

CHAPTER - FOUR

Observations:

1. Observations -
 - A) Collegiates go for drinks,
 - B) Drinking Time and Occassions,
 - C) Features of the drinking population,
 - D) Drinking Time and Places,
 - E) Other observations.
2. Motivating Factors for drinking.



1. Observations and Programme :

The present study was conducted in the Sangli city in the year 1984-85. The main objective behind this study is to make a searching enquiry into the drink behaviour of collegiates. The Sangli city was chosen for this purpose. The sample was randomly selected from those who are studying in different colleges in different faculties in Sangli city. The (students) target population was contacted by visiting Colleges, hostels (both, college and private) rented rooms etc. An attempt is made to suggest a methodology to promote a socially desirable programme, like anti-drink campaign - which is the (product) idea to be promoted in the target market. It is based on the detailed summary of the observations which revealed that -

A) Collegiates go for drinks like liquor :

- a) The data indicates that 35% of the total respondents have tried liquor. This was judged from the last question about the celebration of 31st December night. 47 respondents admitted freely by answering 'Yes' to the question.
- b) The preferences given to the various items of election expenditure show that 47 respondents gave first preference to drink parties and another 37 respondents gave second preference to this item (Table 6).

An enquiry into their participation in drink parties reveals that 21 respondents freely admitted the fact, that they had enjoyed drinking. While another 19 respondents accepted it stating that they had participated in tea parties, film shows as well as in drink parties (see Table No.7).

- c) 47 Respondents agreed that up to 25% students go for drinks, 56 respondents agreed that this percentage is in between 25% to 50%. 42 respondents agreed ^{that} this tendency is observed in more than 50% students ranging upto 75%.

The average of the mid-points of the class-intervals suggests that 36.5% collegiates go for drinks like liquor. (Table No.11).

- d) 107 out of 137 respondents agreed that they have observed ~~that~~ some of the co-students in their college attended the college annual social gathering in a drunken state. 105 out of 141 respondents admitted that they have heard of the group drinking in college tours.

This leads to a conclusion that the number of collegiates who have tried liquor and who are trying liquor (drinks) is substantive.

B) The drinking time and occasions :

The press reports given in exhibit and data presented in table No. 6 & 7 confirms ^{the} ~~that~~ free use of drink by collegiates during election period.

It is observed that -

a) The collegiates arrange drink parties on different occasions, such as

- i) During college elections,
- ii) During college tours,
- iii) During annual social function,
- iv) After examinations,
- v) On certain special occasions.

i) During College election period :

Unlike any other elections the free use of liquor has become a feature of the college elections (See Appendix 2) { Table No. 6 and 7 }.

ii) During College tour period :

The object behind joining college tours indicates clearly that some students join tours for drinking and enjoying. (See Table No. 3.7)

iii) During annual social functions :

A good number of students are seen attending the college annual social functions in a drunken state.

iv) After examinations :

Students arrange drink parties after annual examinations. The reported motivation behind (~~objects are to~~) drinking after examination is to get relief from the examination tension.

v) On special occasions :

The students are seen arranging drink parties on certain special occasions, e.g. to celebrate India's victory in World-cup Cricket.

C) Features of the Drinking population (students) :

i) As stated earlier 36.5% college students go for drinks. It can be stated that all students do not go for drinks.

ii) The students in the age-group 18 to 24 are more in the drinkers tally.

iii) The students of higher classes have this tendency more in them than the students of lower classes. However, the company or group of students studying in higher classes usually have a tendency to involve the other juniors with them.

iv) The students belonging to the middle class families having annual income Rs.5000 to Rs.10000 are more in number in this tally.

v) The students doing professional courses seem more inclined to try drinks rather than the students doing non-professional courses.

vi) Among the non-professional courses the students of commerce faculty rank first, the students of science faculty rank second and the students of arts faculty rank third.

D) The places and timings of drinking :

- i) In bars (Permit-rooms) at night.
- ii) In rooms,
- iii) In open air.

i) In Bars - (a) It is observed that students arrange drinking parties in bars at night (See Table 10).

(b) It is likely that the students residing with their parents, and the students residing in college or private hostels prefer to go to bars during night time.

(c) The students residing in rented rooms or private hostels arrange drink parties in their rooms.

(d) Cost factor, (low budget) safety and security, hiding tendency; play a major role in deciding place for drinking.

E) Other observations :

- a) The respondents accept that this tendency among students is increasing day by day. It is feared that it will take them to a stage of drug addiction. This is evident from the example of 'Shampu' Cigarette.
- b) The respondents in majority agree upon the association of drink behaviour and matka gambling, then less study attitude, leading to copying and other malpractices, further negligence towards health etc.

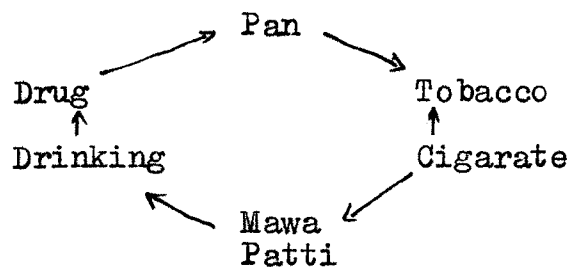
2. Motivating factors for drinking :

Thus, it is clear from the above discussion that drinking by collegiates has become a regular practice. In fact, it has become a routine activity. This is harmful not only to the students but also to the society. So in order to save our future generations necessary steps must be taken right now. For this purpose it becomes imperative to know what factors motivate them to go for drinks.

- 1) Company (Table No.16-17) - The company of the students , their groups give rise to such tendency. It is apparent from table No. 16-17.
- 2) Prestige - Prestige is also an important factor motivating them to go for drinks. They make it a prestige issue. They feel themselves quite forward to consume liquor in bars, rooms. It has become a status symbol.
- 3) Fashion - Now a days drinking has become a fashion. Students are immitating this borrowed western life style.
- 4) Enjoyment, relaxation and time-pass - Enjoyment, relaxation and time pass seem to be other reasons of drinking by students.
- 5) Unemployment - The fear of future unemployment and a sense of insecurity in their minds, the dissatisfaction and

frustration caused by this, and the family background leads their way to bars.

- 6) False notion - Some students have some false idea, notion with them. They think that they can forget sorrow & grief, if they go for drinks.
- 7) Less awareness about the illeffects of drinking - The students are less aware about the evils of drinking. They don't understand that drinking is the mother of all evils. Those who are aware of the evils neglect towards them.
- 8) The vicious circle - A vicious circle starting from 'pan' - and ending in drug addiction is formed. It moves slowly and encircles the students step by step. It is accepted by a majority of the respondents.



- 9) Supply creates its own demand - This law in Economics is not an exception even in this market. Drinks are freely available in 'bars'. The counter sale is also not restricted neither in 'Desi' nor 'Videshi' wine shops. It fulfils their requirements of the students in this respect. Students

can obtain liquor easily whenever they need. Thus it can be said that the availability or the redundant ~~of~~ supply side creates demand from the students demand side.

- 10) Licence free entry to Bars - No licence is required for entering a 'bar-room'. No moral, social educational values prevent them going to liquor for they think, it is the reflection of what is happening in the society itself.
- 11) For recreation - The students of professional courses are engaged through-out the day in lectures and practicals. Hence they have less recreational chances as a result, they go for drinks.
- 12) More free time, more freedom - In Sangli city most of the arts and commerce colleges conduct their classes in morning shifts. It allows ~~them~~ more free time to the students. They get more personal freedom. With freedom comes the desire to experiment with new things, new ideas and forms. In the initial stages they get accustomed with the college life. Later they mis-use the freedom and independence of college life and start enjoying college life by way of going to liquor and trying other things.
- 13) The present set up of college elections and tours - The present set up of college elections and tours also contributes to the drinking behaviour of the students.
- 14) High expectations, false ego, false ambitions, insecurity in life, create a psychological Trauma. Easy money, hit and hot cinemas do have its effects on the minds of the students in preparing them to go for drinks.