

Building Resilience for Sustaining Development

# Workshop on Building Household Resilience through De-Addiction programme



**Madurai Symposium 2017**

**Thamukkam Grounds, Madurai  
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*Supported by*

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**WOMENSTRONG  
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## Overview

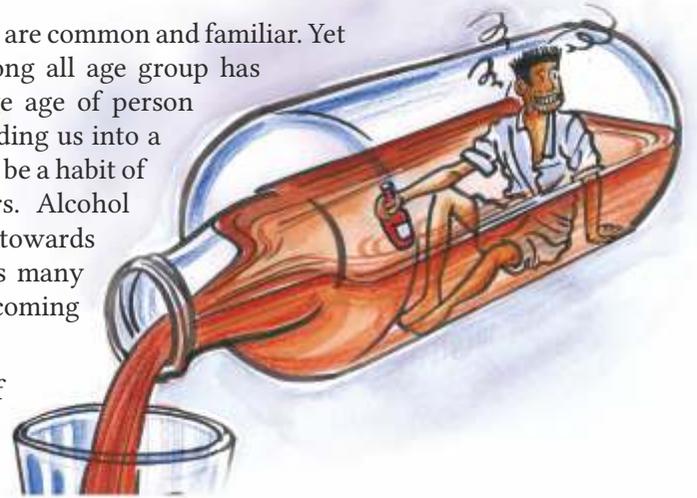
Alcoholism in India is culturally rooted; local beverages are common and familiar. Yet the widespread practice of alcoholism in India among all age group has transformed the problem into a social issue. The average age of person getting exposed to alcohol is getting down drastically, leading us into a negligent social structure. Alcoholism was once believed to be a habit of the wealthy and the menial labours or the scavengers. Alcohol consumption has become a style statement heading towards majority among the population. Addiction to alcohol has many negative social implications and has its bearing in the coming generation also.

The common ground for alcohol consumption is the belief that it gives pleasure; it is a remedy for mental stress or depression, peer influence and it helps develop business contacts, etc.,. However, when it becomes habitual it leads to addiction. Alcohol addiction leads to health risk such as poor eating resulting in physical weakness, mental disorder, abuse, family separations, career loss, and least to mention denting the economic well-being of the family. The most common ailments associated with alcoholism are cirrhosis of the liver, cancer, diabetic, heart ailments and neurological disorders.

The influence of alcohol in Indian society is deep-rooted that its implications have become a household concern. The once tabooed and culturally restrictive custom has become a common practice. Recent studies reveal the fact that prevalence of alcohol use among women is also in the rise. The India Spend analysis of 2013 National Crime Records Bureau data shows 15 people die every day from the effects of drinking alcohol. The rapid pace, at which alcohol consumption is getting penetrated, has created concern among social activist, development workers, academicians

and socially concerned individuals. The agenda of alcohol ban has become the central theme of assembly elections in Tamil Nadu, Bihar, and Punjab. This shows how deeper this issue got rooted in the lives of the common man.

According to 'Global status report on alcohol and health 2014' a WHO study report, *'about 30% of the Indian population is used to alcohol. In this 4-13 % are daily consumers and up to 50% of the alcohol consumers fall into the category of hazardous drinkers. The average age of exposure to alcohol has fallen from 28 years in 1980 to 17 years in 2007'*. This is quite alarming. Every year India loses 1.34 lakh lives in accidents 'the highest in the world'; almost 70 per cent of these accidents were due to drunken



drivers. Anyone can imagine the economic impact of these deaths caused to the nation and the family of the deceased. Another disturbing trend is the dependence of state treasury on the significant size of revenue from alcohol sale.

Other than the health implication of the alcoholic, the serious effects on the family are highly disturbing. The money spent for consuming alcohol by the male has caused huge income drain and has forced many housewives to land at work stream. Since most of the women are unskilled they are forced to engage in low wage works. In many families, women have taken the role of sole bread winner, because of the minimal contribution of the head of the family. The incidence of domestic violence, sexual abuse and violence against women is on the rise. Children lose their precious childhood due to deficient parentage. Their education gets derailed and many are becoming child labour at an early age. The family economy and its structure get shattered.

### DHAN's Intervention

DHAN Foundation has piloted de-addiction initiative in Kalanjiam federations. After gaining positive cue, the de-addiction initiative has been initiated in Madurai Urban Region with support from WomenStrong International. DHAN has partnered with M.S.Chellamuthu Trust & Research Foundation, renowned for its works in de-addiction. The high prevalence of alcoholism in Tamil Nadu has resulted in multiple health issues and family predicament. The goal of poverty alleviation is narrowed and more fragile families are forced into poverty. Members of Kalanjiam are made aware of the ill-effects of alcoholism, so that, they are proactive in taking care of their loved ones.

Identifying the addicted individual in time is very essential for ensuring greater results. But in reality, most cases had become persistent drinkers, which makes convincing the individual a tougher task. The leaders were trained to take forward the cause; they act as the field counsellor. Being a familiar person locally they easily encourage the affected families to take de-addiction treatment by giving orientation. Community involvement and participation is the leaf out of DHAN's de-addiction works. The collaboration with the partner organisation has resulted in accessing the rehabilitation centre. So far 35 persons have undergone de-addiction treatment process in the rehabilitation centre. More than 200 persons and the family members of the addicted have been approached and given counselling. Now the families have realized that the remedy for de-addiction lies in taking up clinical guidance and not with that of prayers, witchcrafts, and hoax healers.

Our experience shows that more development organizations have to attach significance for the de-addiction initiative so as to create wider reach. Challenges and resolves need a new creative way of approaching the addicts and their families.

The workshop will act as a platform for knowledge sharing to pool their experiences and approaches. It aims at





bringing multiple stakeholders into one platform to synergies our effort by deliberating on engaging community volunteers to attain better results. The workshop will focus on

- Understanding alcoholism and its socioeconomic influences
- Influence of Alcoholism among poor families
- Strategies and mechanisms to address the alcoholic addition towards developing community owned model
- Addressing the problem of youth getting addicted to drugs
- Building partnerships for the cause

### Participants

Officials from government departments, NGO Representatives, social activist, doctors with mental health specialities, counsellors, and community leaders who are actively involved in working with alcohol addicts are expected to share their experience. The workshop will help the stakeholders to evolve a community driven model to address the social issue of alcoholism.

### Date and venue

The workshop will be held on Wednesday, 20<sup>th</sup> September 2017, at Thamukkam Grounds, Madurai from 2.00 to 5.00 pm

*For further information, please contact*

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