



THE LOSING TREND OF REGIONAL SPIRITS IN INDIAN YOUTHS

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Abstract – Alcohol has always had a contraposition to it. India has always had plentiful in its culture & so has been with its regional alcohol. Many indigenous alcohols have played their role in regional culture & economy since early Indian civilization. Slowly these trends are losing its charm amongst the Indian adolescent & the young adults. Due to inconstant mass media advertising, lack of awareness amongst the youth in terms with the making process of regional alcohol, health benefits & moderate drinking. The Indian youth are more aware of the international brands of spirits but very few are aware of the regional spirits. The term desi daru is very prominent for regional spirits but the term is also considered equating low societal standards or a taboo. Talking about central India is a state of Jharkhand where the tribal have fascinated the art of producing mahua made from mahua flowers a distilled spirit with lots of health benefits to it. The present study is an attempt to create awareness for regional spirits among the Indian youngster. To authoritarian the government rules & policies in terms of creating new perception to the regional spirits.

Keywords : Contraposition, Plentiful, Taboo, fascinated, Authoritarian.

1. Introduction – In developing countries like India where alcohol utilization or say consumption is said to be a cause of concern whereas the Indian youths are aware of the other brands of international spirits but lack knowledge when it comes to Indian regional spirits(country liquor) [10]. One such brand of regional spirit is Mahua, made from mahua flower, inreality mahua flower from which mahua spirit is made is the only distilled spirit in the entire world which is made from a natural sweet flower it helps in creating a unique flavor profile. Coming from the land of Jharkhand this spirit is consumed as a way of appeasement and regain the aromas of the spirit and ancestors of the house[5]. It is mostly prepared by the tribes people who consider this as a ayurveda as mahua flowers are considered as a cooling agent, its beneficial for heart, eye and skin diseases. Mahua is consumed as a alcoholic beverage with the traditional alcohol by volume of 10 to 26%. Out of all the states in India mahua is produced in 13 states. Mahua also known as Madhuca Longifolia is the kalpavriskh meaning the tree of life for the tribal people living as it provides medicine, food, drinks, fodder, wood for fuel. Each family has at least one mahua tree that is passed down for generation[7]. The uniqueness of Mahua tree is that the flower are not plucked from the branches but are collected from the ground. To make mahua dried flowers are fermented using yeast infused

rice for a couple of days jaggery is mostly added to increase the sugar and the alcohol content a clay wood fired pot-still connected by a pipe to a bottle is used to distill the fermented product. Mahua has been distilled by the tribes for many decades the tree is a part of their life it features in their festival, celebration, wedding, funerals, social gathering. The youngsters are not much keen on the consumption of mahua as it is looked up as a taboo and is considered as a outdated beverage amongst the youth[6]. The popularity of mahua spirit dint take of in the market because of many negative news from the print and digital media lack of awareness in terms of the regional spirits its raw material, manufacturing process, its health benefits, the traditional methods of preparation, lack of government training centers, no standard law of producing mahua. To one of the mostoldest regional drink India it deserves better. Therefore, present study was undertaken to understand how much are the Indian youths aware of the regional spirit from Jharkhand called Mahua.

2. Research Methodology-

The present investigation was conducted amongst the youths of Jharkhand, Maharashtra, Goa. The study was conducted via online survey where google link questionnaire were sent to the youths . The collection of the forms was done through google forms where more than 250 responses were recorded. The question asked was to the youths between the age group of 18 to 24 years old as they are in a better mind set and with the upkeep knowledge of the current trends.

General Question (gender , Education /Qualification, Age)

1. Have you ever consumed alcohol in your entire life?

This gives a clear picture of the survey conducted amongst the youth if they are into consumption alcohol beverages.

2. Are you aware of the international brand name of alcohol?

The reason to ask this question is to check the modern trends of the beverage world the new trending brands like Whiskey, Vodka, Rum , Gin, Tequila, Beer

3. Are you aware of Mahua spirit made from Mahua flower?

The main focus of the topic is on this regional spirit the youths who are aware of the international brands are they aware of the regional spirit too.

4. Have you ever consumed Mahua in your entire life ?

Mahua with so such of history & health benefits to it being our own creation deserves to be up in the beverage list.

5. Have you ever consumed any regional spirit like Mahua, Lugdi, Apong, Toddy?

Major of the Indian states have their regional spirit which are famous in that particular state but not well known in other states

6. Would you be comfortable having regional spirit in social gathering?

Regional spirit also known as country liquor as been seen as a taboo and a low spirit beverage which the youths do not prefer to have such beverages at their birthday party, wedding and so on.

7. Have you heard of moderate drinking?

World health organization has said that moderate drinking is good for the heart. If consumed in a said amount everyday.

8. If given a chance would you prefer to drink Mahua over whiskey?

Here are the international brand of spirit against the regional brand where the youths are tilting towards the trending brand.

9. Should the government encourage regional drinking, should it be legalized?

Its only by creating awareness & legalizing the regional spirit by the government that our own spirits will be well known in the international market and give a run for the money to all the international brands of spirit.

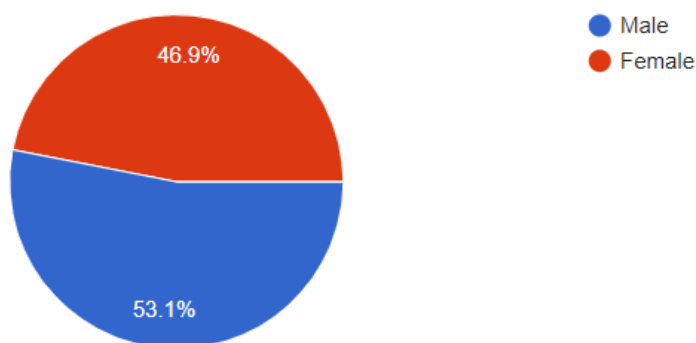
3. Results & Discussion:

General survey questions has been formed and circulate among youths of Mumbai suburb. Replies of this survey has been analyzed as follows

Pie Chart :01

1. Gender

147 responses

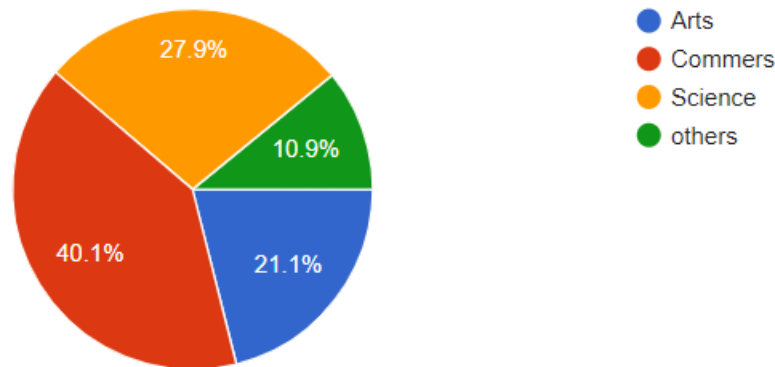


Pie chart.:01As shown in pie chart no. 1 its indicates that the panelist were of equal number. Male and female count of the responses were almost same.

Pie Chart :02

2. Education stream

147 responses

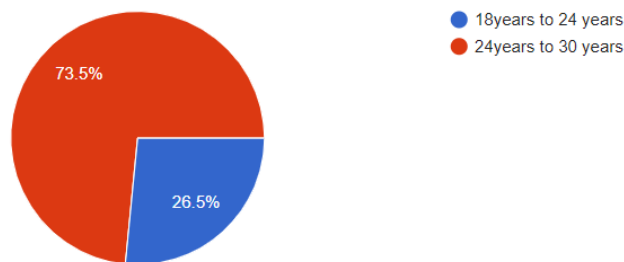


As indicates in Pie chart no 02 responses were taken from differ streams of education, While taking responses this has been ensured that the respondee must be educated. This surely help our research data gathering..

Pie Chart :03

3. How old are you?

147 responses

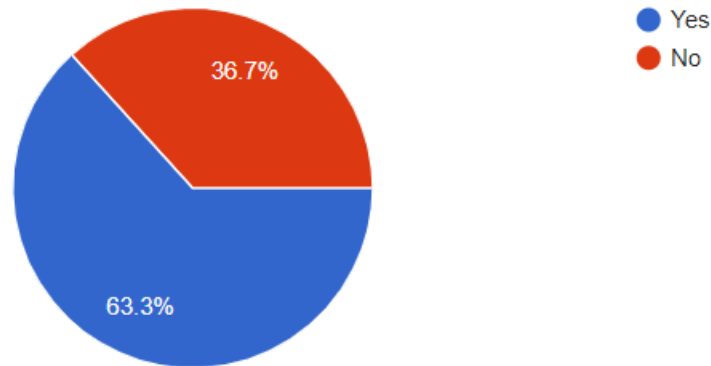


Pie chart no .:03 Explained that our panelist were above 18 years old. Many of them were above 21, which is the legal age in India to consume alcohol.

Pie Chart :04

4. Have you ever consumed alcohol in your life?

147 responses

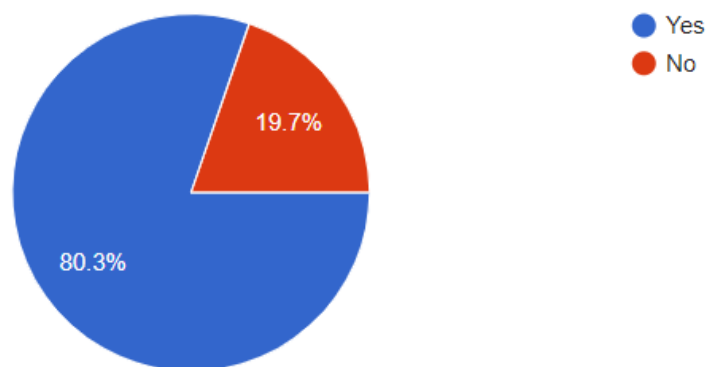


Pie Chart :04 Explained that our panelist have consumed alcohol at least once in their life.

Pie Chart :05

5. Are you aware of the international brands of alcohol eg- whiskey, vodka, rum, gin, tequila?

147 responses

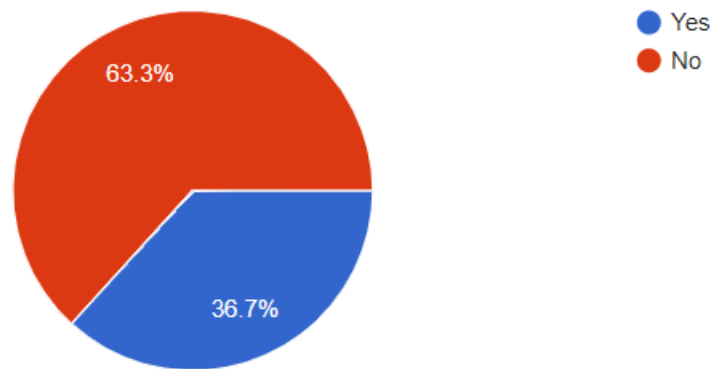


Pie Chart 05 Explained that 80.3% of our panelist are consuming international brand of alcohol.

Pie Chart :06

6. Are you aware of the Mahua spirit made from mahua flower?

147 responses

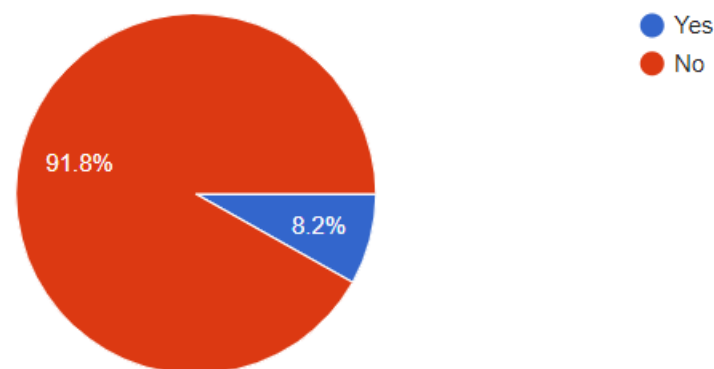


Pie Chart 06 Only 36.7% panelist were aware of the mahua spirit where as the other panelist who consume alcohol are not aware of mahua spirit this give a boost to do a research on this topic.

Pie chart.:07

7. Did you ever consume mahua?

147 responses

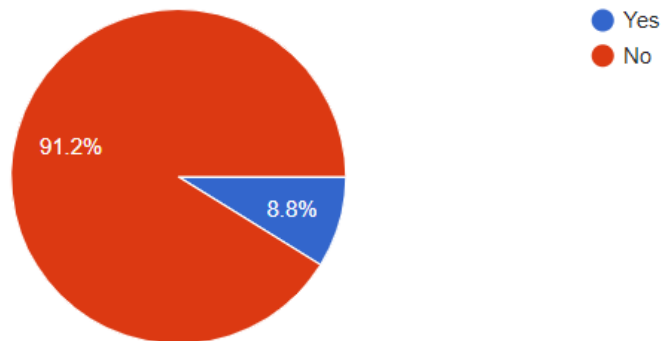


Pie Chart :07 Only 8.2% panelist were aware of the mahua spirit where as 91.8% panelist have never consume mahua this give a boost to do a research on this topic and to create a awareness amongst the panelist.

Pie Chart :08

8. In the last 2 months did you drink any regional spirits like mahua, lugdi, apong, toddy?

147 responses

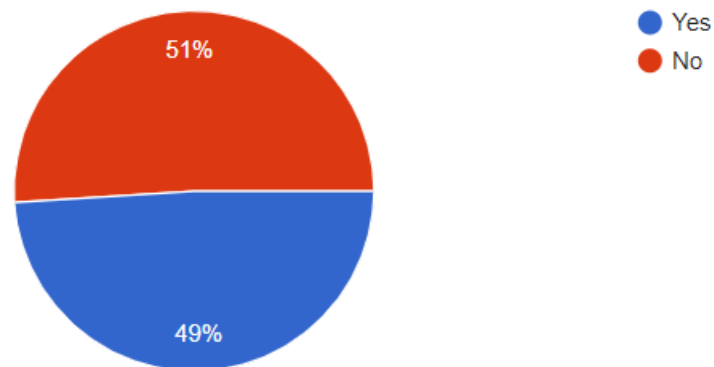


Pie Chart :08 Only 8.8% panelist have consumed other regional spirit and majority of panelist have not consumed any regional alcohol.

Pie chart.: 09

9. Have you heard about moderate drinking?

147 responses

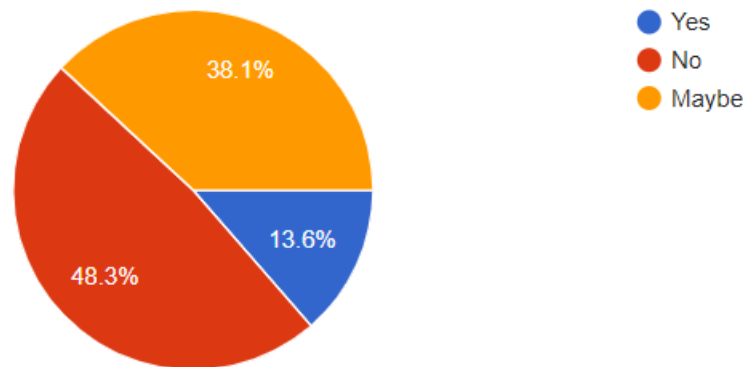


Pie Chart :09 Mixture of both here the Panelist are aware as well as not aware of moderate drinking. Here the research also gives a opportunity to create awareness on moderate drinking. Moderate drinking is sad to have lots of health benefits. Eg – mahua spirit is good for heart disease.

Pie Chart :10

10. If given a option would you preferer to drink mahua over whiskey?

147 responses

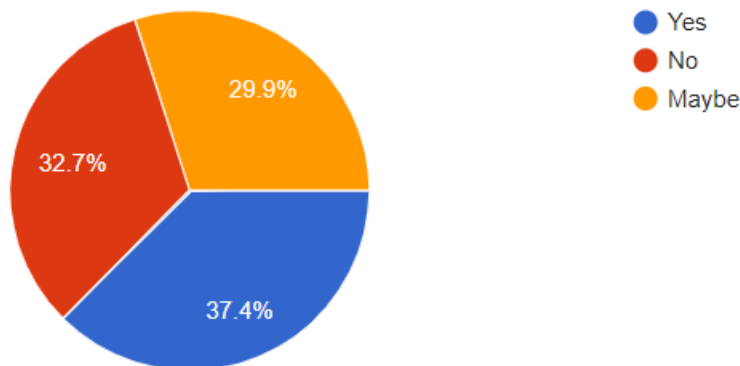


Pie Chart :10 A reaction from the panelist where very few panelist are ok with drinking mahua over whiskey, majority consider it as a taboo and low grade spirit this thinking needs to change amongst the panelist.

Pie Chart :11

11. Should the government encourage regional drinks, should it be legalized ?

147 responses

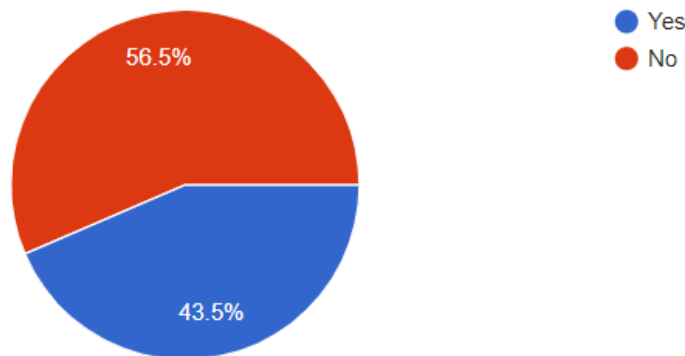


As analysed in pie chart no. 11 , youth is still confused as they really want to accept regional spirits. Although higher voting has been given for yes, but the difference is not much. This may be because of the trends and life style of youth.

Pie chart no : 12

12. Would you be comfortable having mahua or any regional spirit in social gathering ?

147 responses



As per my last evaluation of the research. It shows that youth do not want to include regional spirits in social gathering. This is the reason we want to promote our own regional spirit.

5. Conclusion and Further Scope:

1. Present study is an attempt to create awareness for regional spirits amongst the Indian youth

Scope :

If we could promote local spirits on global market , this will really help us to boost our economy in international beverage market.

We can actually become vocal for our local product.

6. References :

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