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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	MARKETING STRATEGIES FOR THE VIETNAMESE GEOSYNTHETICS MARKET: A CASE STUDY OF L.COMPANY PROSPECTS <i>KEMO BADIANE & CHARLES S. CHIEN</i>	1
2.	MILLENNIUM DEVELOPMENT GOALS IN AFRICA, POLICIES AND ACHIEVEMENT STRATEGIES: AN APPRAISAL AND WAYS FORWARD <i>DR. CHUKS P. MADUABUM & DR. ONYEMAECHI J. ONWE</i>	9
3.	EMOTIONAL INTELLIGENCE AMONG COLLEGE TEACHERS: AN EMPIRICAL ANALYSIS <i>M. SURYA KUMAR</i>	18
4.	IMPACT OF ADVERTISEMENTS ON CONSUMPTION PATTERN OF SOFT DRINKS: A STUDY OF SELECT RESPONDENTS <i>DR. S. V. RAMANA</i>	21
5.	BUYING BEHAVIOUR OF REFRIGERATOR BUYERS: A STUDY WITH SPECIAL REFERENCE TO CHITTOOR DISTRICT IN ANDHRA PRADESH <i>G.NIRMALA & K.RAMAKRISHNAIAH</i>	25
6.	ANALYSIS OF ALCOHOL CONSUMPTION IN RAIPUR DISTRICT (CHHATTISGARH) <i>TANU ARORA & DR. G.D.S. BAGGA</i>	29
7.	A GAP ANALYSIS OF THE ACTUAL LEVEL OF PERFORMANCES AND THE STANDARD LEVEL OF PERFORMANCES OF NEW GENERATION BANKS WITH SPECIAL REFERENCE TO HDFC BANK, AXIS BANK AND INDUSIND BANK <i>DR. JEEMON JOSEPH</i>	32
8.	WHERE HAS ALL THE GOOD MARKETING GONE: ETHICS <i>DR. ANITA SUKHWAL</i>	36
9.	PARADIGM SHIFT IN CUSTOMER'S PREFERENCE REGARDING e-SHOPPING <i>TARANJIT SINGH VIJ & DR. AMRINDER SINGH</i>	39
10.	AN INTENSIVE RESEARCH ON CUSTOMER BEHAVIOUR IN HEALTH DRINKS MARKET IN TIRUPPUR CITY <i>THIYAGARAJ.V & DR. REVATHI MURALI</i>	42
11.	MONOGRAPH ON MATHEMATICAL MODELLING OF C-RAN <i>SARIKA SAINI</i>	45
12.	REGULATION AND DE-REGULATION OF COOPERATIVES IN CONTEXT OF LEGAL FRAMEWORK <i>DR. AMLANBRATA CHAKRABORTY</i>	51
13.	A STUDY ON ORGANIZED RETAILING AND ITS CHALLENGES <i>BEENA KUMARI</i>	53
14.	WORK LIFE BALANCE OF WOMEN IN UNORGANIZED SECTOR OF VAIKOM MUNICIPALITY <i>JITHIN JOY</i>	56
15.	IS CULTURAL SENSITIVITY REQUIRED BY POTENTIAL LEADERS: EMPIRICAL INVESTIGATION FOR SALES FUNCTION IN IT SECTOR <i>ANJU CHAWLA</i>	58
16.	CAREER MOTIVATION OF HIGH SCHOOL TEACHERS <i>VIDHYA THAKKAR</i>	63
17.	BEHAVIOURAL FINANCE: ITS BUILDING BLOCKS <i>DEEPIKA C</i>	66
18.	ANALYSIS OF INVESTMENT OPTIONS <i>DR. RAMA NAIK.M</i>	68
19.	IMPACT OF CULTURAL DIFFERENCES ON INTERNATIONAL BUSINESS: A REVIEW OF LITERATURE <i>RICHA GOEL</i>	78
20.	PAYMENTS BANKS: A NEW LANDSCAPE FOR INDIAN BANKING SECTOR <i>ANUSHA GOEL</i>	82
	REQUEST FOR FEEDBACK & DISCLAIMER	85

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ANALYSIS OF ALCOHOL CONSUMPTION IN RAIPUR DISTRICT (CHHATTISGARH)

TANU ARORA
RESEARCH SCHOLAR
DURGA MAHAVIDYALAYA
RAIPUR

DR. G.D.S. BAGGA
PROFESSOR
C.L.C.COLLEGE
DHAMDHA

ABSTRACT

Data on alcohol related problems are scarce in India, with a very few scientific comparable studies conducted so far. Data relating to alcohol production and sale are difficult to collect and assemble as these are not centrally compiled. Alcohol consumption has been in existence in Chhattisgarh for many centuries. The present study analyses the consumption of alcohol in Raipur district and addresses certain vital issues related to the same. Substantial cultural, regional, gender, social class differences exist in the state which limits the generalization of results which are based on small cross sectional samples. Despite these short comings this study attempts to analyze the consumption of liquor in Raipur District of Chhattisgarh.

KEYWORDS

IMFL, Country Liquor, Illicit Liquor, arrack, tari.

FACTUAL BACKGROUND

There exists a prominent evidence of existence of alcoholic beverages in ancient Chhattisgarhi Literature. Alcohol is one of the ingredients in many medicinal preparations in the traditional Chhattisgarhi system of medicine. But despite of the availability of alcoholic beverages, these never became a part of staple food in the state. Historical evidence suggests that alcohol use never posed substantial social or health problems in ancient and medieval periods of Chhattisgarh.

CURRENT FACTS

The present study of the general population of the state reveals prevalence rate of use of alcoholic beverages ranging from 23% to 74% among males. Women constitute over 90% of abstainers, though among tribal groups and handicraft workers there is a significant number of alcohol users in women, with prevalence rates ranging between 28% and 48%. The state of Chhattisgarh has started facing a heavy burden of social and health problems due to increased alcohol consumption.

In both rural and urban settings in the state, among folks or the elite no significant traceable patterns of drinking have emerged that could be held valid throughout the state. There is however a noticeable change in the pattern of drinking, as it has changed from ritualistic and occasional to a part of routine social interaction and entertainment. Today, alcohol is rarely used for genial purposes; the basic purpose of drinking alcohol is to get drunk and to stay drunk for as long as possible. In various parts of the state, public bars and pubs have emerged and the norms are only beginning to develop. Following is the data relating to Chhattisgarh from census of India:

TABLE 1

Population	2001 Census	2011 Census
Total	111,73,149	155,98,314
Male	67,11,395	89,62,121
Female	44,61,754	66,36,193

ALCOHOLIC BEVERAGES

Chhattisgarh has a varied topography, climate, vegetation, culture and traditions. Different types of alcoholic beverages are consumed which can be broadly divided into the below mentioned categories:

- India made foreign liquor (IMFL):** It consists of whisky, rum, gin and brandy, with a 42.8% maximum alcohol content permitted. The most popular drink in this category is Whisky.
- Country liquor:** It is a distilled alcoholic beverage made from locally available cheap raw material containing carbohydrates such as sugarcane, rice, palm, coconut and cheap grains with alcohol content around 40%. Common varieties of country liquor made and consumed in Chhattisgarh are arrack, desi sharab and "tari.
- Illicit liquor:** It is mostly produced covertly in small production units with raw materials similar to that used for country liquor. With no lawful quality control restrictions on them, alcohol concentration of illicit liquor varies up to 50% to 60%. Adulteration in illicit liquor is relatively common, industrial methylated spirit being a common adulterant, which sometimes causes incidents like mass poisoning with consumers losing their lives or suffering irreversible damage to the eyes. Cheaper than licensed country liquor, illicit liquor is popular among the poorer sections of the state. In many parts of Chhattisgarh, illicit production of liquor and its marketing is like a cottage industry with each small township having one or two units functioning illegally.

Besides these, home-based production for self-consumption is also common in some parts of Chhattisgarh. Home-based fermentation and distillation is also common in several tribal areas in the state, especially the southern region. Lastly is beer, with an alcohol content ranging between 5% and 9% and whose production and consumption is rapidly increasing.

OBJECTIVES OF THE STUDY

- To find out the total percentage of people consuming alcohol in Raipur district of Chhattisgarh.
- To analyze the effects of alcohol consumption on the drinkers and their families.

RESEARCH METHODOLOGY

The present research is an attempt to study the consumption of Liquor in Raipur district of Chhattisgarh. With a view to have a proper understanding of the same, review of literature relating to alcohol consumption, Total Liquor Ban etc. is done proceeding to the Research. Important studies relating to the same conducted in India have been reviewed. Further, For the purpose of the study, two sets of data have been collected:

1. **PRIMARY DATA:** The main informants i.e. the head of the household were interviewed for themselves and on behalf of their family, for information on alcohol consumption. The information gathered using key informants was pilot-tested using cross validation with each individual in the household in a sub-set of respondents. To further confirm the rationality of the information on frequency and quantity of alcohol consumption, this text reports only on patterns of use of the principal respondents namely the head of the households. All questionnaires were further looked upon for coding and other inaccuracies. Following is the data of location wise respondents of Raipur district:

TABLE 2

LOCATION	NO. OF RESPONDENTS
Abhanpur	25
Arang	25
Banarsi	25
Bhanpuri	25
Bhatgaon	25
Birgaon	25
Gobranawapara	25
Gogaon	25
Mowa	25
Naya RaipurRaipur	25
Rajim	25
Simga	25
Urla	25
TOTAL	350

2. **SECONDARY DATA:** The Chhattisgarh government health administration has laid emphasis on the creation of awareness and on the development of a basic infrastructure for treatment in the state regarding the problems that arise due to alcohol consumption. In order to get a scientific database with comparable research methodology and applicability, the Health Ministry initiated pilot projects in the state. Reports of the same are analyzed and further newspapers like Economic Times, Financial Express, and Business Lines etc, websites of Chhattisgarh State Excise Department, Ministry of Finance, and Ministry of Statistics of India have also been used for collection of data.

ALCOHOL CONSUMPTION

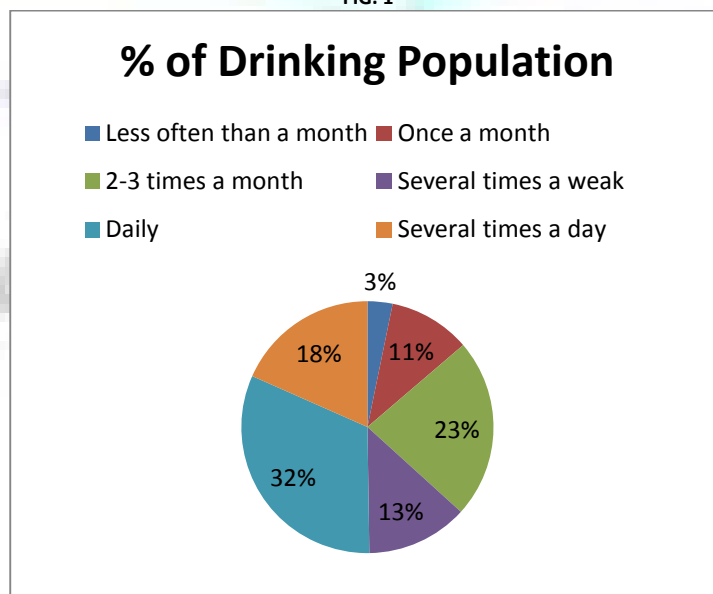
The quantity and frequency of drinking questions were asked for the past thirty days, as this is easier to recall from memory. For those whose answers were positive for the past 30 days, questions on various problems due to alcohol use were further asked. When consumption of more than 4 bottles was reported the drinker was considered to have had 182 ml of pure alcohol. A bottle of India Made Country Liquor (IMCL) has 750 ml contents and contains 300 ml (40%) of absolute alcohol. Therefore, half a bottle was considered as being equivalent to 150 ml of pure alcohol.

Current drinkers were defined as those who report drinking in the last 30 days based on the following question: "What has been your usual quantity consumed on one drinking occasion during the past month with the possibility of answering Never or the reported quantity, by type of beverage. For each beverage quantities, the respondent was asked to estimate its frequency of drinking such a quantity. Following information was hence extracted:

TABLE 3

Frequency	% of Drinking Population
Less often than a month	3.2
Once a month	10.52
2-3 times a month	23
Several times a weak	13.03
Daily	31.89
Several times a day	18.36
Total	100

FIG. 1



PROBLEMS DUE TO ALCOHOL CONSUMPTION

The respondents were asked about the problems they face due to consumption of alcohol and the following answers were revealed:

- Less interest in occupational activities
- Health related issues
- Dis satisfaction in family life
- Difficulty in limiting consumption
- Slurred speech
- Impaired judgments
- Unintentional accidents
- Liver diseases
- Sexual problems
- High blood pressure
- Poor terms with relatives
- Loss of productivity
- Increased family problems etc.

EXCEPTIONS

Despite the above stated problems there are certain exceptions where the respondents answered with a different attitude. Few respondents believe drinking alcohol has positive effects and benefits the drinkers in certain ways such as the drinker enjoys the social life, drinking increases the work efficiency, takes away the pains and sorrows of life, it is a symbol of elite class, it is one of the best medium to enjoy life, it is necessary to build and maintain professional relationships etc.

CONCLUSION

Detailed analysis of the data so collected reveals that more than 30 percent of the drinking population consumes alcohol daily. In the various districts, current drinkers appear to experience lots of problems, probably due to a very high prevalence of heavy drinkers. Although comprehensive scientific evidence for alcohol-related health and social problems in India is lacking, the present data suggest indications that these are substantial. Rapid increase in alcohol consumption shall raise the probability of further increase in these problems in the coming years. Less interest in occupational activities, Health related issues, Dis satisfaction in family life were some of the major problems frequently reported. Despite certain exceptions, the study concludes that high levels of drinking and associated health and social problems are prominent among those who consume alcohol.

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