

ALCOHOLISM IN INDIAN SOCIETY: A SOCIOLOGICAL STUDY

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ABSTRACT

Drinking Alcohol and its ill effects has been part of several ancient cultures and civilisations since times immemorial but alcoholism does not. Alcoholism is a broad term for any drinking of alcohol that results in problems. And it's a form of individuals and social disorganisation. Nowadays it's burning issue in the society and also considered as major social problem and evil within the society. This paper aims to explore cause and consequence of alcoholism, the impact of Alcoholism in human society and the Economic aspect of Alcohol use. This

paper uses secondary sources data collection through various sources such as literatures, books, published and unpublished materials. The report has found that about 30% of India's population, just less than a third of the country's populace consumed alcohol regularly. 3.3 million Death in India were attributed to alcohol consumption. Historical, social, and ethnic correlations show clearly that alcohol can be used as a part of altogether different routes, for better and for worse. Study showed that alcohol consumption has got negative impact on human health and burden of economy. Problem of alcohol is a serious one and is likely to grow in the coming times 'anthropologists' work suggests that the most effective way of controlling it will be through socialisation.

KEYWORDS: - Alcoholism, Sense Problem, Alcohol Economy, Alcohol Impact, Psychological Disorder.

INTRODUCTION

Alcoholism is a broad term for problems with Alcohol and it's typically used to mean compulsive and uncontrolled consumption of Alcohol beverage. And it's a form of individuals and social disorganisation, created by the individual's maladjustments with the advanced condition of the modern society. Swedish doctor Magnus Huss who used the word Alcoholism for the first time, throughout 1849.¹

In this paper, an attempt is made to trace the relevance of alcohol in India, whereas societies are undergoing continuous dynamic changes owing to macro and micro level influences, individuals are embracing new lifestyles, cultures and practices. The impact of globalisation, industrialisation, migration, media invasion into the lives of individuals is noticeable and palpable. Ancient societies are being gradually replaced by modern lifestyles giving place to new problems. Today's youth and middle aged individuals are

changing emotionally, culturally and socially and this influences each sphere of their life. The change from agrarian to modern societies has been in the midst of changes in the way people think and live.²

In the present state of affairs, Alcoholism is considered as major burning social problem and evil within the society. Due to this addiction of Alcohol, it ends up in number of family destruction, individual disorganisations, loss of mental stamina, chronic issues, domestic violence, low socioeconomic status, social disorganisation, crime in society & so on. So it has to cure or eradicate from the society.³

Although Alcohol is prohibited in some parts of India like Manipur, Gujarat, Kerala, Bihar and Nagaland however, it is lawfully consumed in the majority of states. There are 62.5 million people in India who at least drink alcohol occasionally. In contrast to several western countries the consumption of alcohol in India is witnessing a dramatic rise – for example, between 1970 and 1995 there was a 106.7% increase in the per capita (this means that per individual in the population) consumption. International brewers and distillers of alcoholic beverages are keen to become widespread in India because it's potentially offers the third largest marketplace for their product globally. India has also become one of the largest producers of alcohol – it produces 65th of alcoholic beverages in South-East Asia. In this study, we have a tendency to emphasised regarding perceive this contexts of alcohol use and misuse and their medical and socio-cultural implications.⁴

REVIEW OF LITERATURE

Business news reports claim that the Indian marketplace for IMFL (Indian-Made Foreign Liquor) is growing at the rate of 8%- 100% a year (Thottam& Hannon, 2009). Sales of IMFL is however probably to account for only a region of the population consumption, particularly the middle and also the upper-class consumption. It doesn't account for ancient or country made liquors consumed primarily by the lower class and also the urban and rural poor. Further, illicit liquor production, sale and consumption stay unaccounted for. (National Sample Survey) of 471,143 individuals across the country. They reported that the national prevalence of alcohol use was 4.5%. Men were found to be 9.7 times more seemingly to report regular use of alcohol than women. Further, members of scheduled Castes and scheduled Tribes (historically marginalised communities in India) were considerably more probably to report regular use of alcohol as well as tobacco smoking and chewing. Further, they found that men with no education were more possible to report alcohol use than those with post-graduate education. These studies hint at class, caste and gender variations in alcohol consumption, however, reveal very little in terms of alcohol related issues.⁵

Alcohol abuse affects people, families, individual, and social costs. Long-term and/or chronic alcohol use has been associated with liver cirrhosis, liver disease, lip, oral cavity and pharynx cancers and heart disease (WHO, 2004). Moreover, intoxication increases risk for poisoning, road traffic accidents and intentional and unintentional injury. Globally alcohol causes 3.2% of all deaths or 1.8 million deaths annually and accounts for 4.0% of disease burden (WHO 2007). This section analyses the impact of alcohol on the lives and health of individuals and families in India.

Alcohol use has also significantly associated with injury. India has one of the most stringent Blood Alcohol Content (BAC) count allowed for drivers yet in a study by the National Institute of Mental Health and Neurosciences, India it was found that in the city of Bangalore alone, 18-25% of the road injuries are attributable to driving under the influence of alcohol (NIMHANS, 2007) The injuries represented more than half (54.5%) of all cases seen at the ED during the study period. A very high amount of injuries were found to be alcohol related. It had been found that 23.7% of all subjects presenting for treatment of injuries had consumed alcohol prior to the injury occurrence. Of these, 17.9% had BAC readings of .03 and over, which is the legal limit for driving in India.⁶

According to the planning Commission of India within the year 2004-2005, an estimated 27.5% of the Indian population was living below poverty level. Providing health care in India mostly involves out of

pocket expenditures, alcohol related health issues will become a serious supply of impoverishment notably among the rural and urban poor.⁷

THEORETICAL PERSPECTIVE PSYCHOLOGICAL PERSPECTIVE

The psychological perspective views alcoholism as arising from motivational and emotional dysfunctions in individuals. When dysfunction is preceded by or occurs in the absence of, problem drinking, alcoholism is considered to be a secondary diagnosis. When there are no major pre-existing psychiatric problems, alcoholism is the primary diagnosis.⁸

There are actually several psychological perspectives, representing different theoretical approaches to alcoholism. These perspectives include:

1)BEHAVIORAL: - Behavioural Approaches Behaviour theorists view alcoholism as a learned response. In their view, the drinking of alcohol becomes “reinforcing;” i.e., the drinking of alcohol is associated with positive, rewarding experiences, Positive reinforces for alcohol use include tension reduction, release of inhibitions, and facilitation of social interaction.

2)PSYCHODYNAMIC: - Psychodynamic Approaches From the customary psychoanalytic point of view, alcoholism is viewed as an indication of underlying pathology resulting from unconscious conflicts. These conflicts are assumed to be the result of early childhood experiences and an outgrowth of interactions and fantasies about relationships within the nuclear family. Several longitudinal studies have found Lack of control, aggressiveness, impulsivity, and disruptive family experiences (such as loss of a parent) are seen as precursors to various types of psychopathology, including alcoholism. The inexperienced stage of development that characterises alcoholics is another vehemence of psychodynamic approaches.

3)SYSTEMS APPROACHES: - Systems Approaches the belief that alcoholism is sustained by a pathological environment underlies the systems theory approach to alcoholism. In this view, alcoholic behaviour in an individual is seen as only the tip of an iceberg, the iceberg being a continuing. Although the systems approach is considered here a psychological perspective, in that the source of the problem is seen as the individual, the systems view shares much in common with the sociocultural perspective on alcoholism.

SOCIOCULTURAL PERSPECTIVE

From the sociocultural perspective, alcohol abuse is seen as the product of living in a particular social and cultural milieu. Drinking behaviours may be regarded as learned, but the sociocultural interpretation (unlike the behavioural theory interpretation) is that these behaviours are the result of a lifelong socialisation and acculturation process. Ethnicity, age, socioeconomic class, religion, and gender are seen as important factors that shape an individual's behaviour. Children are socialised in the culturally prescribed beliefs, attitudes, and behaviours toward alcohol.⁹

DEVIANCE

Deviance is defined as non-conformity to social, cultural or behavioural norms. A deviant is a person who displays behaviours that meet this definition – they are people who engage in antisocial activities, abuse drugs and alcohol, violate criminal laws, live outside social norms, and engage in violence. However, deviance may not necessarily mean that a person is criminal, disengaged, violent or antisocial. It may also indicate that they deviate from social norms in a particular community or social setting. That person may choose to hold a particular religious belief, sexual preference or even use drugs or drink alcohol when this does not fit the standard practices of that setting.¹⁰

RISK TAKING BEHAVIOUR

Deviant behaviour is often linked with antisocial or delinquent behaviour in that the acts are often troublesome and disrupting. Involvement in criminal activities, drug and alcohol misuse, violence and aggression are some of the common deviant behaviours that occur. Drug and alcohol abuse is common in light of the fact that the individuals will often seek out or engage in activities that are socially non-conformist. They distinguish as rebellious, tolerant, pleasure seeking and independent.

A person may use drugs to associate with others who are deviants or to separate themselves from what is considered the norm. However, due to the highly addictive nature of drugs and alcohol, individuals often find themselves involved in the cycle of addiction without realising before it's too late. Causal or recreational use of a drug can easily lead to the development of resistance and reliance when the substance is taken more regularly and at higher doses. A person who was experimenting or just having fun with friends may soon find themselves craving the drug, seeking it out at any opportunity and spending significant amounts of time involved with the drug.¹¹

DEVIANCE AND ADDICTION

An addiction is characterised as a physical and mental dependence on a mind-altering substance. It might likewise be characterised as the compulsive use and reliance on a psychoactive substance. Either definition is suited to explaining the behavioural and psychological change that occurs as a result of repeated, chronic use of a substance. An addiction can occur to any person due to the addictive nature of a substance like alcohol that alters the brain chemistry, changes behaviours and impacts on a person's health.

Deviance and addiction combined can be a very dangerous and damaging thing. Substances may magnify some of the negative symptoms associated with deviance such as antisocial behaviour, aggression, lying and disengagement. Psychoactive substances (which includes alcohol) alter how people react and respond to people or places. A person who may otherwise have been interested in particular activities or people will become withdrawn, fail to meet obligations, avoid going to certain places or see certain people. A person who was living outside social norms could become even further removed. Drugs or alcohol will take over their life, control how they feel and what they do. And without commitment, support or medication, the substance can lead them down a path that has fatal consequences.¹²

DEVIANC LIFESTYLE

A deviant lifestyle is one that can be hard to break, particularly if there is the additional weight of addiction. The long-term consequences of abusing drugs and alcohol can cause problems with health, relationships, socialising and financial problems. Some people may be incarcerated as a result of their deviant behaviours and actions and find themselves involved in more severe criminal circles. Drug abuse in prisons is common and a person may begin to take drugs like methamphetamine and heroin as a way to cope with life behind bars. Use of drugs inside a criminal justice framework is unbelievably dangerous and is known to be a factor in getting blood-borne infections like hepatitis or HIV. Looking for assistance from friends, family member, acquaintances or even a medical professional is the first step to overcoming the addiction.¹³

STATEMENT OF THE PROBLEM

Consuming alcoholic drinks has long been a part of human life. This chapter traces major developments in the production, consumption, and function of drinking around the world over time. Alcohol is the world's oldest and its most used and abused intoxicant. It gets a special place in society due to its specific intoxicant impact. The character and severity of issues associated with its use depend upon the drinking customs prevailing in a specific society. Variations exist within the alcohol level present in the

beverage consumed, the pace of consumption and the condition of the consumer after consumption; however, there may be variations within the whole context of the drinking behaviour. Moderate consumption of alcohol is taken into account to be a pleasure. It points out that the world consensus is that moderate drinking does no specific damage whereas people who drink overly get sick. As civilisations progressed, norms and patterns in alcohol consumption emerged. The current chapter traces the origin of the alcoholic beverage and its use, besides finding out numerous norms determining alcohol consumption in India. It provides an overview of the socio-cultural relevance of alcohol to completely different Indian communities, and a general background to alcohol consumption in Goan society.

RESEARCH METHODOLOGY

RESEARCH OBJECTIVE

- * HOW EXTENSIVE IS THE USE OF ALCOHOL IN INDIAN SOCIETY.
- * TO EXPLORE CAUSE AND CONSEQUENCES OF ALCOHOLISM.
- * IMPACT OF ALCOHOL IN HUMAN SOCIETY.
- * ALCOHOLISM AND SENSE PROBLEM.
- * ECONOMIC ASPECTS OF ALCOHOL USE

UNIVERSE/POPULATION OF THE STUDY

The report says that about 30% of India's population, just less than a third of the country's populace consumed alcohol regularly (as of 2010).¹⁴

38.3 % of the world's population is reported to consume alcohol regularly.¹⁵

·METHOD OF DATA COLLECTION

Secondary Sources:-The researchers under this study follows numerous sources like books, published and unpublished materials, journals and magazine, seminar paper presentations, websites, data reports, and also the articles and write-up published in newspapers associated with the problem of study. The researcher visited the library.

DATA ANALYSIS AND DISCUSSION

1. ALCOHOLISM IN INDIA

In early societies, alcoholic beverages had multiple uses. First, they had vital nutritional value. Second, they were the most effective medication accessible for a few illnesses and particularly for relieving pain. (In any case, a patient given a prescription to be taken in beer or wine, with the instruction to drink it generously, was possible to feel higher despite whether or not the various ingredients affected his malady.) Also, they facilitated spiritual ecstasy and communion with the magical supernatural powers thought to manage social group and individual fate. They enabled periodic social recreation and therefore the personal festivity of the participants, so conjointly serving because the mediator of popular recreation. By helping to reduce tension and fears and preoccupation with safety, alcohol will reduce similarly as stimulate the impulse to interact in aggressive or dangerous activities. Even as drinking facilitates dangerous and uninhibited sex and driving by reducing unknown anxiety and concern of social control, it conjointly facilitates peaceful associations and business or ceremonial relations. In people with extraordinary responsibilities, like chiefs, shamans, and medicine men, alcohol helped to assuage the personal anxieties and tensions connected with those exceptional roles. In some cases, a formalised public binge might serve to loosen social aggressions and permit associate interlude of verbal or perhaps physical hostility inside the family or social group that otherwise would be out by the mores of the cohesive little society. Any insults and wounds suffered throughout the discordant interlude might simply be forgiven by blaming them on alcohol-

induced untrustworthiness. Underneath these circumstances, drunkenness may be approved or perhaps be obligatory associated still serve an integrative affair. In short, the foremost general impact of alcohol, advised by its terribly equivocal uses, seems to be as an assistant of mood modification in any desired direction.

Not that the traditional uses of alcohol have been forgotten: a drink remains the symbolic announcer of friendly relationship, peace, and agreement, in personal similarly as in business or political relations. In fashionable society, however, many folks discover that drinking will typically facilitate them to suppress the overwhelming inhibitions, shyness, anxieties, and tensions that frustrate and interfere with imperative has to perform effectively, either socially or economically. In cultures defined by numerous inhibitions against gratifying social relationships, the capability of alcohol to serve as a social stuff is very valued.¹⁶

Alcoholic beverages are consumed mostly for his or her physiological and psychological effects, however, they're typically consumed among specific social contexts and will even be a part of spiritual practices. Thanks to the results that alcohol has on the body and on behaviour, governments typically regulate its use.¹⁷

2. CAUSE AND CONSEQUENCES OF ALCOHOLISM

Multiple factors contribute in an exceedingly complicated means right from the initiation of alcohol to the event of a full-blown alcohol use disorder. In general, it's a mix of psychological, biological, socio-cultural and a number of other factors leading to the event of severe repetitive alcohol-related life issues.

The initial intake or initiation of alcohol is essentially determined by social, religious and psychological factors and genetic factors may additionally contribute thereto. It's calculable that a series of genetic influences are liable for nearly 60 % of the risk for alcohol use disorder whereas the remainder is decided by the environmental factors.¹⁸

Psychological factors embody use of alcohol to cut back stress and to self-medicate to relieve psychological pains and nervousness; but, it ought to be remembered that within the long-term and at higher dose particularly with falling blood alcohol levels it rather will increase the sensation of nervousness and tension.

Sociocultural factors embody the cultural perspective towards drinking, drunkenness and private responsibility for consequences as necessary determinants of alcohol use disorder.

Childhood factors like history of attention deficit hyperactivity disorder, conduct disorder or each increase the chance of alcohol use disorder later. Studies have shown a characteristic biological pattern of brain functioning in youngsters at high risk of alcohol-related disorders. Genetically the close relatives of associate degree alcoholic person have three to four-fold higher risk of getting severe alcohol-related problems.

So we have a tendency to see however varied biological, psychological, socio-cultural factors interact to provide alcohol use disorder in a person.¹⁹

CAUSES OF ALCOHOLISM

Genetics-Some individuals are actually born with genes predisposing them to alcoholism, Family issues- as well as the loss of family ties or abuse by a loved one, will cause alcoholism. Temperament disorders, Peer pressure, Cultural values can even cause an equivalent end product. For example, some nations, cultures, and people think about it ok for youngsters to drink a bit alcohol, whereas others detest such a notion.

CONSEQUENCES OF ALCOHOLISM

A person who is an alcoholic can experience several signs and symptoms, as well as Drinking alone, Drinking even once their family, work, and body are being harmed, Aggression, eating far but traditional, and also the inability to get through the day without the use of alcohol, Memory lapses. However that's not all, individuals can even experience: psychiatric disorders, like depression and schizophrenia, Cirrhosis, scarring of the liver, resulting in serious liver dysfunction.²⁰

3. IMPACT OF ALCOHOL IN HUMAN SOCIETY

Alcohol misuse is related to a large range of personal, social, and health issues. Personal and societal costs embrace reduced job and academic performance, family and social disruption, and get in touch with the criminal justice system. People are negatively suffering from other's drinking. Additionally, alcohol misuse has negative economic impacts like lost productivity, law enforcement costs, and direct health care costs. Alcohol use and abuse will contribute to a range of medical issues, like cardiovascular diseases, cancer, liver cirrhosis, and fatal abnormalities. Alcohol is additionally a significant causative and contributive factor in injuries and premature deaths as a result of car accidents, falls, suicides, fires, drowning, and violence.

Alcohol abuse is one amongst the leading causes of death and disability worldwide. Substance abuse is answerable for four percent of worldwide deaths and disability, nearly as much as tobacco and five times the burden of illicit drugs (WHO). In developing countries with low mortality, alcohol is the leading risk issue for males, causing 9.8 % of years lost to death and disability. Alcoholic abuse contributes to a large range of social and health issues, together with depression, injuries, cancer, cirrhosis, dependence, family disruption and loss of labour productivity. Health and social issues from drinking usually have an effect on others besides the drinker. Whereas men do the majority of the drinking worldwide, girls disproportionately suffer the consequences, together with alcohol-related domestic violence and reduced family budgets. Significant alcohol use takes a specific toll on the young and has been coupled to high rates of immature criminal behaviour, injury, and impaired ability to realise academic qualifications. Reducing alcohol use and connected issues might stop several deaths, abundant sickness and suffering. The risks of the alcohol consumption are given below.

Coronary vascular sickness, Peripheral arterial sickness, heart attack and Stroke, hematologic diseases, cardiovascular disease Coronary heart disease, nervous system, Brain development, tremor, bladder sickness and Gallstones, Cancer, urinary system, bacterial Infection and so on.²¹

SOCIAL AND RELATIONSHIP PROBLEMS DUE TO PROBLEM ALCOHOL USE

Violence towards relations, particularly towards intimate partner/spouse Separations and divorces Emotional hardship to the family Substantial mental state issues for different relations, like anxiety, depression Aggressive or violent behaviour towards others Misbehaving in social gatherings, e.g., getting intoxicated or drunk on parties.²²

LEGAL AND FINANCIAL EFFECTS OF PROBLEM ALCOHOL USE

Arrest for misconduct, increasing the vulnerability towards crimes and unlawful acts, Acts of violence against others Risk of being an offender or a victim of molestation, physical, emotional and sex offense, Expenditure on getting alcohol, Medical expenditure – cash spent on treatment of assorted health issues ensuing from alcohol use, money burden on the employers or the corporate as a result of under-productivity, money hardships as a result of loss of employment or poor performance within the work arena, waste money resources of family/household.²³

OCCUPATIONAL PROBLEMS DUE TO ALCOHOL USE

Frequent absences from work or in-between duty timings, reduced productivity, state or loss of employment, Fight with colleagues, Accidents whereas handling serious machinery, Sleeping at work, Carelessness, lost deadlines, Aggressive behaviour – physical or verbal.²⁴

4.ECONOMIC IMPACTS OF ALCOHOL USE.

The economic impacts of alcohol will sometimes be split into two categories; benefits and costs. The economic benefits alcohol brings to society are often measured by the revenues generated in each the on and off-trade from the sales of alcoholic beverages domestically, that in turn, the Treasury gets an extent of by taxation of organisation profit. They also depicted within the range of jobs created within any region wherever alcoholic beverages are produced and also indirectly for people who distribute alcohol as a commodity. These advantages could also be more simple to calculate than a number of the prices. In alcohol policy, costs are usually framed in terms of harm to the individual and therefore the wider society. This permits policymakers to concentrate on the tangible factors that justify government intervention so as to be remedied, like the prices to the health service of treating alcohol-related sickness, and to the criminal justice system of managing alcohol-related crime and disorder. However, the dearth of a definitive set of 'costs' criteria implies that there's no single figure representing the price of alcohol consumption.²⁵

ECONOMIC ADVANTAGES

The economic advantages of alcohol consumption are measurable on three counts:

- 1.The price of trade sales in India and international markets
- 2.The taxation revenues received by Indian government from trade sale.
- 3.The amount of employees used in the production of alcoholic beverages.

ECONOMIC COSTS

In alcohol policy, prices are usually framed in terms of harm to the individual and therefore the wider society. this could involve calculative factors like the treatment and prevention of injuries and fatal accidents within the lending sector, the loss of productivity and earnings through sickness, and therefore the policing of criminal and delinquent behaviour, all caused by alcohol misuse. As an example, the government Alcohol Strategy claims alcohol-related damage is currently calculable to cost society.

- 1.Alcohol-related crime
- 2.Lost productivity owing to alcohol.²⁶

Heavy drinking is related to a weaker likelihood of employment, additional absence from work, moreover as lower productivity and wages. The general value of production lost to harmful alcohol use is estimated within the region of 125th of GDP in high- and middle-income countries.

Alcohol abuse may be a major public pathological state globally. it's a cognitive factor in additional than 60 major sorts of diseases; these majorly embody many sorts of cancer, haemorrhagic stroke and hypertensive heart disease, cardiovascular diseases, liver cirrhosis and neuropsychiatric diseases -

According to World Health Organization, regarding 30% of Indians consume alcohol, out of that 4-13% are daily customers and up to 500th of those, be the class of unsafe drinking. Another worrying trend from India is that the typical age of initiation of alcohol use has reduced from twenty-eight years throughout the 1980s to 17 years in 2007. In India alcohol abuse additionally, amounts to very large annual losses owing to alcohol-related issues in workplaces. Nearly 25% of the road accidents are underneath the influence of alcohol and it's additionally a major risk factor for increased domestic violence.²⁷

5.ALCOHOLISM AND SENSE PROBLEM DISEASE THEORY OF ALCOHOLISM

A 1904 advertisement naming alcoholism a "disease" the modern disease theory of alcoholism express that issue drinking is generally brought by a sickness of the brain, described by changed brain structure and performance. The American Medical Association (AMA) announced that alcoholism was a sickness in 1956. In 1991, the AMA additional supported the double order classification of alcoholism by the International Classification of Diseases underneath each psychiatric and medical sections.²⁸

SOCIAL AND PSYCHOLOGICAL IMPACTS

Social and psychological impacts of alcohol are even tougher to measure than the physical health impacts. One can, but for instance, look at substantive impacts on crime, patterns of social violence and family and work issues.²⁹

ALCOHOL AND CRIME

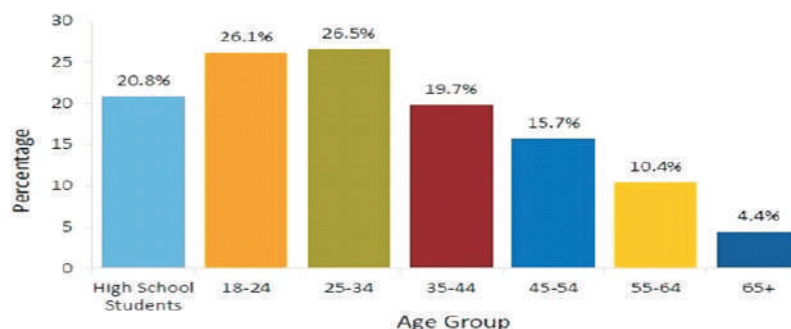
A national study of prisoners and parolees in 1996 found that slightly below 0.5 had taken alcohol or different medication just before the crime for which they were incarcerated (Rocha-Silva & Stahmer, 1996). Drinking was particularly connected to rape and break-in offences. Subsequent analysis in Cape Town, Durban and Johannesburg in three phases between 1999 and 2000 (Parry et al., 2004) found that overall 15 August 1945 of arrestees indicated that they were under the influence of alcohol at the time the alleged offence happened. Relating to violent offences, arrestees indicated that they were under the influence of alcohol for 25th of weapons-related offences, 22nd of rapes, 17 November of murders, 14 July of assault cases and 100% of robberies. Levels of alcohol-related crime were significantly high for family violence offences at 49th. Arrestees conjointly indicated that they were usually under the influence of alcohol in cases involving property offences, for instance, 22nd of cases involving break-in and 12-tone music of cases involving the felony of an automobile. Once asked why they consumed alcohol or different drugs in relevance crimes, several arrestees indicated they consumed these substances so as to relinquish them courageousness to commit the crimes (Parry et al., 2004).³⁰

INTERPERSONAL VIOLENCE

Numerous studies have found an association between alcohol consumption and aggressive behaviour though clearly, not everybody who consumes alcohol gets aggressive. Individuals with antisocial psychological disorder seem to be significantly prone to alcohol-related aggression. Those who have previously been violent under the influence of alcohol are the foremost possible to become aggressive when drinking once more. Internationally alcohol has been related to various acts of social violence that embody physical and sexual assault, emotional and psychological abuse and neglect.³¹

DATA ANALYSIS

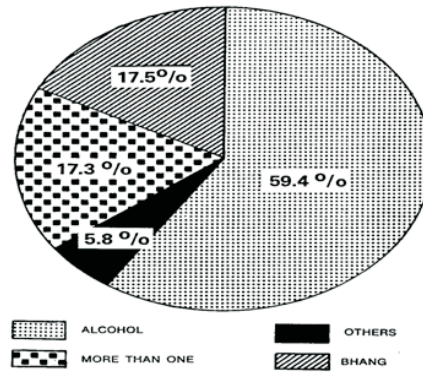
Table-1 DATA ANALYSIS



Source ³²

Observation: From the above table, the most common age group for starting alcohol ingestion was the 18-24 years age group. The next most common age group was 25-34 years age group. No case was distinguished in 0-10 year age gathering. In our study, the most common reason for starting alcohol ingestion among the cases was curiosity followed by depression cases. The age in which a person consume binge alcohol is 18-34.

Table-2

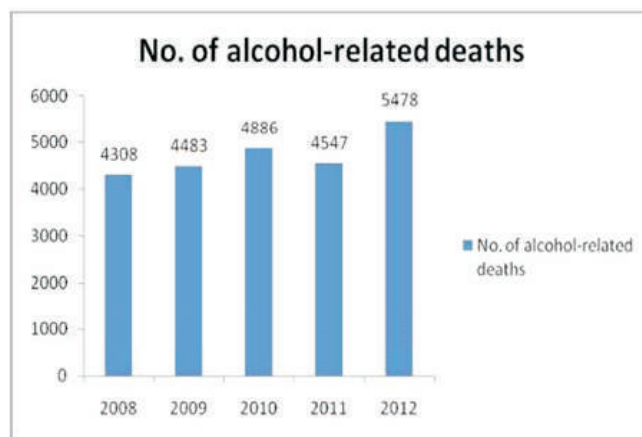


Source ³³

Observation: From the above table it can certain that people consumes alcohol more than any other intoxicating substance. The consumption of alcohol is highest as of 59.4% among other intoxicating substances. It denoted that people indulge more in alcohol rather than any intoxicating substance. Which brings serious cause and concerns as more no. of population is doing this.

Table-3

Exhibit 1: Total number of alcohol –related deaths in India

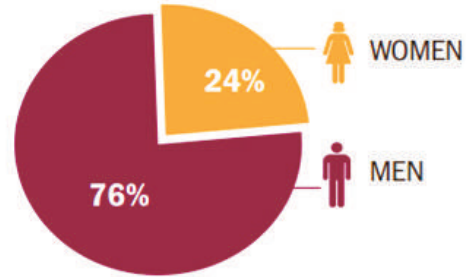
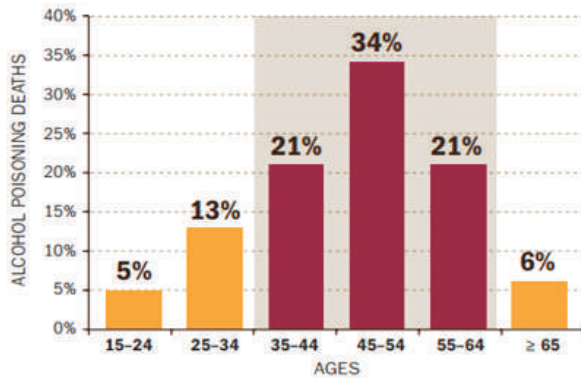


Source: NCRB

Source ³⁴

Alcohol poisoning deaths are most common among middle aged adults

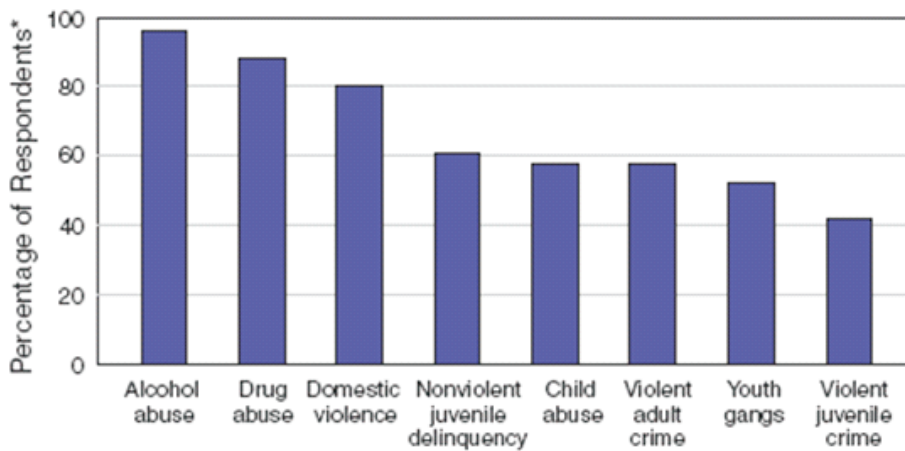
Most people who die of alcohol poisoning are men



Source³⁵

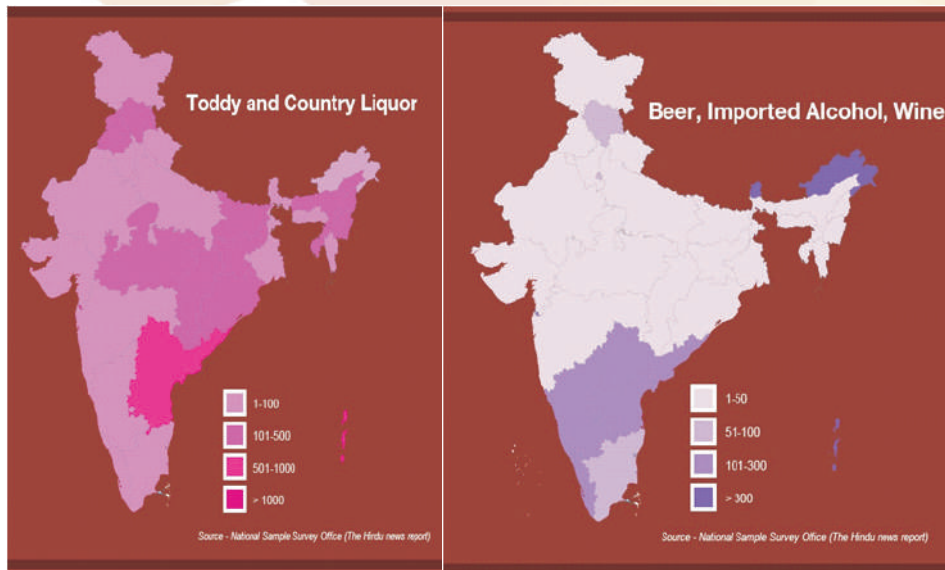
Observations: From the above table it can be determined that no. of alcohol –related death in India is increasing year by year. In 4730 peoples were dead in 2008 which increase upto 5478 peoples were dead in 2012. In which 76% were men & 24% were female. Among the age group affected more were the age b/w 35-64. Which is the consequence of drinking alcohol?

Table-4



Observations: From the above table, which shows the increasing rate of different type of crime by consumption of alcohol. Which has major impact in the human society? As it is shown from above that alcohol abuse is in the tops the list.

Table-5



Source ³⁶

Observations: From the above figure, which shows prevalence of alcoholism in different states.

SUMMARY OF THE FINDINGS

- *The report says that about 30% of India’s population, just less than a third of the country’s populace – consumed alcohol regularly (as of 2010).
- *Some 11% are moderate to heavy drinkers. The average Indian consumes about 4.3 litres of alcohol per annum, says the report. The rural average is much higher at about 11.4 litres a year.
- *Dadra & Nagar Haveli, Arunachal Pradesh, Andaman & Nicobar Islands, Andhra Pradesh, Daman & Diu, Sikkim, and Puducherry are clearly among the highest consumers of the alcohol and spirit in the country.
- *3.3 million Death in India were attributed to alcohol consumption. And the no. of Alcohol-related death in India is risen by nearly 21%
- *About 10 percent of strokes, tuberculosis, hypertension, and epilepsy are caused by excess alcohol consumption.
- *Alcohol prohibition is currently in force in Gujarat, Kerala, Lakshadweep, Manipur, Nagaland & Bihar
- *Andhra Pradesh, Haryana, Mizoram, and Tamil Nadu had previously imposed alcohol bans but were forced to withdraw the prohibition.

RECOMMENDATIONS

- *To educate the public about the dangers of hazardous and unhealthy use of alcohol including, but not limited to, education programs targeted specifically at youth;
- *Increasing the age at which illicit drugs/alcohol can be purchased.
- *Banning/Restricting of advertisement of alcohol.
- *Credible, evidence-based educational campaigns in the mass media about the illeffects.
- *Integrated Rehabilitation Centre for Addicts (IRCA)
- *Awareness-cum-De-addiction Camps (ACDC)
- *Preventive Education and Awareness Generation through Media Publicity.
- *Preventive measures World Health Organisation, European Union and other regional bodies have implemented certain alcohol policies. The adolescents & young adults are one of the primary targets. Vigilance-cum- Monitoring Committee/Cell/Agency to ensure quality of expenditure and also for

monitoring the implementation of the Scheme

CONCLUSION

Today's youth and middle aged individuals are changing emotionally, culturally and socially and this influences each sphere of their life. The present study showed that Problem of alcohol is a serious one and is likely to grow in the coming times. In contrast to the report and several western countries, the consumption of alcohol in India is witnessing a dramatic rise. The ill effects brought by the alcohol consumption on the health of the person and possible financial implications on the family are a cause of concern. Due to this addiction of Alcohol, Major death in India was attributed to alcohol consumption, individual became vulnerable towards antisocial activities which end up in a number of family destruction. Medical expenditure, poor performance in the work arena because of family incomes are soaked up by alcohol. 'Anthropologists' work suggests that the most effective way of controlling it will be through socialisation. Thus, being optimistic, it can be said that the general literate population should take precautions regarding alcohol intake. The government should prohibit sale and purchase of Alcohol because lives of millions were at stake, as the health of a person is more important than revenue generation.

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