

**Personalized & AI Driven
De-addiction Solution**

An initiative by: 

The Problem



14.6% (16 crore people) consume **alcohol**, with **5.2%** suffering from dependence

Nearly **20% of youth** are impacted by **gaming addiction**

2.8% (**3.1 crore** people) use **cannabis**; 0.66% (72 lakh) face serious issues

India ranks **3rd globally** in pornography consumption

8.5 lakh people are injecting drug users

Behavioral addiction prevalence ranges from **2%–33% across India**

*These statistics only scratch the surface, as the true extent of substance and behavioral addictions in India is far more complex and widespread, with many individuals facing hidden struggles.

Losses due to Addiction

Financial Loss

- 5% of monthly income spent on alcohol by Indian households
- ₹1.8 lakh crore lost by 1.1 crore traders due to trading addiction (SEBI)



Economic Loss

- ₹121,364 billion (US\$ 1867 billion) lost to alcohol-related societal costs only
- \$1.4 trillion (1.8% of world GDP) lost to tobacco use globally

Physical Loss

- 7 million annual deaths from tobacco use only.
- Significantly higher mortality risk from fatal overdoses, devastating accidents, and life-threatening diseases caused by substance abuse



Emotional Loss

- Millions face strained relationships due to addiction
- Dependency cycles amplify mental health struggles, eroding self-reliance and resilience

Current Obstacles in Addiction Recovery

Stigma and Social Judgment: Fear of discrimination discourages individuals from seeking help.

Limited Access to Treatment: Inadequate facilities and high treatment cost limit access to treatment.

High Relapse Rates: Lack of continuous support and follow-up care leads to recurring substance use.

Insufficient Policy and Support Framework: Weak enforcement and lack of structured support.



What If There Was a Platform That Could:

Technology

Harness Technology to Transform Addiction Recovery

Anonymity

Offer complete anonymity at an affordable cost

Indian languages

Speak to you in your language— inclusive and relatable



Wide Coverage

Address both substance and behavioral addictions

Early Intervention

Provide early intervention for mild to moderate cases

Relapse Prevention

Focus on relapse prevention for lasting recovery

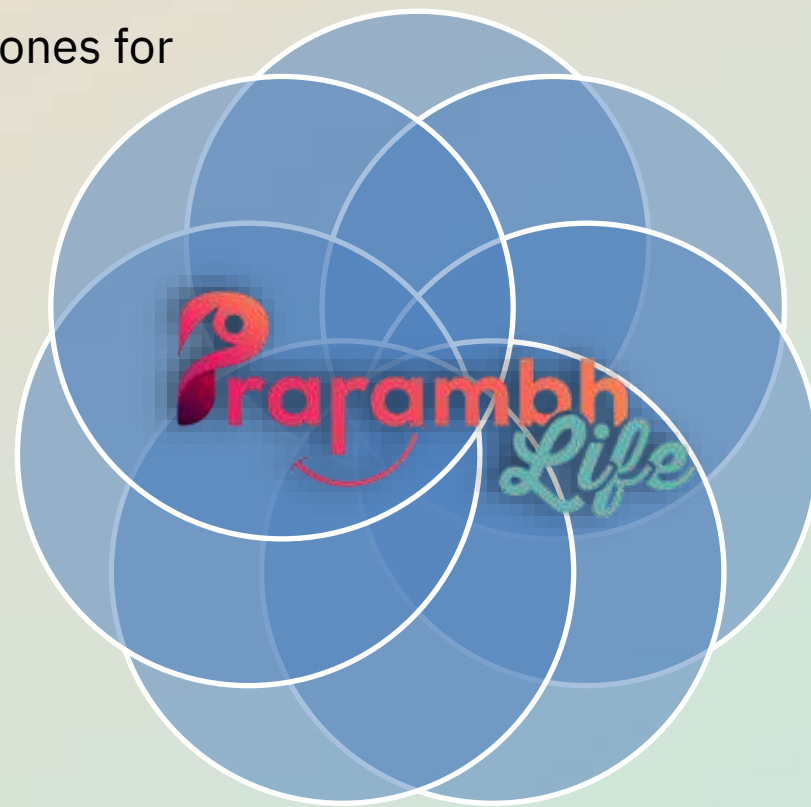
Prarambh Life: Pioneering the Path to Freedom from Addiction

Cultural Relevance: Designed for India, offering support in multiple languages

Goal-Setting: Structured milestones for progress

Personalized Guidance:
Custom recovery plans.

Interactive Support:
Community-driven engagement.



Holistic Well-being:
Focus on mental and physical health.

Relapse Prevention: Continuous support system.

Educational Resources: Knowledge empowers recovery.

Prarambh Life is the ultimate solution for those struggling with addiction in India. Our tailored de-addiction program offers a proven path to recovery, helping individuals break free from substance abuse and behavioral addictions.

- **Continuous Support:** Real-time tracking and check-ins to ensure steady progress.
- **Relapse Prevention:** Personalized reminders and notifications to stay on track.
- **Tech Integration:** Easily integrates into daily life, reducing stigma and maintaining a routine.
- **Community Engagement:** Interactive forums and group support to keep motivation high and combat isolation.

Prarambh Life: 3 Month Program

3 Month Program

- ❖ Focused on initial recovery and breaking addiction patterns.
- ❖ Personalized treatment plan with regular check-ins.
- ❖ Tools and support for early relapse prevention.
- ❖ Short-term goals to build a foundation for long-term recovery.
- ❖ Available for both substance and behavioral addictions, tailored to individual needs.

Module 1: Welcome & Introduction

- Start your recovery journey by understanding toxic reasoning, recognizing unhealthy relationships, and the illusion of control. Learn how loved ones can help through our Buddy Program while staying connected for lasting recovery.

Module 2: Detox: Body & Mind

- Learn to manage the fight-or-flight response during detox, set personal goals, and practice grounding techniques like the 5X5 method to help stabilize your mind and body.

Module 3: Take Back Control

- Use Cognitive Behavioral Therapy (T-FAB) to identify harmful behaviours, recognize triggers, and leverage momentum for positive change. Discover the N.L.R. grounding technique for emotional regulation.

Module 4: Choice, Control & Being Gentle

- Apply the A.H.A. method (Awareness, Honesty, Action) to make compassionate choices, understand the needs behind your actions, and practice affirmations for personal growth.

Module 5: Self-Acceptance: Shame No More

- Distinguish between pain and guilt, embrace healthy emotions, and foster self-esteem and self-care to reduce feelings of shame and promote self-acceptance.

Module 6: Boundaries, Relationship, and Meaning

- Learn to set internal and external boundaries, build win-win relationships, and overcome learned helplessness by exploring faith, hope, and practicing the Boundary Bubble technique.

Module 7: How to Stay on Track

- Develop relapse prevention strategies by reflecting on your progress and understanding relapse as a process. Stay motivated by focusing on lessons learned and balancing pain with passion.

Prarambh Life: 6 Month Program

6 Month Program

- ❖ Comprehensive recovery with long-term behavior change.
- ❖ In-depth therapy and continuous support.
- ❖ Focus on sustaining sobriety and improving mental health.
- ❖ Ongoing community engagement and relapse prevention strategies.
- ❖ Available for both substance and behavioral addictions, tailored to individual needs.

❖ 6 Month programs also includes the modules in 3 Month program

Module 8: “Common Colds” of Mental Health

- Identify and manage common mental health challenges like anxiety and depression, address self-medication tendencies, and use a cognitive distortion checklist to gain mental clarity.

Module 9: Stress – Friend or Foe?

- Explore stress reduction techniques, build resilience, and learn how self-talk and self-fulfilling prophecies influence your behaviour. Use grounding techniques to manage stress effectively.

Module 10: Trauma, Mental Health & Addiction

- Understand how trauma relates to addiction, recognize complex trauma, and use grounding techniques to manage trauma responses while healing.

Module 11: Anger – Health vs. Unhealthy

- Differentiate between healthy and unhealthy expressions of anger, practice anger management techniques, and use the P.A.R. method (Pause, Assess, Respond) for emotional control.

Module 12: Relationships – Healthy vs. Co-dependent

- Learn to recognize co-dependent relationships, explore healthier dynamics, and use techniques like the Empty Chair and Poison Pen methods to achieve closure.

Module 13: Bonus Module – Your Wellness Journey

- Celebrate your recovery journey, reinforce relapse prevention strategies, and reflect on key lessons that will help ensure your long-term success and well-being.

Prarambh Life: Accessible in Multiple Languages

❖ Available Now in Hindi

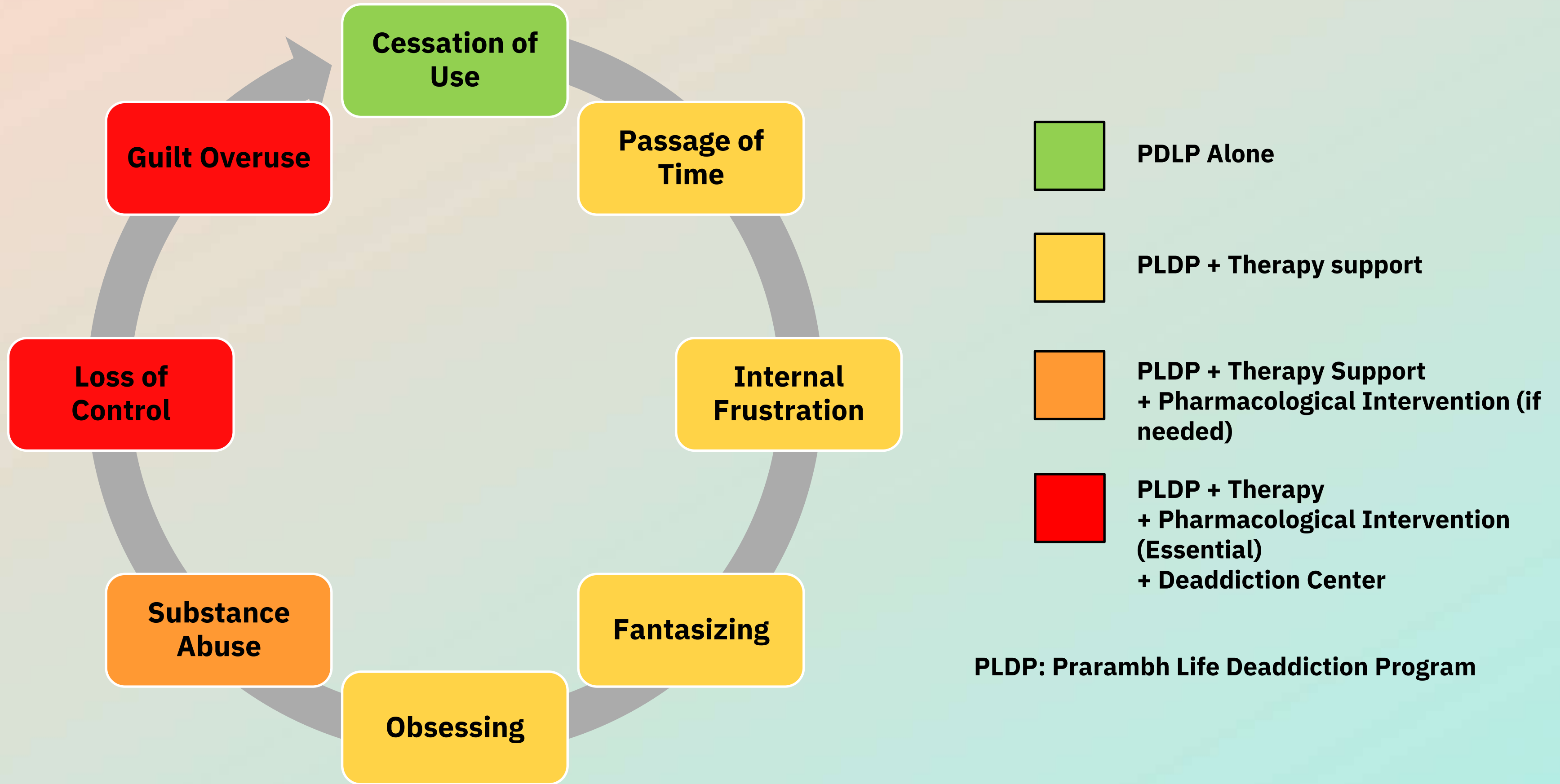
- ❖ Comprehensive support for addiction recovery in Hindi.
- ❖ Tailored programs designed for the Indian context.

❖ Coming Soon: Additional Languages

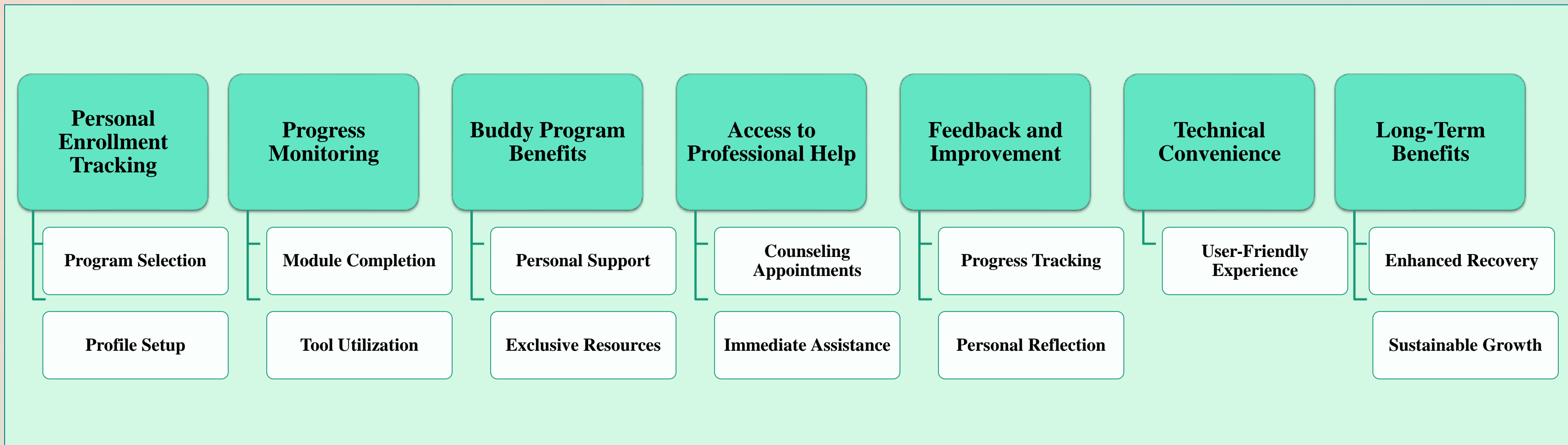
- ❖ Expanding access to more **Indian languages** to ensure wider reach.
- ❖ Making recovery support accessible all across India.
- ❖ *Prarambh Life is committed to breaking language barriers and providing inclusive recovery solutions.*



Cycle of Recovery



Reporting and Management for Individual Users in PLP



The Prarambh Life program offers a structured, personalized approach to recovery, with 80% of participants successfully maintaining long-term progress as tested in Foreign Markets.

Investing your time in the **Prarambh Life Program** ensures a rapid and significant impact on combating addiction's societal effects in India. With a proven track record and a data-driven methodology, this program offers a swift, tangible improvement in the well-being of individuals and communities.

Instant Results

While the immediate results are impressive, the long-term benefits of investing your time in the program are equally compelling. Its scalability and alignment with the evolving healthcare landscape in India make it a strategic commitment with enduring value.

Sustained Benefits

Impact and Return Timeline

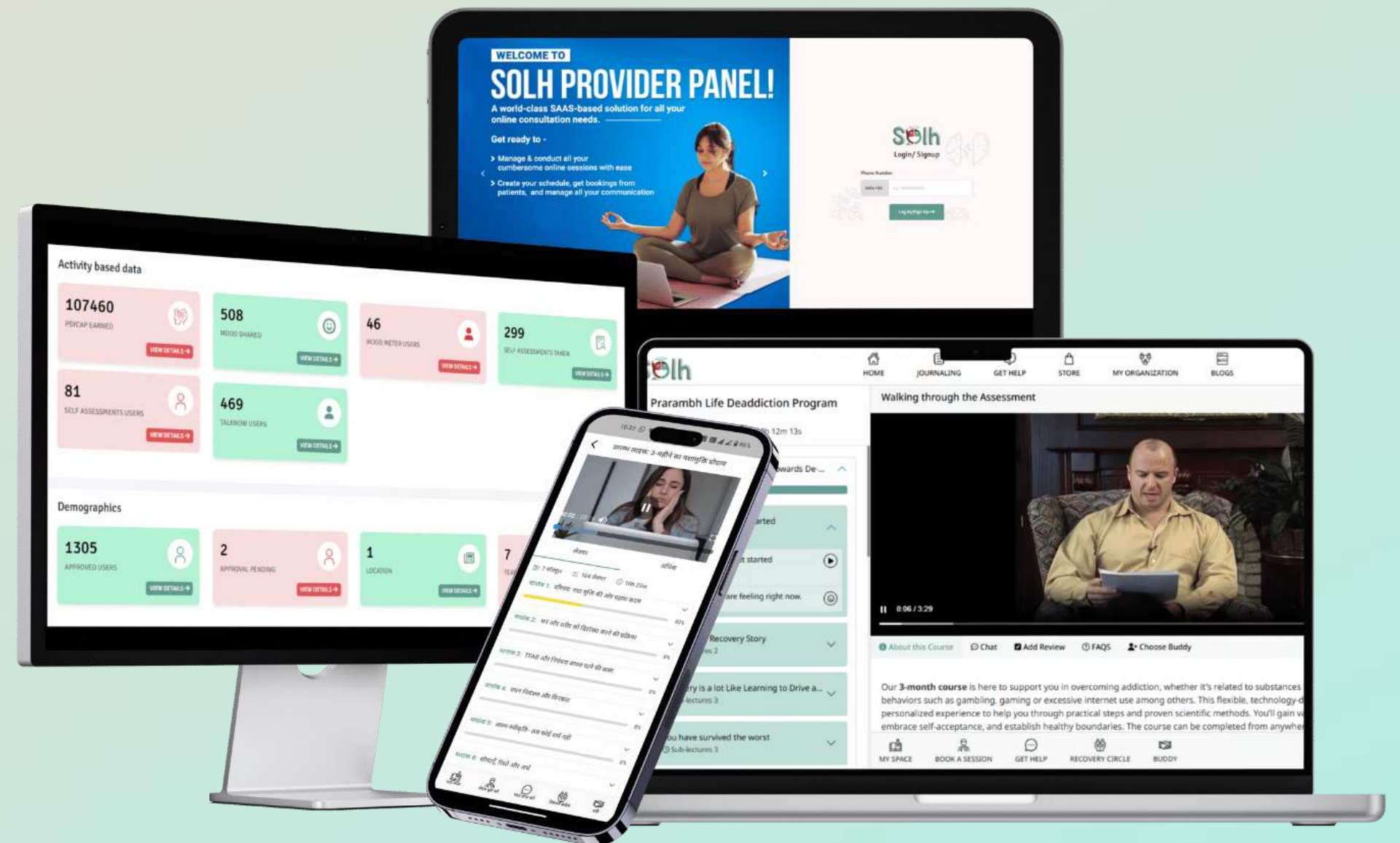
Components of R.E.A.C.H.



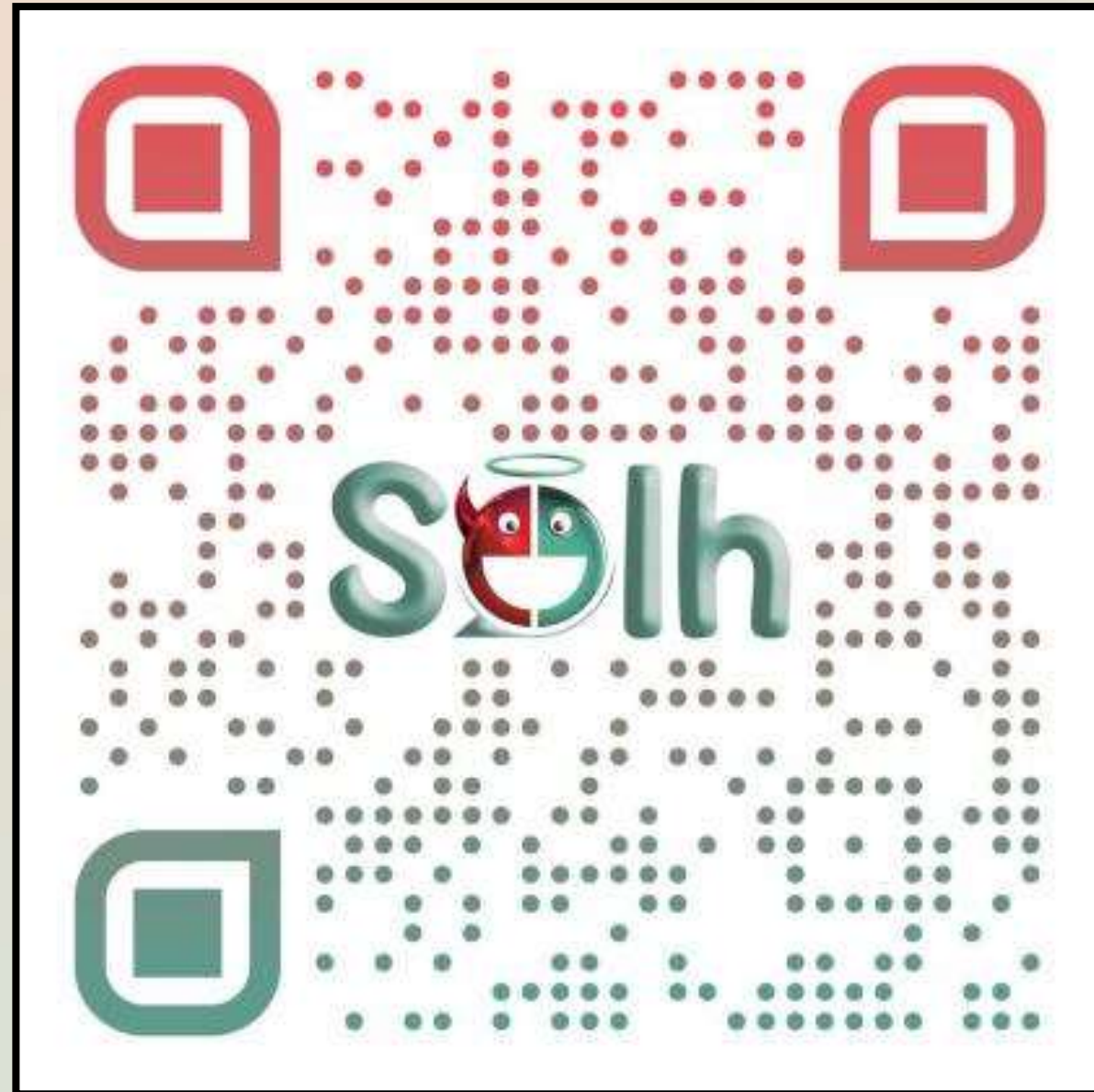
*Prarambh Life De Addiction program seamlessly integrated with the R.E.A.C.H. ideology

Prarambh Life Steps In....

- **De-addiction (Prarambh-life):** Tech-enabled, self-served (layers of support if needed)
- **User:** Delivery through Web and mobile-app
- **Organization:** Web-based dashboard for monitoring progress
- **Buddy System:** For personal support
- **Provider (Mental Health Experts):** Enterprise SaaS solution
- **Stress monitoring (Streffie):** User, +Kiosk
- **Human Interaction (Preventive & Curative):** Multi-layer capability at both Individual & Organizational Level
- **Integrations / Add-ons:** Enabled through APIs



Delivery through multifaceted web, mobile, kiosk technologies addressing every need of the Ecosystem.



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