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Alcohol consumption among “*new middle class*” in India



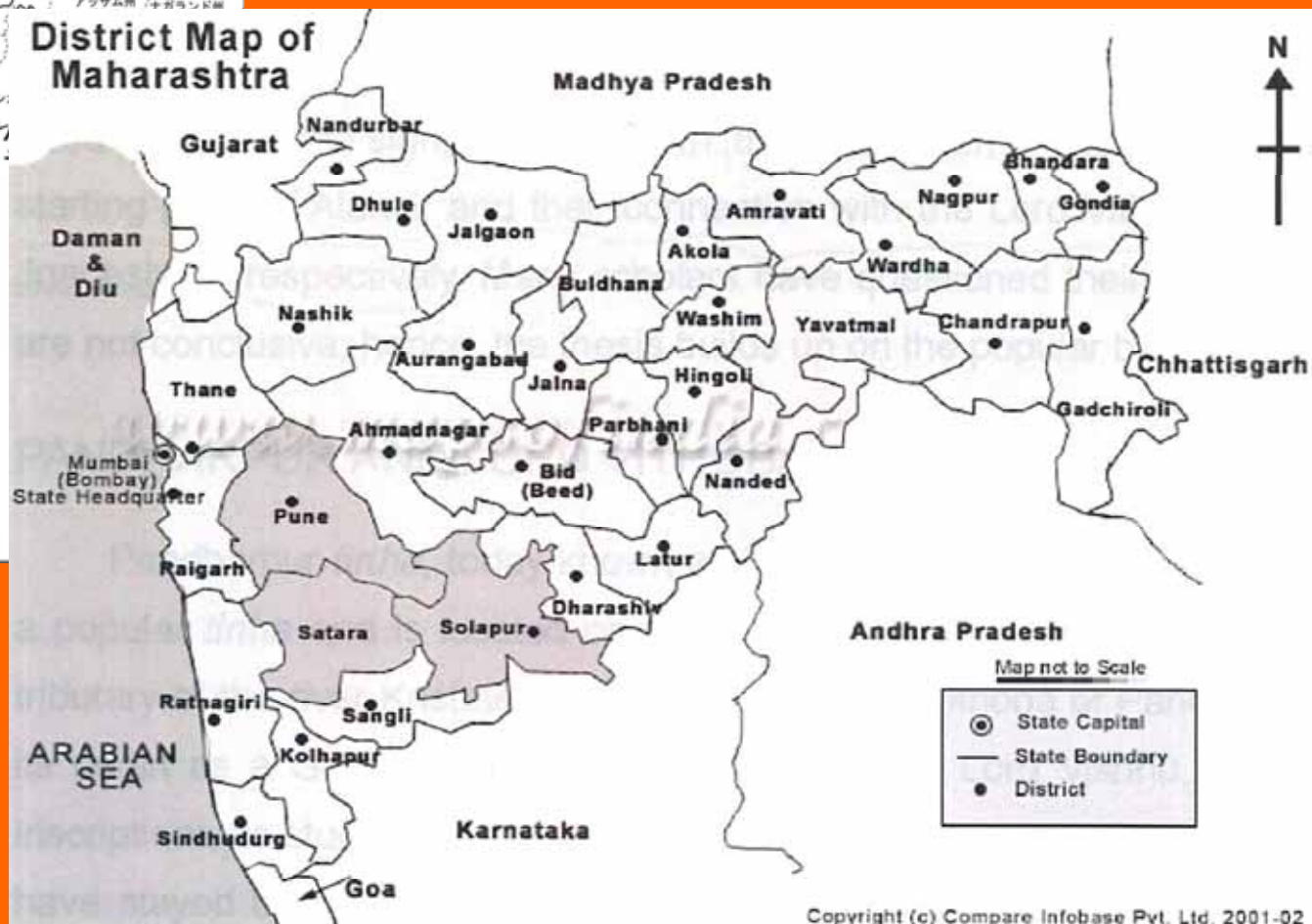
2014.5.15(Thu.) Chihiro Koiso (Osaka Univ.)

Baniyan Tree for symbol of Indian culture





District Map of Maharashtra



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Figure 5.5: Three districts through which the *palkhi* passes during its course.

(Source: Compare InfoBase)

Concepts of purity & impurity of food

▪ *pakkā* (cooked, ripened) & *kacchā* (raw, immature)

▪ Ranking of food quality

sattva (pure) ⇒ milk, yogurt, nuts, seeds, fruits
vegetables, grain

rajas (fierce) ⇒ red meat, hot spices, garlic, onion

tamas (stagnant) ⇒ alcoholic drink, meat, mushrooms

Alcohol in Hindu tradition

- in **vedic** texts(BC 1200–BC1000?)=references to liquor (*Surā, Soma*) for offering to God= *Śrauta* ritual
- *Arthśāstra* (Treatise on utilitarian) by Kautilya(BC 4c.–BC 3c.)

Many references to liquor shop, inspector for the liquor shop and liquor tax etc.

- *Caraka samhita* (text book of science of life) (AD. 1–2 c. ?) references to 84 kinds of liquor and their effects

Maṇu smṛti (Code of Manu) BC 2 c. – AD 2
c. ?

drinking alcohol (*Surā*) counted one of
great sins

⇒ alcoholic consumption is prohibited

The Hindu (Aug.14,2006)

- The food habits of nation(research in 883 cities and villages, 14,680 people)

Vegetarian 31% (family base 21%)、egg eater 9%

⇒ different from region (locality), caste, gender, age

drinking alcohol 13% (rapid increase in the cities)

13% urban youth have drinking habit

eating out 23% urban people

More non-vegetarians

	Persons	Families
Vegetarians	31	21
Vegetarians who take eggs	9	3
Non-vegetarians	60	44

Note: Figures in percentage. Family includes parents and spouses. Figures are for families where everyone falls in the same category. The remaining 33 per cent of families have mixed eating habits.

More women are vegetarians

Women	34
Men	28
Elders (55 years and above)	37
Young (up to 25 years)	29
Religious Hindus	43
Non-religious Hindus	28

Note: Figures in percentage. Religious Hindus are those who worship everyday; non-religious are those who never worship.

Religion and caste matter

	Vegetarians
Brahmins	55
Other upper castes	28
Dalits	15
Adivasis	12
Muslims	3
Christians	8

Note: Figures in percentage.

New trends and eating habits

Those who consume...	Rural	Urban
Tea/coffee	83	96
Cold drinks	22	44
Eat out in restaurants (urban areas only)	--	23

Note: Figures in percentage of those who consume these items either daily or once or twice a week or once or twice a month.

60%
of people are
non-vegetarians

8%
of Christians are
vegetarians

30%
of young rural
men smoke

13%
of young urban
men drink

Smoking more widespread than drinking

	Drink	Smoke
All	13	27
Young rural men	16	30
Young rural women	5	9
Young urban women	3	5
Young urban men	13	22

Note: Figures in percentage of those who consume these items either daily or once or twice a week or once or twice a month.

A rise in drinking

In your locality drinking has ...	All	Rural	Urban
Increased a lot	40	40	41
Increased a little	24	24	24
Remained the same	13	12	13
Decreased	14	15	12

Note: Figures in percentage.

Widespread support for prohibition

Government should ban consumption of alcohol	73
Those who drink should not be stopped	18
No opinion	9

Note: all figures in per cent of the relevant group.

About one-third Indians faced hunger during the last year

	Often	Sometimes
All	8	27
Rural	8	28
Rural poor	9	36
Urban poor	6	34
Dalits	8	36
Adivasis	11	39

Note: Figures in percentage of those who responded to the question: "In the last one year, how often did you or any member of your family go without two square meals?"

People feel they eat better now

The quality of food consumed in the family has ...	Compared to 10 years ago	Compared to parents' generation
Improved	47	45
Remained same	34	30
Deteriorated	17	23

Note: Figures in percentage. Rest: Don't know.

Consumption of nutritional food items has gone up in the last decade

Consumption of these items has ...	Milk for children	Pulses	Cereals
Increased	51	53	60
Remained same	27	32	29
Decreased	18	13	9

Note: Figures in percentage. Rest: Don't know.

AVERAGE MONTHLY PER CAPITA EXPENDITURE IN RUPEES

(July 2009-June 2010)

	Rural India				Urban India			
	Milk*	Meat**	Pulses	Vegetable	Milk*	Meat**	Pulses	Vegetable
Haryana	312.18	9.65	33.76	103.44	293.36	28.48	44.53	133.59
Punjab	251.76	11.31	43.77	100.85	252.88	21.97	53.59	122.86
Rajasthan	187.91	10.54	22.39	74.30	216.87	24.20	26.02	93.90
Gujarat	133.02	13.94	40.65	97.00	188.21	19.32	57.70	131.11
UP	82.46	19.89	35.53	81.16	132.98	27.10	42.43	105.32
MP	78.10	22.75	37.68	66.80	118.20	28.55	49.24	87.71
Maharashtra	61.36	44.04	50.64	82.56	136.73	75.85	60.79	119.46
Bihar	52.98	38.34	26.53	88.31	90.03	46.06	34.59	97.76
Karnataka	60.91	54.96	40.08	62.12	98.47	75.95	53.44	83.47
AP	66.76	80.77	43.86	97.30	114.34	102.70	57.69	110.58
Tamil Nadu	59.58	80.29	45.46	79.76	109.67	96.63	58.64	103.29
Chhattisgarh	14.79	32.86	32.22	104.35	62.23	39.56	66.70	153.14
Jharkhand	32.36	47.43	26.74	83.00	90.28	76.55	42.94	126.57
Orissa	18.60	50.71	29.58	98.44	54.12	80.28	41.71	122.16
Kerala	65.67	159.94	35.29	83.07	82.98	172.90	43.25	90.07
Assam	36.15	116.51	30.68	103.92	59.81	199.78	42.58	134.01
West Bengal	25.09	101.91	22.12	100.53	65.76	185.92	31.76	124.93
ALL-INDIA	80.55	49.89	35.02	87.33	137.01	71.98	49.12	112.44

*Includes milk products; **Includes egg & fish.

Health Conscious = preventive measures
against obesity

Vegetarians = take much oil and dairy
products

WHO Report of 2005

Causes of death

Chronic disease 53%

Circulatory, heart disease 28%

Cancer 8%

Respiratory disease 7%

Diabetes 2%

Others 2% (Malnutrition 36% Injury 11% etc.)

Changing values among Hindus

- Rise of “**new middle class**” since 1991= after open economy policy of Govt.

definition of “new middle class” is not yet fixed

but, about annual income is more than **2**

hundred thousand to one million = more than **3**

hundred million people=strong consumption power

Shopping Mall in Maharashtra



Mall Culture





Rapid Thriving of Wine Industry since 1990 s

Orthodox Hindu Tradition=Drinking is taboo

Drinking alcohol is becoming popular among urban middle

- producing high quality grape
- due to Govt.policy(back up by Sharad Pawar =protection of no tax for 10 years etc.
- drinking **wine**=fashionable image
- increase of overseas travelers who tasted wine abroad
- popularity of Italian food

Blooming of wineries in Maharashtra

- Nasik (180 km north-east from Mumbai)
- Department of Wine Production of the Maharashtra Industrial Development Corporation (MIDC)=**Nasik Wine Park Project**

	2004-05	2005-06	2006-07	2007-08
Grovers Vineyard	37%	26%	24%	22%
Chateau Indage	49 %	38%	36%	35%
Sula Vineyards	14 %	36%	34%	35%

Wine Industry

- 35 wineries in Nasik (more than 90 % wineries of India)

Maharashtra Government declared = Nasik Wine Park as a small-scale industry with 100% exemption from excise duty for 10 years & relief in sales tax

70% of the products are for domestic consumption, 30% for exports (more than 18 countries)

Wine product

- 2006 3 million liter
 - 2011 6.2 million liter
- =25 to 30 % increase per year

Tourism and Winery

Sula Vineyard (Nasik)



Sula vineyard





Winery as an attractive weekend tourist spot

Visiting to winery, enjoying natural surroundings
and tasting wine = fashionable urban middle
way of spending weekend

Wine and Food



Inside Little Italy
attached restaurant of
Sula winery



Refereces

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