



The Art of Living  
Youth Empowerment & Skills Workshop



The perfect compliment to an academic education...

Education has 6 aspects

Information  
Attitude  
Imagination  
Intuition  
Concepts  
Freedom

“Every parent would like to have a child whose personality shines wherever the child goes. It is the personality that is appreciated everywhere. Such shining personality is what is the main aim of this education.”  
- Sri Sri Ravi Shankar



### The Art Of Living Foundation



Founded by H.H Sri Sri Ravishankar in 1982, it is a not-for-profit, educational and humanitarian NGO, engaged in stress management and service initiatives. It works in consultative status with ECOSOC of the United Nations, active in 152 countries.

### Introduction

The Youth Empowerment & Skills (YES!+) is a life skills education and a personal development workshop conducted by Vyakti Vikas Kendra India (VVKI) to equip students to excel both academically and professionally and nurture morals, ethics, and human values along with a sense of nationalism and social responsibility. It is a challenging yet entertaining and fun, empowering youth in the age group of 18-30 years.

### The Purpose

To an experienced educationist, it is a well-known fact that the age group of 18-30 years is extremely crucial. This is the age where issues of career, relationships, sex, peer/parental pressures, and anxiety about the future all come to the fore simultaneously. For a well-rounded education, it is vital to develop mental clarity and emotional strength in the students to handle all these issues, in addition to conceptual clarity on the subject matter. For a youth bogged down by these issues, academic/professional performance and development to their full potential suffers.

### **Today there are six main challenges faced by the youth:**

1. Anger & Aggression leading to domestic and social violence.
2. Depression and Loneliness leading to suicidal tendencies.
3. Anxiety towards Sex, Relationship and Career leading to wrong choices, risky involvements and HIV/AIDS.
4. Lack of Ethics, Moral and Integrity leading to corruption and self-centeredness.
5. Substance Abuse and Addictions leading to great loss of nation's valuable human and economic asset.
6. Unemployability, leading to a huge population of educated unemployed youth.

YES!+ as a workshop and associated support system effectively tackles all the above challenges and empowers the individual. YES!+ graduates have been found to excel in their academics, extra-curricular and social responsibilities building a strong alumni force for the parent institute and an empowered youth force for the country.


**Research Statistics:**

A study conducted on CEOs, by Stanford Research Institute & Carnegie Mellon Foundation in the USA: Long-term job success depends 75% on people skills and only 25% on technical knowledge.

A study done by Harvard University: 85% of jobs & promotions are because of the candidate's attitude & soft skills and only 15% due to facts and figures engineers have.

**Program Benefits**

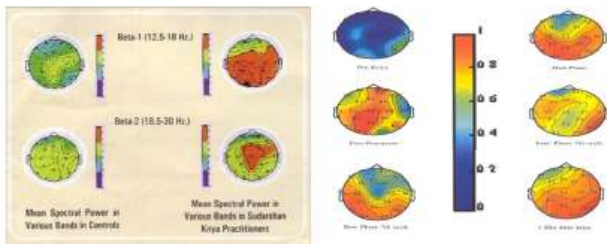
The Youth Empowerment & Skills (YES!+) Workshop builds and enhances the following life skills / abilities in youth.

	Stress Management		Creativity and Innovation
	Communication Skills		Leadership
	Teamwork		Ethics and Integrity
	Decision Making		Negotiation Skills

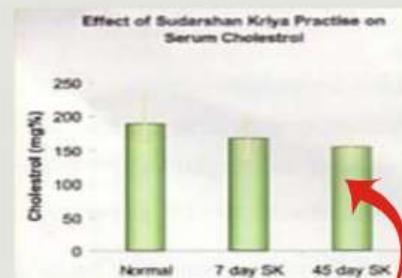
## About Sudarshan Kriya

Sudarshan Kriya one of the most powerful breathing technique taught on the program has been scientifically researched for its health and managerial benefits by the All India Institute of Medical Sciences (AIIMS), National Institute of Mental Health and Neuro Sciences (NIMHANS), Tata Institute of Social Sciences (TISS), Bangalore University Medical College and the World Health Organization (WHO)

## Benefits of regular practice of Sudarshan Kriya & Pranayams

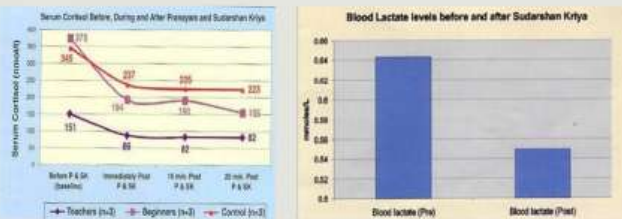


**Increase in Creativity, Productivity & Efficiency**



**Reduction in Cholesterol Level**

### Helps De-stress

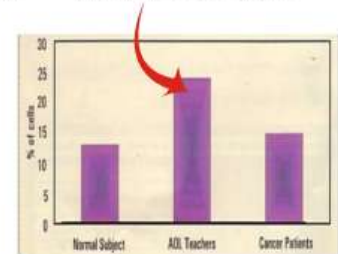


**Blood Cortisol/Lactate levels indicate stress**

**70% cure rate in individuals suffering from depression**



**Increase in Immune Strength**



## Program Methodology

- Group discussions
- Interactive team games
- Talks and presentations
- Powerful breathing technique – Sudarshan Kriya
- Asanas and pranayama to increase concentration and clarity of mind.

## **The YES!+ Outreach**

1. YES!+ is now offered as an Induction program in the following premier institutes:
  - i. XLRI, Jamshedpur
  - ii. IMT, Ghaziabad
  - iii. Symbiosis Institute of Mass Communication, Bangalore
  - iv. Indus Business Academy- Noida & Bangalore
  - v. Institute of Management Studies, Dehradun
  
2. The YES!+ Program is conducted on the campuses of the leading educational institutions across India as such:
  - i. IIM - Ahmedabad, Bangalore, Kolkata, Lucknow, Indore
  - ii. IIT - Delhi, Chennai, Kanpur, Kharagpur, Guwahati
  - iii. Banaras Hindu University
  - iv. Indian School of Business, Hyderabad
  - v. N.I.T – Calicut & Jamshedpur
  - vi. DTU, Delhi
  - vii. ICFAI
  - viii. CEPT, Ahmedabad
  - ix. YMCA, Faridabad
  - x. R.K. University, Rajkot
  - xi. Junagadh Agriculture University, Junagadh
  - xii. DA-IICT, Gandhinagar
  
3. YES!+ is taught for credit and/or as an official health services workshop in universities such as:
  - i. Cornell University
  - ii. Stanford University
  - iii. University of Wisconsin-Madison
  - iv. University of Texas A&M
  
4. Manavathe- Excellence and Value Education (YES!+ was conducted in 365 colleges) with Government of Karnataka.
  
5. The YES!+ workshop was conducted as a part of the rigorous training for state/ national and international championships at Pullela Gopichand Nimmagadda Academy of Badminton, Hyderabad.
  
6. The YES!+ workshop is conducted during ICAI's (Indian Chartered Accountant Institute) 4-week Residential program at its Centre for Excellence, Hyderabad.



## Testimonials

WORLD HEALTH ORGANIZATION  
Regional Office For South-East Asia



ORGANISATION MONDIALE DE LA SANTE  
BUREAU REGIONAL DE ASIE DU SUD-EST

*I discovered that they really do teach the Art of Living - an integrated, wholesome and stress free attitude to life, work, relationships, responsibility,*

*I believe this workshop has been directly contributing to the cherished values of Professionalism, Perseverance and Respect.*

Dr M. Otgon, Md, PhD  
Regional Fellowships Officer  
SEARO

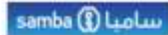


SULTANATE OF OMAN  
MINISTRY OF HEALTH

*Students of Institute of Health Sciences have really appreciated what they have learned. I look forward to continued collaboration of mutual benefit to both organizations*

Alya Mohammed Msellem Al-rawahy  
Dean

Saudi American Bank



Our employees come from different countries and from different cultural backgrounds and the program has been well received throughout. **90% of the workshop participants gave the course the highest rankings across all dimensions of effectiveness.**

Vivek Vig  
General Manager  
Saudi Arabia, SAMBA



We conduct the Art of Living workshop of our googlers once per quarter. Students report an **increase in their sense of community, confidence and clarity of mind**. Such plaudits map well to our objectives of team building, leadership development and concentration respectively.

Mark Ball  
Sr. Associate, Training  
Google, Inc.

UNITED NATIONS  
United Nations Interim  
Administration Mission  
in Kosovo



UNMIK

NATIONS UNIES  
Mission d'administration  
Interimaire Des Nation Unies  
en Kosovo

110 officers of Special Police Units of U.N. Mission in Kosovo attended the Art of Living workshop. **It has tremendously helped these officers to improve their mental alertness and reduce mental tension** especially when they are working in highly tense situations for international peace keeping.

Col. A. M. Muhammed  
Indian Special Police Units  
United Nations Mission In Kosovo



Raman G Vishwanathan  
Manager, NED

I recommend this workshop to anyone in the academic, management, and industrial community. In a world facing the challenges of globalization, **Art of Living's apex offers the tools necessary to build a harmonious and productive**



THE WORLD BANK  
INTERNATIONAL BANK FOR  
RECONSTRUCTION AND DEVELOPMENT  
INTERNATIONAL DEVELOPMENT ASSOCIATION

We first decided to offer the art of living workshop when stress and work-life balance emerged as the major concern in our staff survey. Two reported outcomes from staff have been:  
(i) **sustained reduction in stress, and consequent increase in productivity**, from continued practice of the breathing techniques taught in the course; and  
(ii) significant **improvement in teamwork** as a result of innovative processes embedded in the workshop.

The workshop has now become a regular offering in the staff learning program.

Sanjay Pradhan  
Director, Public Sector Governance  
PREM

National Aeronautics and  
Space Administration



Goddard Space Flight Center  
Greenbelt, MD 20771

*I have seen fundamental changes in participants functioning, and in their interpersonal skills because of art of living's workshop, which enables them to be more productive, creative and skilled engineers, scientists and staff.*

Bill Hayden  
Senior Systems Engineer, Nasa Goddard

The workshop participants were Albanians, Serbs and Roma people who went through war traumas. They had experience of **peacefulness, relief from negative emotions and improved health** during and after the workshop. Mother Theresa Association fully supports the Art of Living workshop and wishes you success.

مركز ماما تيريزا  
دعم ورشة العمل  
Mother Teresa





**National Institute of Fashion Technology**  
(Ministry of Textiles, Govt. of Maharashtra)

It was indeed **wonderful experience** for all the students, faculty members and staffs of national institute of fashion technology, (NIFT) Kolkata who attended the "Art of Living workshops".

The **positive changes** in their physical health, mental attitude and degree of cheerfulness are quite visible and tangible.

Shantmanu, IAS  
Director



**XLRI Jamshedpur**  
School of Business & Human Resources

We are grateful to you for conducting the YES!+ Programme for 240 of our first yearites.

The programme which was in line with our **objective of helping the students develop team building capabilities, creativity, leadership and achievement orientation.**

The students appreciated the programme very much. I understand many students are continuing the activities initiated by you during the programme.

Dr Pingali Venugopal  
Dean & Professor (Marketing)



The program was immensely successful amongst the PhD students who participated in the program. They requested for the program to be repeated in the following years as well.

We also invested in around 30 yoga mats in the firm conviction of continuing our collaboration in the years to come, convinced of the benefits that this program can procure for the PhD students.

Emmanuelle Chevrier  
Training Director of the Federation of PhD Universities  
Poitiers, 7th February 2010



**Humboldt University, Berlin**

The observed results are: **heightened awareness, better concentration, heightened ability to relax.**

Also there is a visible improvement in the social behaviour of the students through the group processes.

L. Schulte  
Responsible for health sports



**INDIAN INSTITUTE OF MANAGEMENT**  
Vastrapur, Ahmedabad

*I see rays of hope in the Art of Living for the future of corporate sector. I have benefitted a lot from this workshop and I recommend this to all the people I meet.*  
*Art of Living workshop teaches you to manage your own self, your life and your environment.*

Vinod V Mathur



**BOSTON COLLEGE**  
Department of Human Resource

YES!+ workshop incorporates the sudarshan kriya and all of the breathing techniques, it also addresses challenges facing students.

The **special presentations on issues of time management, decision-making, leadership,** and on taking initiative and responsibility as well as particular techniques to improve concentration and energy when studying **were effective** and well-received.

Pat Touzin, LICSW  
Director, Faculty & Staff Assistance Program



**Indian Institute of Technology Kanpur**

YES!+ workshops seem to have proved to be very **effective in eliminating stress and depression** amongst students who work in a high powered academic environment.

The program is expected to become a great tool in helping a youth to empower themselves and to make them responsible citizens who would contribute to the society.

Prawal Sinha  
Dean

**Virginia Tech**

College of Engineering

The YES!+ workshop was taught to a group of students, faculty and staff not long after the recent after the tragedy that occurred on our campus. although the workshop **was especially good in helping us deal with our emotions related to the shootings, it also had great value in teaching us how to deal with everyday stress and emotions.**

It was fun taking the class with a wide variety of people - students, staff and faculty members in a large range of ages.

I also encourage you to promote the art of living courses on your campus in support of the foundation's campaign for a violence-free, stress-free world.

Linda Vick  
Academic And Career Advisor,  
MED, Virginia Tech



**Cornell University**  
Office of the Dean of Students

*The workshop far exceeded my expectations and I have since experienced a new level of peacefulness, clarity of thoughts, joy, physical energy and reduction of everyday stress.*

Sophie Siddhu  
Assistant of Dean of Students



**Florida Gulf Coast University**

We offered this workshop for 2 hours of credit through the occupational therapy department in the college of health professions.

**The workshop was always filled with a waiting list.**

Kathy Kleist  
Executive Director  
Florida Gulf Coast University



**HIGH SCHOOL OF TELECOMMUNICATION ARTS AND TECHNOLOGY**  
Brooklyn, NY

YES!+ workshop teaches **tools** that are not easily learned inside of school, but **that can enhance the abilities and quality of work** for students and teachers alike.

Philip Weinberg,  
Principal

**For more information visit**

<http://www.artofliving.org/in-en>

<http://yesplus.org/>

Vibrant Gujarat: [http://www.youtube.com/watch?v=E\\_nZZIqjtAI](http://www.youtube.com/watch?v=E_nZZIqjtAI)

Technology of Spirituality: <http://www.youtube.com/watch?v=CcQd3GjFNLQ>