FREE LIVE WEBINAR · 09

Every Addiction Can Be Treated

From alcohol to mobile phones, every addiction can be treated



Bharosa 90-Day Complete 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

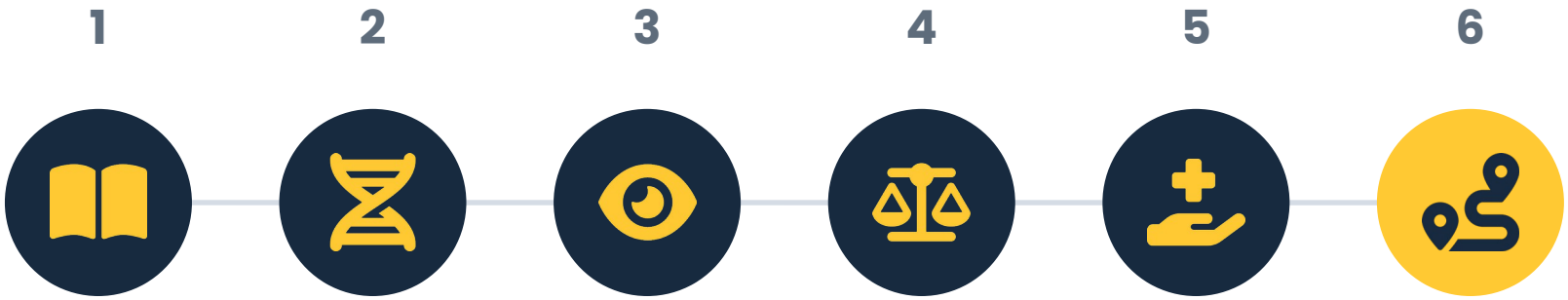
Acute care, emergency psychiatry & rehabilitation

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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A brain condition where a substance or habit takes control, even when it is causing harm



Craving

A strong urge that keeps pulling the person back



Compulsion & control

Feels driven to use; cannot stop once started



Use despite harm

Continues even as health, money and family suffer

Addiction in India

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28.6%

of Indian adults use tobacco, including gutka

GATS-2 India 2016-17 (MoHFW, WHO)

3.1 crore

Indians used cannabis (ganja, bhang) in a year

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

2.1%

of Indians use opioids: heroin, opium or pain tablets

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

Who Gets Affected?

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Teenagers

An early start with gutka, ganja or games hooks faster



Working adults

Stress, night shifts, office drinking and betting



Older adults

Sleeping-pill and painkiller habits often missed

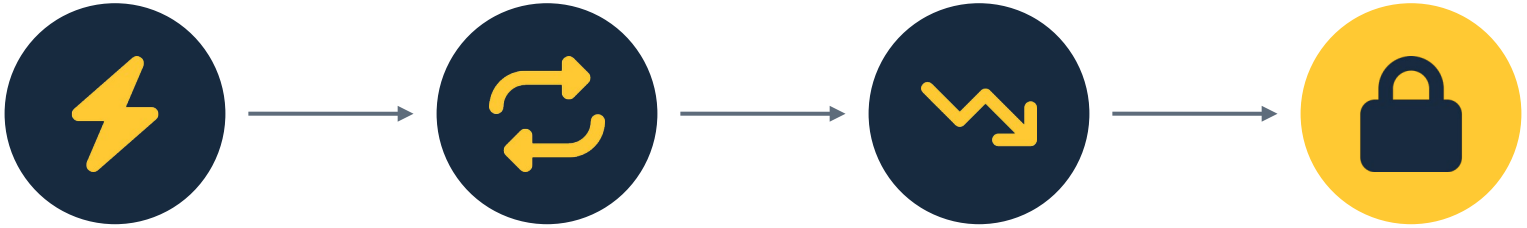


Mental-health issues

Depression, anxiety or ADHD raise the risk

How Addiction Hijacks the Brain

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Big reward hit

Drug or habit floods the brain with dopamine

Brain wants more

Reward circuit learns to chase that feeling

Tolerance

Same amount gives less pleasure; need grows

Control weakens

The 'stop' brain loses grip; craving takes over

Addiction is a brain change, not a weak character, and the brain can heal with treatment

Why Does Addiction Happen?

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Genes

Runs in families; genes add to the risk

Early exposure

Starting before 18 raises the risk sharply

Stress & trauma

Using to cope with loss, abuse or pressure

Peer pressure

Friends who drink or bet make it feel normal

Easy availability

Cheap liquor, gutka, ganja and betting apps

Mental illness

Depression, anxiety, ADHD often co-exist

Early Warning Signs

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Money or gold going missing



Secretive, lies often



Angry when unable to use



Sleep and appetite change



New friends, avoids family



Phone or betting all night

Signs of Substance Addiction

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Substance addictions

Alcohol, tobacco/gutka, ganja, opioids, tablets and inhalants



Alcohol & tobacco

Drinks in the morning; gutka or cigarettes all day



Ganja / cannabis

Red eyes, low drive, suspicion; can trigger psychosis



Opioids

Heroin, opium or pain tablets; body pains when stopped



Tablets & inhalants

Sleeping pills misused; children sniffing whitener

Signs of Behaviour Addiction

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Behaviour addictions

No substance, but the same brain reward trap



Gambling & betting

Cricket and online betting; borrowing to chase losses



Mobile & gaming

Gaming through the night; rage when phone is taken



Social media

Endless scrolling; mood depends on likes and views



Shopping & others

Compulsive buying or hidden online habits that grow

What Addiction Takes Away

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Health

Liver, lungs, mouth cancer, heart and brain damage



Family

Fights, violence, children growing up in fear



Money

Loans, sold gold, debts from betting and loan apps



Work & studies

Lost jobs, failed exams, accidents and police cases

> *We thought he just liked his drink and his phone. We didn't see it was slowly taking him away from us.*
>
> — A family member

Myths vs Facts

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MYTH	FACT
Addiction is just a lack of willpower	**It is a brain condition; most people need treatment, not just willpower**
Ganja is natural, so it is harmless	**Cannabis can cause dependence and trigger psychosis, especially in youth**
Phone or betting habits are not real addictions	**Gambling and gaming disorders are recognised medical conditions (WHO)**

Emergency Red Flags

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- Fits or seizures after stopping
- Confusion, shaking, seeing things
- Overdose: unconscious, slow breathing
- Violence or threats at home
- Talk of ending life over debts

Act today

Go to the nearest hospital now. For suicidal talk, call (see below).

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

How We Assess Addiction

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01



Detailed history

What, how much, how long, from patient and family

02



Physical check-up

Liver, heart, nerves and withdrawal signs

03



Lab tests

Blood, liver tests and urine drug screen

04



Mind assessment

Screening for depression, anxiety, other illness

THE GOOD NEWS

Recovery Is Possible

With the right care and family support, people rebuild sober, meaningful lives

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Our Complete Treatment Approach

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One team · one plan · every day



Safe detox

Medically supervised withdrawal, 24×7 nursing



Medicines

Reduce craving; treat other illness



Therapy

Counselling, CBT and groups to change habits



Family healing

Family sessions to rebuild trust and routines



Healthy lifestyle

Yoga, fitness, diet and skills for a new routine

Medicines and Therapies

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Medical treatment

- Supervised detox with withdrawal medicines
- Anti-craving medicines chosen per substance
- Nicotine replacement to quit tobacco
- Treating depression, anxiety, ADHD alongside

Psychological therapies

- Motivational interviewing to build readiness
- CBT for relapse prevention
- Group therapy and family therapy
- Life-skills and vocational rehab

Why 90 Days?

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The brain needs time to reset its reward system

Brain recovery

Craving, sleep and mood take weeks to settle after detox

New habits stick

A daily routine practised long enough becomes natural

Away from triggers

Learn coping skills away from old friends and places

Your 90-Day Recovery Roadmap

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Day 1-30

Detox & Stabilise

- Safe medical detox
- Sleep, diet and health restored
- Full mind and body assessment

Day 31-60

Therapy & Insight

- Daily CBT and group sessions
- Understand triggers and cravings
- Family therapy begins

Day 61-90

Rebuild & Prepare

- Written relapse-prevention plan
- Life skills and work readiness
- Aftercare and follow-up schedule

Your Care Team at Bharosa

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Every patient in the 90-Day Complete De-addiction Program is cared for by:



Psychiatrists



Psychologists



General physicians



Dietitians



Yoga trainers



Fitness trainers



Nurses, 24×7



Family counsellors

A Day in the Program

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

How Family Can Help

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Do

- Talk calmly when they are sober
- Learn about addiction as an illness
- Praise every small step of progress
- Take care of your own health too

Avoid

- Don't shout, shame or compare
- Don't keep paying debts or giving cash
- Don't hide the problem from the doctor
- Don't stop medicines on your own

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 Complete De-addiction Program and the same care team at every branch.

Take the First Step Today

Join the Bharosa 90-Day Complete 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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