FREE LIVE WEBINAR · 07

Alcohol & Drug Addiction

A treatable brain illness, and recovery is truly possible



Bharosa 90-Day Alcohol & Drug De-addiction Program

Your host

Dr. Uday Kiran

MBBS, MD Psychiatry · Founder & Chief Consultant Psychiatrist

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Neuro Psychiatry Hospital

Meet Your Doctor

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Neuro Psychiatry Hospital



Dr. Uday Kiran

Founder & CEO, Bharosa

MBBS, MD Psychiatry

Osmania Medical College, Hyderabad

Founder & CEO

Bharosa Neuro Psychiatry Hospitals

Chief Consultant Psychiatrist

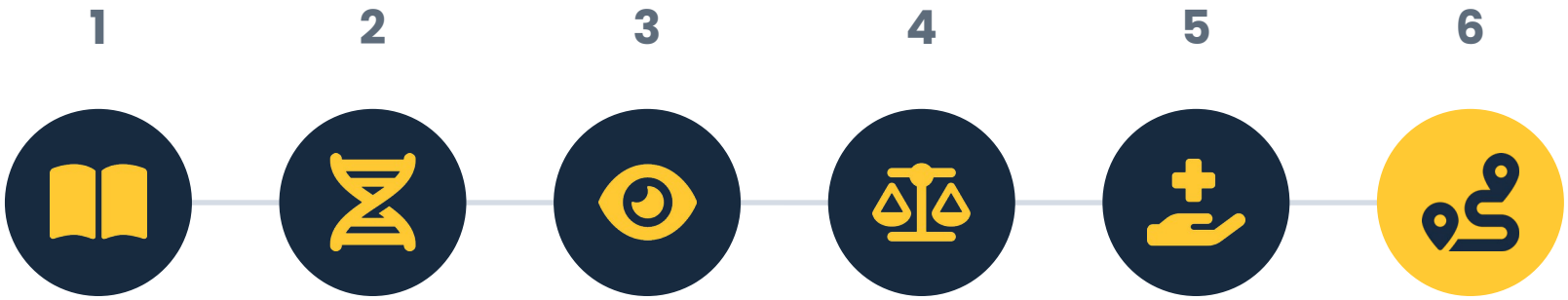
Acute care, emergency psychiatry & rehabilitation

Children to elderly

Care for every age, at four branches

Today's Journey

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Stay till the end: live Q&A with Dr. Uday Kiran and how the Bharosa 90-day program works.

What Is Addiction?

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When alcohol or a drug takes control of the brain, and the person cannot stop despite harm



A brain illness

Not a weakness or bad habit — the brain itself changes



Use vs dependence

Dependence = cannot control, cannot stop, keeps harming



Treatable

With proper care, people stay sober and rebuild lives

Addiction in India

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16 crore

Indians aged 10–75 use alcohol (14.6%)

Magnitude of Substance Use in India 2019 (AIIMS/MoSJE)

5.7 crore

have harmful or dependent alcohol use and need help

Magnitude of Substance Use in India 2019 (AIIMS/MoSJE)

1 in 38

people with alcohol dependence get any treatment

Magnitude of Substance Use in India 2019 (AIIMS/MoSJE)

Who Is Affected?

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Young people

Many first try alcohol or ganja in their teens or 20s



Working adults

Stress, long shifts, 'one drink to relax' every day



Women too

Often hidden — pills or alcohol taken secretly

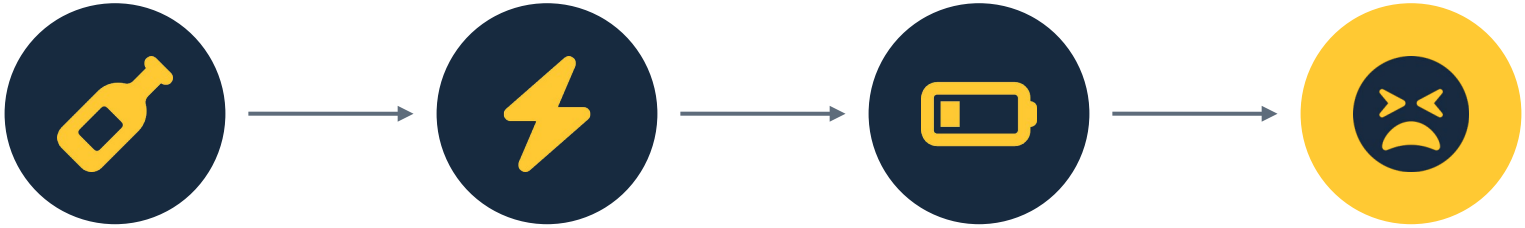


The whole family

Spouse, children and parents suffer the most

What Happens in the Brain

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Drink or drug

The substance reaches the brain within minutes

Dopamine flood

A huge rush of the brain's pleasure chemical

Brain adjusts

Lowers its own reward, so needs more (tolerance)

Stop = withdrawal

Shaking, sweating, craving, restlessness

This is why willpower alone is not enough — the brain needs time and treatment to heal

Why Does It Happen?

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Genes

Runs in families — higher risk for children



Reward circuit

Some brains get 'hooked' faster than others



Peer pressure

Friends, parties, 'just one try' culture



Stress & trauma

Using to escape pain, loss or tension



Easy availability

Liquor, ganja and pills easy to get



Mental illness

Depression, anxiety, ADHD often co-exist

Early Warning Signs

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Drinking earlier each day



Hiding bottles or lying



Money going missing



Irritable, mood swings



Missing work or college



New friends, old ones gone

When Use Becomes Dependence

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Signs of dependence

Two or more of these over 12 months means medical help is needed



Tolerance

Needs more and more for the same effect



Craving

Strong urge — thinks about it all the time



Loss of control

Cannot stop at one; fails to cut down



Use despite harm

Continues even after health and family damage

Withdrawal Can Be Dangerous

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Dangerous withdrawal

Never stop heavy drinking suddenly at home without a doctor



Tremors

Shaking hands, often within 6–24 hours



Sweating & anxiety

Racing heart, fear, no sleep



Seizures

Fits can occur, often within 1–2 days



Delirium tremens

Confused, seeing things, fever — an emergency

The Damage It Does

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Liver

Fatty liver, hepatitis, cirrhosis, liver failure



Brain & nerves

Memory loss, poor judgement, nerve damage



Family

Fights, violence, debt, children living in fear



Life & work

Accidents, job loss, police and legal trouble

> *We hid it from relatives for years. Treatment finally gave our family its peace back.*
>
> — A family member

Myths vs Facts

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MYTH	FACT
Addiction is just a lack of willpower.	**It is a brain illness. Willpower helps, but treatment is needed.**
Only daily drinkers have a problem.	**Weekend binge drinking also harms and can lead to dependence.**
Ganja is natural, so it is safe.	**Cannabis can cause dependence, poor memory and psychosis in youth.**

Emergency Red Flags

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- Fits (seizures) after stopping
- Confusion, seeing things, fever
- Vomiting blood or yellow eyes
- Overdose: very drowsy, slow breathing
- Talk of suicide or self-harm

Act today

Go to the nearest hospital emergency now. Do not wait or treat at home.

Emergency: 112
Tele-MANAS 14416 (free, 24×7)

How We Assess

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01



Detailed history

What, how much, how long — with family input

02



Physical exam

Liver, nerves, nutrition, withdrawal signs

03



Blood tests

Liver function, sugar, salts, urine drug screen

04



Mental health

Check for depression, anxiety, suicide risk

THE GOOD NEWS

Recovery Is Possible

With medical care, therapy and family support, lasting sobriety is achievable

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Our Treatment Approach

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One team · one plan · every day



Safe detox

Medically supervised withdrawal, 24×7 nursing



Medicines

Reduce craving, protect brain and liver



Therapy

Understand triggers, build coping skills



Family healing

Counselling for the whole family



Lifestyle

Yoga, fitness, healthy diet and sleep routine

Medicines & Therapies

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Medical care

- Medically supervised detox
- Thiamine (vitamin B1) and nutrition support
- Anti-craving medicines; opioid substitution
- Liver care and physical recovery

Talk therapies

- Motivational interviewing
- CBT for relapse prevention
- 12-step style and group therapy
- Family therapy and job rehabilitation

Why 90 Days?

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The brain needs months, not days, to rebalance

Brain healing

Reward and control circuits recover over weeks to months

Away from triggers

Safe space away from liquor, dealers and old friends

New habits

Daily routines repeated until they become normal

Your 90-Day Recovery Roadmap

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Day 1-30

Detox & stabilise

- Safe supervised withdrawal
- Vitamins, diet and sleep restored
- Full medical and mental assessment

Day 31-60

Therapy & insight

- Individual CBT and group sessions
- Learn triggers and craving control
- Family counselling begins

Day 61-90

Relapse prevention

- Personal relapse-prevention plan
- Work and life skills planning
- Follow-up and support group links

Your Care Team at Bharosa

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Every patient in the 90-Day Alcohol & Drug De-addiction Program is cared for by:

- **Psychiatrists**
- **Psychologists**
- **General physicians**
- **Dietitians**
- **Yoga trainers**
- **Fitness trainers**
- **Nurses, 24×7**
- **Family counsellors**

A Day in Recovery

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Medicines on time · therapy every day · healthy food · safe, calm rooms · weekly family update

How Families Can Help

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Do

- Talk calmly when the person is sober
- Learn that addiction is an illness
- Remove alcohol and extra pills from home
- Join family therapy sessions

Avoid

- Don't shout, shame or compare
- Don't give money that funds drinking
- Don't force a sudden stop at home
- Don't wait for 'rock bottom'

Choose Your Nearest Bharosa

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L.B. Nagar

Standard & mid-range care

East Hyderabad



Kothapet

Standard & mid-range care

Close to the city centre



Banjara Hills

Premium private rooms

Privacy and comfort



Achampet

Long-term rehabilitation

Healing close to nature

The same 90-Day Alcohol & Drug De-addiction Program and the same care team at every branch.

Take the First Step Today

Join the Bharosa 90-Day Alcohol & Drug De-addiction Program

1

Reply 1 on WhatsApp

Our counsellor calls you today

2

Free family assessment

At your nearest branch this week

3

Visit any branch

L.B. Nagar · Kothapet
Banjara Hills · Achampet

Your questions now

Dr. Uday Kiran answers live



Emergency: 112 · Tele-MANAS 14416 (free, 24×7)

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