

## CHAPTER - FIVE

### 1. Suggestions :

- I) To the students : to create favourable attitude.
  - II) To the parents
  - III) To the Educationalists
  - IV) To the Government
- } For creating  
} favourable  
} environments

### 2. Directions for further research.

### Suggestions :

Drinking by collegiates is becoming a regular practice. Day by day this tendency is increasing rapidly. The number of drinkers students whatsoever may be the frequency is substantial<sup>ve</sup>. As such, it is essentially a social problem. It is the time to take necessary steps in order to save our future generations from harmful effects.

The data presented earlier established drinking habits among the collegiates. Student population in large number is involved in it. As they are the (builders) pillars of the nation, it is more serious and socially undesirable problem.

There may be two types of alternatives to deal with this problem -

i) To introduce prohibition - Prohibition technique has been tried severally in different areas of operations in different sectors. Experiences prove that prohibition leads to many malpractices rather than having a check on the behaviour.

ii) Application of marketing techniques - This can be the another alternative. To promote an idea that drinking is harmful to the individual concerned as well as to the society and finally to the nation itself. Marketing technique is worth trying as it has proved successful in giving solutions to many

social problems; in the western countries where it was tried for promoting i.e. marketing the particular idea, certain following problems have to be solved first -

- 1) What are we marketing ?
- 2) To whom and How it is to be marketed ?
- 3) How effective the proposed tool would be ?

The following paragraphs attempt to give answers to these questions and suggest an outline of plan for marketing of the concept in question.

The 'anti-drink campaign' be communicated to the target audience which includes not only the collegiates but also their parents, educationalist and the Government.

Hence the marketing communication programme, for the promotion of the idea that 'Drinking is injurious to your health' is to be prepared and addressed to

- a) The students,
- b) The Educationalists,
- c) The Parents,
- d) The Government.

I) Suggestions to the students for creating favourable attitude :

1) Don't be decided with the idea that intoxication is a cure for fatigue. For a short time it spurs some one. Even it

could be you. Later it leaves the muscles, nerves and senses far more fatigued than they were before.

2) Intoxication is the mother of all evils. It bosses you of your senses. Probe to break rules and regulations. Kills your conscience and good health and leaves you at the merey of fate till death.

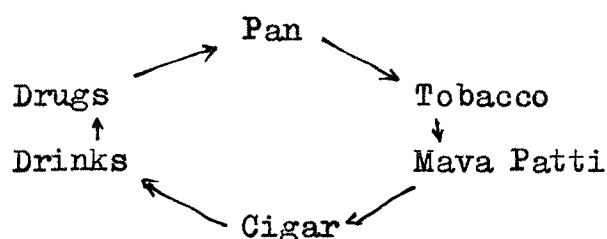
3) Do ask yourself the following question - Does it suit to our climatic conditions ? If the answer is negative, don't think of going for that.

4) Drinking is not the only way out to forget sorrow or grief. It is a bad time pass of valuable good time.

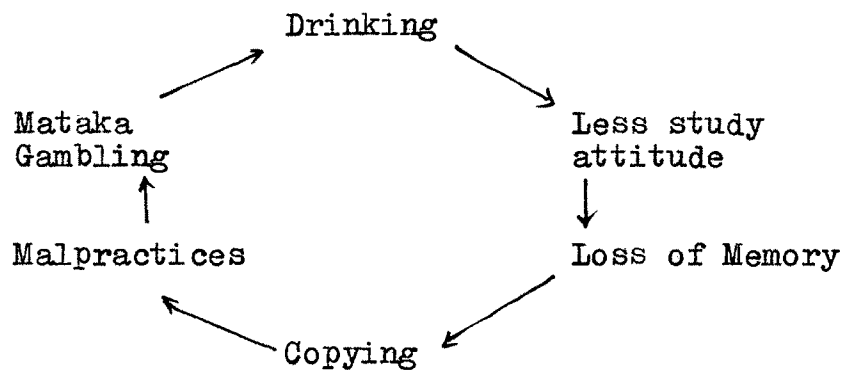
5) Know the evils of intoxication - It damages your nervous systems and weakens the soft tissues of the heart. It results in liver cirrhosis and brings a state of mental breakdown. It is wastage of valuable time and money, there by results in the total distruction of the harmoney and peace in your family. Are you going to prefer this for the sake of so called enjoyment and relaxation ?

6) See the vicious circles and think over them -

i)



ii)



Would you like to get involved in it ?

7) Bar-Room is a Bank -

You Deposit -

- 1) Your money and lose it,
- 2) Your time and lose it,
- 3) Your Character and lose it,
- 4) Your self control and lose it,
- 5) Your happiness and lose it,
- 6) Your home comfort and lose it,
- 7) Your mainly independence and lose it,
- 8) Your soul and lose it.

II) Suggestions to the parents for creating favourable environment :

1) The collegiates move to this behaviour in early youth in company of friends. This is a peculiar age which must be kept in strict vigilance by elderly persons.

2) Be alert about their pocket expenditure. It should be such as to meet their requirements exactly in this respect. Pocket money should not be squandered and misused.

3) Where the students are not living with their parents, the responsibility of the parents increases. They should have a moral check on them by giving surprise visits to their hostels and rooms etc.

III) To the Educationalists - For creating favourable environment

1) Sufficient recreational facilities of diversified nature be provided <sup>in</sup> for every college. These should be such that there is both student - teacher involvement. The students shall enjoy them and it would be a good time-pass as well as learning through such activities.

2) There should be small classes so that effective student teacher relationship can be developed. The teacher will be in a position to know their personal problems, grievance if any, which in its turn will act as a check on such behaviour.

3) In every college a separate cell (or club) should work taking up this programme. At present this is being implemented by the N.S.S. members of the college concerned. But they are working for other sections of the society. They should take interest in the student community.

4) Street plays, various competitions seminars should be arranged on University level or on provincial basis. The participants as well as others should be awarded suitably for their best performance.

5) Lectures of medical practitioners, psychiatrists, experts, social thinkers be arranged on regular basis.

6) The teachers should take initiative (as a responsible unit of the society) in creating responsibility among the boys. He should be their 'friend philosopher and guide'.

7) The present set up of college elections and tours should be suitably modified. Unnecessary importance attached to the elections and office-bearers should be reduced.

IV) Suggestions to the Government for creating favourable environment :

1) It is suggested that the Government should give special attention to this age-group of 18 to 24 in the programme of prohibition. It will help in plugging the main origin of drink behaviour before it turns into habit.

The students turn to this behaviour in early youth which is not given due importance in the Government's prohibition programme. At present the Government programmes are based on

the assumption that drinking habits do not prevail among college students. All their activities and programmes are addressed to the other segments of drinking population. In view of the increasing impact of drinking among collegiates, the Government should take necessary steps to create unfavourable atmosphere for drinking and cultivate favourable attitude towards the non-drinking. It should concentrate on youths. This will help in creating a situation, that no individual is attracted to drinking newly. It will prove to be a check on the drinking behaviour.

2) There should be a strict watch on the 'bars' and so called 'Permit-rooms' where permit holders are rarely found and where persons have free entry to enjoy drinks. Here the Government should observe that the bars, permit rooms are being run on the terms and conditions as laid down in their licence. Necessary legal steps should be strictly taken against those who violate the state laws and causing social evils.

3) The free counter sale on wine shops should be restricted. Wine dealers should not be allowed to sell wine freely, unless the buyer holds a due, valid permit.

4) There should be a clear ban on hit and hot films where heroes - villains are seen drinking either for the enjoyment or for any other reason.



5) More employment opportunities, self employment opportunities be created and made available to suitable candidates. It will reduce the fear of insecurity in the minds of the students.

6) The Government should modify the educational policies and programmes taking into account the need of the society.

7) The Government should make the effective use of various medias of communication like Radio, T.V., Cinema, News papers in the form of regular programme focussing the illeffects of drinking.

Directions for further research :

The study leads to the following tentative conclusions which may be considered as hypothesis for further research -

1. Drinking habit is rapidly growing among the collegiates.
  2. Drink habit among students is likely to result in drug addiction.
  3. Students from low and middle class income group are found more in the drinkers tally.
  4. Drinking behaviour is found more in the urban students than the rural students.
  5. Marketing communications may help in checking the drinking behaviour.
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