

# TRANSFORMING LIVES



DECEMBER 2024



Focus - Skill Development

## Skill Training for a Better Future: How The Art of Living Empowers Communities

Imagine a world where dreams of a brighter future are met with the skills to make them a reality. The Art of Living Social Projects, inspired by the humanitarian vision of world renowned spiritual leader Gurudev Sri Sri Ravi Shankar, is turning this vision into action. Guided by Gurudev's belief that, "Youth are the backbone of our country, and they determine the country's development. They have to be competent enough to face challenges in life," The Art of Living's Skill Training Centres go beyond being hubs of learning. They are catalysts of transformation - equipping individuals with the tools to achieve sustainable livelihoods, economic independence & a renewed sense of purpose.

### A Vision Rooted in Strength

With unwavering dedication, The Art of Living Social Projects collaborates with Central and State Governments, corporate partners, and community organisations to tackle one of the most pressing challenges of our times: unemployment and underemployment. Through its comprehensive skill development and entrepreneurship programmes, the organisation encourages individuals, particularly youth, to rise above socio-economic barriers and contribute to a stronger, more progressive nation.



"Youth are the backbone of our country, and they determine the country's development. They have to be competent enough to face challenges in life."

- Gurudev Sri Sri Ravi Shankar

# Holistic Approach to Skill Development

The Art of Living Social Projects' initiatives stand out not just for their scale but for their far reaching impact:

1. **Industry-Ready Workforce:** The programmes are meticulously designed to align with industry demands, equipping participants with job specific skills that pave the way for meaningful employment. Whether it's technical know how or mastery of advanced tools, trainees emerge ready to excel in competitive job markets.

2. **Beyond Skills: Building Leaders** In addition to technical training, participants are groomed in essential soft skills - teamwork, communication, and problem-solving. Thereby creating a workforce that doesn't just meet expectations but sets new benchmarks. These well rounded individuals bring innovation and resilience to every organisation they join.

3. **A Lifeline for Semi-Literate and Semi-Skilled Populations** For those who have been sidelined by traditional education systems, The Art of Living Social Projects offers a second chance. From tailoring to micro entrepreneurship, the training enables individuals to launch small businesses, fostering self-reliance and creating a ripple effect of prosperity in underserved communities.



Empowering hands, shaping futures: Skill development in action at our Centre.



The Art of Living Skill Development Center, Bengaluru: Empowering sustainability with expert solar solutions



"At The Art of Living Skill Centre, I received valuable teacher guidance and enrolled in the renewable energy training programme. The training provided practical and significant information. Post-training, Schneider's team advised me to start my own business. Today, I'm a successful entrepreneur, assisting juniors in launching their enterprises."

- Tulsiram Maruthi

## The Ripple Effect of Change

What makes The Art of Living Social Projects' approach unique is its holistic focus. Trainees don't just walk away with certificates - they leave with confidence, resilience, & the ability to dream bigger. Each individual uplifted represents a family strengthened, a community revitalised, & a nation that takes another step toward inclusive progress.



Hands-on mobile repair training at The Art of Living Skill Development Center, Bengaluru

## The Bigger Picture

This mission isn't just about jobs. It's about dignity, about creating pathways where none existed before & inspiring generations to come. Through its Skill Training Centres, The Art of Living Social Projects continues to redefine what it means to empower, offering not just livelihoods but lives of purpose & potential. This is a world of transformation where the extraordinary unfolds - one skill, one life, one community at a time.



Tally training underway at our Skill Development Centre

## Palar River

Palar river originates from Karnataka near Kaiwara, flows through Andhra Pradesh and Tamil Nadu and joins the Bay of Bengal. The total basin area is 17,970 sq.km of which 15% is in Karnataka, 27% in Andhra Pradesh and 58% in Tamil Nadu. The cause of river degradation was analysed in detail. Work on the entire ecosystem began to restore the dried-up river. Trees were planted and other recharge systems were constructed.



The Palar Rejuvenation Project has brought a once- dry river back to life

## A Sanctuary for Biodiversity

Through ongoing and dedicated greening efforts, the landscape at The Art of Living International Centre has gradually transformed into a vibrant oasis, now serving as a habitat for several IUCN red-listed species, including Black Dammer (*Canarium strictum*), Indian Kino (*Pterocarpus marsupium*), Red Sanders (*Pterocarpus santalinus*), Rosewood (*Dalbergia latifolia*), Sandalwood (*Santalum album*) and Dahipalas (*Cordia macleodii*). Additionally, rare medicinal plants like *Selaginella* sp., known as Sanjivini in the Ramayana, further enrich the biodiversity of the area.



144 Bird species - resident & migratory varieties.



102 Butterfly species



81 Shrub species



63 Climber species



502 Medicinal herb species



26 Snake species



178 Tree species



8 Bee species

## Tree Plantation & Conservation across 33 Acres in Tetavli, Navi Mumbai

In Tetavli, Navi Mumbai, a sprawling 33 acre area has been dedicated to tree plantation & conservation efforts since 2017, thanks to collaborative efforts with various CSR partners.

Site is designed using a scientific approach and around 18,000 plants have been planted and geo-tagged. Use of technology, drip irrigation & other methods have ensured a survival rate of 90%. This is one of the biggest urban afforestation projects in India. A biodiversity park and a butterfly park have also been created.



Tree plantation & conservation efforts have redefined the Tetavli landscape

## Impact:

The temperature in the area is 2 degrees lower than the surroundings. Plants have been geotagged to monitor carbon levels, aiding in carbon capture, sequestration, pollutant removal, and raising water table levels within the plantation.

Indigenous plants have been planted to enrich biodiversity. Mumbai needs 8 to 10 trees per person to balance their carbon footprints, highlighting the societal and environmental benefits of tree planting.

The involvement of corporations and local villagers has increased awareness about the impact of their lifestyles on the planet.

## Empowering Nomadic Tribes: Bringing Light to Remote Forests

Reaching tribal areas in forest reserves with strict installation & construction limitations: The Van Gujjar nomadic tribal communities of the Chandi, Dhaulkhand & Pathri forest ranges near Haridwar and the periphery of Jim Corbett National Park near Kashipur in Uttarakhand, lived without access to electricity. Between July and December 2018, we executed solar electrification of 500 households in the area. We also distributed 1,576 solar lamps to the tribal communities in the reserve forest areas in Assam, Manipur, Meghalaya, Arunachal Pradesh, Gujarat & Jammu, Kashmir.



Our solar electrification projects bring light to several interior villages in India

# How a 19 year old built his dream Start-Up with The Art of Living's Skill Training Program

Meet Kamesh Maurya, a young dreamer turned doer from Baknauri village, Rampur, Uttar Pradesh. Despite being the youngest of six siblings, he carries the weight of their hopes and is determined to create a better future for his family. Through The Art of Living Social Projects' Mobile Repair Training Program in collaboration with Radico Khaitan, Kamesh turned ambition into action. On the 4th of this month, he proudly opened his very own mobile repair shop in Baknauri - taking a bold step forward not just for him, but for his entire family. This is more than a new beginning. It's a story of resilience, empowerment, and the transformative impact of the right guidance.



A grand inauguration, turning dreams to reality

## Media



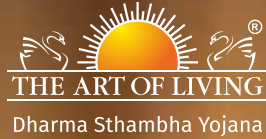
From Pollution to Restoration: The Art of Living's Powerful Partnerships to Heal Karnataka



Launching Gaudhan Paints: Beautiful Shades, Zero Toxins, Good Sustainability



The Art of Living Propels a Powerful Shift Toward Sustainable Agriculture



Gurudev Sri Sri Ravi Shankar's vision of a stress-free society is the founding vision behind The Art of Living and its sister organisations.

## Dharma Sthambha Yojana

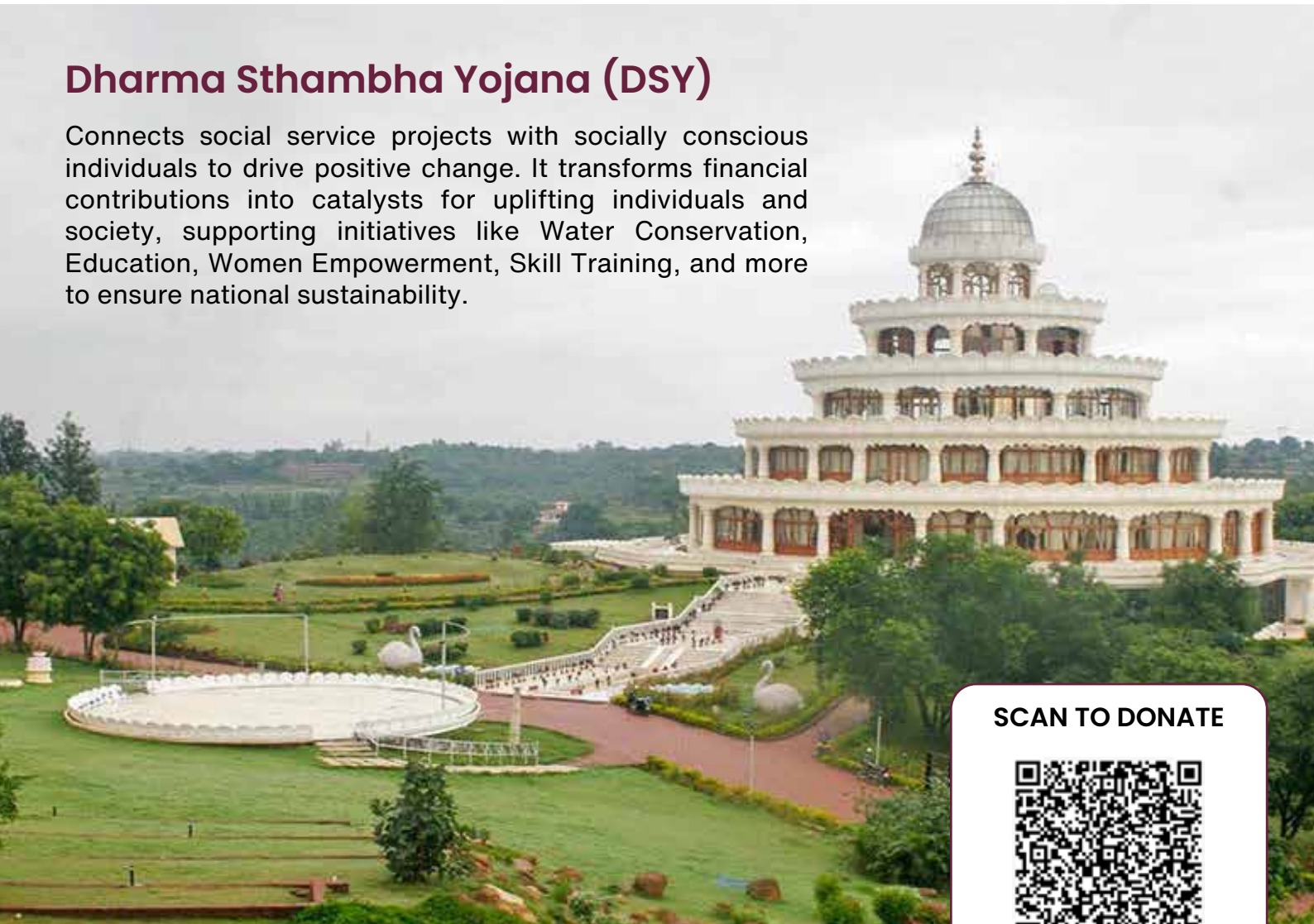


### Gurudev's vision translates into action in two important ways:

Powerful personal development courses at the individual level and various large-scale social transformation projects at the community level. These projects go a long way in empowering our people and country in a sustainable manner.

### 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.



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