who try to pressure you to step past your boundaries and get back to drinking or using, then, is an absolute no-go. It's already questionable that you would have to explain to your friends once that you don't want to use drugs after announcing that you're sober. If you have to do it more than once, it's time to cut them off until they've found their own way to sobriety, or at least learn to respect others. This may be harsh, but you can't afford to be any less than harsh if you genuinely care about your own health, sanity, and future.

Avoid using
alcohol & cigarettes
as alternatives to
being an
interesting person



#soberliving



TOXIC FRIENDSHIP

#soberlife



DRINKING TO FEEL GOOD

Everyone has a unique set of circumstances, so the Alcohol Trap looks different for each person. In most cases, it's tied to a strong desire to belong. In a lot of circles, alcohol is a big part of the social scene. From college parties to weddings and simple get-togethers with friends, there's often alcohol involved.

Use some of these ways to ditch your booze.

- Have some excuses ready
- Opt for a non-alcoholic drink
- Own your 'No'

#sobriety

THE ANGRY DRUNK

For many people, alcohol creates an overall sense of happiness and camaraderie. But in others it has the opposite effect.

Why does alcohol trigger an aggressive response in someone who ordinarily can squelch aggressive tendencies? "We believe alcohol disrupts cognitive functioning, making us unable to look at different problem-solving options," Parrot suggests.

Source:

<https://www.webmd.com/>

Alcoholism changes people.



#cleanandsober



Alcohol induces violence



#sobercommunity



ALCOHOL-RELATED CRIMES

Alcohol plays a large role in criminal activities and violence. Excessive drinking has the ability to lower inhibitions, impair a person's judgement and increase the risk of aggressive behaviors. Because of this, alcohol-related violence and crime rates are on the rise throughout the country.

#soberlife

Alcohol is not an
escape...



It's a **trap !**
#soberityisselflove

THE BUSINESS OF LIQUOR

In financial year 2020-21, UP earned Rs 30,061 crore from excise duty and licence fee from the liquor shops. In past four years alone, revenue from liquor almost doubled from Rs 17,320 crore to Rs 30,061 crore. In the past four years of the Yogi government, a total of 2,076 new liquor shops got a licence, and the state saw a 74 per cent jump in revenue through liquor, an RTI has revealed. A significant chunk of revenue -- around 10 per cent -- for the state comes from excise duty on liquor.

In the financial year 2020-21, UP earned Rs 30,061 crore from excise duty and licence fee from the liquor shops, the RTI stated.

Source:
<https://www.businesstoday.in/>

WHAT IS THE ALCOHOL TRAP?

Most people's first experience with drinking too much alcohol is not positive. You probably hated the taste. The sense of dizziness or disorientation may have worried you. If you were underage, you might have felt uncomfortable or guilty. Then, there's the inevitable bad hangover the next day. This is the Alcohol Trap. You learn to suppress negative emotions about that first bad experience. After all, you might think -- why would so many people love drinking if it wasn't great? If you have another bad encounter with alcohol, you suppress that too.

Source:
<https://www.gatewayfoundation.org/>



UNPUTDOWNABLE

STATE REVENUES FROM LIQUOR SALES
MAKE FOR A COMPELLING ARGUMENT



#soberholidays

“BE PRESENT”

Laura Willoughby, founder of mindful drinking community Club Soda, believes that this Christmas many people are planning to cut back on alcoholic drinks because they want to “be present” with friends and family amid the pandemic and because it’s important to protect their mental health “at a time of year which we all know can be a little bit stressful and we often get upset at a time that’s supposed to be fun and enjoyable”.



This Christmas Hope Santa Gifts Us No Alcohol

#soberholidays



Meow-A-Moment This Christmas To Reflect On What The Season Is All About.

#soberliving



DID YOU HAD A BOOZE-FREE CHRISTMAS ?

The concept of a Christmas without champagne, wine or whisky is counter intuitive to many. But this festive season, growing numbers of Christians are eschewing alcohol & gearing up for a teetotal – or at least partially so – celebration, according to retailers. Sales in the no- and low-alcohol category, also known as “NoLo”.

#soberweekends

THE UNFORTUNATE CASE AGAINST GETTING THE FAMILY DOG OR CAT DRUNK

Most responsible pet owners know that animals and booze don't mix, but with the holiday season, many people will be drinking a little more than usual.

While most pets aren't generally interested in alcohol itself, rich treats like cream liqueurs, brandy-soaked puddings, and eggnog might tempt their palate. Your pets can get tipsy without you noticing, so it's worth knowing the risks (and symptoms) of alcohol poisoning. For many domestic animals, alcohol is toxic.

Enjoy the holiday season, but remember to look after your furry friends by keeping your Christmas cheer to yourself.



**Ew, people
You smell like alcohol !**



#goodhealthforall



LETS PARTY!

ROCK & ROLL

BAJA KE DHOL

**Have A Cake &
Enjoy The Floor.**



#soberevening

CELEBRATE TO CELEBRATE!

It's officially the new year and time for all those resolutions to commence. And for many, that means drinking less alcohol and why Dry January—aka ditching booze for the first month of the year—is so popular. This is especially the case for 2021 as people were reportedly drinking more during the pandemic. But beyond the 30 alcohol-free days, there numerous health benefits to drinking less in general.

Hilary Sheinbaum highlights all of these positives in her new book "The Dry Challenge: How to Lose the Booze for Dry January, Sober October, and any Other Alcohol-Free Month," pointing out all of the times it's probably best not to drink.

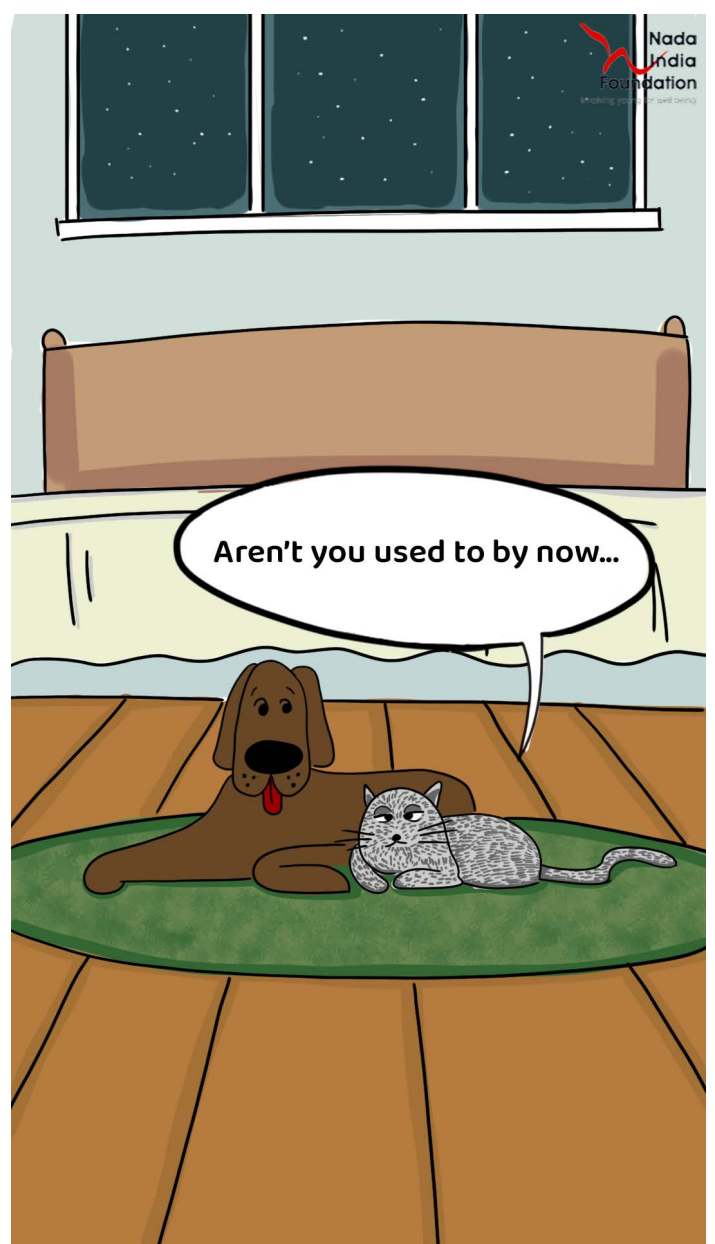
COMICS
STRIP

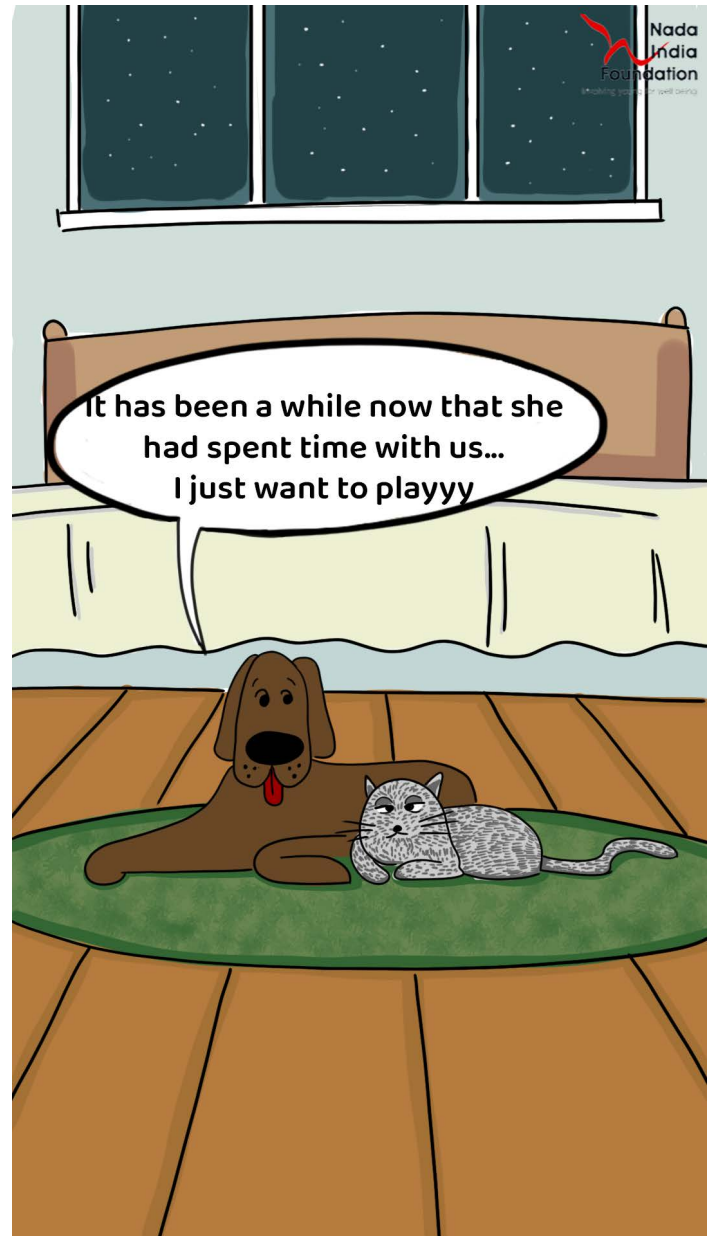
#pawsomefriends

We love our Pets as much as we love our family & friends. Even if they cannot speak any language, they express themselves. Thus, they must have a point of opinion related to alcohol.

Excerpt:

Two pets in a house are talking to each other in absence of their human companion. The dog is complaining about how her owner doesn't spent quality time with them and also shares her behaviour when she returns after consuming alcohol. The behaviour is described as abnormal, weird and even abusive.





Take away from this comic:

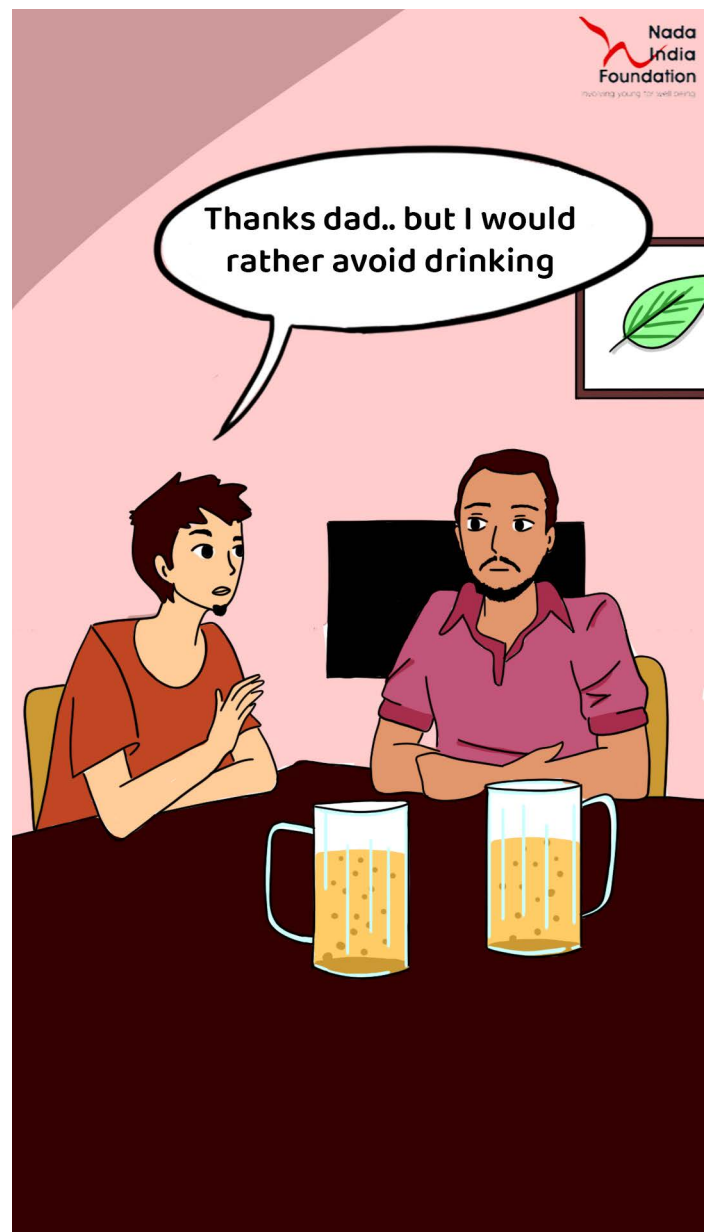
Even if you are feeding your pets properly but cannot take out time to spent time with them or keep their mental health intact, adopting animals is not a good idea afterall. Animals have feelings too. **#goodhealthforall**

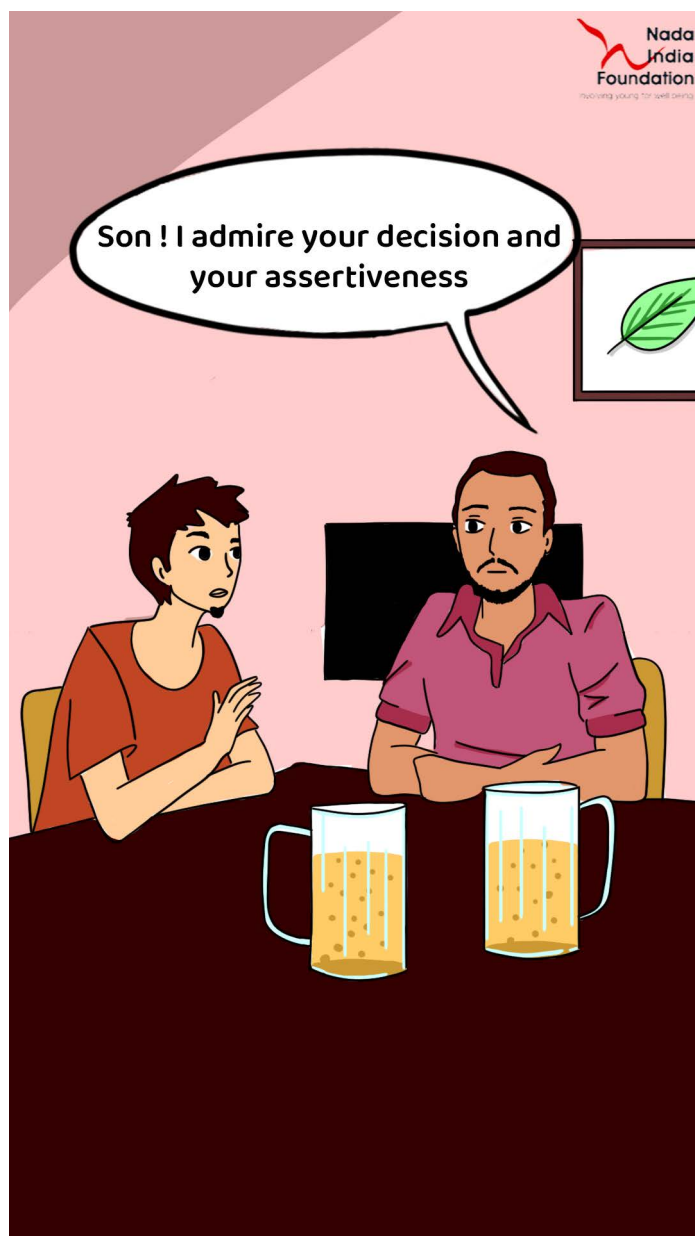
#livingsober

We live in a society and it starts from our family. Most of the times things at home becomes our first exposure and curiosity starts building. At home when alcohol is easily available, we stop thinking about the pros and cons of it rather start consuming it as elders of the house do the same.

Excerpt:

Father and son are having a talk over drinks before son leaves for college. Father here tries to introduce his son to alcohol thinking it would be new to him and he might get indulged in consuming alcohol in college. But little did his father knew that his son has already had alcohol few times earlier and has not enjoyed it.





Take away from this comic:

Even if you are young, you are very much capable of talking your own decisions and evaluating the quality of your life. So don't be afraid to take decisions and don't be afraid to express your decision with assertiveness.

#livingsober

#sobrietyrocks

It's 2022 and breaking stereotypes is all we do! It is mostly assumed that a good weather for adults it means a good bottle of alcohol and some good company. But what happens when someone is at home with family, does alcohol makes way in there too?

Excerpt:

Its a nice rainy day and its almost end of a working day when someone comments to get some drink after work. To that another person in the frame responds to it sarcastically and uses words like "drink" with a bipolar message.





Take away from this comic:

With the help of a satiric pun, this comic strip is a good example of choosing something else over alcohol. Yes, its a rainy day... yes, the office is almost over and yes, both are adults. But, let us all cherish the joy of little things around us and vibe without alcohol.

#soberityrocks



#sobercelebration

People these days are becoming less and less concerned about mere survival. And rather going after what gives them more happiness for the moment? Am I happy in my current job, does my job connect with my passion. How do my family and friends perceive me or how does the society perceive me? I feel these kinds of thoughts in people allow toxic substances to penetrate so as to give us momentary pleasures.

Take away from this comic:

With the help of series of comics, people should understand that its normal to have feelings but using alcohol to celebrate success or failure will only result in temporary satisfactions and will only harm your body in the long run

#sobercelebration



areey, today our project head
was selecting candidates for
this big conference next week
and he picked me!



broo.. Thats great! Thats
nothing toget upset about.



I know rey, but this ass-
kisser
colleague said that I only got it
because of female quota and not
my calibres. Feel like smashing
his head.



Shant balikae shant..chl
pizza order kr.. your treat



#sobertribe

Not all people are privileged in this country. They have their own challenges and own perspective of life.

In this scene, few girls are celebrating their graduation and there is a feeling of getting independence and achievement. It's hard to be a generation where people are not given things equally and they have to struggle to prove that they can take their own decisions.





Take away from this comic:

Society has evolved and women enjoy much legal rights than before. But not all households share the same mentality. Still at some places girls are forced to get married. In demand to be treated equal they see education the only way to keep their words forward and take responsible decisions for themselves.

#sobertribe

#cleanandsober

There are responsible drinkers like the lady who is driving and there people who aren't. But the bigger picture the situations are painting is why are youth these days associating every phase of their life and career with alcohol? How did alcohol take such a subtle space on the table making it easier for people to vent our feelings?





Take away from this comic:

People now are more active than ever. They always have a dynamic schedule. Hence, they must take charge of their food and other consumptions to stay on track and a productive member of the society.

#cleanandsober

Indian Festivals

#celebratesober



Nada
India
Foundation

Happy Baisakhi

Nachle gaale humare saath
Ayi hai Baisakhi khushiyan ke saath
Masti mein jhoom aur kheer-poore kha
Aur na kar tu duniya ki parwa.



Baisakhi or Vaisakhi is one of the most popular harvest festivals in India. It is mainly a Sikh festival celebrated especially in Punjab, Haryana and western Uttar Pradesh with great zeal and enthusiasm. It also marks the commencement of the Sikh new year and Sikhs pay tribute to their tenth guru, Guru Gobind Singh.

GODDESS SARASWATI WORSHIPED ON BASANT PANCHAMI

Her blessings are sought for a better life where knowledge, wisdom etc are prayed for in abundance. Saraswati is the goddess of knowledge, arts, music, wisdom and performing arts. Many bhakts throng Saraswati temples, play music and chant her name the whole day.

Nada
India
Foundation

**BASANT PANCHAMI KA YE PYARA TYOHAR,
JEEVAN MEIN LAAYE KHUSHIYAN APAAR,
SARASWATI VIRAAJE AAPKE DWAR, SHUBH
KAAMNA HAMARI KAREIN SWEELAR.
HAPPY BASANT PANCHAMI**



#soberfun



Flappy Bihu

May the cheerful
festival of Bihu usher
in good times &
happiness that you so
rightly deserve



It is a harvest festival celebrated in Assam and it marks the end of the harvesting season in the region. It is an Assamese celebration of Sankranti and the celebrations last for a week. The festival of Magh Bihu is dedicated to Lord Agni.

It's one of the most significant Hindu festivals. Also known as the 'festival of colors', Holi signifies the triumph of good over evil. It's the day to forgive and make peace with every one around us. Holi is also a harvest festival and marks the arrival of spring and the end of winter.

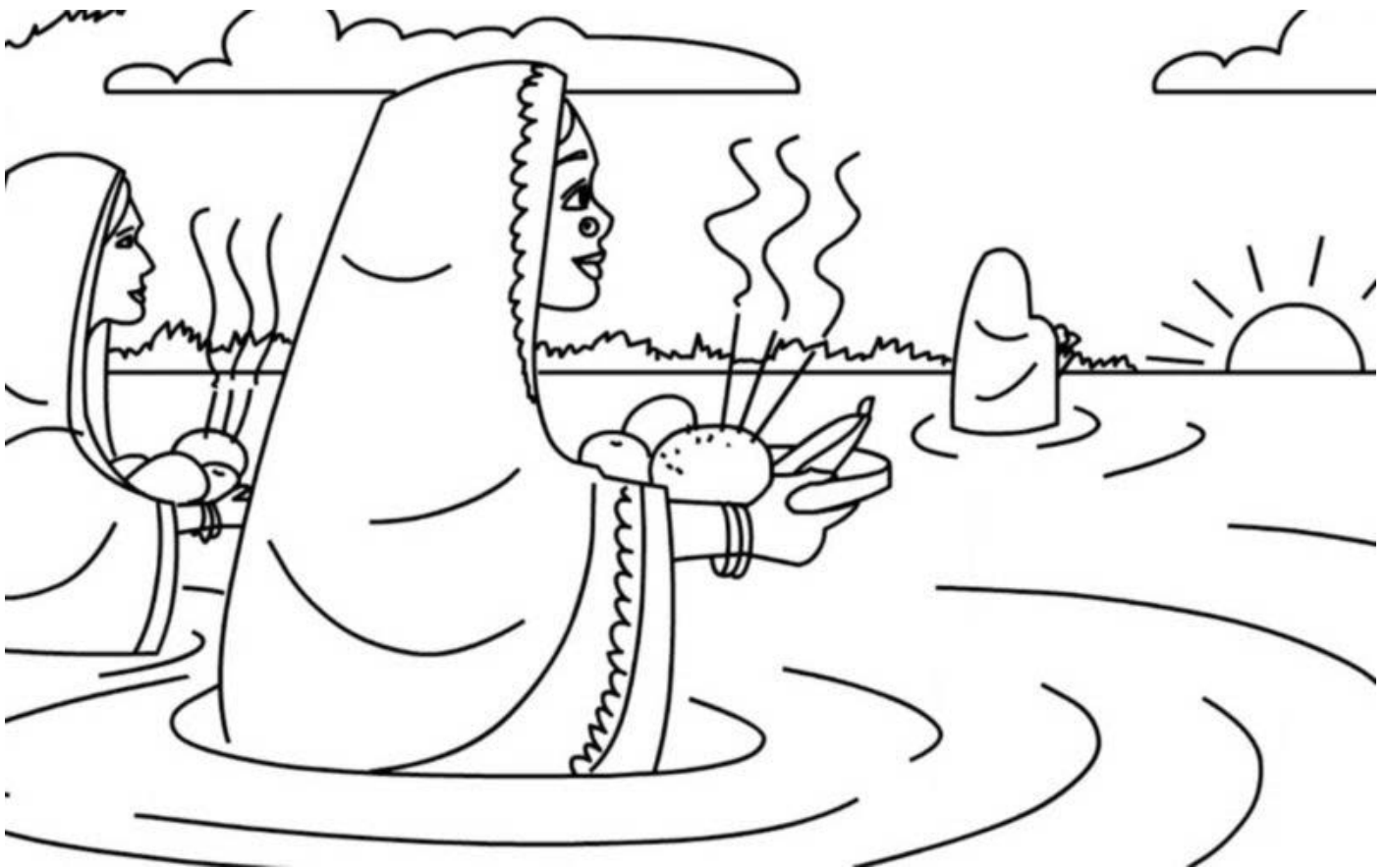


Gulaal, pichkaari,
sweets and happiness



ACTIVITIES

1. Think of more Indian festivals and how they are celebrated throughout the country. Draw and make posters for the same and post them on social media tagging Nada India Foundation.
2. Create such situations where people are refusing / avoiding alcohol / tobacco use. (Act it out for more fun).
Share the clip with Nada India Foundation on social media.
3. Name the Indian festival drawn below. Add elements and color. (Share it with Nada India Foundation on social media).



Young India Network for Good Health

Young India Network is a youth (14-30 years) driven network for the prevention of non-communicable diseases (NCDs) and its risk factors, formed with a vision of having a meaningful involvement of youth and People Living With NCDs in the advocacy of health agenda in India with a primary focus on alcohol and drug use as major risk factors for both communicable and NCDs. It aims to contribute in achieving the Goal 3 of Sustainable Development Goals, ensuring healthy lives .

Alcohol Policy discussion @ Young India Youth Parliament December 25, 2021



Young India Youth Parliament session on alcohol policy held during Nada Youth Conclave 2021 (India International Center Annexe Delhi)

Nada Young India Network for Good Health members would like to emphasise on our recommendations by looking at proposed Alcohol Policy objectives from four main perspectives:

- Minimising acceptability,
- Affordability,
- Accessibility &
- Availability of alcohol in India.

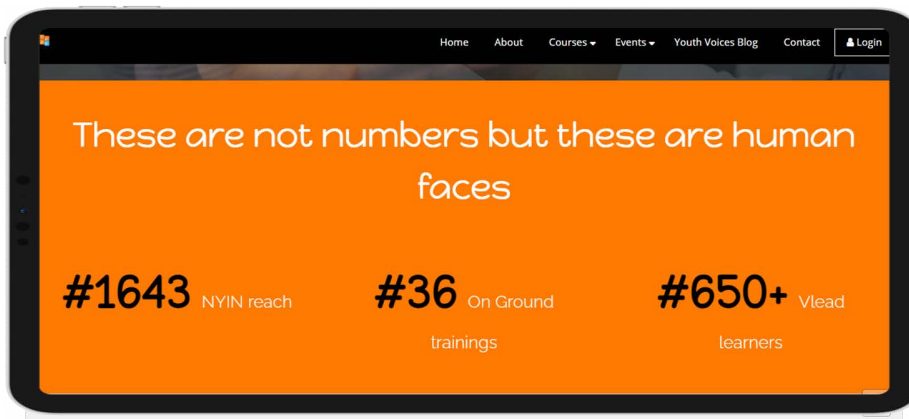
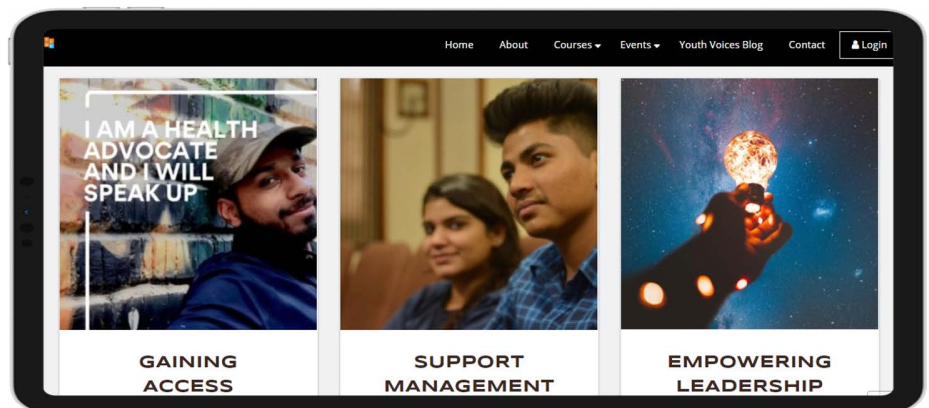
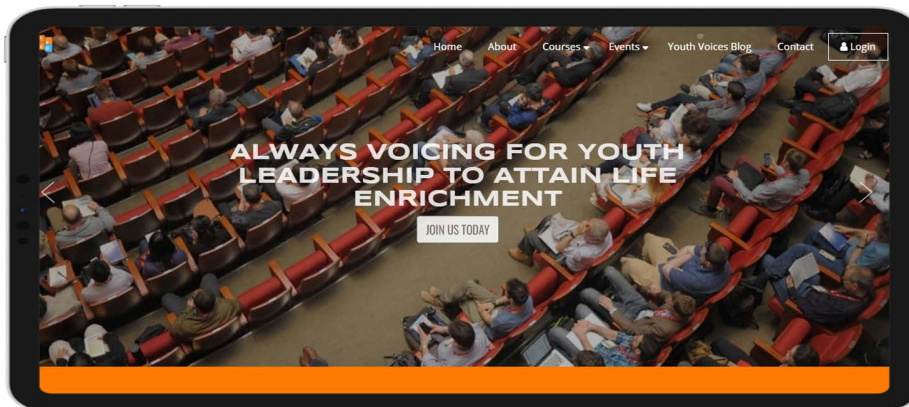
Visit - <https://radioclubindia.blogspot.com/2021/12/alcohol-policy-discussion-young-india.html>

VLEAD Academy

IT TAKES TWO

With over 20+ years of experience in the field of health, the Nada India panel consists of social work educators, public health experts, doctors and trainers being led under the leadership of Suneel Vatsyayan, a Life Coach and Social Entrepreneur who is also a Karamaveer Chakra Awardee and a REX Karamaveer Global Fellow.

Vidya Lead Academy has moved from an offline capacity-building program to a full-fledged online academy facilitating thousands of young people to a healthier lifestyle. Nada India is an affiliate of The World Continuing Education Alliance and a founding member of the Healthy India Alliance. Nada India has been working with multidisciplinary teams and diverse expert networks like Young India for Good Health, National Association of Professional Social Workers in India, NCO Alliance, World Federation Against Drugs, Global Health Council and Movendi International.



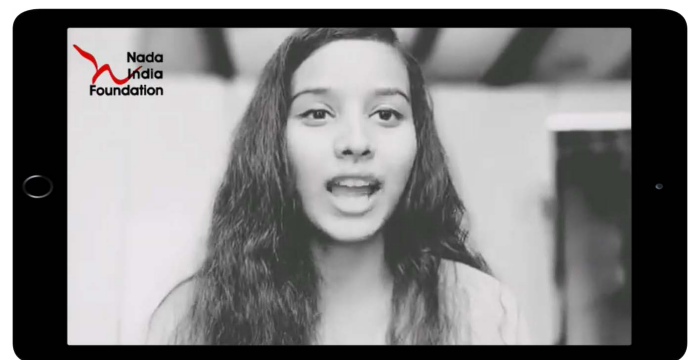
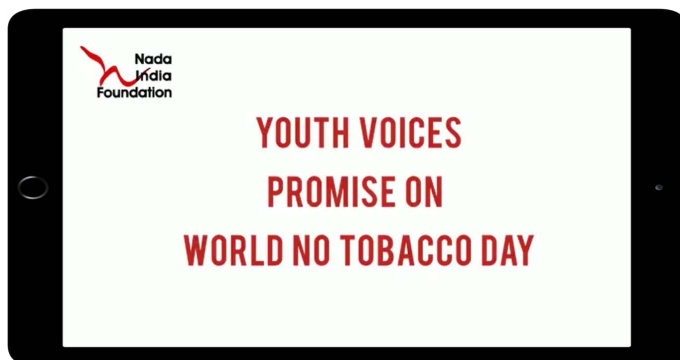
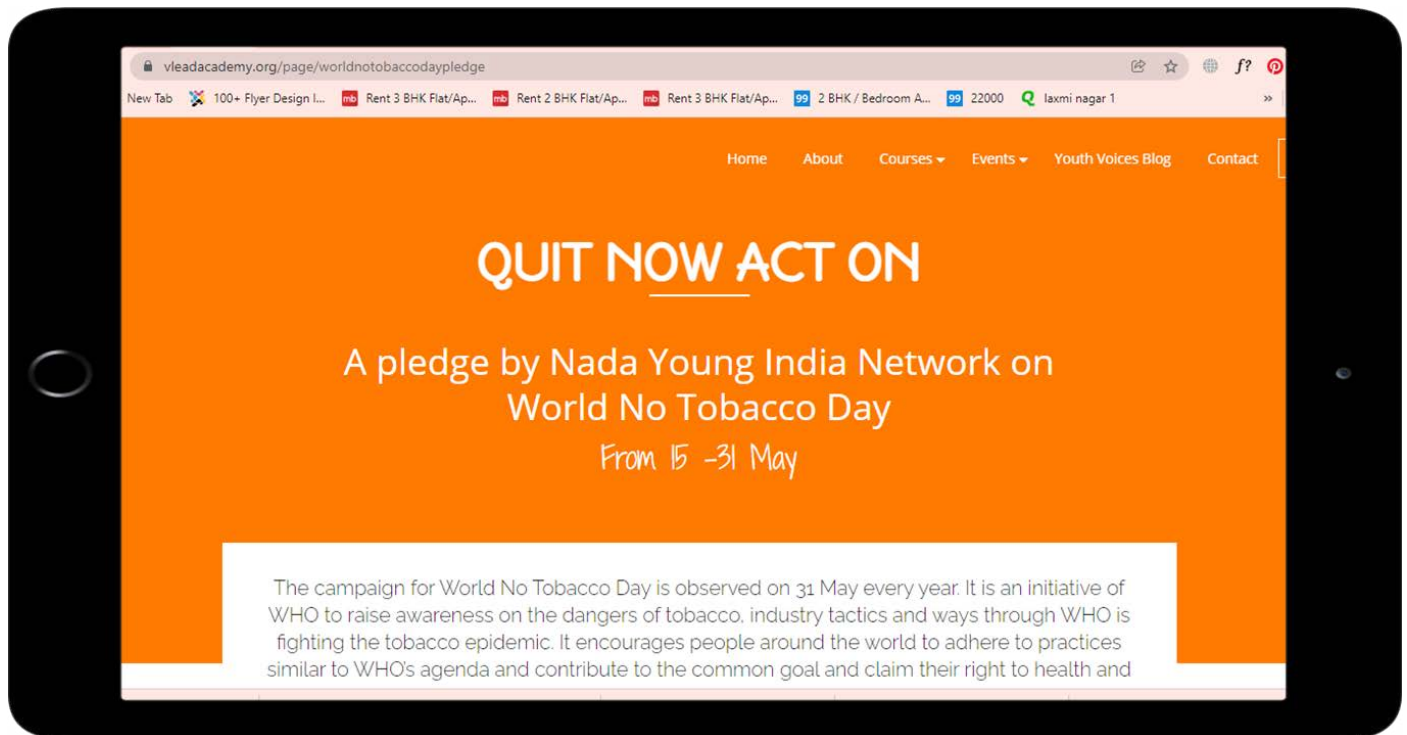
**Join us Today @
VLEAD Academy**

<https://vleadacademy.org/>

Quit Now Act On

Listen to what NYIN members have to say regarding the World No Tobacco Day Pledge

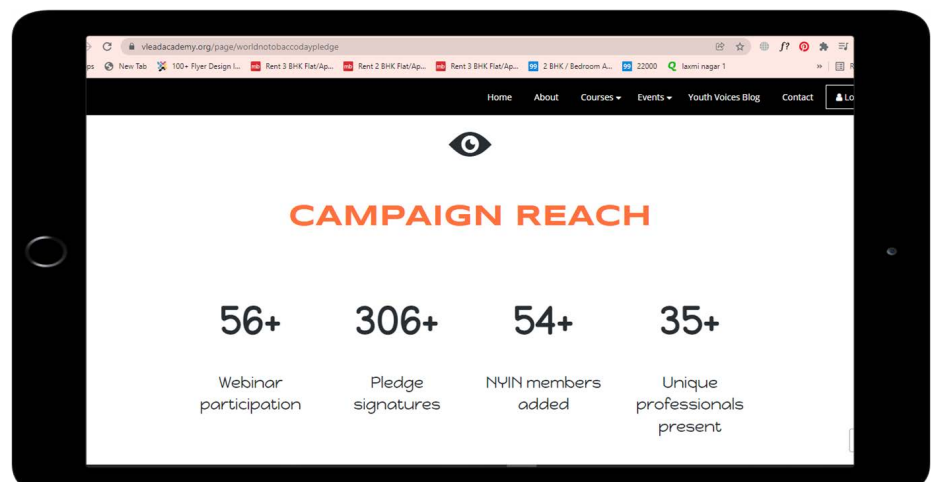
Visit - <https://vleadacademy.org/page/worldnotobaccodaypledge>



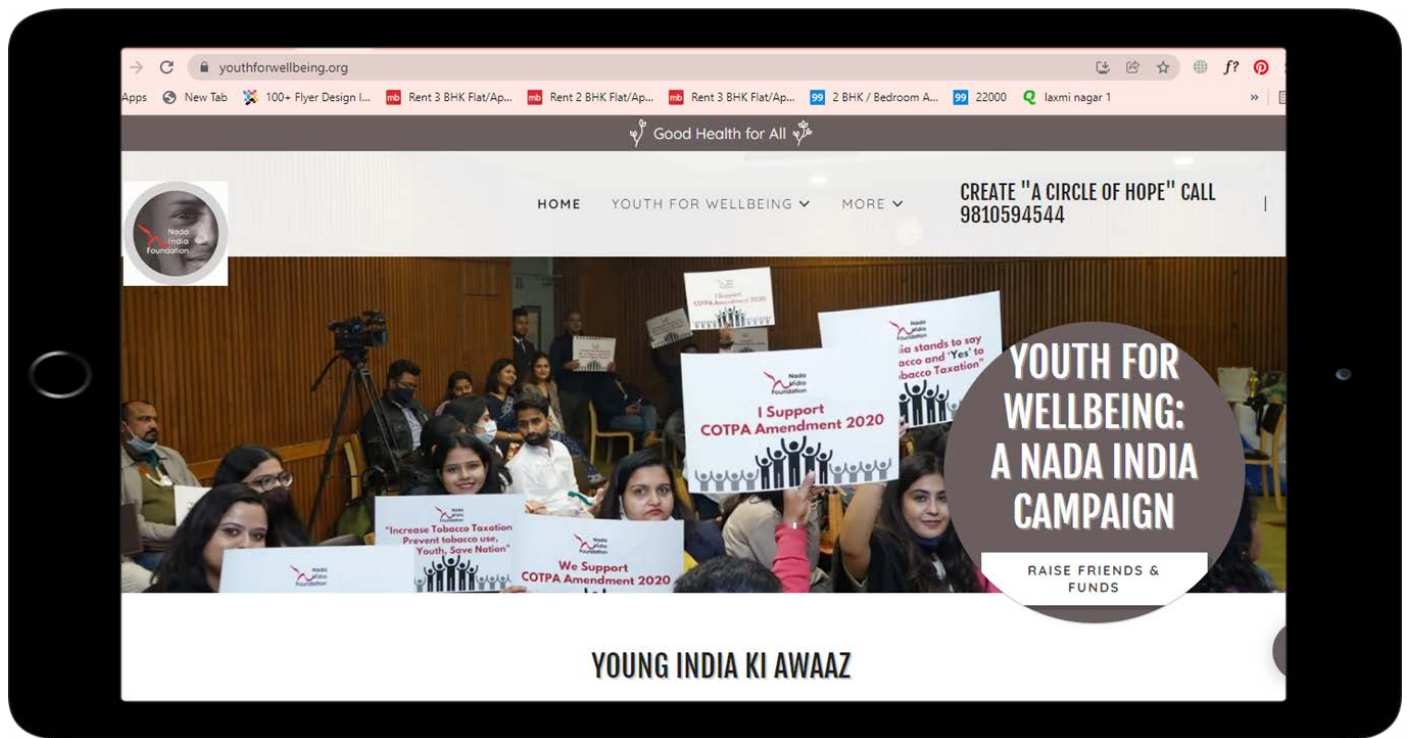
PLEDGE

As a concerned citizen of India I obey the duty and responsibility of the nation. Today I pledge that I shall never smoke & consume any type of tobacco products in my life and act on by motivating my family or significant others to not smoke. I shall keep the whole Nation tobacco- free and shall also motivate the young people to follow the same.

Jai Hind Jai Bharat

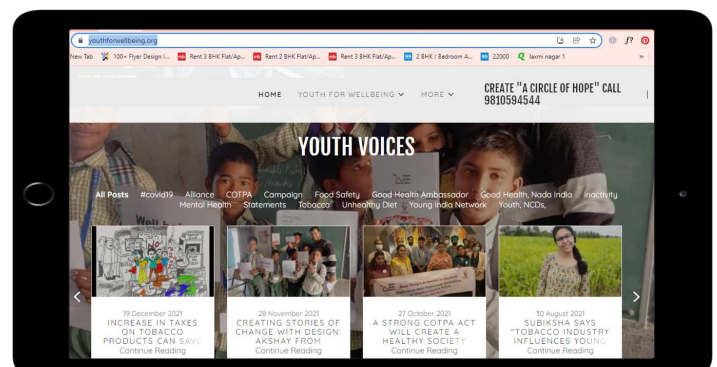


Young India Ki Awaaz



The growing prevalence of NCDs & its risk factors (Inactivity, unhealthy diet Alcohol, Tobacco and mental condition) among the young People, lack of awareness around the prevention of such NCDs has been brought to our attention and through Nada's work, we have identified a need for early behavioral intervention.

Visit - <https://youthforwellbeing.org/>



so after evaluating so much, how to stop alcohol abuse for ourselves, our surroundings and family (and yes pets are family too)

There is so much we as the youth of the nation can do but the most ground level solution is...

TAKE YOUR OWN DECISION
STAND OUT OF THE CROWD

#takeyourstand

Avoid alcohol yourself because when you try to make a change, change will happen.

**ITS TIME WHEN
THE YOUTH OF INDIA WILL INSPIRE
“THE YOUTH OF INDIA”.**

#celebratesober

#sobertribe

#sobrietyrocks

#cleanandsober

#sobercelebration

#livingsober

#soberholidays

#soberweekends

#pawsomefriends

#soberlife

#Sobriety

#soberfriends

#sobercommunity

#soberliving

#soberfun

#goodhealthforall

#soberNadaIndia

#NadaIndia

Join Us

To build a conscious community by the youth of the nation for the youth of the nation.



WE STAND FOR WELLBEING

YOUTH HELPLINE

HELP US HELP YOU...

We will stand by you against your battle against alcohol abuse and other harmful substances.



CALL US...
+91 9810594544
MON - SAT (11 AM - 4 PM)

<https://carecounsel.in/>



5 PM - 6 PM
Every Saturday & Age 25 below

Nada Young India Network
SOBER EVENING MEET

Click below for a virtual meetup

<https://meet.google.com/rvb-syqv-mre>



Connect with us

 <https://www.instagram.com/nada.india/>

 <https://www.nadaindia.info/>

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**Nada
India
Foundation**
Involving young for well being