

# Public Opinion on Alcoholic Addiction in Tamilnadu after Opening TASMAL

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**Abstract:** *Alcoholism is a broad term for problems with alcohol, and is generally used to mean compulsive and uncontrolled consumption of alcoholic beverages, usually to the detriment of the drinker's health, personal relationship, and social standing. According to my study there are more than 58.4% of the people easily addicted to the alcohol they were aged 40 and more than that. The retail outlets of this corporation have been increased, that obviously increased the sale of liquor in the state. The TASMAL has gained revenue ₹ 60,094 crores in the years between 2010 and 2014 (by The Hindu report). The uncontrolled growth of the liquor sales in the state has increased the selling of liquor. This also causes many people to get addicted to alcohol. This study mainly concentrated Public opinion on alcoholic addiction in tamilnadu after opening TASMAL, to reduce or completely abolish the alcoholism in Tamilnadu state. Despite liquor stores staying shut for months in the last fiscal, Tamil Nadu consumed more alcohol in FY21 than ever before. The Tamil Nadu State Marketing Corporation (TASMAL), which holds the monopoly over the sale of alcohol in the state, reported revenues of Rs 33,811 crore in FY 21, which is its highest ever. The collection is 2 percent higher than TASMAL's previous record of Rs 33,133 crore reported for FY20. The main aim of the research is to discuss the opinion on alcoholic addiction in Tamil Nadu after opening TASMAL and students' opinions on alcoholic addiction in Tamil Nadu after opening TASMAL.*

**Keywords:** TASMAL-Tamilnadu State Marketing Corporation Ltd, prohibition of alcohol in Tamil Nadu, alcoholic addiction

## I. INTRODUCTION

Alcoholism is a broad term for problems with alcohol, and is generally used to mean compulsive and uncontrolled consumption of alcoholic beverages, usually to the detriment of the drinker's health, personal relationship, and social standing. It is medically considered as a disease and addictive illness. Many Criminal and civil cases have been reported, which are mainly because of the alcoholic convicts and consumers of alcoholic beverages during the action of the offence/s. Cases related to alcoholic students, like gang rape[1], drink and drive, misbehaviour in family, and unacceptable actions in schools & colleges [2] were recorded by the police departments. Alcohol prohibition in Tamil Nadu is governed by the State Prohibition and Excise department as per Tamil Nadu Prohibition Act, 1937. TASMAL, a state government owned company controls the wholesale and retail vending of alcoholic beverages in the State. On 24 May 2016, after swearing-in J. Jayalalitha has announced to close 500 liquor shops and reduce the business hours of State-run liquor shops across the State.[1] On 20 February 2017, the first office order was signed by the Chief Minister Edappadi K. Palaniswami was the closure of 500 liquor outlets owned by the public sector TASMAL. This is in addition to the 500 liquor outlets closed down by late Chief Minister J Jayalalitha in May 2016. This clearly shows us that the young students were highly prone to alcoholism and alcohol abuse in the society of Tamilnadu. In Tamilnadu, the government of the state sell alcoholic beverages through a government owned corporation called Tamilnadu State Marketing Corporation Ltd (TASMAL). This corporation plays as a monopoly in selling the alcohols all over the state. The retail outlets of this corporation have been increased, which obviously increased the sale of liquor in the state. The



TASMAL has gained revenue 60,094 crores in the years between 2010 and 2014 (by The Hindu report). The uncontrolled growth of the liquor sales in the state has increased the selling of liquor. This also causes many people to get addicted to alcohol. Due to this, many problems and issues arise in today's scenario in Tamil Nadu. The problems range from individual psychological problems, family issues and various social problems. Comparatively Tamil Nadu also had a higher number of alcohol addicts. Tamil Nadu political party's use the prohibition of alcohol as a politics. This study mainly concentrate Public opinion on alcoholic addiction in Tamil Nadu after opening TASMAL, to reduce or completely abolish the alcoholism in Tamil Nadu state. A recent survey suggests that Tamil Nadu is home to 1.32 crore alcoholics (70 lakh of whom drink everyday), and that daily drinkers spend Rs 6,552 (on average) every month on liquor. Almost three-quarters of the state's alcoholics do not have to travel further than a kilometer to find a TASMAL store. It is no surprise that this issue was particularly important to women voters, who, in the past, have played an important role in the incumbent Chief Minister's successes. The record comes even as TASMAL liquor stores were shut between March and June 2020, when the COVID-19 first wave was at its worst. If and when Tamil Nadu becomes a dry state, it will have the likes of Gujarat, Nagaland, and Bihar for company. In fact, Bihar's total alcohol ban came into effect very recently (April 5). In addition to the public health crisis, the Bihar government must also contend with smuggling across the international border that separates Bihar from Nepal, where low-quality liquor is available. Tamil Nadu— which shares borders with Puducherry, Andhra Pradesh, and Karnataka (none of which are dry states) - will clearly face similar challenges.

#### **OBJECTIVES:**

- To discuss the opinion on alcoholic addiction in Tamil Nadu after opening TASMAL
- Students' opinions on alcoholic addiction in Tamil Nadu after opening TASMAL.

#### **II. REVIEW OF LITERATURE**

A major consideration is the extent to which the heavy drinking so common among Indian men corresponds to "alcoholism" in the dominant culture. Considerations of cultural stresses (acculturation and acculturative) and cultural intoxication-permitting factors are essential in any dynamic formulation of Native Americans' problem drinking (**Thomas Brod, December 1975**). The effect of total prohibition imposed in Bihar State with effect from April, 1979, was assessed on the basis of the hospital records of Patna Medical College Hospital. During the first seven months of prohibition, there was a significant decrease in the number of alcohol intoxication cases as compared to the numbers of such cases during the corresponding periods of 1976. During the subsequent five months of prohibition the number of cases increased and the figure was not significantly different from those of previous years (**F.R.C.P. Chandreshwar Prasad Thakur M.S 1982**). To describe the pattern of alcohol consumption by older urban American Indians in Los Angeles, California, in 1987-89. Data come from a cross-sectional community health survey with a convenience sample of 282 non homeless American Indians, both male and female. The sample matched the age and sex distribution reported by the U.S. Census (**C Barker, April 1996**). Neuropharmacology of alcohol addiction: Despite the generally held view that alcohol is an unspecific pharmacological agent, recent molecular pharmacology studies demonstrated that alcohol has only a few known primary targets. These are the NMDA, GABA(A), glycine, 5-hydroxytryptamine 3 (serotonin) and nicotinic ACh receptors as well as L-type Ca(2+) channels and G-protein-activated inwardly rectifying K(+) channels (**Valentina Vengeliene, June 2008**). Alcohol, Addiction, and Rehabilitation: When Edgar Allan Poe took the Sons of Temperance pledge in Richmond, Virginia in August 1849, the local Banner of Temperance hoped that this "pungent and forcible" writer's pen might "sometimes be employed" on behalf of alcohol abstinence. Poe's fiction, however, had already dynamically engaged questions of drink, notably in the early 1840s, during the heyday of the Sons of Temperance's immediate precursor, the Washingtonian movement (**Paul Fisher, January 2009**). Alcoholism among North American Indians and Eskimos is generally considered a major public health and community mental health problem, and increasingly so. All too often alcoholism and alcoholism (and the simple avoidance of these terms) are used indiscriminately, obscuring important avenues for serious consideration. This paper reports the results of a study of 460 adult male Lumbee Indians in a rural and urban setting. The study sought to determine what factors would



explain the differences in drinking patterns between the rural and urban settings. The major variables considered were: (1) quantity, frequency, and variability of drinking; (2) occupational prestige; (3) commitment to work; (4) status satisfaction; and (5) job satisfaction (**Thomas Beltrame and David McQueen, June 1979**). Indicators for elevated risk factors for alcohol-withdrawal seizures: An analysis using a random forest algorithm: The treatment of depressive disorders in alcohol-dependent patients is often a difficult clinical challenge. For example, regulatory framework inhibits the access to psychotherapeutic treatment (**Thomas Hillemacher, Et.al, 2012**). Alcohol marketing and regulatory policy Environment in India, January 2013. Alcohol has increasingly become an important commodity in India's emerging economy with the number of consumers of spirits and imported alcoholic brands growing rapidly. India is the dominant producer of alcohol (65%) in the South East Asia region and contributes to about 7% of total alcohol beverage imports into the region (**Authors: Arora, Kavita Chauhan, and Et all**). Alcoholism is one of the major social problems of any society from the beginning of civilization through various forms of beverages. Tamilnadu, a south Indian state with great tradition and culture is highly prone to alcoholism in the midst of its people in today's picture. This social problem is chiefly concentrated on the student community of the state, which jeopardizes the future of the young citizens of the nation (**Sakthi vignesh.C, Dec, 2015**). EFFECT OF SUDARSHAN KRIYA YOGA ON DEPRESSION AMONG ALCOHOLICS AT SELECTED DE-ADDICTION CENTRE, COIMBATORE. The main aim of the study was to assess the effect of Sudarshan Kriya Yoga on Depression among Alcoholics at selected De-addiction Centre. The research design used for the present study was a Quasi experimental Non equivalent control group design. Using purposive sampling technique 40 samples were recruited, 25 in the experimental group and 15 in the control group. Depression was assessed using Beck depression Inventory (Aron T Beck 1967) (**Ms. ASHA R.V, 2016**). Part IV of our constitution directs the states which incorporate various principles in its policy. One such is that the state should strive to protect the people from the menace of alcohol or other intoxicating agents. Since independence various states have been taking various efforts to combat the menace of alcoholism (**Rajkamal and Et.al, 2017**). A Study on the Interplay between the Constructs of Quality of Work life: With Special Reference to IT Professionals in Bangalore City, June 2013. It is almost impossible today to pick up a newspaper or news-magazine without finding a reference to quality of work/working life. In the search for improved productivity, managers and executives alike are discovering the important contribution of QWL. belongs to the Attappady block and analyses whether the prevalence of alcohol consumption affects the behavioural health of their children (**A Research Paper presented by: Karthika Baby Sujatha, December 2019**). Community perspectives on alcohol use among a tribal population in rural southern India, May 2015. Background. Alcohol use is common in many cultures. Excessive use of alcohol adversely impacts individuals, families and communities. Medicine, which uses biomedical models and perspectives, views alcohol dependence as a disease (**Anuradharose, Arun Rachana, Shantidanminz, et al**). Alcohol Addiction: Every year 3 million deaths occur worldwide resulting from harmful use of alcohol, this represents 5.3 % of all deaths. •The harmful use of alcohol is a causal factor for more than 200 diseases and injury conditions. •Alcohol consumption causes deaths and disability relatively early in life. •In the age group 20–39 years approximately 13.5 % of the total deaths are alcohol-attributable. •The latest causal relationships have been established between harmful drinking and incidence of infectious diseases such as tuberculosis as well as the course of HIV/AIDS (**Gude Himabindu, 2020**). Extended lockdown and India's alcohol policy: a qualitative analysis of newspaper articles. Since 25th March 2020 India went into a complete and extended lockdown. Alcohol production, sales, and purchase were barred with this overnight prohibition order. We conducted a qualitative analysis of the media reports published within the first month of the nationwide lockdown with the objectives (a) using the media reports as indications of possible public health impact and population response of a sudden alcohol prohibition in India, (b) suggesting areas for future research (**Abhishek Ghosh, Shinjini and Et all.**). "Machi Open the Bottle!" Glorification of alcohol and stalking in Tamil Film Songs. This paper reflects on the portrayal of alcoholism and raises concerns over the glorification of alcohol and stalking of women in the song-dance sequences in Tamil films. The Tamil film industry known as Kollywood, is one of the largest in India and recently these films tend to forcibly incorporate a song sequence which shows young men singing and dancing under the influence of alcohol and the lyrics are loaded with content that is predominantly chauvinistic or misogynistic (**Saumya Surendran and Dr. Sudha Venkataswamy**). Male Alcohol use and unprotected sex with non-regular partners: Evidence from wine shops in Chennai, India. In India, heterosexual transmission accounts for approximately 80% of the spread of HIV, the virus that



causes AIDS. Male alcohol use and its putative association with sexual risk are explored to inform HIV prevention interventions (**SudhaSivaram, Srikrishnakailasom Allur, and Et all.**). The Transdermal Alcohol Sensor Macro (TASMAC): A Rapid Data Processing Tool for Use with the SCRAMx Alcohol Sensor. Incorporate established criteria for detecting alcohol consumption using the Secure Continuous Remote Alcohol Monitoring (SCRAM) bracelet with other features into a tool that automates the complex functions & calculations needed for working with transdermal sensor data ( **Nancy Barnett, Tim Souza, Susan Luczak**). COVID 19' Lockdown -Can it be a preview for end of TASMAC in Tamil. Consumption of alcohol is proven to be hazardous to the health of public and government should be behaving like a body which probably takes care of the citizens and their well-being rather than converting themselves to profit making and this further worsens when the government does not care its duties and open a shop and intended to give a good governance. ( **Devi kabirdoss and Murugan Kandaswamy**)

### III. METHODOLOGY

The main aim of this research is to find the public opinion on alcoholic addiction in Tamil Nadu after opening TASMAC. The primary data in this research is collected by questionnaire method and the sampling method used here to collect samples from respondents. The secondary data is collected from the articles, books and reports about the problem. The sampling size is 327. The independent variables are age, gender, place of living, income of the respondents, occupational and educational qualification. The dependent variables are opinions about prohibition of alcohol in TN, which age group of people are more addicted to alcohol?, which will affect if the married person changes into an alcoholic addict? And Did you think that alcoholic addiction has tremendously increased in TN after opening TASMAC?. The tools of analysis used are graphs, pie charts, chi square test and percentages.

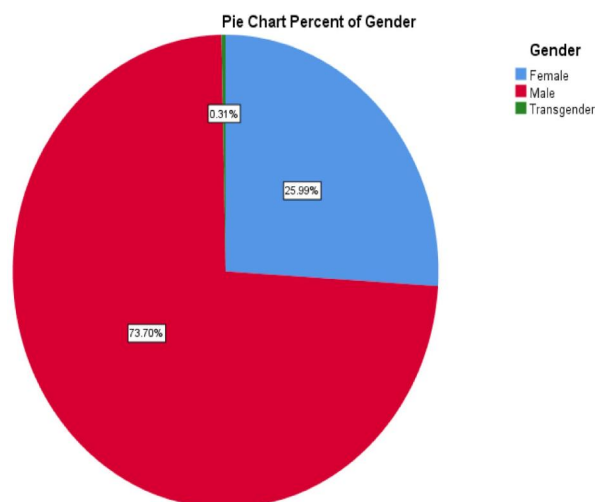
### HYPOTHESES :

**H0 :** There is no significant relationship between the gender and their opinion among the alcoholic addicts in TamilNadu after opening TASMAC.

**H1 :** There is a significant relationship between the gender and their opinion among the alcoholic addiction in TamilNadu after opening TASMAC.

### IV. ANALYSIS: (Graphical Representation)

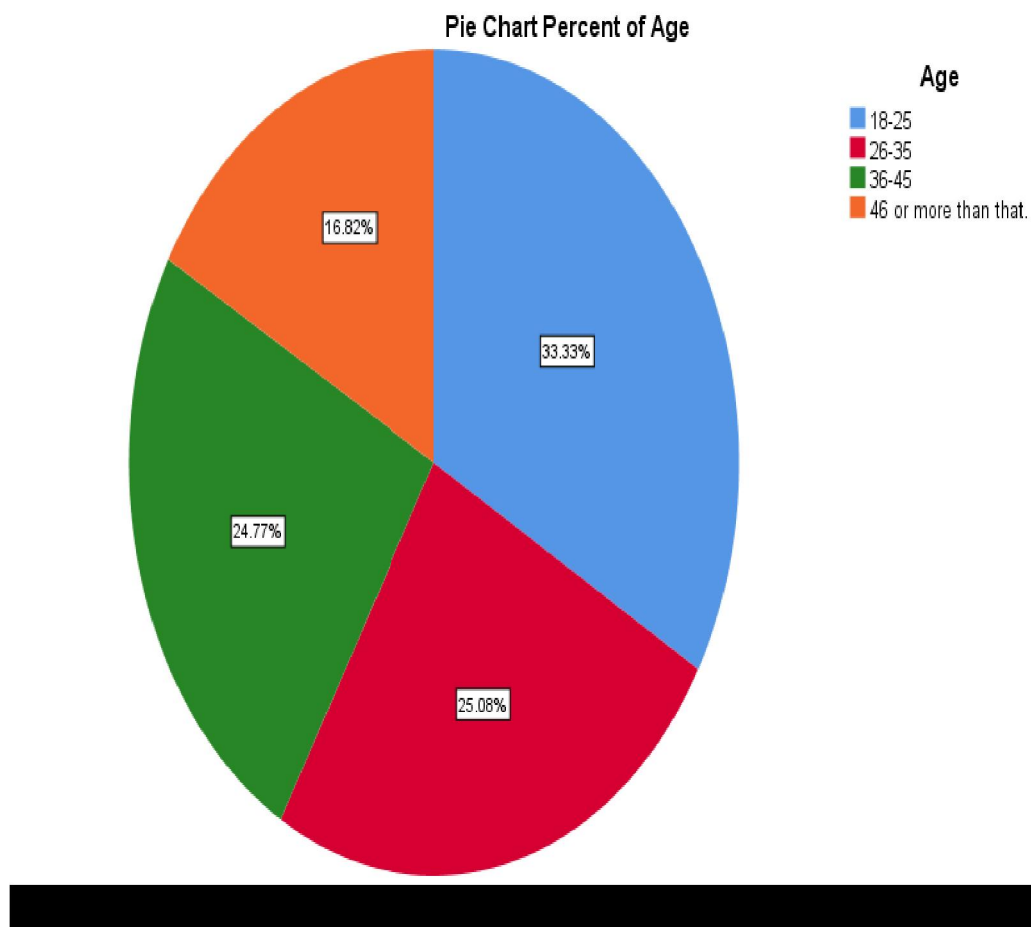
**FIGURE 1:**



**LEGEND:** Figure 1 represents the gender of the respondents.



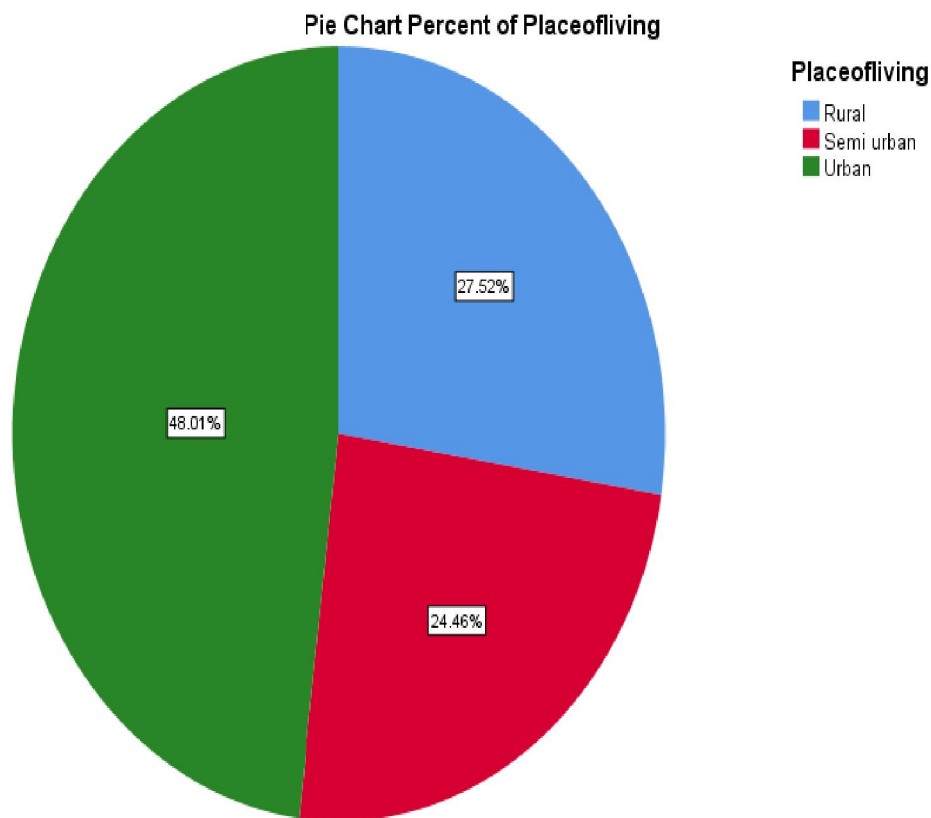
**FIGURE 2:**



**LEGEND:**Figure2 represents the age of the respondents.



**FIGURE 3:**

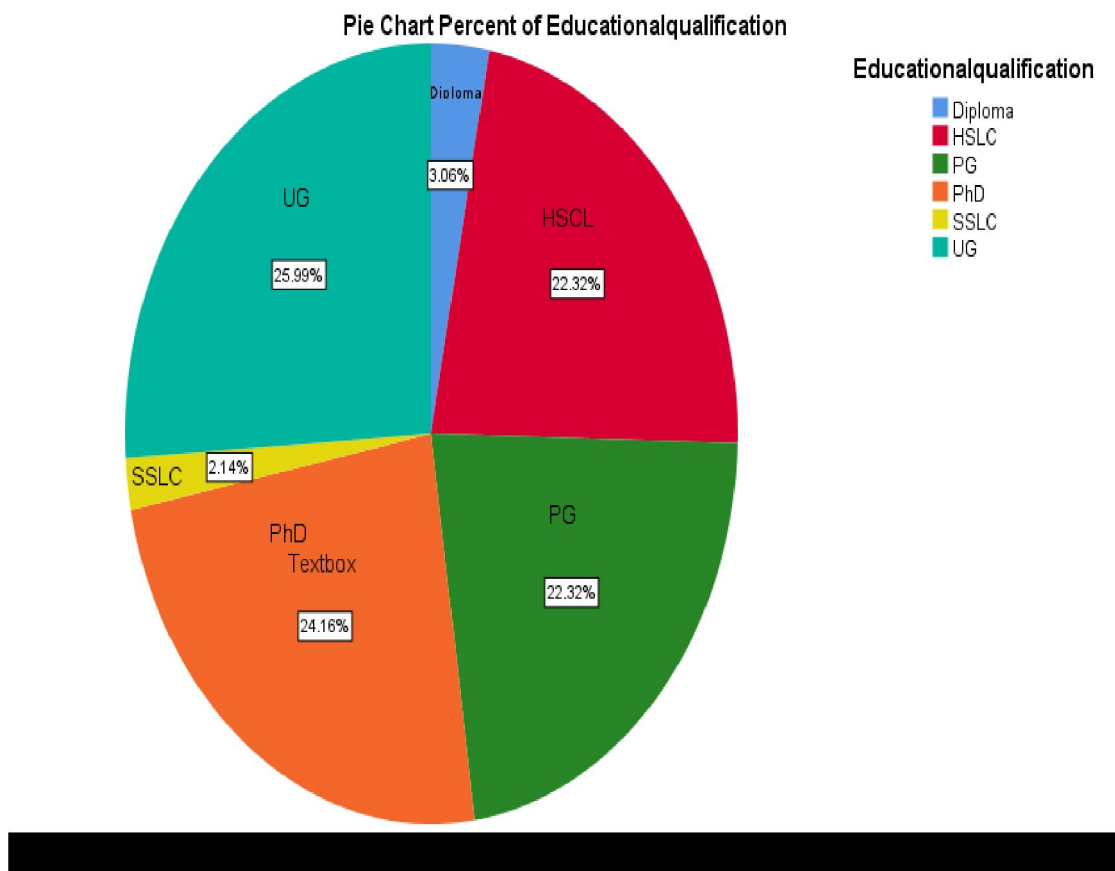


**LEGEND:** Figure 3 represents the place of living of the respondents.





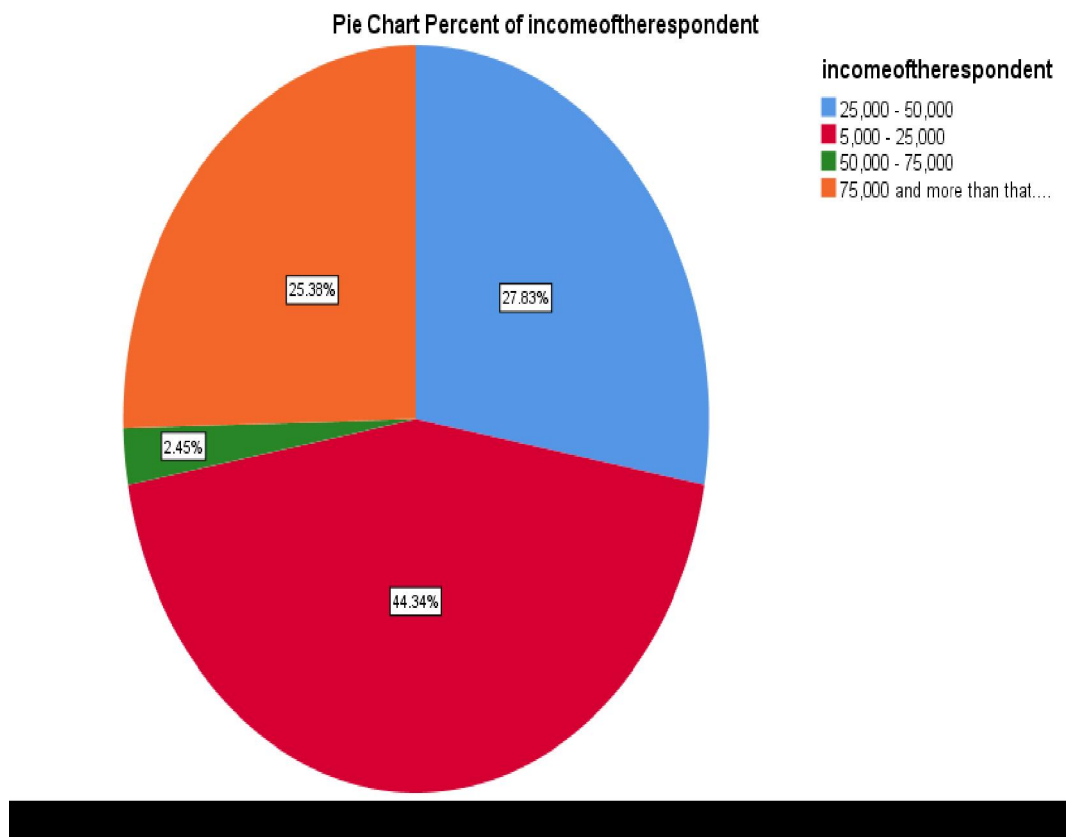
**FIGURE 4:**



**LEGEND:**Figure4 represents the educational qualification of the respondents.



**FIGURE 5:**

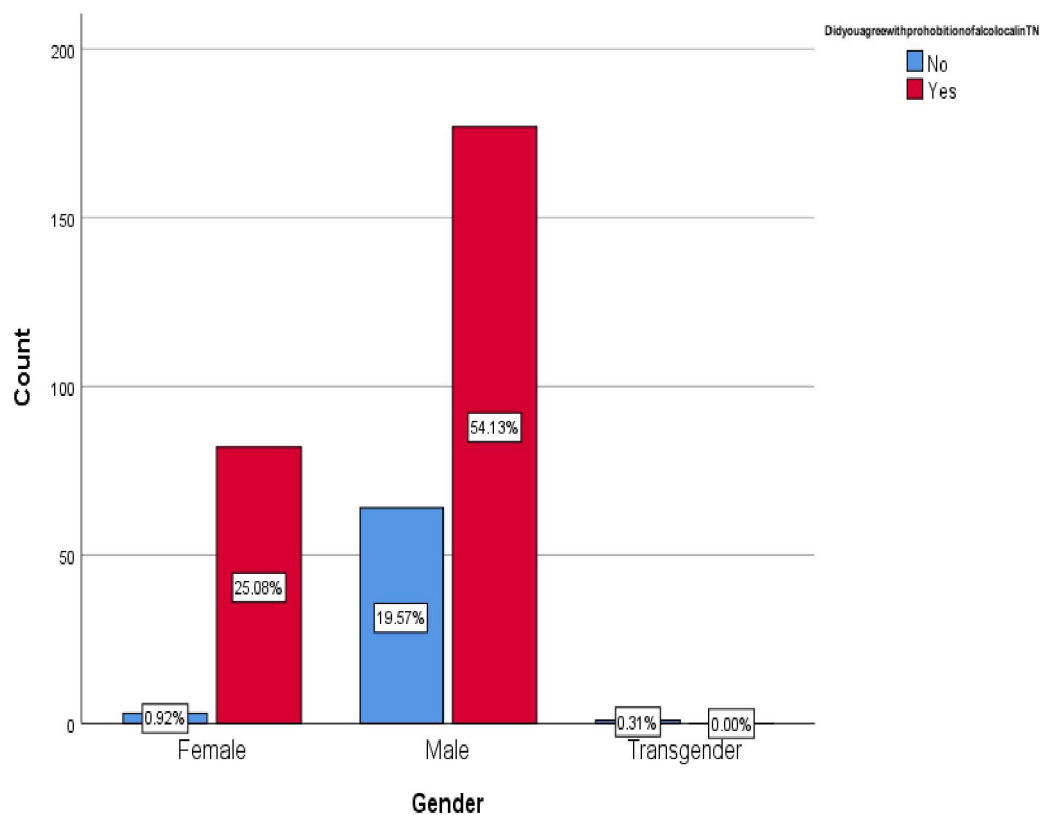


**LEGEND:** Figure 5 represents the income of the respondents.





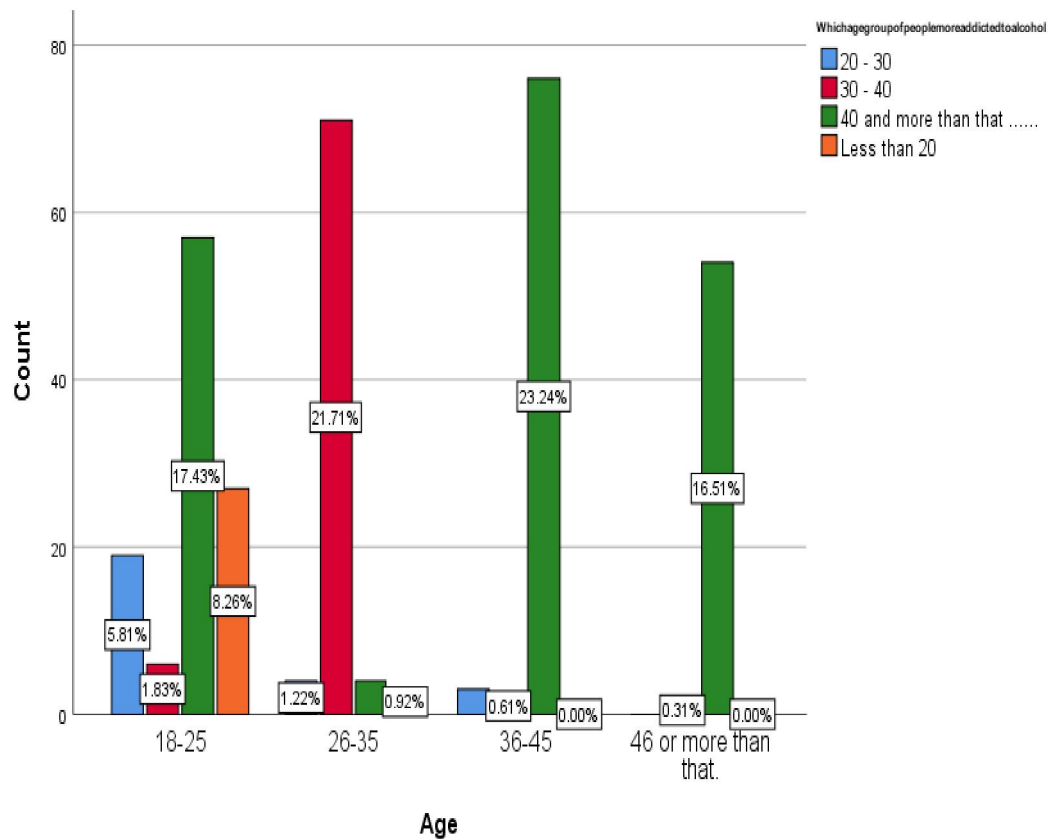
**FIGURE 6:**



**LEGEND:** Figure 6 represents the gender of the respondent and their opinion about prohibition of alcohol in TN.



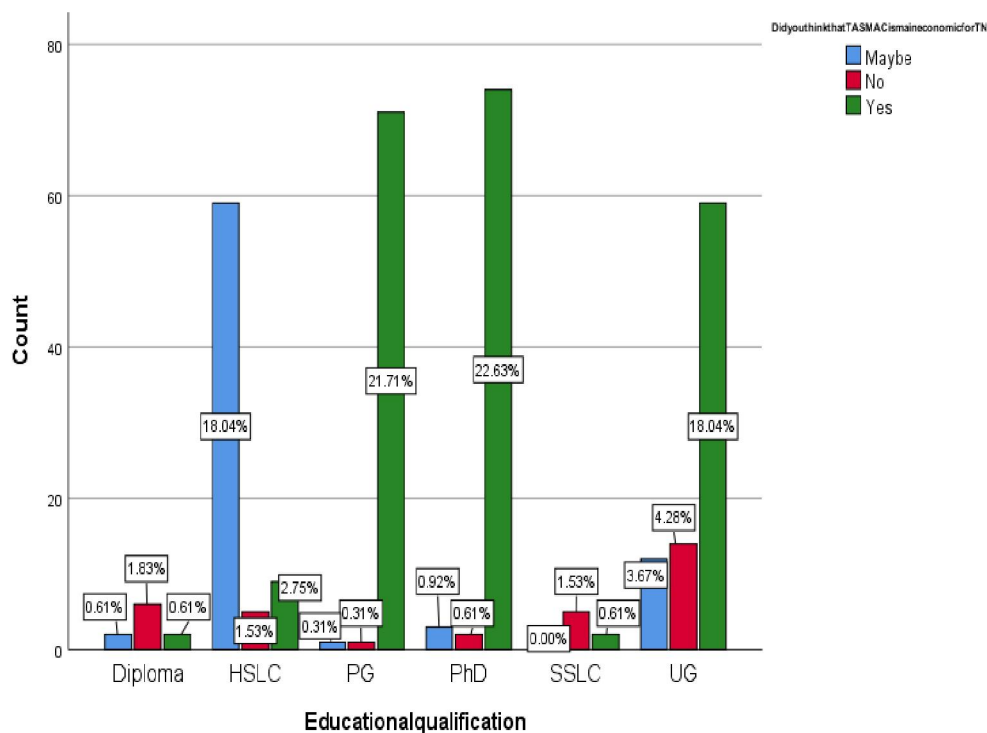
**FIGURE 7:**



**LEGEND:**Figure7 represents the age of the respondents and their opinion about which age group of people is more addicted to alcohol .



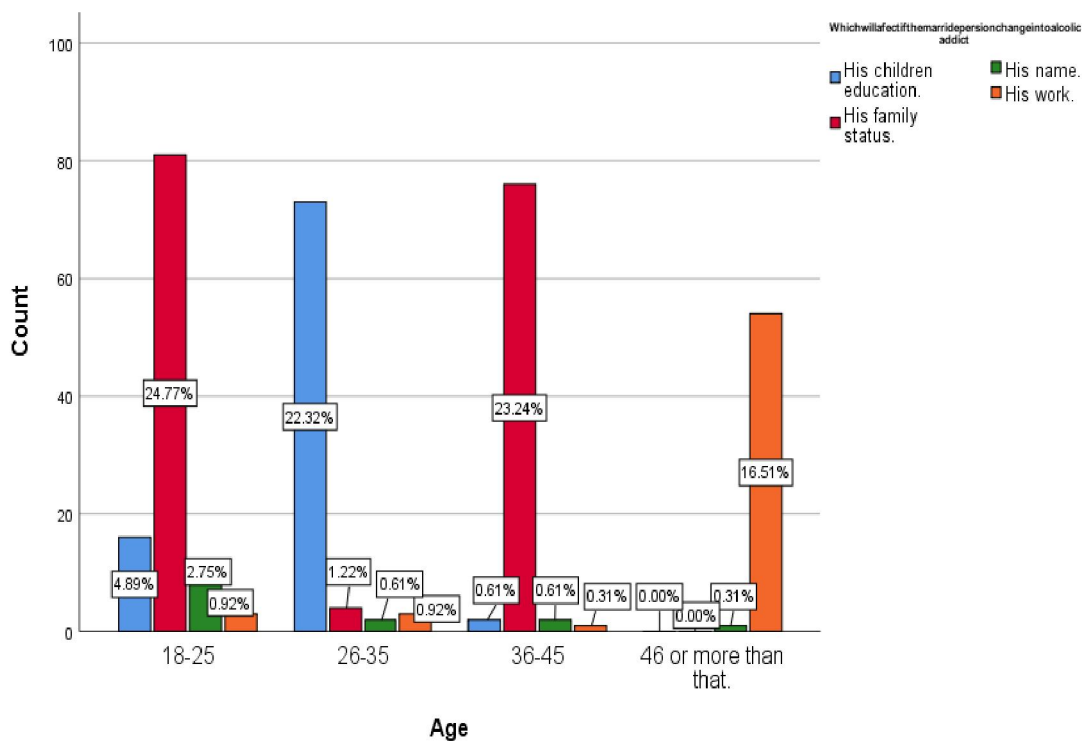
**FIGURE 8:**



**LEGEND:** Figure8 represents the educational qualification of the respondents and their opinion about TASMAC as the main economy of TN.



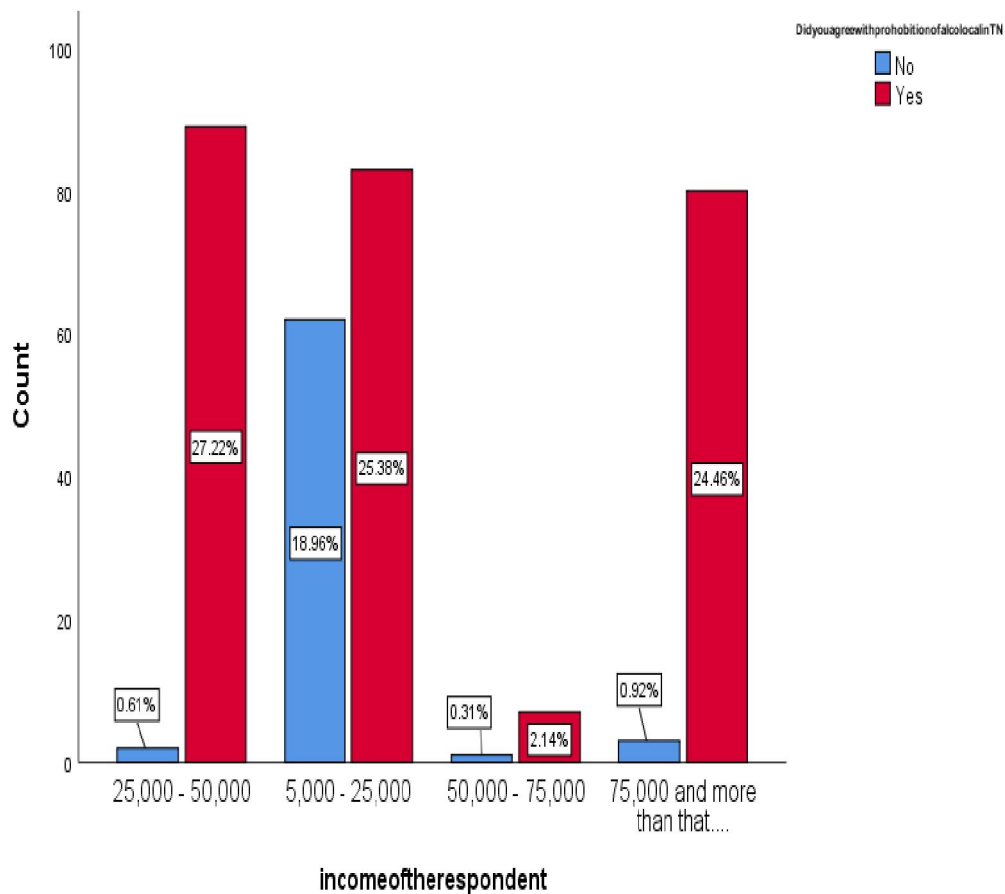
**FIGURE 9:**



**LEGEND:** Figure9 represents the age of the respondents and their opinion about which will affect if the married person changes as an alcoholic addict.



**FIGURE 10:**



**LEGEND:** Figure 10 represents the income of the respondent and their opinion about prohibition of alcohol in TN.



**FIGURE 11:**

**Chi-Square Tests**

**Educational qualification \* Did you think that TASMAC is main economic for TNCross tabulation**

Count

		Did you think that TASMAC is main economic for TN			Total
		Maybe	No	Yes	
Educational qualification	Diploma	2	6	2	10
	HSLC	59	5	9	73
	PG	1	1	71	73
	PhD	3	2	74	79
	SSLC	0	5	2	7
	UG	12	14	59	85
Total		77	33	217	327

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	256.246 <sup>a</sup>	10	.000
Likelihood Ratio	229.365	10	.000
N of Valid Cases	327		

a. 5 cells (27.8%) have expected count less than 5. The minimum expected count is .71.

**LEGEND:** Chi-square test represents the educational qualification of the respondent and their opinion about whether they think that TASMAC is the main economy for TN?



## V. RESULTS

The result revealed that 73.70% respondents were male and 25.99% respondents were female (**figure1**). The result revealed that 33.33% respondents were aged 18-25, 25.08% respondents were aged 26-35, 24.77% respondents were aged 36-45 and 16.82% respondents were aged 46 or more than that (**figure2**). The results revealed that 27.52% respondents were from rural areas, 48.01% respondents were from urban areas and 24.46% respondents were from semi-urban areas (**figure3**). The result revealed that educational qualifications of the respondents .25.99% of respondents were UG,22.32% of respondents were PG,22.32% respondents were HSLC,3.06%of respondents were Diploma,2.14% of respondents were SSLC and 24.16% respondents were PhD (**figure4**). The result revealed that 44.34% respondents income was 5,000-25,000, 27.83% respondents income was 25,000-50,000,25.38% respondents income was 75,000 and more than that and 2.45% respondents income was 50,000-75,000 (**figure5**). The result revealed that gender of the respondent and their opinion about prohibition of alcohol in TN.0.92% of the female respondents were said no to prohibition of alcohol in TN,25.08% of the female respondents were said yes to prohibition of alcohol in TN,19.57% of the male respondents were said no to prohibition of alcohol in TN,54.13% of the respondents were said yes to prohibition of alcohol in TN and 0.31% of the respondents were said no to prohibition of alcohol in TN (**figure6**). The result revealed the age of the respondents and their opinion about which age group of people is more addicted to alcohol. 18-25 aged respondents said that 5.81% were 20-30 age group,1.82% were 30-40 age group,17.43% were 40 and more than that and 8.26% were less than20 age group (**figure7**). The result revealed that the educational qualification of the respondents and their opinion about TASMACH is the main economy of TN. 0.61% of diploma students were said that maybe ,1.83% of diploma students were said that no and 0.61% of diploma students were said that yes , 3.67% of UG students were said that maybe , 4.29% students were said that no and 18.04% students were said that yes , 0.31% of PG students were said that maybe, 0.31% of PG students were said that no and 21.71% of PG students were said that yes (**figure 8**). The result revealed that age of the respondents and their opinion about which will affect if the married person change as a alcoholic addict.18-25 aged respondents said that 4.89% were his children education,24.77% were his famil status,2.74% were his name and 0.92% were his work, 26-35 aged respondents said that 22.32% were his children education, 1.22% were his family status,0.61% were his name and 0.92% were his work, 36-45 aged respondents said that 0.61% were his children education,23.24% were his family status,0.61% were his name and 0.31% his his work , 46 and more than that aged respondents said that 0.31% were his name and 16.51% were his work (**figure 9**). The result revealed that the income of the respondent and their opinion about prohibition of alcohol in TN. □25,000-50,000 salary getting respondents were said that 0.61% were no and 27.22% were yes , □ 5,000-25,000 salary getting respondents were said that 18.96%were no and 25.38% were yes , □ 50,000-75,000 salary getting respondents were said that 0.31% were no and 2.14% were yes and □ 75,000 and more than that salary getting respondents were said that 0.92% were no and 24.46% were yes (**figure 10**).

## CHI SQUARE TEST:

Value is less than 0.05 are alternative hypothesis.

## VI. DISCUSSION

According to my study there is 40 and more than age group people were more and easily addicted to alcohol. And more than 79.2% of the respondents agreed with the prohibition of alcohol in Tamil Nadu (**figure1**). The result revealed that 33.33% respondents were aged 18-25, 25.08% respondents were aged 26-35, 24.77% respondents were aged 36-45 and 16.82% respondents were aged 46 or more than that (**figure2**). The results revealed that 27.52% respondents were from rural areas, 48.01% respondents were from urban areas and 24.46% respondents were from semi-urban areas (**figure3**). The result revealed that educational qualifications of the respondents .25.99% of respondents were UG,22.32% of respondents were PG,22.32% respondents were HSLC,3.06%of respondents were Diploma,2.14% of respondents were SSLC and 24.16% respondents were PhD (**figure4**). The result revealed that 44.34% respondents income was 5,000-25,000, 27.83% respondents income was 25,000-50,000,25.38% respondents income was 75,000 and more than that and 2.45% respondents income was 50,000-75,000 (**figure5**). The result revealed that gender of the respondent and their opinion about prohibition of alcohol in TN.0.92% of the female respondents were said no to





prohibition of alcohol in TN, 25.08% of the female respondents were said yes to prohibition of alcohol in TN, 19.57% of the male respondents were said no to prohibition of alcohol in TN, 54.13% of the respondents were said yes to prohibition of alcohol in TN and 0.31% of the respondents were said no to prohibition of alcohol in TN (**figure6**).

#### **LIMITATIONS:**

The limitation in the research is the sample frame and samples due to the pandemic. The samples are obtained in the convenient sampling method and the sample size is 327. We can not determine the opinion of people in India with a small sample size. This is a limitation and a disadvantage to the research. We can not collect samples from the entire population of India.

#### **SUGGESTION :**

My suggestion about the study is that the abolition of TASMACH in TAMILNADU is never gonna reduce the addiction of alcoholic substances. There need to be saviour actions about reducing alcohol and increasing the natural drinks and making them legal.

#### **VII. CONCLUSION**

Alcoholism is a broad term for problems with alcohol, and is generally used to mean compulsive and uncontrolled consumption of alcoholic beverages, usually to the detriment of the drinker's health, personal relationship, and social standing. This study mainly concentrate Public opinion on alcoholic addiction in tamilnadu after opening TASMACH, to reduce or completely abolish the alcoholism in Tamilnadustate. And most of the respondents were also against the TASMACH in TAMILNADU. And they think that it was the main reason for the alcoholic addiction in tamilnadu.

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