



ORIGINAL RESEARCH PAPER

Marketing

A STUDY ON INFLUENCES OF ALCOHOLISM AND ITS IMPACT ON THE INDIAN SOCIETY

KEY WORDS: Alcoholism, Alcohol Consumption, Violence, Work Performance, Poverty & Health Problems

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ABSTRACT

In this country, alcohol is the drug most regularly engaged by individuals. Taking alcohol is associated to an increased risk of injuries and accidents. An excessive drinking happening can have detrimental effects even after only one. Chronic alcohol use and alcoholism are linked to a number of social, psychological, medical, and family issues. Children and other family members who are exposed to an alcoholic first-degree relative run the risk of developing issues. For example, children whose parents abuse alcohol have higher rates of alcoholism than children whose parents do not abuse alcohol. Social workers must remember that alcohol and problems associated with alcohol have an impact on people's safety, wellbeing, and health.

INTRODUCTION:

Consumption of alcohol creates substantial health, economic and social burden. In 2021, 4.6 million deaths were ascribed to alcohol use globally (Alcohol use & burden for 195 countries & territories). This corresponds to 2-2% of total age-standardised deaths among females and 6-8% among males. In relations of inclusive disease burden, alcohol use resulted in 192.6 million infirmity adjusted life years (DALYs), i.e., 7.1% of all DALYs in that year (World Health Organization, 2021). Alcohol use was the seventh leading risk factor for both deaths and DALYs in 2021 (Alcohol use & burden for 195 countries & territories, 2021).

Alcohol has been pronounced as a constituent cause for more than 200 disease and injury conditions. The indication of a causal impression of average volume of alcohol consumption with various diseases has been recognized. Among the long list, cancer, liver cirrhosis and injury are the three circumstances which constitute the majority of humanity caused by alcohol. Cancer, liver cirrhosis and injuries account for 18.5%, 14.6% and 38.7% of alcohol attributable deaths and 7.6%, 8.9% and 36.1% of alcohol attributable DALYs in men. Similarly, these three situations account for 25%, 17.1% and 33.8% of alcohol attributable deaths and 13.5%, 12.7% and 34.6% of alcohol attributable DALYs in women.

In addition to the health belongings, alcohol also poses substantial economic burden on society. This burden is in the form of health system cost and out of pocket (OOP) outflow for treatment of illnesses resulting from alcohol consumption, loss of output because of early mortality and reduced output because of alcohol related health conditions.

OBJECTIVES:

This Article detailed deliberated the Alcohol consumption can have adverse social and economic effects on the individual drinker, the drinker's instantaneous atmosphere and society as a whole. Indeed, individuals other than the drinker can be pretentious, for example, by traffic accidents or violence.

- To Identify the work performance be affected by alcohol consumption
- To Analysis the family be affected by alcohol consumption
- To Find out the link between alcohol and poverty
- To Identify the link between alcohol and violence between partners

Alcohol Consumption in India

India is the world's third-largest market for alcoholic beverages, with an estimated value of **\$35 billion**. The spirit segment, which includes whisky and rum, is expected to grow to **\$41 billion by 2022**. So, how much are Indians drinking, what is their poison and what does it mean for the domestic

industry?

Indians are drinking more than ever. **One in seven Indians in the 10-75 age group use alcohol, a 2019 government survey found.** Rapid urbanisation, rising income, easy availability and changing attitude towards alcohol and lifestyle are contributing to growing consumption in India.

India's Top 5 export destinations for alcoholic beverages (US\$ Million)

Country	2018-19	2019-20	2020-21
United Arab Emirates	82.37	73.7	74.84
Ghana	18.55	10.42	35.56
Singapore	31.46	29.44	29.53
Congo D. Rep.	4.59	6.73	16.99
Cameroon	7.33	0.2	15.67

Source: Agri exchange APEDA

India's Top 5 importing sources of alcoholic beverages (US\$ Million)

Country	2018-19	2019-20	2020-21
USA	269.37	267.28	325.56
UK	194.13	166.98	131.29
Belgium	21.89	47.34	17.93
France	22.14	16.12	12.67
Singapore	89.31	71.31	12.66

Source: Agri exchange APEDA

State wise Alcohol Consumption Percentage

Chhattisgarh	35.60	Manipur	22.40	Odisha	16.40
Tripura	34.70	Haryana	21.60	Sikkim	15.70
Punjab	28.50	Delhi	21.30	India	14.60
Arunachal Pradesh	28.00	Uttarakhand	18.80	Tamil Nadu	14.20
Goa	26.40	Daman & Diu	18.30	Andhra Pradesh	13.70
Andaman & Nicobar Islands	25.40	Madhya Pradesh	17.70	Kerala	12.40
Uttar Pradesh	23.80	Chandigarh	17.50	Dadra and Nagar Haveli	11.60
West Bengal	16.70	Telangana	16.80	Puducherry	9.50
Himachal Pradesh	8.90	Mizoram	7.80	Maharashtra	5.70
Assam	8.80	Jharkhand	6.50	Gujarat	3.90
Nagaland	8.10	Karnataka	6.40	Jammu and Kashmir	3.50
Meghalaya	3.40	Rajasthan	2.10	Bihar	0.90

Source: Magnitude Substance use in India 2019

The work performance be affected by alcohol consumption

There are two significant categories of alcohol use that contribute to the normal of problems in the workplace: drinking alcohol before going to work and drinking alcohol while working. Both of these are truly harmful and can put an employee, as well as others, in danger. Warning signs of a promising drinking problem differ from person to person. Some people are isolated about their alcohol consumption, drinking only in private. Others may not even understand they have a problem until a family or friend has an open and truthful discussion with them.

Many habits an employer, or a colleague, can determine if an employee is under the reassurance include:

- Appears hungover or is still intoxicated
- Lack of Coordination
- Has bloodshot or glossy – looking eyes
- Slow pupil response
- Inability to complete work assignments
- Strads to sweet heavily
- Slurs speech
- Becomes nauseous and pale

These caution signs should not be taken casually and must be handled instantly. Contact a treatment provider to find rehab facilities nearby.

The family be affected by alcohol consumption

The complications of alcohol abuse have been connected with improved anguish to the family members, which contributes to a high level of interpersonal conflict, domestic violence, financial difficulties, and psychological troubles, along with increasing the risk of developing comorbidities connected with alcohol abuse by the individual, which further adds to burden of the family. Alcoholism is an emerging major health problem in India. Hence it is essential to instruct the society about the consequences of continuing alcoholism through various health education programs. It can further be precise by effective control guidelines on alcohol production, taxation, and promotion, and by introduction of programs to help the individuals with habit as well as their family members where they can seek help by registering in de-addiction programs similar to the Community Reinforcement And Family Training (CRAFT) for engaging unmotivated drug users in treatment and ARISE methods functioning in other countries.

The link between alcohol and poverty

Poverty is in many ways associated to alcohol and impacts all stages from individuals and families to communities and societies in general:

- People living in underprivileged settings are less able to stop others misbehaving personal borders. People in those types of settings, find that others are permissible to impose their will on them when intoxicated. The mutual effect of these two influences is quite vicious. People in poor communities, particularly the less powerful members, are doubly susceptible to allegedly 'alcohol induced' misbehaviour.
- Socio-economically exposed people are less able to avoid opposing consequences of their behavior due to a lack of resources.
- People in deprived, relegated and vulnerable communities have less wide support networks, i.e. fewer influences or persons to inspire them to address alcohol problems. The process of marginalization and stigmatization associated to alcohol use disorders, and the drift in social status that may result, may also cause significant social burden.
- Causing disadvantages for children and adolescents: children bear a unequal burden of alcohol harm. Due to alcohol, parental characters are neglected and too often abandoned, wages are drowned in alcohol, household economy is ruined, jobs are lost and health issues even exacerbate the terrible situation. All that has the effect

that the uncommon resources cannot be invested in healthy, nutritious food and children's primary education and school material, often depriving children of their right to primary education.

- These susceptibilities are often passed on through the generations. This way, alcohol harm frequently donates to the vicious cycle of poverty.

The link between alcohol and violence between partners

For some victims of domestic violence, it can be hard to acknowledge that you are being abused or they may fear the repercussions of speaking up. You may doubt your feelings and intuition and find it hard to believe that this is happening to you or that your partner is abusive. Some of the signs that you are involved in an abusive association can include:

- Your partner demands sex, controls your birth control or demands that you get pregnant.
- They make decisions for you, in terms of what you wear, how you eat, or where you spend money.
- They act jealous, even in obviously harmless situations. Your partner may react irrationally or constantly accuse you of cheating.
- Your partner has angry outbursts that seem to come from nowhere and then blames you for them.
- They put you down or insult you.
- They hit, push, shove, punch, kick, or beat you.
- They threaten you with a weapon.
- Your partner destroys your possessions.
- Your partner threatens self-harm or suicide as a way of controlling you.
- They threaten to report you to authorities for imaginary crimes, especially if you threaten that you're going to report the abuse.
- Trying to convince you that authorities won't help a gay, lesbian, bisexual, transgender, or other nonconforming person.
- Wanting you to prove your sexuality by trying to coerce you into doing things you don't want to do.

CONCLUSION

There is evidence that alcohol has a significant negative impact on Indian society's health and economy, and that governmental interventions are necessary to reduce the harm that alcohol causes.

Despite being a poisonous, teratogenic, and carcinogenic substance, alcohol has been enjoyed by humans since the birth of civilization, which has led to confusion about this fact. Alcohol abuse has negative impacts on young and middle-aged people. Alcohol use is linked to between 10% and 27% of deaths in men between the ages of 16 and 55, and between 6% and 15% in women.

Alcohol has a significant negative influence on both the families and kids of heavy drinkers as well as on innocent bystanders who become involved in the harm caused by binge drinking. Over 1.3 million children are abused or neglected due to alcohol, and alcohol is a factor in over half of all violent crimes.

These hazards are all on the rise and are closely linked to the general levels of alcohol consumption in society, meaning that while the costs to the NHS are enormous, the consequences to society as a whole are considerably greater.

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