

TRANSFORMING



LIVES



Focus - Water Conservation

The Art of Living's proactive measures forestall Moody's water crisis warning

Years before Moody's recent warning about India's vulnerability to water scarcity which poses a critical threat to the nation's economic stability and credit rating, The Art of Living had taken proactive measures to help mitigate the impending water shortage crisis.

The Art of Living has long recognised the urgency of water conservation. Recognising the severity of India's water crisis, The Art of Living, under the guidance of the world-renowned spiritual leader and humanitarian Gurudev Sri Sri Ravi Shankar, has dedicated itself over the years to revitalising *(cont in the next page)*



Vedavathi River, Karnataka.
To revive the complete ecosystem, different recharge structures were constructed.

“ *Our survival depends on water, it is the basis of our life force. We need to protect and nurture the sources of water.* ”
- Gurudev

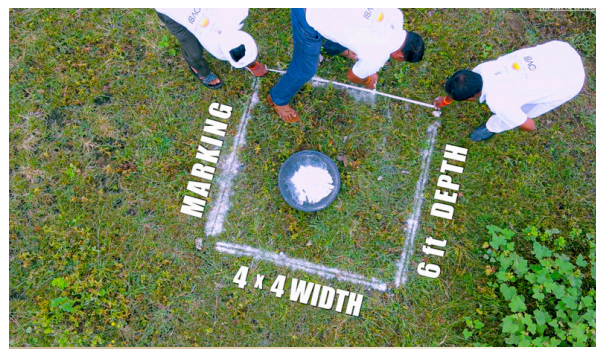
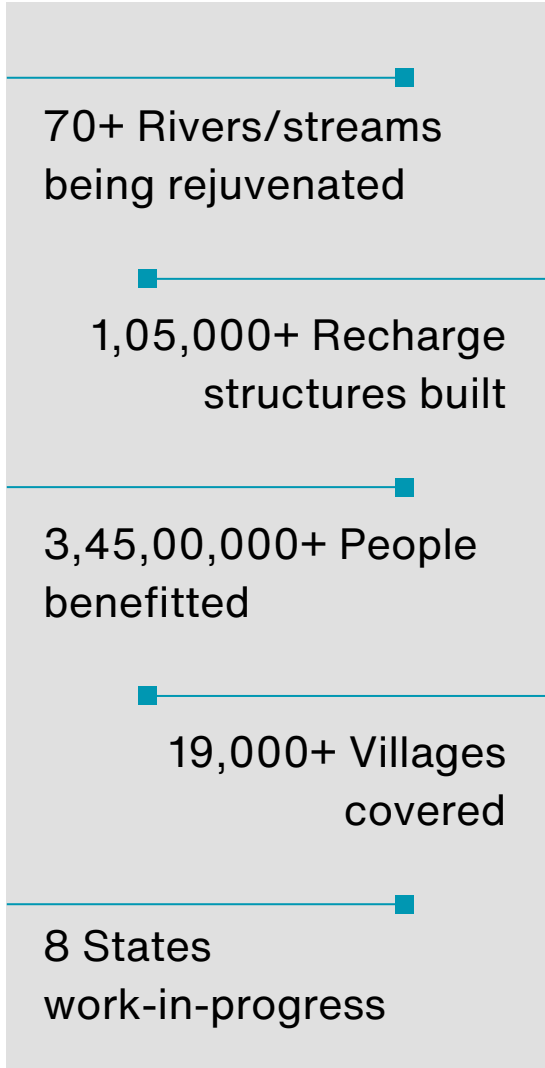
India's depleted rivers and tackling the water crisis, through innovative and sustainable solutions. Through community-driven efforts and simple, yet effective techniques, the organisation focuses on restoring the natural hydrological cycle and enhancing the health of rivers, streams, lakes, and reservoirs nationwide.

Reviving Rivers: The Art of Living's Mission to make India Water +ve

The Art of Living is steering India towards water positivity, through its River Rejuvenation Project, revitalising over 70 rivers, tributaries, and streams. Spanning across Karnataka, Tamil Nadu, Andhra Pradesh, Maharashtra, Uttar Pradesh, Rajasthan, Haryana, and Punjab, the organisation has constructed over 90,000 groundwater recharge structures. This initiative has swiftly boosted biodiversity, groundwater levels, crop production, and soil fertility nationwide, while significantly expanding land use, employment, and farmers' incomes.

The JalTara Initiative Focuses on Sustainable Groundwater Table Recharge

A cornerstone of The Art of Living's efforts, the JalTara Initiative strategically places recharge structures in low-lying areas of arable land, surrounded by fruit-bearing trees. This approach ensures rainwater effectively bypasses dense topsoil to replenish underground aquifers. With a remarkable 100% success rate, the project has led to a notable 14 foot rise in the water table, a 120% increase in farmers' incomes, and a 42% boost in crop yields.



Additionally, crop spoilage due to waterlogging has been eliminated, and year-round employment opportunities have risen by 88%. During the Rabi season, land usage has increased by 58%.

The Central Ground Water Board (CGWB - The National Apex Agency responsible for scientific support related to India's groundwater resources) reports that groundwater levels, notably in areas categorised as semi-critical, critical, or overexploited, are now declared safe.

Moody's report explains that as water shortages intensify due to rapid economic growth and climate change, the potential disruptions to agriculture, industry, and social stability pose significant risks. This is a stark reminder of the importance of sustainable water management practices. Looking ahead, The Art of Living aims to expand its efforts, implementing water conservation initiatives across the entire nation, to ensure a sustainable future for all.

Join The Art of Living in Securing India's Water Future: A Call for Action



Moody's sobering report on India's water challenges calls for urgent action. Donations to The Art of Living will directly support their efforts to combat water scarcity through sustainable solutions. Together, we can safeguard India's economic stability, enhance agricultural productivity, and empower communities. Join The Art of Living in making a lasting impact on water conservation and resilience in India. Contributions today will ensure a sustainable water future not just for us but also for generations to come. In India's struggle against water scarcity, these initiatives embody optimism and the resilient human spirit.



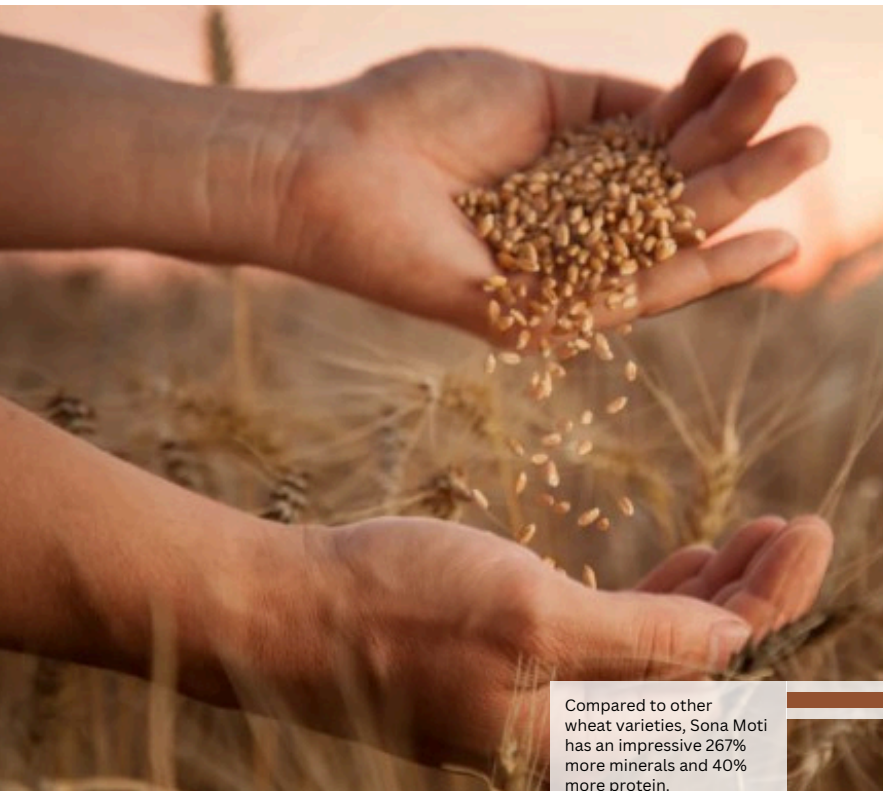


Boosting Rampur's skilled workforce

Since 2022, The Art of Living Skill Center in Rampur, Uttar Pradesh has offered comprehensive skill training to underprivileged, unemployed youth, women, and job seekers in targeted areas. Our mission is clear: to equip them with job-oriented technical, entrepreneurial, ethical leadership, and life skills through practical, hands-on activities. Our aim is not only to enhance their employability but also to uplift their socio-economic well-being.



Tailoring unit, Rampur
Women from all walks of life come together, their hands weaving not just fabrics but futures.



Compared to other wheat varieties, Sona Moti has an impressive 267% more minerals and 40% more protein.

The success of Sona Moti wheat in Indian agriculture

Gurudev Sri Sri Ravi Shankar's vision of natural farming, introduced by The Art of Living volunteers, transforms farming in the Punjab, with the discovery of Sona Moti wheat, a rare 2000-year-old variety known for its high folic acid, substantial mineral content (241%), protein, low glycemic index, and low gluten levels.

The Art of Living directly connects farmers and consumers too.

Healing forest walkway

Amidst the towering high-rise buildings in Jharsa Bandh, Gurgaon; a flourishing mini forest stands. These carbon sinks demand minimal maintenance, actively combating climate change and air pollution while serving as consistent suppliers of oxygen. To promote biodiversity 2,000+ diverse selection of 43 trees species and shrubs were planted.





The Art of Living's solar initiative in remote villages

The Art of Living is illuminating homes in India's remotest villages, where access to electricity is limited or nonexistent. Through our impactful 'Light a Home Project,' launched in 2012, we provide high-quality, affordable solar lanterns, home lighting systems, and solar cookers.

Our volunteers work tirelessly in states like Bihar, Uttar Pradesh, Jharkhand, and Jammu and Kashmir, bringing relief to challenging areas. In addition to meeting energy needs with solar power, we provide villagers with training opportunities for livelihood enhancement.

“
Birinchi, Himabas, Nibir, and Puhor, once unemployed, resided in Mulukgaon, an isolated island village nestled in the heart of Assam's Dibrugarh district. In a landmark partnership with Assam Chief Minister Shri Sarbananda Sonowal's MPLAD fund, we established, in 2016, the nation's largest solar battery charging station, capable of powering 287 households. These four young men were trained and empowered to oversee the system's management, ensuring its sustainability.

”



How the Art of Living free schools provide holistic education to children from the tribal areas

Holistic Child Development

Besides academics and personality development programmes, daily pranayama, meditation and a host of extracurricular activities are practised.

“
I'm Anil Kumar Murmu, an 8th-grade student at Sri Sri Vidya Mandir High School in Hendaaljuri, Jharkhand. I enjoy learning here. Besides academics, we engage in computer skills, robot programming, drawing, football, and archery. My parents, who are farmers, are proud of my education here. I aspire to join the Indian Armed Forces and love studying with all my teachers.

”

Teachers are Agents of Change

Teachers are trained in methods of comprehensive education and participation in community development programmes, making them agents of change.

Community Development

Conducting health and hygiene awareness camps and constant communication with parents, helps bring about a positive environment for the children to be nurtured in.

Results

100% results. Zero dropouts and more than 90% attendance.



Rural women receive skill-based training for self-reliance

In a bid to promote self-reliant communities, targeted programmes have been initiated to engage rural women in income-generating livelihood activities. Women from diverse backgrounds, including those in Northeastern regions, border villages, tribal areas, and beyond, have been equipped with essential skills such as tailoring, embroidery, and beadwork - particularly for crafting jute bags. Additionally, the art of agarbatti (incense stick) rolling has been introduced as another accessible and straightforward means for rural women to secure their livelihoods.

Through these skill-based training initiatives, women are not only gaining valuable expertise but are also driving economic growth and sustainable development within their communities.

Providing avenues for women to achieve financial autonomy through skill development and entrepreneurship.



A volunteer from The Art of Living educated me about various livelihood opportunities. I opted for mushroom training. Now, I've started my own mushroom farming venture. Juggling household chores and business has been surprisingly manageable. I'm delighted to say it's bringing in a monthly income of Rs 25,000-30,000. I am very happy about it. It doesn't interfere in my household chores and I am able to earn money in less time.

SCAN TO DONATE

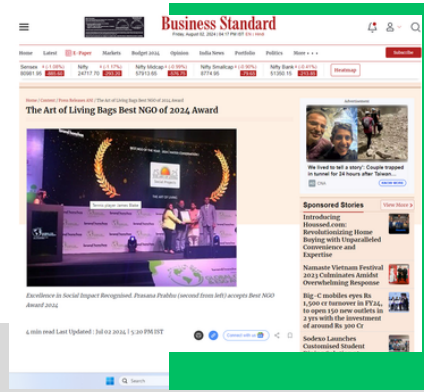
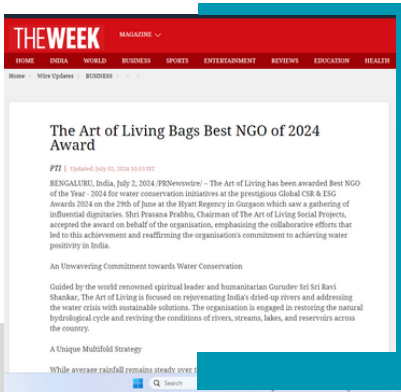


80 G Tax exemption available

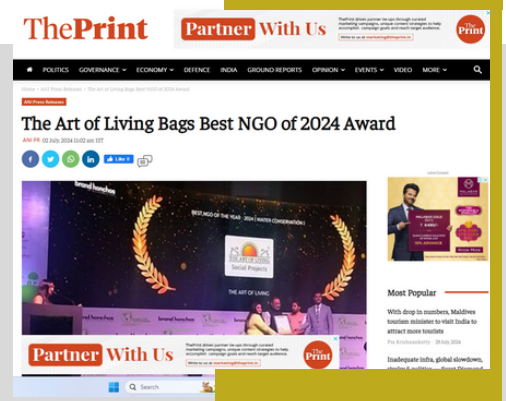
Dharma Sthambha Yojana effectively channels financial contributions to support impactful initiatives such as water conservation, river rejuvenation, natural farming training, education, women empowerment, skill training, waste management, and rural development. These efforts sustainably empower individuals and communities, fostering national growth and progress.

Website: <https://www.vvki.org/>

Contact: + 91 7676223929 Email: donations@vvki.org



The Art of Living bags best NGO of 2024 award



[Read more>>>](#)

The Art of Living has been awarded Best NGO of the Year - 2024 for water conservation initiatives at the prestigious Global CSR & ESG Awards 2024 on June 29th. Shri Prasana Prabhu, Chairman of The Art of Living Social Projects, accepted the award, highlighting the collective efforts behind this achievement and reaffirming the organisation's commitment to making India water positive.

Plantation of 1250+ fruit bearing trees around The Art of Living International Centre



On the occasion of Guru Purnima, a team of 200+ employees from Ashirvad by Aliaxis, planted 1250+ fruit bearing trees, to restore the ecosystem and increase the green cover around The Art of Living International Centre. Through persistent efforts, The Art of Living has planted 8,12,00,000+ trees worldwide, making significant strides towards a greener planet.



Dharma Sthambha Yojana

Dharma Sthambha Yojana is Gurudev's vision of a stress-free society

Dharma Sthambha Yojana (DSY) connects social service projects with socially conscious individuals to drive positive change. It transforms financial contributions into catalysts for uplifting individuals and society, supporting initiatives like Water Conservation, Education, Women Empowerment, Skill Training, and more to ensure national sustainability.



Dharma Sthambha Yojana connects individuals with various social service initiatives. Together, let us build a better society and a better nation.

SCAN TO DONATE



80 G Tax exemption available



<https://www.vvki.org/>



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