

Enemy of Inclusive Growth

Addictive Substances

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<http://nirman.mkcl.org>


$$5 + 20 + 94.5 = 119.5$$

Per day expenditure (in Rs.) on tobacco products
by a family of 6 people
living in the slums of Gadchiroli.

Mudza Study

एक गाव खाते वर्षभरात १० लाखांचा तंबाखू!

धक्कादायक सर्वेक्षण : गडचिरोली जिल्ह्यातील गावे व्यसनांमुळे 'खोकली'

प्रमोद काळबांडे : सकाळ वृत्तसेवा

नागपूर, ता. २९ : गडचिरोली जिल्ह्यातील दारूबंदी कागदोपत्रीच असल्याचे सर्वश्रुत असतानाच, जिल्ह्यातील गावेच्या गावे तंबाखू खाऊन 'खोकली' झाल्याचे भयाण चित्र उजेडात आले आहे. १,८०० लोकवस्तीच्या मुडझा या एकाच गावात १० लाख रुपयांचे तंबाखूजन्य पदार्थ वर्षभरात

चघळले जातात, असा धक्कादायक निष्कर्ष एका सर्वेक्षणातून निघाला आहे. आश्चर्य म्हणजे १० लाख रुपये चघळून चुराडा करणाऱ्या या गावच्या ग्रामपंचायतीच्या ग्रामविकासाचे व रोजगार हमी योजनेचे बजेट मात्र १० लाखांहून कमी आहे. येथील २७ टक्के लोक कयाच्या सहाव्या वर्षापासून तंबाखूयुक्त पदार्थ खातात.

गडचिरोली जिल्ह्यात दोन शहरे तर

लोकवस्तीची १,५१३ गावे आहेत. यापैकी बव्हंशी गावे तंबाखूच्या भीषण विळख्यात सापडली आहेत. छोट्या मुलांपासून बंड्या बुजूर्गांपर्यंत सारेच तंबाखू खातात. हे प्रमाण किती आहे, या विषयी नुकतेच एक सर्वेक्षण गोपाळ महाजन या तरुणाने केले. 'सर्च' संस्थेच्या 'फेलोशिप'वर काम करीत गडचिरोली जिल्ह्यातील प्रश्न समजून घेण्यासाठी गोपाळ महिनाभर मुडझा

या गावात वास्तव्यास होता. सकाळ-दुपार-संध्याकाळ जमेल त्या वेळेस त्याने येथील ५१ कुटुंबांना नियमित भेटी दिल्या.

प्रत्येक कुटुंबातील प्रत्येक व्यक्तीसोबत बोलत त्याने नोंदी केल्या. सर्वेक्षणाअंती निघालेल्या एकेका निष्कर्षांमुळे तो अक्षरशः हादरलाच. येथील २७ टक्के लोकांनी ६ ते १४ वर्षे कयाचे असतानाच तंबाखू खायला

सुरुवात केल्याचे पाहून, त्याला या प्रश्नाची तीव्रता ध्यानात आली.

मुडझा हे ४३६ कुटुंबांचे गाव. येथील सर्वेक्षण केलेल्या ५१ कुटुंबांपैकी ४३ कुटुंबांत कुणी ना कुणी तंबाखूच्या आहारी गेल्याचे आढळले. हे प्रमाण ८४ टक्के होते. या कुटुंबांतील २०४ सदस्यांपैकी १०८ सदस्य तंबाखू सेवन करणारे आहेत.

पान २ वर ▶



ध्या खरी! : तंबाखू, खरी, गुटखा आदी तंबाखूयुक्त पदार्थ देवाणघेवाणीचे सर्वोत्तम साधन झाले आहे. खरी 'शेअर' करणारे मुडझा येथील तरुण.

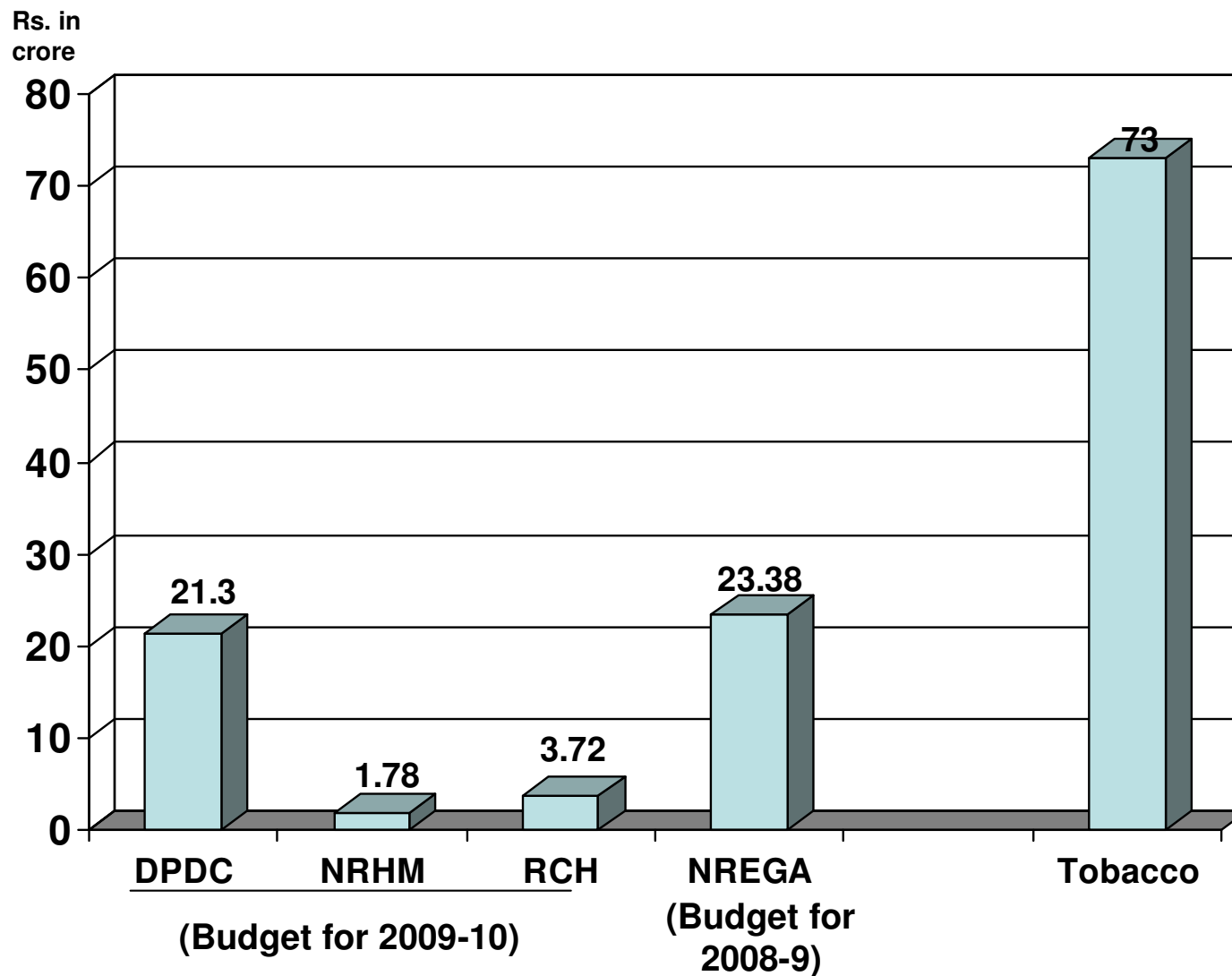
- Population – 1800
- Per family per week – Rs. 43.70
- 436 families in one year – Rs. 9,90,766



Gadchiroli Study

- People spend – Rs. 73 crore per annum
- Yearly expenditure of tobacco consumers
Males – Rs. 1928
Females – Rs. 930

Gadchiroli Study



Harm Caused By Alcohol

- **24,82,000** deaths every year worldwide

*World Health Organization (WHO)

Unintentional injuries, accidents, etc	27%.
Heart attacks and strokes	23%
Various Cancers	19%
Liver Cirrhosis	15%
Intentional injuries, murders, etc.	11%

Work Absenteeism

- In India, 15% to 20% of work absenteeism and 40% of accidents at work are due to alcohol consumption

(Saxena, Sharma & Maulik, 2003)

- Alcohol drinkers lose 60 days

VS

12 days lost by non- drinkers

*Office of Health Economics, England



Addiction & Financial Disaster

- 15% of those who touch alcohol become dependent
- *Avg monthly expenditure > Avg monthly salary*

NIMHANS study, The Lancet, Jan 2009



Harms The Entire Family

- Life of family members becomes a living hell
- 21% adult males in India drink
4% are dependent
14 million families are experiencing
socio-economic disaster




Harm Caused By Tobacco

- 20% of the male premature deaths

Tuberculosis	20%
Other respiratory diseases	19%
Heart attacks	19%
Cancers	10%
Strokes	6%

Tobacco – Oral Cancer



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- Smoking alone causes 9,30,000 deaths in India every year
 - 10 to 20 years prematurely





Work Impairment

- Decreased physical stamina

Plus

- Decreased concentration



Current Trends – Alcohol

- Alcohol consumption is increasing by 8% every year.
- Age of initiation of drinking has decreased from 28 yrs to 20yrs



Current Trends – Tobacco

- 47% men & 14% of women use tobacco

i.e. 154 million men and 41 million women!



Tobacco Trend In Gadchiroli Study

- Prevalence – 52.37%
- 33% boys and girls in X std use it
- Age of initiation : 10-12 years



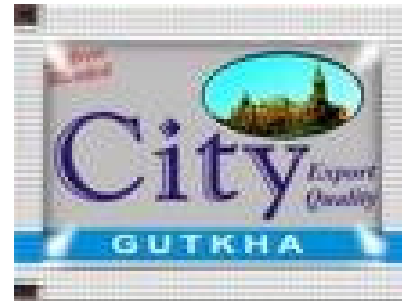
Media Marketing

- Companies are targeting the youth

And

The future of India is getting trapped

Poison Sachets or Just Mouth Fresheners?





Alcohol as profit industry?

- Government – Rs. 4500 crore revenue
- WHO – alcohol sale is 3 to 5 times
- Alcohol sale – Rs. 13,500 to 22,500 crore
- ~ Rs. 2000 per capita per annum



Societal Cost

- Societal cost of alcohol is 25 to 40 times the revenue that the government gets from the sale of alcohol
 - Paul Shifrin (USA)
(113 billion \$ per year)
- Direct and indirect costs attributable to alcohol addiction is more than triple the profits of alcohol taxation
 - NIMHANS Study
(The Lancet, Jan 2009)



Who suffers the most?

- The weaker and poor section...

Death

Disease

Absenteeism

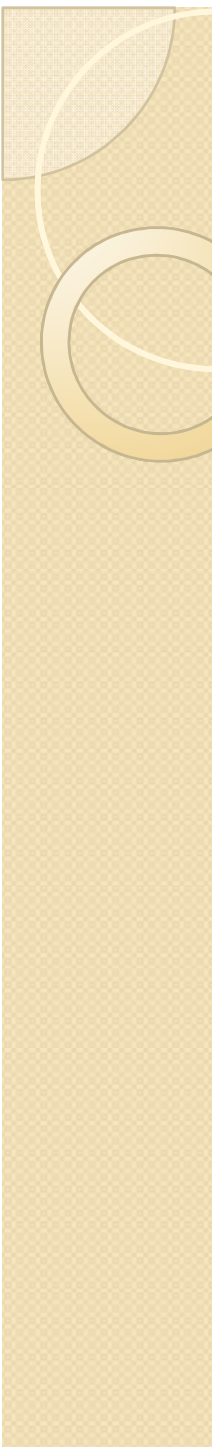
Reduced productivity

Lack of choice

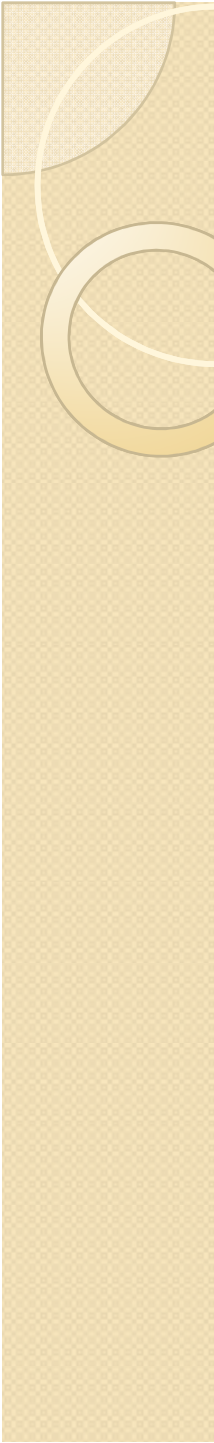
- Human capital?

Comparison of Age and Sex-wise prevalence of tobacco use in Gadchiroli

	Urban area (%)	Rural area (%)	Tribal area (%)
11-15 yrs boys	11.11	32.70	49.43
11-15 yrs girls	13.95	32.21	48.84
16-20 yrs boys	26.79	54.85	84.44
16-20 yrs girls	13.46	35.56	73.40
Adult males (>20yrs)	53.05	82.14	87.68
Adult females (>20yrs)	19.17	48.79	66.57

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- *Alcohol – related problems as an obstacle to the development of human capital*
- *James A. Cercone*

*World Bank Technical Paper Number 219

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- Medical care cost
 - Mortality cost
 - Long term disability
 - Reduced productivity
 - Motor vehicular-related property damage and insurance
 - Incarceration
 - Fires
 - Fetal alcohol syndrome
 - Child abuse
 - Driving and liquor offences

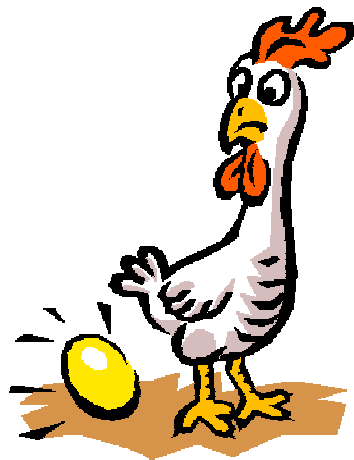


Other examples

- Russia and East European countries
- Russia reintroduced partial prohibition



Farmers' Plight?





Food to Alcohol



Facts

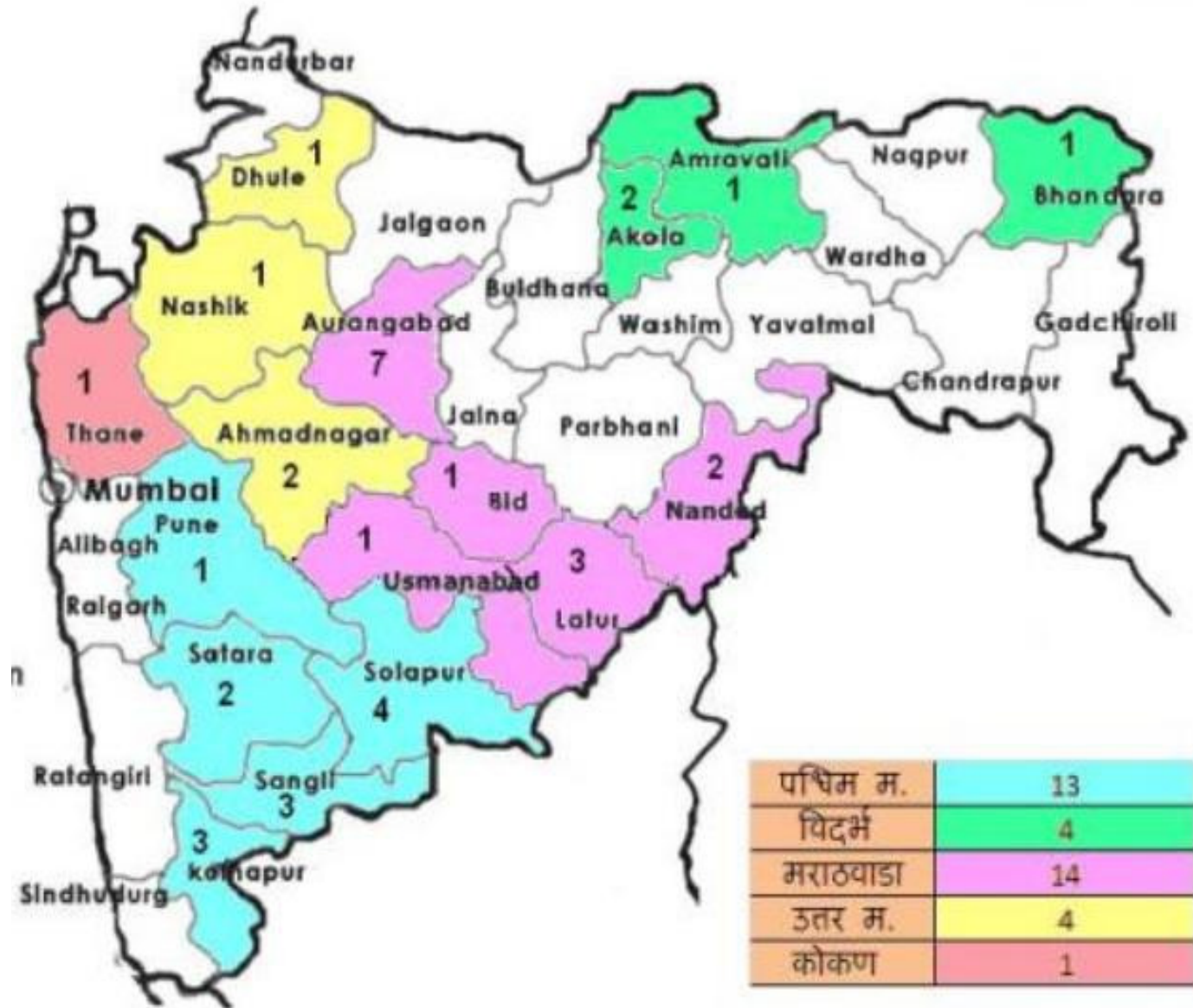
- Subsidy – Rs. 50 crore for each factory
- Liquor production – 103 crore liter per annum
- Grains – 13 lakh ton per annum



Do we have sufficient grains?

- Requirement of Maharashtra ~ 150 lakh ton of grains
- 13 lakh ton is yearly grain requirement of 86 lakh people

Locations of Factories





Who are the Factory Owners?

- Amit Deshmukh (son of ex CM Vilasrao Deshmukh)
- Pankaja Palave (daughter of BJP leader Gopinath Munde)
- Vimaltai Mundada (ex Health Minister)
- Govindrao Aadik (MLA, NCP)
- Sunil Birajdar (ex Mayor Navi Mumbai, NCP)
- Dhaval Pratapsingh Mohite Patil (nephew of ex PWD Minister)
- ...

Does this benefit the farmer?

- 1 liter alcohol = 2.8 kg grains
- 1 kg jawar = Rs. 10
- So, 1 liter alcohol = jawar of Rs. 28
- 1 liter alcohol = 2.2 liter liquor
- 1 liter liquor = Rs. 533
- So, jawar of Rs. 28 ~ liquor of Rs. 1173
- **Farmer's share ~ 2.39%**
- Govt. gets Rs. 450 out of 1 liter of alcohol



**Are
Addictive Substances
The Enemy
of
Inclusive Growth?**



Possible Solutions...?

- Improving treatment facilities?
- Spreading awareness?
- Banning surrogate advertisements?
- Banning sale in small packets?

Possible Solutions...?

- Removing the social acceptability?

	South East Asia	America	Europe
Proportion of deaths attributable to alcohol	3.9%	9%	11%
Proportion of 'Disease adjusted life years' (DALYs) lost attributable to alcohol	4.7%	14.2%	17.3%
Prevalence of alcohol use disorders (Alcohol dependence and alcohol Abuse)	4.3%	8.2%	9.1%



Possible Solutions...?

- Strengthening the legislative control?
 - Tax heavily
 - Restrict sales
 - (e.g. Brazil – 44% decrease in murders!)
- A complete BAN?



THANK YOU!!!

<http://nirman.mkcl.org>

<http://www.foodtoalcohol.wordpress.com>