



A REVIEWED STUDY ON ALCOHOL CONSUMPTION IN VARIOUS STATES OF THE INDIA AND SUGGESTION'S FOR IMPROVEMENT OF REVENUE

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ABSTRACT

In India various states have various policies for use of alcohol in various areas. Alcoholism takes a moral stand rather than a scientific approach towards understanding and dealing with the problem of alcoholism. State wise social problems and public policies are changes because Government have freedom to take decision in India. This review examines the nature, prevalence and impact of alcohol use and misuse in India.

Key Words: *India; alcohol; alcoholism; policy; culture; historical context; literature review*

Objectives:

- **To review on the alcoholism of India**
- **To study demographical situation of various state for alcoholism**
- **Review on natural resources of alcohols and study for revenue improvement**
- **Study about generation of authorised alcohol for middle and low level peoples**

Description and review points:

Alcohol consumption is a culturally defined activity, impacted by the economics and polity of a society at a given point in time. Previously India is very lag behind than the US, UK, Canada 10 times less than all the countries but now its percentage is increased.



As per above considerations the impression that India is largely a dry culture (lot of the cast, social bindings, Burdon on women) considerable variations exist in the prevalence of alcohol use and misuse within the country.

Class of the peoples such as upper-(upper, middle, lower), middle (upper, middle, lower), lower (upper, middle, lower) caste, religion and gender are significant factors that define the patterns and nature of alcohol consumption across India.

As per observations middle and low level category have big attraction towards IMFL (middle) and IMLL (local).

In High level category males and females are attracted towards alcohol consumptions now a day's percentage of lady bar and ladies drinking is increased.

Foreign liquor consumption is high in Maharashtra due to increasingly; globalization (IT sector, service sector, in Pune, Noida, Bangalore, Chennai, Kolkata,) and economic liberalization are affecting changes in the social fabric and organization of the Indian society (Since 2010 till 2016 lot of changes are point out in society organisation) and is likely to have an impact on drinking patterns and cultures in the country as well.

Means "KAL JO DESI PEETA THA," changes due to Economic condition family in slum and rural sector. Due to this non-registered locally making of liquors impacted.

Locally made Liquor is dangerous and poisonous to the low category peoples and that liquors are directly attack on cardiac of human bodies.

This article reviews literature on alcohol use in India to identify prevalence, nature, context and impact of alcohol use in India.

Illiterates are attracted towards registered local maid or the unauthorised local made liquors but due to its alcoholism and its tough taste.

In Maharashtra lot of the IMFL are made with grains such as JWAR,BAJARA,WHEAT,RICE etc. and maids whiskies, Rum, different types of beers etc. but that grain production is stopped by various reasons.

Current interventions and treatment approaches are examined and future directions for practice and research are discussed. Historical presence, use and tolerance of alcohol in India "Changes in drinking customs may offer clues to fundamental social changes." David Mandelbaum, Alcohol and Culture.



Historically Indians are drunken alcohol since 2000BC -800 BC (named Soma,Sura,Alchin) but now a days its passion is changed and lot of the young and middle age generation attracted toward foreign and Indian Made Foreign liquors.

Review Points Related to the Liquors and state Policies:

“The State shall regard the raising of the level of nutrition and the standard of living of its people and the improvement of public health as among its primary duties and, in particular, the State shall endeavour to bring about prohibition of the consumption except for medicinal purposes of intoxicating drinks and of drugs which are injurious to health.”

Article 47, Directive Principle of State Policy, Constitution of India

As per above policy lot of things are in court of state Governments and decisions are fully dependent on the Government in Gujarat 100 % alcohol prohibited their taxes and revenue is managed by the Government with another way but border states are taking full benefit of that such as crossed “Amba City” and reached on Rajasthan Border Lot of the RESTO’S and Bar’s available their total profit goes to the continent states but Gujarat state govt. not taken in to the consideration.

: Demographical situation of states for alcohol consumption:

India is a very diverse country with considerable variation in climate, vegetation, natural resources, cultures and traditions. This diversity is also reflected in the types of alcoholic beverages consumed and the cultural meaning associated with alcohol use.

Lot of the states have sea side to the or costal available which is attracted to the drinkers lot of the rural sectors also available in the country where alcohol consumption is done in more than 30% peoples who is middle or low level persons.

In Konkan, Kerala, Karnataka, Assam,Kochhi such areas are not taken direct liquors but they are diverted towards natural alcoholism whose percentage is very small such as Taadi, Maadi, Naarli, Supari, hath bhatti (Hand maid), Jambhali, Mohadi(Moha flowers),Kaju Fenny etc. prices are very small and Govt. taxation is also small. India is the country where natural resources for liquor production and alcohol production are available but lot of the states banned to this type of production.

Goa produces fenny in large manner and sold to lot of the persons of various states and produces large revenue for their states. That naturally made alcohol is famous in their state as well as in the world. Goa is Union territory state where all type of alcohol is sold out without taxes or with few taxes so the prise of liquor trade is less than other states.

: Class, Caste and Ethnicity:



Chowdhury, Ramakrishna, Chakraborty & Weiss (2006) conducted an ethnographic study to identify alcohol consumption patterns and norms in 2 ethnically and economically diverse Development Blocks⁵ in West Bengal, India.

One of the development blocks, Sagar, is inhabited mainly of Hindu migrant workers from another state while Gosaba is home to the adivasis i.e. local tribal (indigenous forest people) communities. Sagar is relatively better developed and has a ferry connection to the mainland. Comparatively, Gosaba is close to a tiger reserve with only country boats to connect them with the mainland. The researchers found that popular alcoholic beverages in both these blocks were country liquor and toddy (palm wine). The consumption of IMFL was restricted to tourists and 'high status male'. Differences were observed in the culture and pattern of drinking among the tribal community and the migrant community.

Handia (rice beer) was a household brew among the tribal and mainly made for private consumption as part of the diet. Handia was not considered a hard drink and did not have negative connotations associated with alcohol drinking. Like other tribal communities, alcohol consumption by women was not taboo. Handia was also popular among lower caste men and laborers in Sagar. Among the members of low caste and tribal communities country liquor could be used to barter services (boat/ferry ride) or goods (soil beds, betel leaves).

Additionally, consumption of alcohol at religious, funeral, marriage ceremonies are reportedly common. Unlike Gosaba, in Sagar consumption of alcohol was not allowed at home or within the immediate community. Alcohol related problems were identified in both these sites Madhya Pradesh a state in Central India also found significant differences in drinking patterns and attitudes among specific castes and ethnic groups. They reported that men from certain land and cattle owning castes groups (Rajputs, Yadavs and Meghvar) had a culture of alcohol consumption and a reputation for entertaining guests.

Drinking was reportedly generally done at home by members of these caste groups. This cultural acceptance of alcohol was limited to the men and complete abstinence from alcohol was expected of women among these Hindu castes groups. In contrast the tribal groups in Thoubal district viewed alcohol as a natural product, a gift of god to be utilized for dietary as well as medicinal purposes by men and women. Religion. Religion plays an important spiritual and regulatory role in individual and community life in India.

The Census of India identifies Hinduism, Islam, Christianity, Sikhism, Buddhism and Jainism as the five major religions in India.

In the 2001 Census, 6,639,626 Indians identified themselves as following religions and persuasions other than the five mentioned above. Of the five major religions three, namely, Islam, Buddhism and Jainism explicitly prohibit alcohol consumption. Across studies, Indian Muslims report the highest abstinence rates (Chowdhury, Ramakrishna, Chakraborty & Weiss, 2006; Gupta, Saxena, Pednekar, & Maulik, 2003; Mohan, Chopra, Ray, Sethi 1997; Subramaniam, Nandy, Irving, Gordon, Smith, 2005). Despite the stronghold of religion in the lives of people in India, its role in alcohol consumption had not been adequately explored. Alcohol Use in India 13 Gender. With the exception of tribal societies, abstinence from alcohol consumption by women is a cultural norm in India.

In various states also found that poor women (Daily workers of stone masonry, farming, forest workers etc.) in rural and urban communities mainly consumed Arrack (country liquor) or moonshine (illicit liquor) and were more likely to drink at home or at off-license retail outlets. These women also reported that they consumed alcohol for tension reduction and stress relief rather than for pleasure. In comparison, alcohol consumption was significantly lower among women from upper and middle socio-economic groups.

These women were younger; more educated and reported drinking less per typical Alcohol Use in India 14 drinking occasion. They primarily consumed wine, IMFL and beer and drinking occurred largely in socialized circumstances i.e. at restaurants, parties, with spouse, friends and co-workers.

Conclusions:

The above study suggests that there is much to understand about factors that influence abstinence as well as alcohol consumption.

Each and every state has its religion which effects on alcoholism and their natural alcoholic drinks are different.

Lot of the states are made their own alcohol but that is not granted and recognised by the State Government.

State government can generate big revenue with another production system in alcoholism but protocol is required for that.

Summing up, current literature suggests that classes, ethnicity, gender and region significantly define the alcohol consumption patterns and culture in India. However, the current picture is fragmented and incomplete.



More extensive research is needed for a holistic understanding of the nature of alcohol use and abuse in India. India has had very strong grassroots movements to address the problematic alcohol consumption.

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