

AYUDH: A Fight Against Drug Menace –Oct 2018

AYUDH- an international youth movement initiative taken up by Mata Amritanandamayi Devi, lovingly known as 'amma' and renowned for giving away larger than life hugs; the "hugging- saint", in collaboration with other international organizations has come up with ways to tackle menaces that affect the youth worldwide by incorporating the stake holders themselves.

NSS-SVC organized a session with AYUDH on 8th of October with three representatives from the esteemed Amrita Vishva Vidyapeeth, Delhi. It was really amazing to see the diverse backgrounds that the volunteers ranged from- analysts, computer science engineers to a corporate worker in the fashion industry. The intensity of participation was clearly the indication of being able to do one's own bit.

The session commenced with a small prayer, followed by a highly interactive session including a bunch of games and ice-breaking activities that emphasized on the need for concentration and a calm and composed mind to be able to excel in today's era considering the pace at which modernity and competition are swaying away every individual leaving them with absolutely no time for themselves. In this context, the speakers also elaborated upon the fading importance of the Indian culture in present status quo and their added scientific value; for example, from the explanation behind applying sandalwood or 'chandana' between the brows and the need to sit straight to touching the feet of elders and the importance of hands as being pertinent to the transfer of energy. The importance of this energy came explicitly to be asserted as a characteristic of the youth and how this energy needs to be conserved by firstly, investing it in the right place.

Now the main contention with the notion of the "right place" ended with the youth's responsibility to tackle the menaces that they have been victims to, majorly. This rightly directed the entire session towards discussing about the major problem that we, as youth, face today- drug abuse.

Problems do not always manifest themselves through physicality with drug abuse being the epitome to it. From resorting to it the night right before exams in order to be able to stay awake, to facing an existential crisis in its absence due to addiction leading to loss of sense of the conscious world; the entire idea of individual choice falters as soon as we take into consideration the harms that it causes to our health- making our bodies squeeze and weak- and consequently, the society at large. It is important to start treating a menace as a menace and not just as a "normal" choice. Normalization of such menaces is synonymous to supporting them, thereby, leading to their aggravation. Hence, the need to identify such people at the earliest.

Moving on, talking about AYUDH's work on ground zero led to really inspiring revelations including them having adopted 110 villages in the remotest areas across India. Addressing other issues such as gender disparity, sanitation and environmental causes, a couple of videos were presented that sent out the message for the need of awareness in present status quo before coming up with a solution.

The enlightening session, having disseminated cultural knowledge and awareness, concluded with the need of the hour boiling down to making the youth aware of their own problems in the very first place, before dipping their feet in other conflicting waters, since, the very need is to being human to one another and not a saviour.













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