Enemy of Inclusive Growth
Addictive Substances

Amrut Bang
Dr. Dharav Shah

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

- 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

<table>
<thead>
<tr>
<th>Program</th>
<th>Budget for 2008-9</th>
<th>Budget for 2009-10</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPDC</td>
<td>21.3</td>
<td>73</td>
</tr>
<tr>
<td>NRHM</td>
<td>1.78</td>
<td>23.38</td>
</tr>
<tr>
<td>RCH</td>
<td>3.72</td>
<td></td>
</tr>
<tr>
<td>NREGA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td></td>
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</table>

Rs. in crore
Harm Caused By Alcohol

- **24,82,000 deaths every year worldwide**
  
  *World Health Organization (WHO)*

<table>
<thead>
<tr>
<th>Harm Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unintentional injuries, accidents, etc</td>
<td>27%</td>
</tr>
<tr>
<td>Heart attacks and strokes</td>
<td>23%</td>
</tr>
<tr>
<td>Various Cancers</td>
<td>19%</td>
</tr>
<tr>
<td>Liver Cirrhosis</td>
<td>15%</td>
</tr>
<tr>
<td>Intentional injuries, murders, etc.</td>
<td>11%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Condition</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuberculosis</td>
<td>20%</td>
</tr>
<tr>
<td>Other respiratory diseases</td>
<td>19%</td>
</tr>
<tr>
<td>Heart attacks</td>
<td>19%</td>
</tr>
<tr>
<td>Cancers</td>
<td>10%</td>
</tr>
<tr>
<td>Strokes</td>
<td>6%</td>
</tr>
</tbody>
</table>
Tobacco – Oral Cancer
• Smoking along 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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Urban area (%)</th>
<th>Rural area (%)</th>
<th>Tribal area (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11-15 yrs boys</td>
<td>11.11</td>
<td>32.70</td>
<td>49.43</td>
</tr>
<tr>
<td>11-15 yrs girls</td>
<td>13.95</td>
<td>32.21</td>
<td>48.84</td>
</tr>
<tr>
<td>16-20 yrs boys</td>
<td>26.79</td>
<td>54.85</td>
<td>84.44</td>
</tr>
<tr>
<td>16-20 yrs girls</td>
<td>13.46</td>
<td>35.56</td>
<td>73.40</td>
</tr>
<tr>
<td>Adult males (&gt;20yrs)</td>
<td>53.05</td>
<td>82.14</td>
<td>87.68</td>
</tr>
<tr>
<td>Adult females (&gt;20yrs)</td>
<td>19.17</td>
<td>48.79</td>
<td>66.57</td>
</tr>
</tbody>
</table>
- Alcohol – related problems as an obstacle to the development of human capital
- James A. Cercone

*World Bank Technical Paper Number 219*
• 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

170 calories
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?

<table>
<thead>
<tr>
<th>Proportion of deaths attributable to alcohol</th>
<th>South East Asia</th>
<th>America</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3.9%</td>
<td>9%</td>
<td>11%</td>
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<tr>
<th>Proportion of ‘Disease adjusted life years’ (DALYs) lost attributable to alcohol</th>
<th>South East Asia</th>
<th>America</th>
<th>Europe</th>
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<tbody>
<tr>
<td></td>
<td>4.7%</td>
<td>14.2%</td>
<td>17.3%</td>
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<thead>
<tr>
<th>Prevalence of alcohol use disorders (Alcohol dependence and alcohol Abuse)</th>
<th>South East Asia</th>
<th>America</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.3%</td>
<td>8.2%</td>
<td>9.1%</td>
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</table>
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