



***SORT CLUB***



# *Enchant* **THE REAL HIGH**

**EDUCATIONAL AND AWARENESS CAMPAIGN OF, FOR AND BY THE STUDENTS**



# Enchant the Real High

We, a team of volunteers and teachers at Art of Living have initiated "Enchanting the Real High" an educational and awareness project of, by and for Students. "Prevention is better than cure" is the objective of this project. Awareness sessions will be delivered to students for making them informed of the monster of Substance abuse which may engulf them at a young age if they are not educated of its harms.

The Teenage Brain is Susceptible to Addiction and the reason being pleasure centers of a teenager's brain develop faster than the parts of the brain responsible for decision-making and risk analysis. Maharashtra has the highest number of suicides because of alcohol addiction. 75% of youth consume alcohol before 21 which is a very alarming matter.

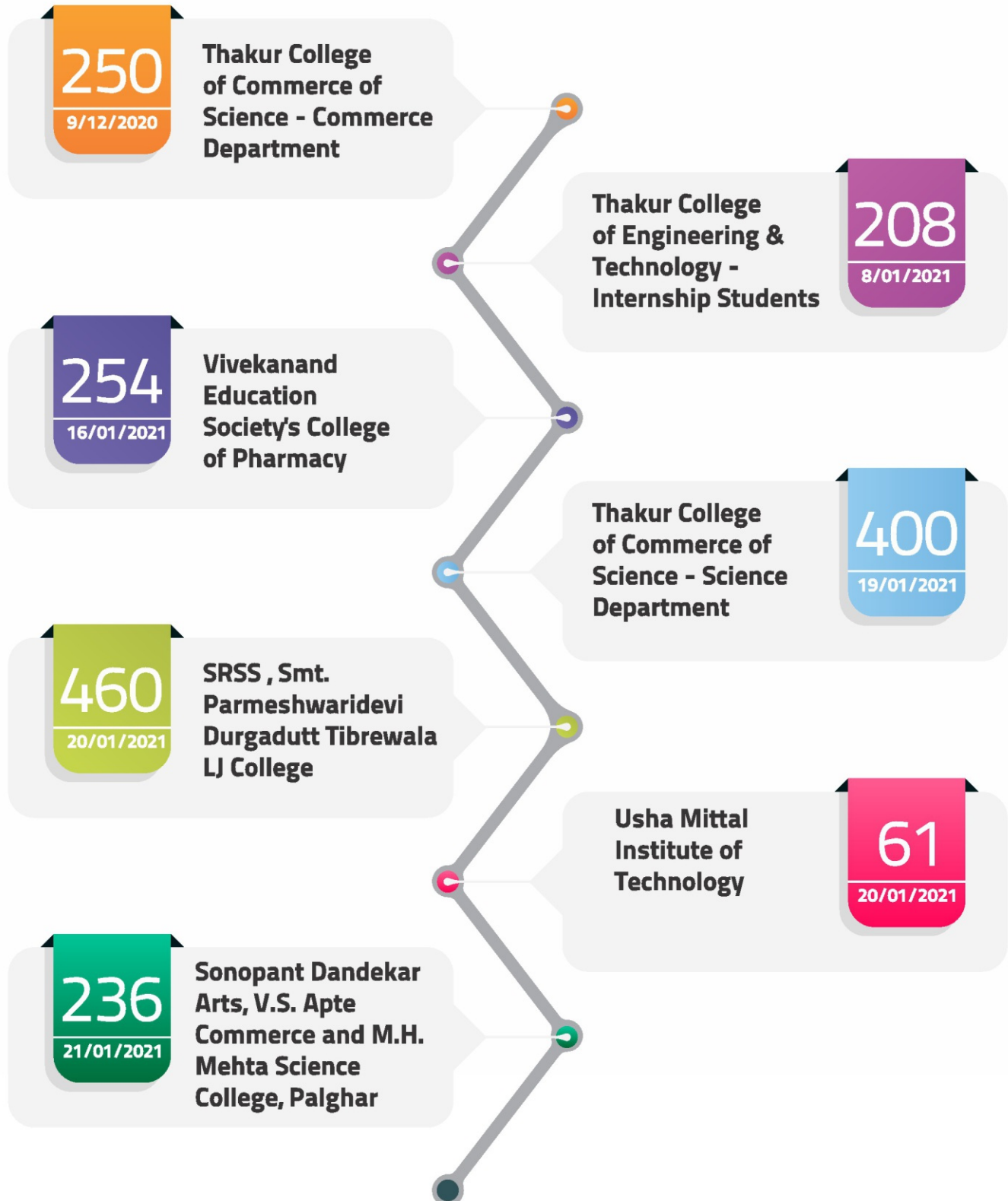


**Launched on  
12th Jan  
National Youth Day  
Swami Vivekanand Jayanti  
to 19 th Feb 2021  
Chhatrapati Shivaji Maharaj Jayanti**

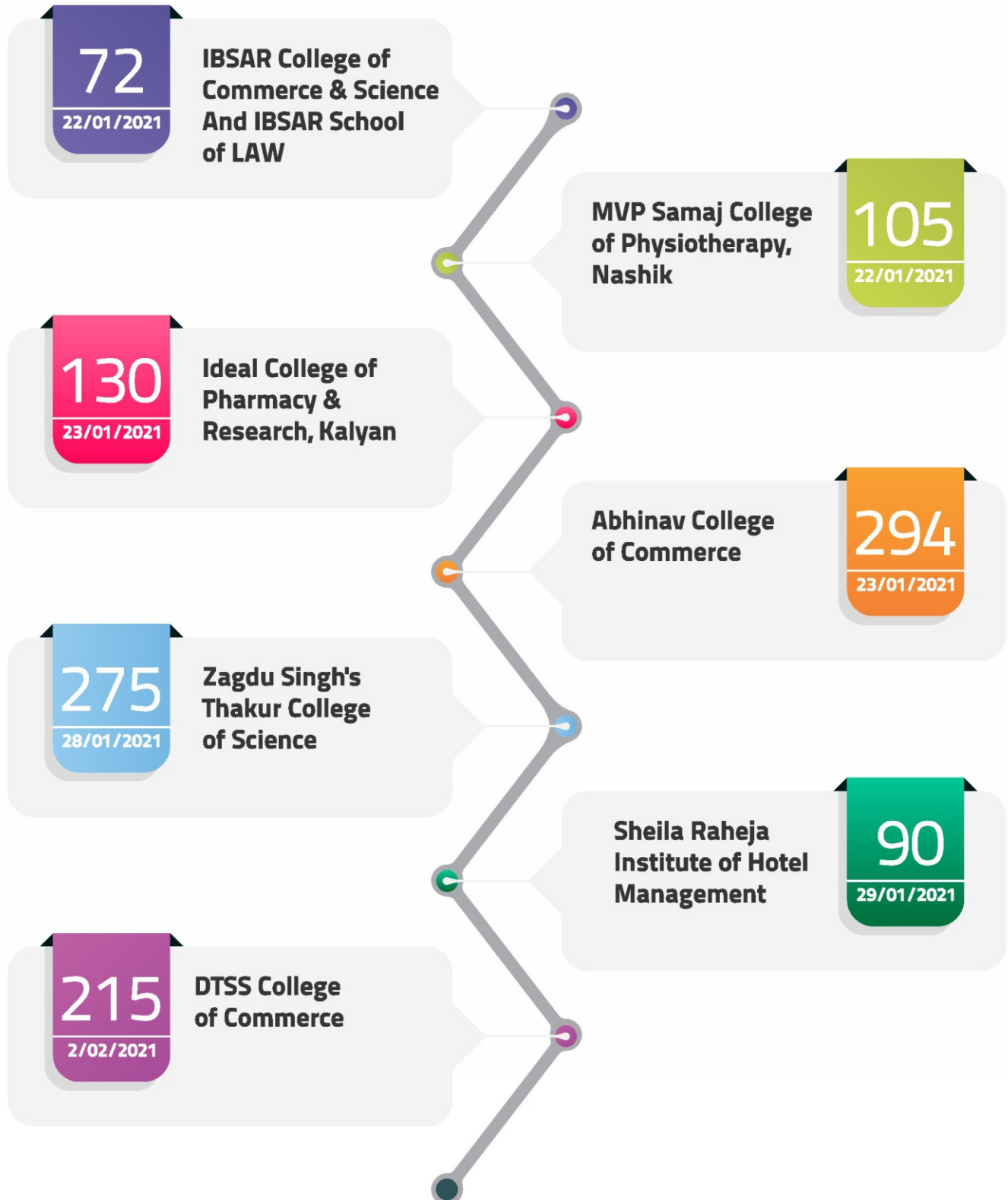


This initiative is part of SS Sort Social. The talk sessions are delivered by The Art of Living teacher who have many years of experience in mentoring youth which will prove fruitful in shaping the mind of the young and steering them away from substance abuse.

# College Reachout Through Enchant The Real High Sessions



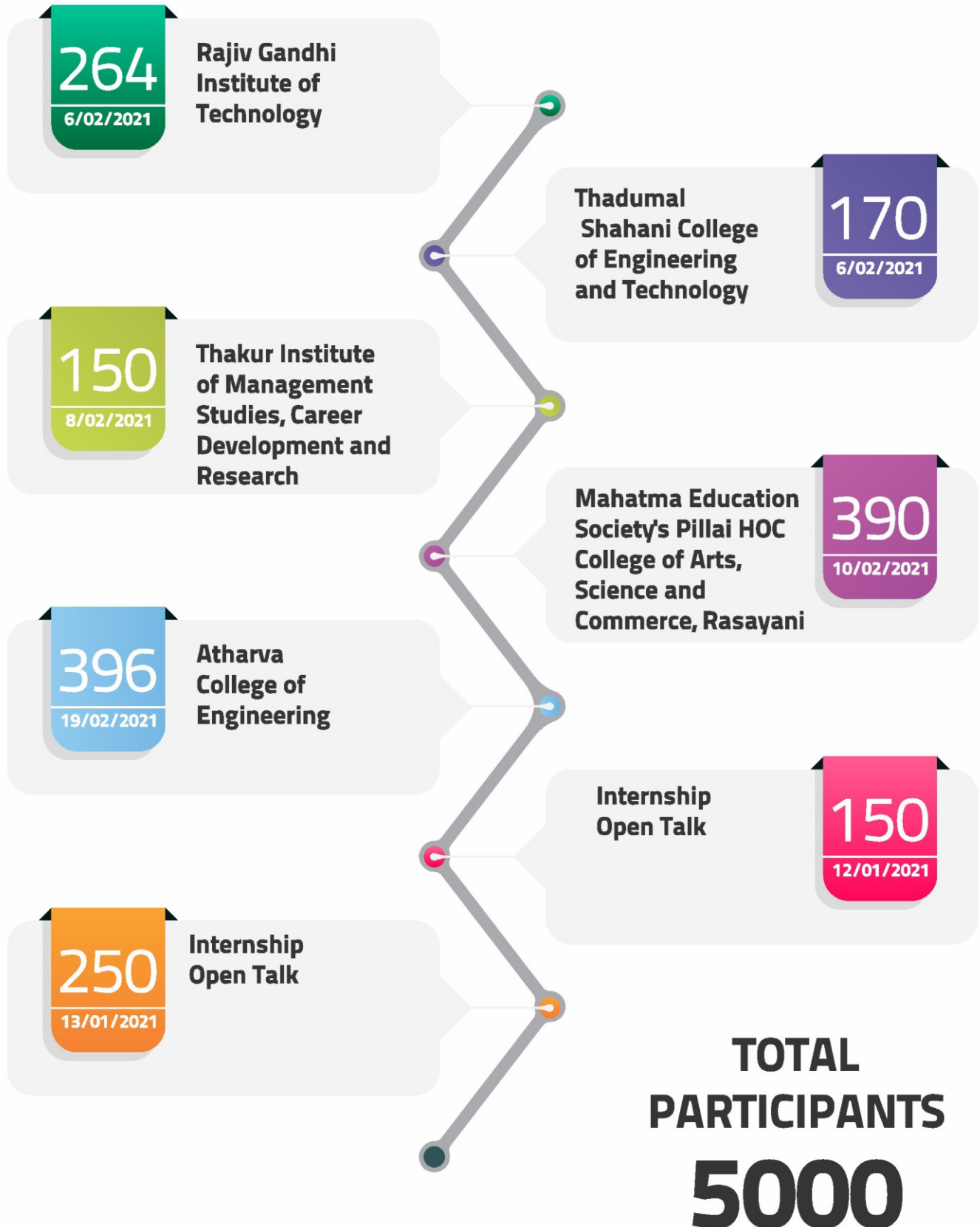
# College Reachout Through Enchant The Real High Sessions







# College Reachout Through Enchant The Real High Sessions



- 200 Students
- 10 Days of Organising
- 19 Colleges
- 21 Talks
- 5000 Students





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HIGH

# Glimpses Of ERH





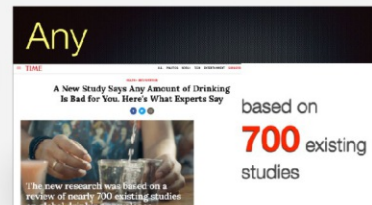
# Enchant THE REAL HIGH

## Enchant The Real High is a two hour Session conducted in a very youth way The Art of Living Teacher Ramnik Bansal.

He has conceptualized the entire presentation which has been having phenomenal effect on Students as well Faculties and Principals of Colleges. The entire presentation is backed by facts and real life instances of menaces of Substance Abuse. It also shows how youth of the country has been wrongly influenced by various mediums like Films, Music, Politicians etc. to fall in to substance addiction.

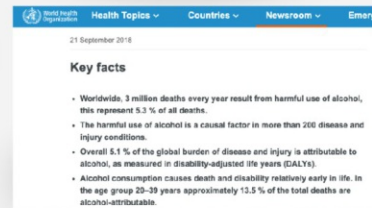


**Echant The Real High**  
A session by Ramnik Bansal  
B.Tech IIT Mumbai  
MBA IIM Bangalore  
Senior Faculty, Art of Living



**Who said it ?**  
American heart association  
American cancer society

**3,000,000+**  
Deaths worldwide per year due to alcohol !  
**8200 everyday**

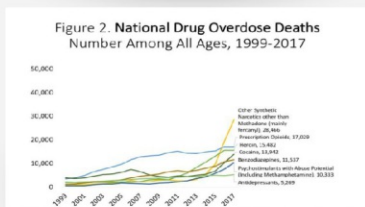


Alcohol related health problems including cancer !  
**Cause of How Many Diseases?**

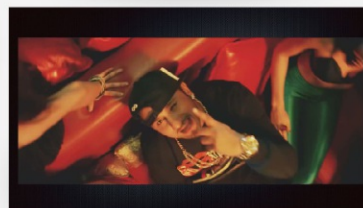
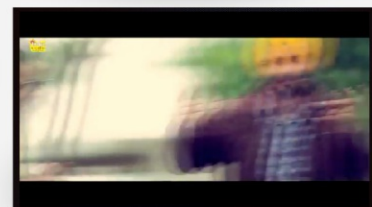
If newspapers were to really report what is the biggest news from previous day it should be  
**8200 more died of Alcohol yesterday**

**In may 2018**  
World cancer fund released a report saying...  
"In terms of cancer prevention **its best not to drink alcohol**"

Center for disease control and prevention  
Cigarette smoking **top cause** of preventable disease and death in USA



**8,000,000+**  
Deaths worldwide per year due to smoking !  
**22,000 everyday**  
second-hand smoke: 3,500 everyday



forget it These are the words **my father** told me  
Back when I was a lad, such a long time ago  
Your health is your wealth now I'm telling you so  
It don't matter how rich with money you are  
Or if you drive around in a big fancy car  
If you're the Lord of the manor or the belle of the ball  
**If you haven't your health sure you've nothing at all**



# Enchant THE REAL HIGH



Yuri Bezmenov aka Tomas Shuman - Journalist but KGB guy  
i.e. Russian spy in USA

Subversion - Wikipedia

Subversion (Latin *subvertere*: overthrow) refers to a process by which the values and principles of a system in place are **contradicted or reversed**, in an attempt to transform the established **social order** and its structures of **power, authority, hierarchy, and social norms**.

Proof of subversion?  
Brazil story...

What is happening ?

Big money pumped into market to increase social acceptability of ABCD. The advertisements market ABCD as cool, stylish, sexy and happening.



As for gun control, we were successful in changing.

As big as the GDP of India, the 5th richest nation in the world

Subversion at play in India...



Reasons why people use alcohol or drugs

1. Experimenting
2. Peer Pressure
3. Make you feel good
4. Recreation – unwind
5. Loneliness
6. Alcohol isn't enough



Alcohol not enough  
For some alcohol stops doing the "trick"

Approximately 90 percent of rapes perpetrated by an acquaintance of the victim involve alcohol.  
About 43 percent of sexual assault events involve alcohol use by the victim; 69 percent involve alcohol use by the perpetrator  
source: [alcohol.org](http://alcohol.org)

Feel good Factor

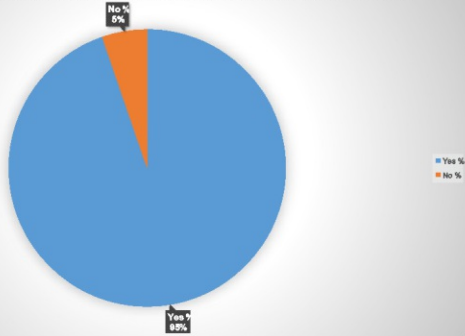
expectation that alcohol will be fun and enjoyable causes a person to start drinking.

Lets Take a Pledge...

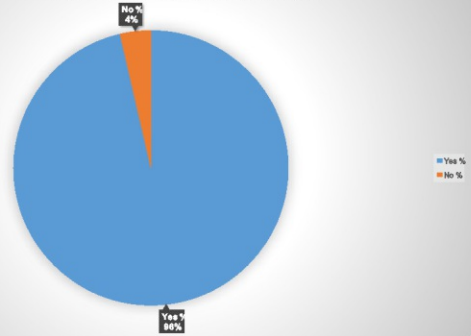
Alcohol is often the only drug that a potential perpetrator needs to increase a potential victim's vulnerability in date rape situations.  
source: [alcohol.org](http://alcohol.org)

# Enchant The Real High Session Feedback From 400 Students Of Thakur College Held On 9th December 2020

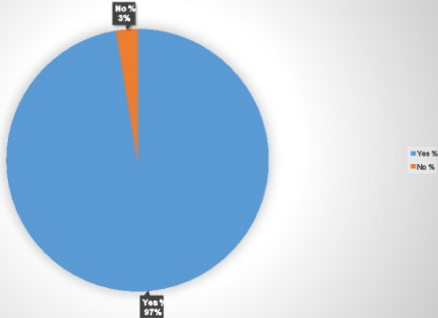
Did the session create an impact on your thought process?



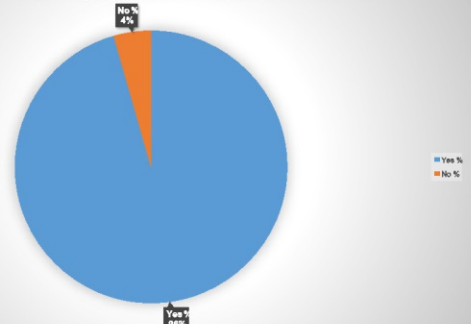
Were your queries resolved precisely?



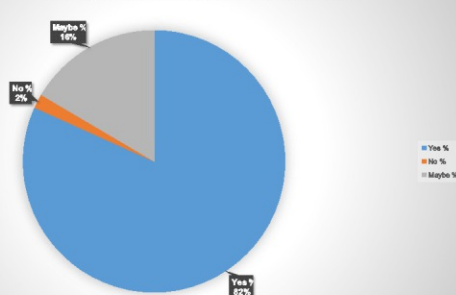
Did the session meet your expectation?



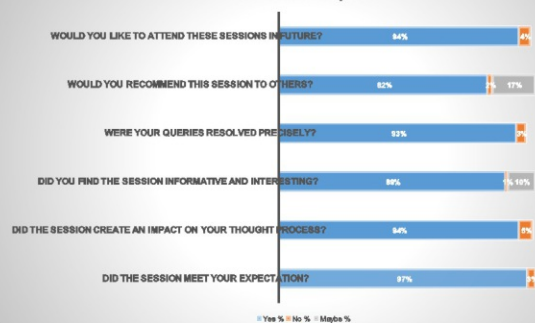
Would you like to attend these sessions in future?



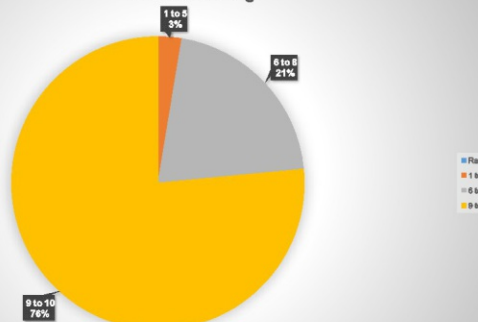
Would you recommend this session to others?



Student's Response



Seminar's Rating





## EVENT DETAILS

**The Speaker, Mr. Ramnik Bansal, a Life Coach and Youth Mentor, donated his time to this webinar. Sir talked about the following key points:**

- The statistics of Substance Abuse, how many deaths are caused by Alcohol alone
- The concept of Subversion
- The ill effects
- How we have been subverted to believe that alcohol consumption is 'cool', 'mature', 'beneficial', etc.
- Media portrayal of alcohol consumption
- Evident life threats from substance abuse that did not gain momentum on mainstream media
- How alcohol consumption is related to other vices in the society such as theft, rape, etc.
- The Power of Choice



## HIGHLIGHTS

**40%** of the students at the beginning of the session, voted that they have consumed alcohol/drugs/cigarettes at some point of time.

**93%** of the students at the end of the session, took a pledge to not indulge in substances again, thus making it successful.

**91%** of the students voted that they would like to learn the SKY Meditation technique.

## OBSERVATION

The session was made very interactive by Mr. Bansal, by use of videos, open dialogue and polls. There was a question-answer section towards the end, where many students asked their doubts, without inhibitions, that were answered amicably by the speaker. The students enjoyed the session overall and also gained knowledge from it. As a bonus, some insight into SKY meditation and its benefits was provided to the students, enabling them to make healthier choices and promote the 'real high'.

# ERH Report From Thadomal Shahani Engineering College

## FEEDBACK FOR THE SESSION



Enchant the Real High was an informative and eye-opening session. The explanation of how alcohol consumption is justified and made the norm was something that I had not thought of as much before the session. It was very real and a little scary as well. The video examples drove home the points that were being made in the session. I learnt some stuff and I'm glad that the session was conducted!

**-Harsh Kapadia, TE IT**



All in all, the event was good. The numbers (all statistics) were very convincing and legit.

**-Reevan Dsouza, TE Chemical**



Even though I am a teetotaler, this session was insightful. It threw light on how somebody consuming alcohol can put our lives in danger even though we aren't at any fault. That perspective was fresh and unique. Also, I would like to attend the SKY meditation.

**-Shambhvi Rangnekar, SE Biomedical**



It was overall a great session! We get to learn a lot of data, which is very important & useful also for the young generation. I'm looking forward to attend these kinds of sessions in future also. Literally great work done by the Collaboration of all committees in organizing. Specially, Thanks to the TIE Club Committee who thought to organize such kind of session.

**-Mohit Choithani, BE IT**



Enchant the Real High was one of the best sessions to attend on a Saturday afternoon. The speaker was friendly, humourous and I feel he accurately pointed out the problems faced by students of our age. The whole program was so well executed. It started on time and ended on time. It was good to be there, with the speakers putting up interesting polls for us to answer, so I never really understood how time passed by. I would love such sessions to be arranged and myself being a part of it. I look forward to attend the SKY meditation, as I believe that it will bring positivity in and around in my routine life.

**-Swarangi Samant, TE Biotechnology**

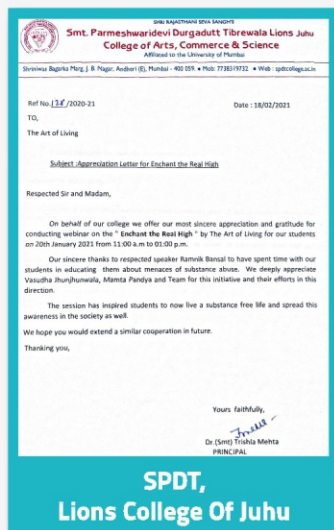
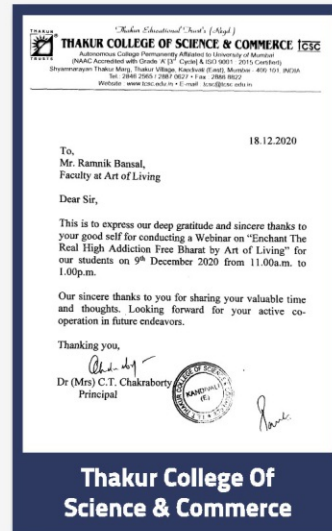
## CONCLUDING REMARKS

The marketing collaboration with UBA, NSS and THC of TSEC proved to be useful to get a larger number of students interested. Post the webinar, numerous messages were received by the organizers from the students stating that the event was helpful to them. We would also like to have a session for SKY Meditation, since it was requested by many students.



Enchant  
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HIGH

# Appreciation Letter From Colleges



# Impact On Enchant The Real High Session



Enchant the Real High Initiative has been highly appreciated by College Authorities as well as the students. College education currently has no platform where such an issue is addressed and brings in clarity of menaces of substance abuse among students young age. In this session SKY Meditation is been introduced as a technique to achieve the real High.

**80% Students the take pledge of not to indulge in substance abuse.**

**70% students show interest in taking up the program.**

**Gurudev we seek your blessings  
and guidance on Enchant the Real High  
Initiative and take this to more colleges  
across India.**