



A New Beginning: Overcoming Alcohol Addiction Through Rehabilitation Support

Dhenkanal Odisha's Rajesh Kumar's Journey Towards Recovery and Self-Reliance Under the National Action Plan for Drug Demand Reduction

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Timely access to counselling, medical care and rehabilitation definitely help individuals overcome substance dependence and rebuild their lives.

Mr. Rajesh Kumar's journey reflects the importance of institutional support and structured rehabilitation in helping individuals recover from alcohol addiction, restore their confidence and work towards a stable and dignified life.

Rajesh Kumar (**name changed**), a 47-year-old self-employed individual from Dhenkanal district of Odisha, had been struggling with alcohol addiction for nearly 23 years. His prolonged dependence on alcohol adversely affected his personal life, family relationships and professional responsibilities. Frequent conflicts and emotional distress strained his marriage, eventually resulting in separation from his wife.

Despite working in the catering profession and earning approximately ₹10,000 per month, he found it difficult to overcome his addiction independently. Limited financial resources, social stigma and isolation further compounded his challenges. Nevertheless, he remained determined to regain his self-confidence, restore his dignity and resume his professional responsibilities.

The meeting with a social worker associated with ASHRA-Integrated Rehabilitation Centre for Addicts (IRCA), functioning under the Arun Institute of Rural Affairs in Dhenkanal, proved a turning point for Mr Kumar. This worker identified his condition and facilitated his admission to the rehabilitation centre.

With the support under the National Action Plan for Drug Demand Reduction (NAPDDR), Mr. Rajesh received structured rehabilitation services to help him overcome alcohol dependence and rebuild his life. During his one-month residential stay, he received detoxification services, individual counselling, psychological and emotional support, behavioural therapy and motivational guidance. The centre provided a safe and supportive environment, along with basic care and assistance to help him regain self-control and develop a positive outlook towards life.

SUCCESS STORY

A NEW BEGINNING: OVERCOMING ALCOHOL ADDICTION

Mr. Rajesh Kumar's Journey Towards Recovery and Self-Reliance

(Name changed to protect his identity)

AGE: 47 years

OCCUPATION: Self-employed, catering profession

GRANT-IN-AID CENTRE: Anun Institute of Rural Affairs, ASHRA-IRCA, Dhenkanal

GENDER: Male

STATE: Odisha

TYPE OF CENTRE: IRCA

CATEGORY: OBC

DISTRICT: Dhenkanal

BACKGROUND

Mr. Rajesh Kumar struggled with alcohol addiction for nearly 23 years. His dependence affected family relationships and professional responsibilities. Limited income, social stigma and isolation made recovery difficult, but he remained determined to rebuild his life.

SCHEME INTERVENTION

Support under the National Action Plan for Drug Demand Reduction (NAPDDR) enabled admission to ASHRA-Integrated Rehabilitation Centre for Addicts (IRCA), functioning under Anun Institute of Rural Affairs, Dhenkanal.

TYPE OF ASSISTANCE

One-month residential rehabilitation; detoxification services; individual counselling; psychological and emotional support; behavioural therapy; motivational guidance.

CHALLENGES

Long-standing alcohol dependence, strained marriage and family relationships, modest income and limited access to private treatment.

SUPPORT PROVIDED

Structured rehabilitation, safe accommodation and basic care, counselling, behavioural therapy, emotional support and guidance on maintaining sobriety.

CURRENT SITUATION

After completing rehabilitation, he returned to his catering profession with renewed confidence and responsibility.

IMPACT

Monthly income increased from approximately ₹10,000 to ₹16,000. Recovery helped him move towards greater emotional stability, livelihood improvement and self-reliance.

From Addiction to Self-Reliance

Recovery is a step towards rebuilding life with dignity, confidence and hope.

— Mr. Rajesh Kumar (Name changed) —

The rehabilitation programme helped Mr. Rajesh understand the importance of maintaining sobriety and working towards emotional stability and social reintegration.

Following the completion of rehabilitation, he resumed his catering profession with renewed confidence and a greater sense of responsibility. His monthly income increased from approximately ₹10,000 to ₹16,000, reflecting improved work consistency and livelihood stability. The intervention also supported his efforts to become more self-reliant and move towards a healthier and more productive life.

Today, Mr. Rajesh's journey demonstrates how accessible rehabilitation, professional counselling and sustained motivational support can help individuals overcome the challenges associated with substance dependence. The timely assistance provided through ASHRA-IRCA under the NAPDDR scheme enabled him to take meaningful steps towards recovery, livelihood improvement and social reintegration. His experience highlights the importance of community outreach, compassionate care and institutional support in helping individuals rebuild their lives with dignity and renewed hope.

Mr. Rajesh's story stands as an example of determination and the transformative potential of rehabilitation support. It underscores the importance of providing individuals affected by addiction with appropriate care and opportunities to regain their confidence, strengthen their livelihoods and work towards a stable, productive and self-reliant future.

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