



From Peer Pressure to Purpose

Nagpur Maharashtra's Prakash Londhe's Journey towards Self-Reliance

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Timely counselling, rehabilitation and behavioural support can play an important role in helping individuals overcome harmful influences, rebuild their confidence and return to productive livelihoods. Targeted support can also help beneficiaries regain focus, strengthen family financial stability and move towards a more disciplined and self-reliant life.

At 23, Prakash Londhe (name changed), a Scheduled Caste beneficiary from Nagpur, Maharashtra, was struggling with the negative influence of a peer group. The situation affected his routine and distracted him from his auto-rickshaw business, resulting in irregular working hours, missed peak-hour commuters, poor daily earnings and financial instability. His family was deeply concerned about his future and the economic difficulties caused by his inconsistent income.

Seeking to break free from harmful habits and regain focus on his livelihood, Shri Londhe received support under the National Action Plan for Drug Demand Reduction (NAPDDR) at Navjeevan Integrated Rehabilitation Centre for Addict, Nagpur, an Integrated Rehabilitation Centre for Addicts (IRCA). The intervention provided professional psychological counselling, motivational sessions, behavioural support, rehabilitation assistance and peer-refusal training to help him resist negative influences.

Through counselling and behavioural support, Shri Prakash developed greater awareness of the harmful effects of bad company and substance abuse. With continued guidance and emotional support from his family, he successfully cut ties with the negative peer group and adopted a more disciplined routine. He is now focused on operating his auto-rickshaw business regularly and making better use of peak-hour demand.

SUCCESS STORY

NATIONAL ACTION PLAN FOR DRUG DEMAND REDUCTION (NAPDDR)

FROM PEER PRESSURE TO PURPOSE: A JOURNEY TOWARDS SELF-RELIANCE

STATE: MAHARASHTRA | DISTRICT: NAGPUR
GRANT-IN-AID CENTRE:
Navjeevan Integrated Rehabilitation Centre for Addict, Nagpur
TYPE OF CENTRE: IRCA

COMPREHENSIVE SUPPORT

- Counselling and rehabilitation;
- behavioural support;
- motivational sessions;
- peer-refusal training; and
- emotional support from family.

Ministry of
Social Justice and
Empowerment
Government of India

CHALLENGE

Negative peer influence, substance abuse and irregular working hours led to poor earnings and financial instability.

TREATMENT

Professional counselling, behavioural therapy, de-addiction guidance and peer-refusal training under NAPDDR.

RECOVERY

Chose to leave the negative peer group, rebuilt discipline and focused on his auto-rickshaw business.

ROLE MODEL

Now working regularly, especially during peak hours, with increased daily rides and income, bringing stability to his family.

“ I regained my focus, rebuilt my confidence and am now working towards a better future. ”

RECOVERY.

RESILIENCE.

REINTEGRATION.

By working full-time and targeting peak rush hours, Prakash Londhe has seen a significant improvement in his daily rides and income. The improvement has helped stabilise his family’s financial condition and strengthened his confidence in pursuing his livelihood.

Prakash Londhe’s journey demonstrates how counselling, rehabilitation and family support can help an individual overcome negative influences, regain focus and move towards greater economic self-reliance. His experience reflects the importance of timely support under NAPDDR in enabling beneficiaries to rebuild their lives with discipline, dignity and renewed purpose.

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