

## PREFACE

Alcohol use is on a disturbing increase in India. Disturbing, because the harms related to alcohol use are also on the increase. As a subject, alcohol use remains politically and socially problematic and has not been sufficiently addressed by policies or the Indian polity. The only sector paying attention to the increasing consumption of alcohol is the state revenue department, which is generating substantial revenue through alcohol manufacture and sales. What has been under-appreciated is the high price extracted from the state exchequer to nullify the ill effects of alcohol use. Alcohol does not only impact the health of individuals but also has social and economic consequences for the society. Problems related to poverty are worsened with alcohol use.

There is an urgent need for government, private sector, non-government agencies, as well as individuals to be informed about the facts of alcohol consumption, trends around the world and scientific reports to take appropriate action.

This document is a step in that direction. It will help the reader navigate through information on alcohol use, with particular focus on India. It is prepared by the Indian Alcohol Policy Alliance (IAPA), which is a non-governmental organization with a vision to control alcohol use and related harm in India. This NGO is affiliated to the Global Alcohol Policy Alliance (GAPA), U.K., FORUT, Norway and technically supported by WHO, India.

This document is divided into four sections, the contents of each section provide a Global as well as Indian perspectives.

This Atlas is by no means comprehensive; rather it is indicative, for use as a quick guide to the Indian scenario. All efforts have been made to corroborate the data and we will be updating it periodically.



**Dr. S. Arul Rhaj**  
Chairman  
IAPA

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**Dr. Hariharan**  
Chief Executive  
IAPA

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