

Anti-alcohol Campaign and its Impact on Children

A Study in Rukum, Rolpa and Salyan Districts of Nepal

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Chapter : 1

Study on the Anti-Alcohol Campaign Initiated by Maoists and its Impact on Children's Lives

1.1 Background

Social tolerance to alcohol use at present is quite high. Production sale and consumption of alcohol on the rise and can be considered the number one substance abuse problem in the country. Nepal is a multi-ethnic, multi-linguistic, multi-religious country. More than 100 ethnic groups live in Nepal and about 80 different kinds of languages are spoken. On the whole, Nepalese society can be divided into two groups on the basis of alcohol users and non-users: one consists of certain ethnic groups and Dalits, who are traditional users of alcohol, and the other consists of the Brahmins and Chettris, who are traditional non-users of alcohol. In Magar and Newar communities, people start drinking at a very young age. They have traditions that require the use of alcohol. So, alcohol use tends to be very frequent in these families. However, some Brahmins and Chettris also drink alcohol. Today there are no restrictions on the use of alcohol based on tradition. Furthermore, the government policy regarding the control of alcohol use is ineffective, with no concrete laws related to alcohol use. Given this climate, alcohol has become so common and easily available.

Despite traditional and ritual alcohol consumption, alcohol use is now prevalent among all ethnic groups, irrespective of the caste hierarchy. Family drinking, drinking environment, availability and accessibility, socio-psychological circumstances and alcohol marketing are the main contributing factors for alcohol use among young people in Nepal. On one hand children develop their attitude towards using alcohol in the family at a young age and on the other, due to explicit

advertisements and commercialisation drives the (ab)use of alcohol among the youth is common. The campaign against alcohol emerged about a decade ago, from the western part of Nepal, where women and children suffered, as the alcohol abuse of village men encouraged family conflict and domestic abuse. Local women and children united themselves in anti-alcohol campaigns after the crimes began to rise in the society owing to excessive consumption of alcohol.

The women were active in curbing production, sales and consumption of alcohol. Such campaigns launched by women and children in many villages had a positive impact in the area. For example, in western Nepal cereal crops are lacking in large-scale production. The reduction in sufficient numbers of production led to curbing in alcohol production. To some extent, an annual food crisis was diminished when people stopped manufacturing alcohol because of insufficient cereal crops. Thus, anti-alcohol campaigns fought against alcohol consumption by exposing the effects that such behaviour has on the economic livelihood of people and communities. When parents reduced their alcohol drinking habit, the saved income could be put towards the schooling of children.

The Communist Party of Nepal-Maoist (CPN-M) has been waging an armed struggle since 1996. The armed conflict has claimed more than ten thousand lives and among them about 300 were children. Apart from political agenda, one of the campaigns that received attention during the uprising of Maoists was the anti-alcohol campaign. In the preliminary phase of the Maoist movement, the anti-alcohol campaign, forwarded by All Nepal Women Association- Revolutionary (ANWA-R), sister organization of CPN-M, gained momentum and was able to decrease domestic violence and increase the economic status of the villagers.

This campaign has been able to pressure the government and entrepreneurs to regulate the production and sales of alcohol in

the country. Alcohol has been partially banned in Nepal since August 25, 2001 by ANWA-R. Based on the agreement, the government has also announced sweeping measures, including reducing the number of liquor outlets, fixing of the legal drinking age, time limits and bans on liquor advertisements.

The anti-alcohol campaign, therefore, has targeted many social issues arising partly from alcohol abuse. In villages, increasing economic stability for women and a decrease in domestic violence could be witnessed following significant decreases in alcohol consumption. However, the anti-alcohol campaigns seem to have been overshadowed by the current political situation, particularly the impact that alcohol has had on children.

1.1.1 History of the use of alcohol in early societies

When airborne yeasts react on sugar, the change converts a substance to alcohol and carbon dioxide. Thus Alcoholic beverages were probably discovered accidentally, in the pre-agricultural gathering stage of human civilization. Alcohol is thus, the oldest and probably the most widely used drug.

At times, fluids like milk and honey were replaced by wine and beer in some religious ceremonies. The Greco-Roman classics abound with descriptions of fulsome drinking and drunkenness. The wine of the ancient Greeks, like that of the Hebrews of the same period, was usually drunk diluted with an equal or greater part of water, and thus, the alcohol strength of the beverage was presumably between 4 and 7 percent. In contemporary terms, drinking was under effective social control, despite high levels of people that drank. Such societies, that had both a high proportion of drinkers and effective social regulation, often exhibited low rates of alcoholism and other alcohol-related problems.

Barley and rice were the chief crops and the raw materials for producing the drink that, here too, was incorporated into religious ceremony, both as drink and libation. The sacred drink became secularized, which evoked public as well as private disorders.

1.1.2 Objectives of the study

- To assess the anti-alcohol campaign, its popularity and challenges, especially in conflict affected districts.
- To analyse the impact of anti-alcohol campaigns in general (political, social, and economic) in the conflict affected areas.
- To assess what has been the impact of the anti-alcohol campaign initiated by Maoists on the lives of the children (their education, social status etc.).
- To look at the level of children's participation in the activities related to anti-alcohol campaign of Maoists.
- To reflect children's views on the whole situation, children's situation and anti-alcohol campaign of Maoists.

1.1.3 Rationale of the study

Nepalese society is divided into traditional alcohol users and non-users. Alcohol is a part of culture for some ethnic groups and indigenous people. Nepal is a country where alcohol is very easily available, and has high alcohol use rates. Growing problems like family disintegration, domestic violence, and child abuse have been identified as being closely associated with alcohol abuse. Furthermore, the armed conflict has displaced huge numbers of people, causing economic degradation. Alcohol production often presents itself as an available source of income for marginalized and displaced people, further encouraging the rise in consumption rates. However, the armed conflict also revived the anti-alcohol campaigns in the country. Here, we have studied the effects of such campaigns, focusing on the impact on children.

1.1.4 Limitation of study

This study was conducted in three of the most conflict-affected districts in Nepal. It was mainly focused on the anti-alcohol campaign and its impact on children. The information was collected through a sampling method for quantitative information, with qualitative information gathered informally. Geographically, the study is limited in scope to areas heavily affected by the armed conflict. While conclusions may act as indicators to the rest of the country, certain regional and situational differences exist.

Chapter : 2

2.1 Methodology

This study is evaluative with emphasis on the anti-alcohol campaign and its impact on children.

2.2 Source of information

In this study both quantitative and qualitative information was utilised. This approach involved collecting information from a diverse range of individuals and settings, and using a variety of techniques in order to increase the scope and validity of the study findings. Both primary and secondary sources were used as the major sources of information.

Sample size

SN	Target population	Type of survey instruments	Total intervened	Remarks
1	Children	Questionnaire	174	
2	Children	Case study/FGD	6/3	
3	Teacher	KF/FGD	3/1	
4	Community leader	KF/FGD	3/1	
5	NGOs/CBOs	KF/FGD	3/1	
6	Alcohol seller	KF/FGD	3/1	
7	AAC initiators	KF/FGD	3/1	

2.3 Instruments of data collection

Pre-testing

Before launching the research we conducted a pre-test for reliability and quality of information.

In total 174 children from 12 VDCs of Rukum, Rolpa and Salyan were interviewed.

Key informants/Focus Group Discussion

A range of key informants and focus group discussions were consulted regarding the impact of the anti-alcohol campaign. Key informants include: children, anti-alcohol campaign initiators, community leaders, schoolteachers, NGO/CBO personnel, DDC/VDC representatives, alcohol sellers and health personnel.

Secondary sources

We reviewed literature works related to alcohol, previous research reports, government reports, various newspapers journals and information from different websites.

2.4 Validity and ethical issues

In order to ascertain the validity of primary information, study teams visited the informants and directly collected information. Triangulation of the information was maintained by asking similar kinds of questions to a variety of respondents.

Study teams gave high priority to ethical value while interviewing children as well as adults. For this purpose, we explained the objective of the study and ensured that the information about respondent's personal life would be kept confidential. Study teams did not force the informants to provide information.

A post-study visit was made to discuss the outcomes of the study with respondent adults and children in one of three districts.

2.5 Analysis and interpretation

This study used both quantitative and qualitative data analysis tools. Qualitative information from focus group discussion, key informant interviews, case histories, literature, newspapers, and other related documents were thoroughly reviewed, coded, categorized and conceptualised. Quantitative data was analysed by using SPSS software.

2.6 The scope of the study

The study covered three districts in the mid-western region of Nepal, including Rolpa, Rukum and Salyan, which are heavily affected by the ongoing armed conflict. Also, these districts were the starting point for the Maoist uprising and the subsequent anti-alcohol campaigns. Another reason for selecting these districts for study was because CWIN had a presence in these communities, working in these districts through its field workers stationed to carry out humanitarian services and promote the nation-wide campaign on "Children as Zones of Peace".

Chapter: 3

Profile of children

The sample was taken from children from 10 to 17. In this section, we describe the profile of children as respondents. The information was collected on children's different characteristics such as sex, age, caste/ethnic group, educational level, religion, and school enrolment status, work that children perform their interest in free time.

3.1 District and sex

Table: 1 Distribution of children interviewed by district and sex

District	Boy		Girl		Total	
	N	%	N	%	N	%
Rukum	26	23.4	26	41.3	52	29.9
Salyan	47	42.3	22	34.9	69	39.7
Rolpa	38	34.2	15	23.8	53	30.5
N	111	100.0	63	100.0	174	100.0
%	63.8		36.2			

The total number of respondent comprised of 174 children of three districts, in which, girls comprised of 36.2 per cent of the total respondents. It was decided to include at least 50 children per district and at least 60 girl children from all districts so that some of the variation of the impact of alcohol can be examined according to the gender.

3.2 Caste/ethnic group

Table: 2 Distribution of children according to caste/ethnic group

Caste/Ethnic group	Boy		Girl		Total	
	N	%	N	%	N	%
Chettri	53	47.7	33	52.4	86	49.4
Magar	39	35.1	14	22.2	53	30.5
Dalit	11	9.9	7	11.1	18	10.3
Brahman	8	7.2	9	14.3	17	9.8
Total	111	100.0	63	100.0	174	100.0

Table 2 shows the caste/ethnicity of 174 children interviewed. The highest number of children interviewed was from Chettri (49%), followed by Magar (31%), Dalit (10%) and Brahman (10%). The distribution of children is consistent according to the population composition of the districts according to the caste/ethnic groups except for Dalit children. As our sample was based on district headquarters, the proportion of Dalit children in our sample was relatively lower than that of the districts' population of the Dalit.

3.3 Age group

Table 4 displays the distribution of children interviewed according to age and sex. In our sample, majority of children come from the intermediate age group i.e. 13-15, followed by older children and least for children aged 10-12 years.

Table: 4 Distribution of children interviewed according to age group and sex

Age group	Boy		Girl		Total	
	N	%	N	%	N	%
10-12	5	4.5	10	15.9	15	8.6
13-15	71	64.0	35	55.6	106	60.9
16-17	35	31.5	18	28.6	53	30.5
Total	111	100.0	63	100.0	174	100.0

3.4 Religion

A question was asked to the respondents as regards to what types of religion they are from; accordingly we found 94.3 per cent of the total respondents are Hindu, followed by Buddhist (5.7%) (Table 5).

Table: 5 Distribution of children interviewed according to religion

Religion	Boy		Girl		Total	
	N	%	N	%	N	%
Buddhist	5	4.5	5	7.9	10	5.7
Hindu	106	95.5	58	92.1	164	94.3
Total	111	100.0	63	100.0	174	100.0

3.5 Living status of children

Out of 174 children, 91.4% of children live with their parents in their own home. While 4.6% children stay with their relatives, 3.4% of children stay in their friend's house and one child stays in an employee's house.

Table: 6 Distribution of children interviewed according to whom they are staying with

Staying with	Boy		Girl		Total	
	N	%	N	%	N	%
Parents	99	89.2	60	95.2	159	91.4
Relatives	5	4.5	3	4.8	8	4.6
Friends	6	5.4	-	-	6	3.4
Employee	1	.9	-	-	1	.6
Total	111	100.0	63	100.0%	174	100.0%

3.6 Literacy and education

3.6.1 Literacy

Table: 7 Distribution of children according to literacy

Literacy	Boy		Girl		Total	
	N	%	N	%	N	%
Read only	4	3.6	2	3.2	6	3.4
Read and write	102	91.9	61	96.8	163	93.7
Illiterate	5	4.5			5	2.9
Total	111	100.0	63	100.0	174	100.0

In our study, we found an overwhelmingly majority of children were literate. This proportion is much higher as compared to the villages of most rural Nepal. This is because our sample was based on district head quarters where access to schooling is most common even in remote areas of Nepal.

Data reveal that 93.7% of the children could read and write while 3.4% of the children could read only. Few children with 2.9% were illiterate. They couldn't read or write.

3.6.2 School going status

Table: 8 Distribution of children interviewed according to school going status by sex

School going status	Boy		Girl		Total	
	N	%	N	%	N	%
Yes	98	88.3	62	98.4	160	92.0
No	13	11.7	1	1.6	14	8.0
Total	111	100.0	63	100.0	174	100.0

Out of 174 children, 92% of them were going school regularly while few were not. Also noted that proportionally more girls than boys were school goers. This may be the effect of sample

as there is relatively less number of girls as compared to boys in our sample.

3.6.3 Level of education

Out of 92% of children going school, 3.1% were in primary level (grade 1 to 5), 50% of children were in Lower Secondary level (grade 6 to 8) and 45% of children were in Secondary level (grade 9 and 10). There were only 3 children who were attending Higher Secondary level education. The pattern of level of education for boys and girls is almost the same.

Table 8.1 Distribution of children according to level of education

Level of education	Boy		Girl		Total	
	N	%	N	%	N	%
Primary	4	4.1	1	1.6	5	3.1
Lower Secondary	49	50.0	31	50.0	80	50.0
Secondary	44	44.9	28	45.2	72	45.0
Higher Secondary	1	1.0	2	3.2	3	1.9
Total	98	100.0	62	100.0	160	100.0

3.6.4 Reasons for not going school

There are various reasons for not attending or not enrolling in schools. As we see from Table 8.2 children were not going to school mainly because of poverty. Out of 14 children not going school, 8 reported reasons for not going as poverty, followed by armed conflict and not sent by parents. Although in our sample, one third of children not going school reported armed conflict as reason, many children miss school in villages in conflict-affected districts as many children have lost their parents/guardians to violence.

Table 8.2 Distribution of children according to reason of not going school by sex

Reason	Boy		Girl		Total	
	N		N		N	%
Poverty	7		1		8	57.1
Conflict	4		1		7	35.8
Not sent by parents	1				1	7.1
Total	12		2		14	100.0

3.7 Working children

3.7.1 Working outside

An overwhelmingly majority of children interviewed reported that they did not work outside their home while only 14.9% of children worked outside their home to support the family. Data reveal that children going to school also work outside of their home.

Those children who work outside are mainly engaged in casual labor such as portering (65%) while 11.5% of children work in hotels and the remaining 7.7% were engaged in road construction, and working in fields and shops (Table 9).

Table: 9 Distribution of children according to working outside home by sex

Work outside	Boy		Girl		Total	
	N	%	N	%	N	%
Yes	24	21.6	2	3.2	26	14.9
No	87	78.4	61	96.8	148	85.1
Total	111	100.0	63	100.0	174	100.0
Types of work						
Road construction	2	8.3	-	-	2	7.7
Casual labor	16	66.7	1	50.0	17	65.4

Agricultural labor	1	4.2	1	50.0	2	7.7
Hotel work	3	12.5	-	-	3	11.5
Shop	2	8.3	-	-	2	7.7
Total	24	100.0	2	100.0	26	100.0

3.7.3 Income of working children

In our sample, half of children who work outside earned less than Rs.300 in a week while 23.1% of children earned more than Rs.800. 15.4% of children earned between Rs.300 and Rs.600 and 11.5% of children earned between Rs.600 and Rs.800 in a week. As one half of the children working outside earned less than Rs.300 per week, the earning is meager in relation to their working hours.

Table: 9.1 Distribution of children according to weekly income from work by sex

Income in a week (in Rs.)	Boy		Girl		Total	
	N	%	N	%	N	%
Less than 300	11	45.8	2	100.0	13	50.0
300 – 600	4	16.7	-	-	4	15.4
600 – 800	3	12.5	-	-	3	11.5
800 & above	6	25.0	-	-	6	23.1
Total	24	100.0	2	100.0	26	100.0

3.7.4 Interest in free time

When we asked about what they would like to do in their free time (i.e. no school hours and no working hours), more than half of them reported that they would like to read books and newspapers, while 27.0% of them would like to visit different places, often desiring to play with their friends (Table 10). With respect to the sex of the respondents, more girls over boys would like to read books and newspapers (60% vs. 47%).

Table: 10 Distribution of children according to their interest in free time by sex

Like to do in free time	Boy		Girl		Total	
	N	%	N	%	N	%
Travel	36	32.4	11	17.5	47	27.0
Play	20	18.0	14	22.2	34	19.5
Read	52	46.8	38	60.3	90	51.7
Other	3	2.7			3	1.7
Total	111	100.0	63	100.0	174	100.0

Chapter: 4

Alcohol Use and its impact on the Children

Alcohol is so commonly discussed in terms of its negative effects that it is often seen as being wholly detrimental. The socially integrative uses of alcohol thus tend to be overlooked. Alcohol does indeed serve in prophylactic, nutritional, and medicinal roles. The vast majority of drinkers in most of the world are light, occasional, and moderate drinkers—normal drinkers who experience no harm from their personal alcohol consumption. Thus, relatively small minorities fall into the class of heavy, excessive, or problem drinkers, which includes alcoholics. Nevertheless, the impact of problem drinkers extends beyond themselves to their families, their employers, their occupational or social associates, and their communities and society.

Several studies indicate that the impact of excessive use of alcohol is not only a health problem but also a social problem. For example parental use of alcohol can have direct or indirect effects on a child's well-being including psychological, physical, and emotional harm.

Source: National Safety Council and California Department of Alcohol and Drug Programs

4.1 Alcohol use in the family

In the first report we found a gradual decline in alcohol use soon after the anti-alcohol campaign was launch. In our latest survey, we found growing, widespread alcohol consumption. We found that 80% families use alcohol. Those who consume alcohol have been users for an average of more than five years. In our sample, 58% of children reported that alcohol is used in their families, mainly by parents. In our sample, traditional alcohol user caste/ethnic groups (in our case Magar and Dalit) comprised of two-fifth of the total respondents while the use of

alcohol is reported by almost by three-fifth of the respondents. This indicates that non-traditional alcohol users (in our case Chhetri and Brahman) also use alcohol in their families.

Among the children who reported use of alcohol in their families, 80.2% have been using alcohol for more than five years. This proportion includes most traditional alcohol users including some non-traditional user families. Data also indicate that some of the families have recently initiated using alcohol (Table 12).

Table: 12 Distribution of children according to use of alcohol in family by sex

Alcohol use in family	Boy		Girl		Total	
	N	%	N	%	N	%
Yes	71	64.0	30	47.6	101	58.0
No	40	36.0	33	52.4	73	42.0
Total	111	100.0	63	100.0	174	100.0
Duration of alcohol use (in years)						
1-2	2	2.8	5	16.7	7	6.9
3-5	8	11.3	5	16.7	13	12.9
5 and above	61	85.9	20	66.7	81	80.2
Total	71	100.0	30	100.0	101	100.0

4.1.1 Reasons for alcohol use in the family

We have asked the respondents why alcohol is used in their families (Table 12.1). A majority of respondents could not report the reasons for alcohol consumption in their families while one third of them reported different reasons for using it in their families. The most important reasons reported implicate 'enjoy', 'forget sorrow', 'as a food' and 'cultural reasons'.

Table 12.1 Distribution of children according to the reason of drinking

Reason for drinking	Boy		Girl		Total	
	N	%	N	%	N	%
Enjoy	21	29.5	2	6.4	23	22.9
Forget sorrow	4	5.6	1	3.2	5	4.9
As a food	2	2.8	-	-	2	1.9
For braveness	1	1.4	-	-	1	0.9
Culture	4	5.6	-	-	4	3.9
Reasons not stated	39	55.1	27	91.4	66	65.6
Total	71	100.0	30	100.0	101	100.0

A further question was asked to the respondents whether they perceive any impact in the family due to the use of alcohol (Table 12.2). A majority of the respondents reported 'domestic violence' as the impact of alcohol use, followed by 'loss of property' (27%) and 'loss of social prestige' (18%). The other reasons implicate bad relations with neighbors and sickness/death of family members. For girls: 'loss of property' and 'bad relations with neighbors' were the major impacts.

Table: 12.2 Distribution of children according to effect on family due to drinking

Effect on family	Boy		Girl		Total	
	N	%	N	%	N	%
Domestic violence	28	39.4	6	20.0	34	33.7
Loss of property	15	21.1	12	40.0	27	26.7
Loss of social prestige	16	22.5	2	6.7	18	17.8
Bad relation with neighbours	9	12.7	8	26.7	17	16.8
Sick or dead	3	4.2	2	6.7	5	5.0
Total	71	100.0	30	100.0	101	100.0

4.2 Consequence of alcohol use in the family

Alcohol abuse in the family creates a variety of problems. For the user, a number of alcohol-related health problems are reported. Problems like tuberculosis, mental depression, high blood pressure, ulcers, asthma, and stomach problems are commonly seen among alcohol users. These include harms directly caused by the consumption of alcohol, as well as indirect harms, for example problems that develop due to the lack of hygiene and improper diet that alcohol abuse encourages. For example, people belonging to lower socio-economic class are mainly at risk of getting malnutrition because the quality of alcohol that they drink is also very low.

Alcohol production is often seen as an available means of economic prosperity. As the research team interviewed a group of alcohol sellers they told us that they make 20–22 bottles of alcohol from 5 Kg. of rice and sell it for Rs. 25 per bottle. They profit about Rs. 100 from this. Some sell alcohol for Rs.25 per bottle from 2-3 drums (30 bottles per drum) per month and 10 bottles per day. They profit Rs.300 – 400 per drum and Rs.10 per bottle. They lamented that a few years ago the police had seized the equipment required to prepare alcohol and demanded Rs. 2000 in fines. They claimed that the police destroy their drums during the daytime, but they often see these same agents drinking at night. However, recently they say things have gotten easier, with all kinds of people (including government workers) consuming alcohol at their shops, and a steady flow of income from hotels and restaurants.

Research team also discovered that shoes, socks, batteries, and other unhygienic/dangerous items are used in the process of making local alcohol. According to the sellers the selling of alcohol should be regulated not prohibited. While a complete ban would threaten the economic welfare of communities, regulation is not only necessary, but also economically sound.

Examples of such regulations are fixing the time, place, and age limits on the sale and purchase of alcohol.

The alcohol use in Nepal is very high. But after the anti-alcohol campaign initiated by Maoist there has been a decrease in alcohol consumption, especially in villages. When children were asked about the use of alcohol in their neighborhood, 92% of children reported that their neighbors use alcohol in their houses.

Table: 13.1 Distribution of children according to use of alcohol in neighbourhood

Alcohol use in neighborhood	Boy		Girl		Total	
	N	%	N	%	N	%
Yes	105	94.6	55	87.3	160	92.0
No	6	5.4	8	12.7	14	8.0
Total	111	100.0	63	100.0	174	100.0
Availability of alcohol shop						
Yes	71	64.0	41	65.1	112	64.4
No	40	36.0	22	34.9	62	35.6
Total	111	100.0	63	100.0	174	100.0

There were many liquor shops near children's houses. For example, 64.4% reported that there were alcohol shops nearby their homes while only 35.6% did not have any.

Table: 14 Distribution of children according to main source of income of family

Source of income	Boy		Girl		Total	
	N	%	N	%	N	%
Own field	75	67.6	42	66.7	117	67.2
Other's field	4	3.6	-	-	4	2.3
Labor	9	8.1	-	-	9	5.2
Business	10	9.0	11	17.5	21	12.1
Service	13	11.7	10	15.9	23	13.2
Total	111	100.0	63	100.0	174	100.0

Respondents were asked about their main sources of livelihood. It was found that producing and selling of alcohol was generally not a primary or secondary source of income.

Farming one's own land appeared to be the primary source of income while business, governmental and non-governmental service, agriculture and non-agriculture wage labour, and working in other's field were reported to be the secondary sources of income.

Alcohol and displaced people

Hundreds of thousands of people have been displaced from their homes in villages due to the ongoing armed conflict between the state and the Maoist insurgents. A majority of the displaced people is living in the district headquarters. The research team interviewed some people who have been displaced.

Accounts of one of the displaced person: He was displaced from his village in 1999. He had gone overseas to work. After coming back from there he had worked as an agent to send boys to work overseas. After experiencing Maoist extortion and alleged threats of being an informant, he has been living in the district headquarter of Libang since 2000. He feels like he is living in a cage after being displaced. He pays Rs.300 for house rent, excluding the electricity bill. As a relief, the government provided 2 boxes of Japanese rice. He also said that it is very difficult to find work, even manual labor. Given the desperate situation, he has been making alcohol and selling it to people and to hotels. However, he has made very little profit from this activity. He feels that "peace talks" can help him to return to his village house soon. He wants his children to be educated, being himself only studied up to class 7. He has not seen children drinking alcohol. He thinks that people drink to have fun, to release tension, for entertainment, to sleep better, etc.

Research team also found that there is more use of alcohol in the district headquarters than in the villages. Most people living in the district headquarters consume alcohol, including both civilians and security forces. In general, more affluent residents drank factory made alcohol, while those with less income drank locally produced alcoholic beverages.

Alcohol economy at national level

The industrialization of alcohol in Nepal started during the early 1970s and has been on the rise ever since. If one is to look at the graph of industrial development over the last 10 years, the alcohol industry occupies a prominent place, along with the tobacco industry. Along with the massive import market, production of alcohol takes place from multinational industries operating in Nepal. The industry manufactures liquors from distilleries and breweries, and some home brewed and distilled liquor find their way to market. There are about a dozen brands of beer, and several brands of whiskey, vodka, rum and scotch that are produced in Nepal. Among them, all beers and several alcohol products are of multinational brands. The categorization of industrial alcohol is made according to the alcohol concentration – 65 UP (20% alcohol), 40 UP (34%), 30 UP (40%), 25 UP (42.8%) and OP, which is the measurement for beverages exceeding 42.8% alcohol content. Beers produced in Nepal contain 5 to 7 per cent alcohol. Jawalakhel Distillery, one of the most prominent alcohol industries, is currently producing 12 different brands of whiskey, rum, vodka and brandy out of which 3 are 25 UP, 3 are 30 UP, 5 are 40 UP and one is 65 UP. According to the VAT Department, 40 UP liquors were the most popular liquor during the first half of the current fiscal year.

Adding to that wine consumption is increasing. 15 million bottles of wine (per bottle 750 ml) are imported from France, Italy, and Australia every year. However, the most popular

form of alcohol in Nepal is whiskey. Every two-month, one new brand alcohol introduced in Nepal.

Table: 14.1

Revenue collection from	2002/03 Rs.	2003/04 Rs.	2004/05 (Est.) Rs.
Liquor	1,179,979,000	1,207,600,000	1,370,900,000
Beer	1,032,472,000	1,045,100,000	1,186,400,000
Total	2,212,451,000	2,252,700,000	2,557,300,000

Source: Public Statement on Income and Expenditure HMG 2004

Note: Exchange rate US \$ 1= Rs. 70

Table: 14.2

Production	Unit	1990/00	2000/01	2001/02	2002/03	2003/04
Beer	Th.Litre	21725	23354	22800	24162	25104
Liquor	Th.Litre	3847	3885	3700	3792	3616
Total	Th.Litre	25572	27239	26500	27954	28720

Source: Public Statement on Income and Expenditure HMG 2004

The capacity of yearly alcohol production is 28,720,000 litres. The capacity of cottage and small-scale industries are reported in Rupees, being Rs. 23,873,500.

The production of alcohol has drastically grown in volume over the years. According to available data, the production of alcohol has increased from 400 to 600 per cent over the last 10 years. Accordingly, the national revenue from alcohol has remained steady for the last seven years,

Source: NEPAL, National Weekly- Sunday, 6 Bhadra 2061, August 22, 2004

Chapter 5 Drinking Behaviour of Children and Impact

Drinking behaviour of children

After asking about the use of alcohol by their parents and neighbors, we asked the respondents whether they use it. One-fifth of the total respondents reported they consumed alcohol. More boys than girls use alcohol.

Table: 16 Distribution of children according to use of alcohol

Do you use alcohol	Boy		Girl		Total	
	N	%	N	%	N	%
Yes	33	29.7	2	3.2	35	20.1
No	78	70.3	61	96.8	139	79.9
Total	111	100.0	63	100.0	174	100.0

Table 16.1 Distribution of children according to use of alcohol at first time by age of the children

Age of children at first time use of alcohol (in yrs)	Boy		Girl		Total	
	N	%	N	%	N	%
Less than 5	3	9.1	1	50.0	4	11.4
6 – 10	2	6.1	-	-	2	5.7
11- 14	18	54.5	1	50.0	19	54.3
15 and above	10	30.3	-	-	10	28.6
Total	33	100.0	2	100.0	35	100.0

Of the children who use alcohol, 54.3% used it for the first time when they were 11 to 14 years of age while 28.6% of children use alcohol for the first time when they are 15 years and above. We also found that there was remarkable number of children who initiated alcohol use when they were less than 5 years of

age. These children may come families where alcohol may be traditionally used as a sedative or food for young children.

Among the children who drink alcohol, 80% of the children drink sometimes. 8.6% of children drink monthly, and 5 with daily and weekly use matched at 5.7%.

Table: 16.2 Distribution of children according to alcohol use of frequency

Frequency	Boy		Girl		Total	
	N	%	N	%	N	%
Daily	2	6.1	-	-	2	5.7
Weekly	2	6.1	-	-	2	5.7
Monthly	3	9.1	-	-	3	8.6
Sometimes	26	78.8	2	100.0	28	80.0
Total	33	100.0	2	100.0	35	100.0

Tradition and cultural pressures have influenced drinking pattern of children. Most of the children drank home made alcohol, which is shown in Table 16.3. In our study, 94.3% of children consumed locally made alcohol while only 5.7% of children drank alcohol, which is made in the distillery company. The popularity of the homemade alcohol is due to cheap price as compared to the alcohol that is made in the distillery company. The price of sealed one is as high as 5 times of local made alcohol.

Table: 16.3 Distribution of children according to kind of alcohol

Which alcohol do you drink?	Boy		Girl		Total	
	N	%	N	%	N	%
Home made	31	93.9	2	100.0	33	94.3
Company	2	6.1	-	-	2	5.7
Total	33	100.0	2	100.0	35	100.0

While talking about the place where the children drank alcohol, 37.1% said they drank in their own house. 34.3% of children

drank in their friend's house and 28.6% of children drank in hotels with their friends. The percentage of consuming alcohol in their own house is little high because there are some ethnic groups where alcohol is necessary and it is a part of culture.

Table: 16.4 Distribution of children according to place of drinking

Where do you drink?	Boy		Girl		Total	
	N	%	N	%	N	%
Home	11	33.3	2	100.0	13	37.1
Friends house	12	36.4			12	34.3
Hotel	10	30.3			10	28.6
Total	33	100.0	2	100.0	35	100.0

When asked about the production of alcohol in the respondent's own house, 33.3% of children said that alcohol was produced in their own houses. 66.7% of respondent said they did not make alcohol in own their houses.

Table: 17 Distribution of children according to the production of alcohol in home

Production	Boy		Girl		Total	
	N	%	N	%	N	%
Yes	40	36.0	18	28.6	58	33.3
No	71	64.0	45	71.4	116	66.7
Total	111	100.0	63	100.0	174	100.0

Negative impact of alcohol on children's lives

A study indicated that children who begin drinking alcoholic beverages before age 15 are four times more likely to become alcohol dependent (emotionally and physically dependent on alcohol) than those who start drinking at age 21 (National Institute on Alcohol Abuse and Alcoholism, 1998 (NIAAA)). The study also reported that the risk of developing alcohol abuse (a potentially damaging drinking pattern that can cause long-term behavioral, social, and health problems) doubled in

people who began drinking before age 15 compared to those who abstained until age 21. Further, more than 40 percent of the respondents who began drinking before age 15 later developed alcoholism. About 25 percent of respondents who began drinking at age 17 and about 10 percent who began drinking at 21 of age developed alcoholism.

As a whole, the risk of developing alcoholism declined by about 14 percent for each year that the onset of drinking was delayed. The risk of developing alcohol abuse was found to decline by 8 percent with each year of delay.

Experts said it was still unclear whether early drinking predisposes a person to becoming an alcoholic, or whether individuals who are already predisposed perhaps because of genetic factors are likely to start drinking earlier.

A general observation on the impact of taking alcohol on children's life is the worsening of human capability such as health, education and income. There is a vicious cycle of such impact. When deprived children become parents, there is likely that their children would also be again unhealthy, uneducated and poor.

Even the above-mention data reinforce that use of alcohol leads to worsening and degradation of life and health.

Our empirical evidence shows that substantial proportion of children was taking alcohol from their early childhood. Majority of parents are unsure that whether their children would drink in the future. Parents are also able to identify the impact of alcohol consumption on their children's life. The major impacts reported were violence and physical abuse, neglect and mental abuse, deprivation from education and children taking up alcohol habit. As a result, as overwhelmingly majority of the parents are in favour of prevention of children from using alcohol. Children themselves

also recognize the problem of alcohol use by their adult family members.

In our study, a remarkable number of children perceived that alcohol use in the family has had negative impact on their lives. More boys over girls reported the impact of alcohol use on their lives. The wide differences between girls and boys reporting the impact of alcohol on their lives (25% vs. 56%) may be due to two reasons: boys may exaggerate information due to their openness in the society while girls may be reluctant to report the negative effect of alcohol use in the family as girls in Nepalese society may not report the secrecy of households' affairs.

Table: 18. Distribution of children according to the effect of alcohol use by their parents

Effect on children due to alcohol use	Boy		Girl		Total	
	N	%	N	%	N	%
Yes	62	55.9	16	25.4	78	44.8
No	49	44.1	47	74.6	96	55.2
Total	111	100.0	63	100.0	174	100.0

The children who have been affected by the use of alcohol by their parents have various results like getting scold (76%), beating from their parents (11.5%), some have started drinking (3.8%), some have left schools because they could not buy books and other stationary (5.1), some have fallen sick and some did not get any treatment (3.8%). The reported patterns of the effect of alcohol on children by their parents vary according to the gender of the respondents. For example, scolding and beating are the major effect for boys while for girls scolding, leaving school and sickness are the major effects. The responses of children are answer to open question. No option was given. They themselves reported about the effect of alcohol.

Table: 18.1 Distribution of children according to the effect of alcohol use by their parents and by reasons

Effects	Boy		Girl		Total	
	N	%	N	%	N	%
Scolding	48	77.4	11	68.8	59	75.6
Beating	9	14.5	-	-	9	11.5
Started drinking	3	4.8	-	-	3	3.8
Left school	1	1.6	3	18.8	4	5.1
Sick/not treated	1	1.6	2	12.5	3	3.8
Total	62	100.0	16	100.0	78	100.0

5.3 Willingness to stop drinking

When the drinking children were asked whether they wanted to stop alcohol or not, the highest number of children wanted to stop drinking (71%), followed by 'to minimize' (20%), 'not want to stop' (5.7%) and 'regularize' (8.6%). Two girls who were drinking alcohol at the time of our survey reported that they wanted to minimize drinking (Table 19).

Table: 19. Distribution of children according to willingness to stop drinking

What you want do about alcohol use	Boy		Girl		Total	
	N	%	N	%	N	%
To stop	25	75.8			25	71.4
To minimize	5	15.2	2	100.0	7	20.0
Regularize	3	9.1			3	8.6
Total	33	100.0	2	100.0	35	100.0

Those children who showed their willingness to stop alcohol reported different reasons for it. The major reasons reported include 'negative effect on social prestige' (37%), 'loss of property' (9%), 'prevent from diseases' (31%) and 'to be a good citizen' (23%).

Table 19.1 Distribution of children according to the reason for willingness to stop drinking

Why	Boy		Girl		Total	
	N	%	N	%	N	%
Negative effect on social prestige	13	39.4	-	-	13	37.1
Loss of property	3	9.1	-	-	3	8.6
Prevent from disease	10	30.3	1	50.0	11	31.4
To be a good citizen	7	21.2	1	50.0	8	22.9
Total	33	100.0	2	100.0	35	100.0

Chapter: 6

Alcohol control and Anti Alcohol Campaign

6.1 Alcohol control

Different countries have taken different tools for regulation or prohibition of alcohol in their society. Basically, laws are important tools. We can also learn lesson from the rules and regulations of alcohol use from different countries, which is briefly discussed in the next paragraph.

To impose less penalizing and less restrictive terms and conditions on alcohol production, different countries take different measures. A society where alcohol drinking is culturally approved, strong penalizing measure becomes no longer effective. Like wise a country where alcohol factories are implanted Anti-alcohol campaign should not be speeded in the violently legal way. Even in a backward community of Nepal small alcohol production brewery is income oriented in motive. Hence Anti-alcohol campaign should be implemented by taking into consideration its pros and cons.

Less punitive efforts to control the use of alcohol include licensing systems that limit the number and locations of places of sale; restriction of days and hours of sale; prohibitions of sale to the young, with ages varying in different parts of the United States and across the world; and regulation of the strength of beverages, the size of containers, advertising, prices, or profits. Some governments—for instance, those of Finland and several states of the U.S.—have sought to eliminate the private-profit motive from the sale of alcoholic beverages by reserving a monopoly in the trade to them. Communist countries have government monopolies. But indications that this has made any difference in the kinds, degree, or severity of problems are lacking; apparently problem drinkers do not need to be persuaded by profit seekers. Some governments—for

instance, those of Sweden, Finland, and the U.S. state of Ohio—have attempted to control individual drinking by a system of personal ration books for purchases. In Sweden this system was abandoned after 38 years of trial; evidently, those who needed to drink a lot could find supplies—even when their ration books were withdrawn. The most universal regulation of alcoholic beverages takes the form of taxation (or, in government monopolies, an added profit), which is often quite heavy. Usually, however, though the taxing policy may have the ostensible purpose of reducing consumption or controlling licensees, the real object is revenue. In any event, none of the common forms of government control have proved themselves able to promote temperance in those whose need to drink heavily is uncontrollable. The persistence of massive restrictions and regulations, with costly enforcing bureaucracies, reflects the tendency of legislatures to give some satisfaction to the substantial minority of convinced opponents of alcohol and the tendency of segments of the drinking population—and even of some people in the liquor trade—to accept the naïve notions of the anti-alcoholism that these regulations do some good (www.encarta.com).

Though not significantly influenced by governmental efforts, nongovernmental movements and agencies have indeed influenced the rate and severity of alcohol problems. The most obvious example is the success of religious movements, such as Buddhism, Islam, and numerous Christian denominations and sects, in confirming their followers as total abstainers.

There is an effect of alcohol seen in the Nepali society. The people living in village don't sell alcohol but they make and drink inside house. All the people drink at home and are not allowed to sell to others due to the fear of Maoist. If Maoist finds out if anyone is selling alcohol then they will be punished. There will be economic and labor punishment. Most of the children aged 16–18 years used to drink earlier than campaign but after the campaign the number has decreased massively.

The school going children don't drink. They may drink at home which I don't know. There is also less noise and ill activities in the village. Before campaign, there used to be fight in village. The campaign has made positive impact and is going on successfully. It is better not to use at all and youth shouldn't drink. People make alcohol during festivals. There has been no effect on Magar culture. In Magar culture they drink as "snacks" Most of the selling alcohol shops are closed. There has been no steps taken by Government and many people lost their earnings. So, people drink hiding from others. As a whole, there is a total control of alcohol in villages. The teachers were for the control of alcohol. There should be awareness program on its effect. This campaign can make long lasting impact if Maoist keeps on doing it. Its not only Maoist but community should also lead the campaign.

6.2 Anti Alcohol Campaign

6.2.1 Initiation

The Women's Group, Mother's, Youth clubs and local police had been active in anti-alcohol movements through out the country at local levels. The measures taken against the liquor traders and the consumers by them were limited to protest rallies, demonstrations, raids and destruction of alcoholic drinks in comparatively smaller quantities and imposition of fine on those who drink these drinks. Their actions were limited to local level.

The Revolutionary Maoists also joined the struggle of people against alcohol, and gave this movement a major turn. The methods these Maoist rebels used to control alcohol were harsh. They imposed physical punishments to those involved in alcohol trade or consumption, they threatened them for their lives and even imposed heavy fine, they made people destroy the liquor they have by themselves, they destroyed liquor shop, distilleries and brewing factories, and huge quantities of liquor

they siege, in their effort to put an end to alcoholism.

It is worthy to note that, even among the Maoists this was led by their women's wing ANWA-R (ALL Nepal Women's Association- Revolutionary)

6.2.2 Anti-Alcohol Activities of the Maoist in Rural Nepal

In the begging the Maoists started their activities in remote parts of Nepal. Jiri is one of the first places where this movement was started by ANWA-R. The first thing they did was put a ban on sale of any kind of local and imported liquor and consumption of any alcoholic drinks.

A businessman in Jiri Mr. D.B. Basnet said, "Jiri has become a dry area since about a month ago. Initially, the Maoist raided the bars and liquor shops and threatened them to stop selling liquor in their shops. Then the members of ANWA-R took out a rally in the market against alcohol sale. Then Jiri became totally alcohol free area.

There are still few places where local wine and liquor are available, but they are only for tourists not for locals. Before the ban, local as well as foreign liquor was available in every nook and corner of Jiri, but now alcohol is hard to find even for medical purposes".

When there was a ban on alcohol in Jiri, liquor could not pass through this district and it could not be transported to remote districts like Lukla. As a result Lukla also became alcohol free.

Similarly, alcohol consumption, sale and gambling were totally stopped under Maoist threats in Lamjung. They collected Rs. 5000 to Rs. 8000 from those who drank liquor and created a menace in public under its influence. The retailers of liquor were threatened not to sell liquor anymore in their shops and if they did not follow their orders they would be severely punished. The implementation of threat and pressure on people

made the effort against alcohol a success in this region.

In Jajarkot the Maoist formed a "Khukuri Dal" to act against the violence resulted from alcoholism. It consisted of groups of men who carried Khukuri and kept a watch on the behaviour of the people against the movement. They destroyed liquor prepared for festivals as well. Again, they used pressure had power to make people quit alcohol.

ANWA-R was also active in Baglung to mobilize an anti-alcohol campaign. They opposed alcohol production, sale and consumption in any form along with gambling. They proclaimed that alcohol should be completely prohibited as they have negative effects on the development, disintegrate the society and adversely affect the political, economic, social, cultural and familial environments as well as the health of the people. They planned a penalty for the defaulters to regulate this negative impact of alcohol. Their strike was mainly centralized in Galkot, Bheg and Sadarmukam.

On one hand, the people seemed very happy with these actions of the Maoists because it got positive result in their lives where as on the other, they were worried that the number of tourists who visit their area would be reduced because of this.

The Maoists expanded their movement to a wide horizon within Nepal and controlled places in different regions far and wide. Rupandehi, Kaski, Nepalgunj, Dang, Tanahu, Bitatnagar, Arghakhachi, Taplejung, Rukum, Dabhre, Darchula and Baitadi districts were converted into "dry areas" by Maoists persistent efforts, by August 2001.

The Maoists started gaining popular support for their anti-alcohol movements as it had positive impact on the personal lives of people and the society as a whole. Thus, their movement became stronger and they were able to put more and more pressure on the government to revise the existing laws on alcohol.

6.2.3 The Initial Reaction of the Government

As the initial reaction to anti alcohol movement of the Maoist, the government made slight changes in the alcohol law:

- Imposed heavy taxes on alcoholic drinks to reduce its popularity.
- Liquor producers were to take license from the government under legal sanctions. They were to have batch numbers, serial numbers, holograms, maximum retail price stickers, (inclusive of all taxes) on their products, otherwise they would be considered illegal.
- Imported foreign liquor was to have "d c s" stickers and holograms, otherwise they would be considered illegal.
- Consumers were notified that pouch packet liquor could be unhygienic, therefore, hazardous to health.
- They put an award for those who would inform about the illegal producers of liquor and those who make a copy or the popular legal brands of liquor.
- The consumers were motivated to buy legal alcohol rather than illegal ones for their own safety.
- The retailers were to refrain from selling illegally produced liquor; otherwise, they would be penalized.

ANWA-R became active also in Chitwan with their anti-alcohol movement and declared it a "dry area". When they found that trade of liquor was persistent even after the declaration, they took strict action against those who were selling liquor secretly. They imposed heavy fine and physical punishment and created havoc for those in liquor business.

6.2.4 Anti-Alcohol Movement of Maoist in Urban Areas at National Level

The Maoist did not limit their activities to rural areas after the anti-alcohol movement gained local support in rural areas.

ANWA-R started the march towards the urban areas with bigger objectives.

On 14 August 2001 Rekha Sharma, central commander of ANWA-R clarified their aim to the general people. In an interview she said: "Our association which mainly acts against oppression of women has given an ultimatum to the government for complete prohibition of alcohol to eliminate the hardship women have to face because of it and has organized a strike for same reason. The association has put forth a 22-point demand to the prime minister, which also includes women's right issues besides prohibition of alcohol. The association has been active in anti-alcohol movement for the last six years and has been successful in organizing an influential strike. Including all the districts of Rapti, Karnali, Bheri, Chitawan, Kabhu, Dolakha, Sindhupalchok, and Gorkha has already been converted into "dry areas", we have been getting support from the women as well as other members of the society. Our movement is of a positive cause so everyone is supporting us. We have been fighting against alcoholism because of its negative effects on the psychological state of women and children. The youth of our nation who would be active in development of country are engaged in alcoholism and criminal acts under its influence. This is degenerating Nepali society and to stop this and divert its course is our main aim. There are absolutely no reasons why this movement should be stopped. Alcoholism has become a national problem and we must join hands to resolve it."

Even the then Prime Minister Mr. Sher Bahadur Deuba considered the cause of the Maoist valid and showed interest in supporting their views.

ANWA-R started awareness campaigns, even inside the Kathmandu valley and gained popular support. They organized public meetings, speeches and protest rallies against alcoholism. Similarly, ANWA-R decided to make Lalitpur an alcohol free area and organized an 11-member committee for the implementation of their decision. Meanwhile the Maoists also kept themselves active in border areas and destroyed liquor worth Rs. 5 lacks in Kakarbhitta.

6.2.5 The Government's Reaction to Anti-Alcohol Movement before the Talk with ANWA-R

After ANWA-R put forth the demands on the government based on their anti-alcohol movement, the government took out notice for general public, which mentioned:

- Only those who have the permission from the government should sell liquor.
- Liquor should be sold only from 10 in the morning 1 at night.
- None under the age of 18 should engage themselves in selling or drinking any form of alcohol.
- None should sell or offer liquor to those under the age of 18.
- If these conditions are not followed the defaulters would be penalized under Alcohol Law 2031B.S.

6.2.6 The Government's Reaction to Anti-Alcohol movement After the Talks with ANWA-R

On the 25th of August 2001 ANWA-R and the government of the kingdom of Nepal held talks over the demands on anti-alcohol issues. After the meetings they decided on the following points:

- 1st and 2nd days and the last two Saturdays of every month was declared, "dry (non-alcoholic) days".
- A ban was imposed on drinking for those under the age of 24 and those under the age of 21 were not engaging themselves in the sale of liquor.
- There would be only 4 liquor shops in each ward of the metropolitan city and only 3 liquor shops in each ward of the sub-metropolitan city and only 2 liquor shops in Village Development Committee.
- In urban areas of Kathmandu, Lalitpur and Bhaktapur, sale of liquor would not be allowed within 300 meters of

religious or educational institution. Where as outside the urban area the liquor shops would be allowed only 500 meters away from a religious or educational institution.

- Liquor was to be sold only between 2 p.m. and 6.p.m.
- A ban was put on distillation of liquor from food grains.
- They would impose a stern action against drunkards who create disturbance in public places.
- The advertisement of liquor on newspapers, televisions, radios and public display was banned.
- New license would not be issued for distillers and brewers.
- With the revenue collected from distillers a women's college was to be built.
- The places around the alcohol industries were to be cleaned and maintained by the industries themselves and they were to have an internal drainage system.
- Alcohol produced below the set standard would be banned.
- People who have consumed alcohol and are under its influence would not be allowed in public transportation.

6.3 Effectiveness of the Alcohol Law

Though these points were agreed and converted into laws its implementation was not as effective. The laws just became agreement on paper. However, the people reacted to this change in law in mixed ways. Some were happy about it and some protested it. Especially people involved in big distilleries and brewing companies were against it. They were of the view that though restricting alcohol has its positive effect on the society, but the economy of the country would be at stake. The revenue collected from alcohol companies alone adds up to 50 billion rupees every year. Besides this, they had other points to argue on similar problems of unemployment, reduction of tourist visits etc. Thus, this new law could not find a firm ground to stand on and its sustainability reduced as black marketing increased. Many of the districts, which were

previously converted into "dry districts" were again open to alcohol but the Maoist had not given up their war against alcohol yet.

6.4 Revival of the Movement

In the year 2003, five organizations of the Maoist in Palpa ANWA-R Palpa, All Nepal Farmers' Association-R Palpa, Magarant Rastriya Mukti Morcha Nepal Palpa, Nepal Dalit Mukti Morcha Palpa and Akhil-R Palpa appealed for control and prohibition of alcohol to the general mass. They put forth a seven points program through an advertisement, under which:

- A person who has consumed alcohol should not be allowed to public places.
- None should be allowed to drink and create disturbance in the public.
- The younger generations were to be discouraged to drink alcoholic drinks through severe punishments.
- None should be engaged in gambling and opening casinos.
- Those who have alcohol in storage should destroy it themselves within a month of the notice.
- The people should work to develop and revive the economic, political, social and cultural fields.
- The advertisements of tobacco and alcohol should be eliminated within the second week of Ashad 2060 B.S.

The Maoists made strong efforts to secure anti-alcohol movements in Kapilvastu, Lamjung, Dhankuta, Narayabgadh etc. They worked with full perseverance and used all the power for their cause. Today, many "dry areas" have opened doors to alcohol business, but there are still collective efforts made to reduce the evils of the alcohol all over Nepal. The main drawback in this movement was the use of force instead of treatment and counselling, the conditions they put on were rigid where as it should have been little flexible. They stressed on complete prohibition on alcohol rather than control it. The

drawbacks in this movement made it unsustainable, if not the movement would have probably been successful to put an end to this one of the major social problems.

In our study, after asking the respondents about the alcohol use and its effect on them and on their family, they were further asked whether they had heard about Anti-alcohol campaign. More than three-fourth of the children had heard about Anti-alcohol campaign (Table 20).

Table: 20. Distribution of children according to the knowledge of Anti-alcohol campaign

Heard about anti- alcohol campaign (AAC)	Boy		Girl		Total	
	N	%	N	%	N	%
Yes	86	77.5	47	74.6	133	76.4
No	25	22.5	16	25.4	41	23.6
Total	111	100.0	63	100.0	174	100.0

Those children who had heard about Anti-alcohol campaign were further asked about the duration of knowledge on anti-alcohol campaign. About two thirds of the children have heard it before five years ago and there were one-third of the children who have heard it in between 6-10 years ago (Table 20.1).

Table 20.1 Distribution of children according to the knowledge of Anti-alcohol campaign by year

How many years ago	Boy		Girl		Total	
	N	%	N	%	N	%
1	1	1.1			1	.8
2	21	24.1	5	10.9	26	19.5
3	25	28.7	12	26.1	37	27.8
4	7	8.0	6	13.0	13	9.8
5	5	5.7	4	8.7	9	6.8
5-years ago	59	67.6		58.7	86	64.7
6	14	16.1	11	23.9	25	18.8
7	8	9.2	4	8.7	12	9.0

8	4	4.6	2	4.3	6	4.5
9	2	2.3	1	2.2	3	2.3
10			1	2.2	1	.8
Total	87	100.0	46	100.0	133	100.0

The children who had heard about Anti-alcohol campaign were asked on their understanding of what is about Anti-alcohol campaign. Majority of the children perceived it as to 'give punishment' (38%), followed by 'publicity against alcohol' (17%), 'stop use of alcohol' (24%) and 'public awareness against alcohol' (21%).

Table 20.2 Distribution of children according to the understanding of Anti-alcohol campaign

Knowledge	Boy		Girl		Total	
	N	%	N	%	N	%
Publicity against alcohol	15	17.4	8	17.0	23	17.3
Give punishment	24	27.9	26	55.3	50	37.6
Stop alcohol use	27	31.4	5	10.6	32	24.1
Public awareness	20	23.3	8	17.0	28	21.1
Total	86	100.0	47	100.0	133	100.0

We further asked to the respondents about the effects of anti-alcohol campaign in the children's community after the initiation of anti-alcohol campaign, which is presented in Table 21. Two-fifth of children reported that there has been less alcohol use than before. There were also some children who reported that anti-alcohol campaign has had bad impact on their communities. This may be for those who completely depend on production and selling of alcohol for their survival.

Other major effects reported include good environment in the village and society, disturbance to alcohol seller, happiness among villagers. There are also some children who perceive 'good effect' of the anti-alcohol movement.

Table: 21. Distribution of children according to the effect of Anti-alcohol campaign in the society

Effect of AAC in village	Boy		Girl		Total	
	N	%	N	%	N	%
Less alcohol use than before	25	36.8	16	45.7	41	39.8
Good environment in village	2	2.9	2	5.7	4	3.9
Disturbance to alcohol seller	3	4.4	2	5.7	5	4.9
Villagers are happy	3	4.4	1	2.9	4	3.9
Bad effect	11	16.2	5	14.3	16	15.5
Good effect	23	33.8	8	22.9	31	30.1
Property saved	1	1.5	1	2.9	2	1.9
Total	68	100.0	35	100.0	103	100.0

When asked about their emotional response to the campaign, most reported that they felt 'very good' (70.1%), followed by 'good' (21.3%), 'satisfactory' (6.3%), and 'bad' (2.3%). Such positive sentiment was reinforced in the answers to what changes children perceived the anti-alcohol campaign has had.

Table: 22. Distribution of children according to the feeling of ACC

Feeling	Boy		Girl		Total	
	N	%	N	%	N	%
Very good	72	64.9	50	79.4	122	70.1
Good	26	23.4	11	17.5	37	21.3
Satisfactory	9	8.1	2	3.2	11	6.3
Bad	4	3.6	-	-	4	2.3
Total	111	100.0	63	100.0	174	100.0

Children reported different perception of anti-alcohol movement. Majority perceived that it will bring some reforms in the society (38%), followed by 'prevent society form bad

environment (18%) and it prevents from diseases (13%). Children also consider it will prevent from accident and there will be fewer quarrels. Note that some children also think anti-alcohol campaign has had bad impact in the society (Table 22.1).

Table 22.1 Distribution of children according to the perception of ACC

Perception	Boy		Girl		Total	
	N	%	N	%	N	%
Due to some reforms	44	39.6	22	34.9	66	37.9
To prevent from disease	11	9.9	12	19.0	23	13.2
Save property	13	11.7	6	9.5	19	10.9
Prevent society from bad environment	18	16.2	13	20.6	31	17.8
Prevent from accident	10	9.0	5	7.9	15	8.6
Less quarrel	11	9.9	5	7.9	16	9.2
Lost business	4	3.6	-	-	4	2.3
Total	111	100.0	63	100.0	174	100.0

6.5 Impact on society

Throughout most of history, society has viewed people who drink to excess as irresponsible, immoral, and of weak character. Punishment of drunkards was considered necessary to protect the community. Society regards taking or rejecting a drink as a matter of personal decision, thus all excessive drinking is considered a voluntary act. The individual, therefore, is held responsible for his or her own behavior.

Table: 23. Distribution of children according to the use of alcohol after AAC

Use of alcohol after AAC	Boy		Girl		Total	
	N	%	N	%	N	%
More usage	28	25.2	13	20.6	41	23.6
Less usage	72	64.9	46	73.0	118	67.8
No change	11	9.9	4	6.3	15	8.6
Total	111	100.0	63	100.0	174	100.0

The respondents were asked whether the use of alcohol has decreased or increased after the Anti-alcohol campaign. About 24% said that the use of alcohol has increased even after Anti-alcohol campaign while 67.8% said that the use of alcohol has decreased. There are also some children who think that there has been no substantial change i.e., anti-alcohol campaign has not brought about any changes in the society.

Impact on family

The respondents were then asked about the effect on the use of alcohol after Anti-alcohol campaign in their own house. More than half said that it has made changes in home. Note that there are also remarkable numbers of children who think that it has not brought any changes in their home even after the Anti-alcohol campaign (Table 24).

Table: 24. Distribution of children according to the effect on the use of alcohol in home after AAC

Effect of AAC in home	Boy		Girl		Total	
	N	%	N	%	N	%
Yes	46	59.7	21	51.2	67	56.8
No	31	40.3	20	48.8	51	43.2
Total	77	100.0	41	100.0	118	100.0

Among the children who said that it has made an effect, 9% said that it has made some reforms in family. 17.9% of children said that there is no more use of alcohol in home after Anti-

alcohol campaign. 28.4% found that the quarrel between parents has decreased. Note that most of the family quarrels in Nepalese society are associated with excessive use of alcohol, and often the women are victims. In this context, the proportion of children reporting a decline in the quarrel in the family should be understood. Further, children also reported other effects of alcohol use such as improving the relation among families and with neighbors, decline in the use of alcohol in the houses, and saving of money.

Table 24.1 Distribution of children according to the effect on the use of alcohol in home after AAC

Effect	Boy		Girl		Total	
	N	%	N	%	N	%
Some reforms	4	8.7	2	9.5	6	9.0
No use of alcohol in house	6	13.0	6	28.6	12	17.9
Less quarrel	14	30.4	5	23.8	19	28.4
Good relation	5	10.9	3	14.3	8	11.9
Less use of alcohol	10	21.7	5	23.8	15	22.4
Saved money	7	15.2			7	10.4
Total	46	100.0	21	100.0	67	100.0

Impact on children lives

Alcohol has made negative impact on the lives of the children directly or indirectly. Through focus group discussions research team found that many children don't get notebooks, pencil and books on time. Many are beaten without any reason. Parents have money for alcohol but don't have money for their children's education. Many children are not able to get education or even go to school regularly because of the drinking parents. Children are not able to eat nutritious food. Some told us that there is no future for them because their parents drink and make disturbances in home even if they want to study and do something in life. It is the children who get

beaten when parents quarrel. Children have been tortured and abused. Many children had to give time for housework rather than for their studies because their parents drink. Children also said that most of the rich people's children drink and they learn to drink when they see their elders drink. So, the elder people should be the role model for children. It is said that children do whatever the elders do.

Children knew that it is bad for health and brings many evils in the society. It makes negative impact mentally and physically. It brings poverty, psychological problem, domestic violence, mental torture, economical problem and disturbances in family and society.

In children's view alcohol should be totally banned. There should be strong law against alcohol. Even in some cultures where alcohol is necessary, children said that the use of alcohol should be stopped and use other alternative for alcohol in such cultures. They also said that they could advocate and create awareness in the society to minimize the effect of alcohol in the society.

ACC has been effective in most of the conflict-affected villages, mainly but not exclusively, because of the Maoist policy (i.e. threats and awareness) on alcohol production and selling. Most people, even traditional alcohol users have either stopped producing home made alcohol or they produce only for their own consumption in cultural and religious functions. Because of the conflict, most village people, especially village 'elites' fled from village to the district headquarters seeking security and respite. Such people are almost property-less while they land in the district headquarters. In most district headquarters, there is no employment opportunity; most such people's alternative is to end on producing and selling of alcohol for their survival.

The respondents were asked about the effect of Anti-alcohol campaign on the use of alcohol, an overwhelmingly majority of children realized that the ACC has reduced the extent of alcohol use among children while only few children did not feel so (14%) (Table 25).

Table: 25 Distribution of children according to the change on use of alcohol after AAC

Change in the use of alcohol after AAC	Boy		Girl		Total	
	N	%	N	%	N	%
More	29	26.1	18	28.6	47	27.0
Some	65	58.6	37	58.7	102	58.6
No change	17	15.3	8	12.7	25	14.4
Total	111	100.0	63	100.0	174	100.0

In our sample, a considerable number of children from both sex reported that ACC has brought changes even in their neighborhood, as there are few alcohol shops in the market centers (Table 25.1).

Table 25.1 Distribution of children according to the changes on use of alcohol by AAC in the neighborhood

Changes of AAC in neighborhood	Boy		Girl		Total	
	N	%	N	%	N	%
Yes	67	60.4	41	65.1	108	62.1
No	44	39.6	22	34.9	66	37.9
Total	111	100.0	63	100.0	174	100.0

When asked about the changes of use of alcohol after Anti-alcohol campaign, 20.4% said that there have been fewer quarrels in villages, 46.3% said that there has been less use of alcohol, and 13.9% said that money has been saved. To be specific, Anti-alcohol Campaign effected changed not only parent or children but in total consumption of alcohol. Other changes reported were people those involved in alcohol selling

switched their occupation and there has been good relation among villagers (Table 26).

Table: 26. Distribution of children according to the changes on use of alcohol after AAC

Changes	Boy		Girl		Total	
	N	%	N	%	N	%
Less quarrel	14	20.9	8	19.5	22	20.4
Less use of alcohol	29	43.3	21	51.2	50	46.3
Save money	8	11.9	7	17.1	15	13.9
Engaged in other occupation	8	11.9	2	4.9	10	9.3
Good relation	8	11.9	3	7.3	11	10.2
Total	67	100.0	41	100.0	108	100.0

Problem faced

As Nepal being a multi-cultural country, its people can be divided according to traditional alcohol user and non-user group. Alcohol is a part of the culture for some ethnic groups so they need alcohol in festivities. One of the problems for AAC is resistance from indigenous and ethnic groups. Besides, alcohol industry is the main source of taxation. AAC reduced alcohol industry's contribution to national economy. The job opportunities of the people would be curbed if they shut down alcohol industries. Government policy to curb alcoholism is not consistence. So, AAC has not received government approval and backup.

The population of district headquarters is increasing due to conflict. The people who are being displaced are producing and selling alcohol to make their living because there is no other alternative for them beyond selling alcohol. But they are willing to leave this job if they get other jobs.

Future of AAC

Any alcohol campaigns in the future should be directed from 'regulative approach' rather than radical 'prohibitive approach'. The basic ingredients of the regulative approach are to increase the participation of community people in such campaign and build the systems to sustain such campaign.

It is evident that 'prohibitive approach' basically weakens the anti-alcohol campaign in the sense that they have revitalized the black-market for multi national products and inhabited the home production from indigenous technology. They are also less sensitive to culture and ritual aspects of majority of the people. Alcohol production is also closely associated with the livelihood of poorest of the poor households on one hand. On the other hand, it is closely associated with the deep cultural and ritual values of some segments of Nepalese society. To eliminate the negative impact of alcohol, AAC can be successful only if we respect the cultural sensitivity and create alternative jobs for the jobless.

The children were also asked for their opinion on what should be done for the selling and distribution of alcohol. Many children with 86.8% said that the selling and distribution of alcohol should be totally banned while 13.2% of children said that the selling and distribution of alcohol should be limited. It should be sold in fixed places, time and to the fixed buyer'sage (Table 27).

Table: 27. Distribution of children according to the perception of selling and distribution of alcohol

Perception of selling and distribution of alcohol	Boy		Girl		Total	
	N	%	N	%	N	%
Banned	93	83.8	58	92.1	151	86.8
Regular	18	16.2	5	7.9	23	13.2
Total	111	100.0	63	100.0	174	100.0

Chapter: 7

Counter forces for Alcohol

Existing Law and Act related to alcohol

There are a number of laws and acts for regulation and control of alcohol in Nepal. Most of them do not address adequate restriction of sale except prohibition to those who are under 18 years of age. There are only a few laws and acts addressing to children regarding alcohol.

Child Act 1992, provision 16 prohibits the use of children in selling alcohol. Hotel regulations, the Sale and Distribution of Alcohol Act 2023 B.S. Section 7 has a provision on prohibition of selling and providing alcoholic services to children under 16 years and persons intoxicated with alcohol.

In June 2000 ban of the production and sales of the pouch liquor (low quality with low price) and banned the sale of alcohol to minors (under 16).

a. Alcohol Act, 2031 B.S.

This Act made basically four provisions for the control of liquor sale:

- License issue and renewal.
- Right of raid (in the condition of illicit alcohol production) to VAT officers.
- Punishment for defaulters (tax evasion, invalid license, unlawful activities) and rewards for information on illegal alcohol production.

Articles 3, 4 and 5 of the Act state the provision of production, sale and export/import of alcohol. Article 3 controls the production of alcohol without license or the conditions set by the license. According to article 4, no one is allowed to sell or

distribute alcohol without license or the conditions set by the license to any bar or restaurant or shop. Article 5, prohibits of importing or exporting of alcohol without the license or conditions set by the license.

Similarly, section 17 of the Act states that, the Act will not hinder any one who has received a license or contract to produce alcohol from distilleries according to the current Nepal Law. This Act does not, however, provide adequate provision for the restriction of sale except prohibition to those who are under 18 years of age. It provides little provision of the restriction of alcohol use as problem rather than a taxable asset.

b. Hotel regulations and the Sale and Distribution of Alcohol Act 2032 B.S.

The main provisions of the Act regarding sale and distribution of alcohol are as follows:

- a. Control of the sale and serving of alcohol by hotels or shops. According to section 3, hotels or shops, which have provision to serve alcohol, are allowed to sell alcohol from noon to midnight on weekdays and 12 to 1 AM on Friday.
- b. Duty of the owner (not serving excessive alcohol to the customer and alcohol should be served inside the hotel)
- c. Prohibition of selling and serving alcohol to children and persons intoxicated with alcohol. (Section 7 protects children less than 16 years of age.)
- d. Possibility of prohibition the sale and use of alcohol in a fixed area. (Government can prohibit any hotel or restaurant selling and distributing of alcohol with a notice.)

Role of community and civil society

Civil society has a greater role to play in modern democratic society in every respect. The government is lagging behind in the control of alcohol. Civil society,

at this critical situation, works in two ways. One way is to put pressure on government to regulate and control of alcohol. And the other way is to create awareness in people by familiarizing them with bad effect of alcoholism.

Children's forum and clubs

The children have heard about the campaign around 2055 BS. It prohibits the open sale of alcohol. Sometimes Administration/Police stops the sale of alcohol. It has made a positive impact in village but has not been able to make impact in district headquarters. They feel that there have been no programs on anti-alcohol campaign done by NGOs. Government is also helpless and can't stop the flow of it. So, they think that advocacy on Anti-alcohol campaign should be done massively and widely.

Lastly the respondents were asked about their role for minimizing the negative effect of alcohol. More than one-fourth of the respondents regard that they could create public awareness on the bad effect of alcohol. Given the social context of children interviewed where most of the NGOs or Govt. development and social activities are almost non-existence, the children's interest on awareness is very notable.

There are also children who regard their contribution in anti-alcohol campaign in different nature such as 'convince people on its bad effect', 'publicize the negative effect of alcohol' 'put up wall painting against alcohol' and 'counseling'.

Table: 28. Distribution of children according to the role of children for minimizing the negative effect of alcohol

Role of children to minimize alcohol's effect	Boy		Girl		Total	
	N	%	N	%	N	%
Public awareness	26	23.4	12	19.0	38	21.8
Convince people	8	7.2	5	7.9	13	7.5
Publicity	17	15.3	12	19.0	29	16.7
Wall painting against alcohol	4	3.6			4	2.3
Counseling	10	9.0	7	11.1	17	9.8
Program against alcohol	39	35.1	19	30.2	58	33.3
Stop alcohol production	7	6.3	8	12.7	15	8.6
Total	111	100.0	63	100.0	174	100.0

Women's groups

In anti-alcohol campaign women's involvement is very essential. Women, especially in western Nepal such as Accham, Doti and Kailali districts, led most of the previous anti-alcohol campaigns at the local level. There have been reports of such campaigns from several parts of Nepal at the local level and such campaigns are closely associated against the domestic violence. At the national level, women's organizations (political and social) can be the effective agents for the regulation of alcohol not only in the villages but also in the urban areas of Nepal. This can be done through two processes a) making pressure from the grass-route level and b) making laws and regulation at the national level.

Conclusion and Recommendations

The family, the community, the company and the media all contribute to the spread and growing demand of alcohol, not only among adults but also among children in Nepal.

The anti-alcohol campaign was mainly directed towards prohibition approach with little attention to the cultural, religious and social values of alcohol in Nepal. They mostly relate alcohol use with the social crime and violence against women and children. The use of alcohol from socio-cultural and political perspective of the 'indigenous' people, who belong to traditionally alcohol-user group—should be considered. The prohibition of alcohol in the context of its abuse related to delinquencies and deviant behaviour to poverty, deprivation, low level of education, social injustice, social isolation and cultural discrimination that are faced by people from ethnic groups, who differ from the mainstream of dominant culture—is a matter of reasonable concern, though. Our findings do indicate that regulation of alcohol consumption in consideration of different cultural norms is the best intervention approach for the reduction of excessive production, consumption and distribution of alcohol.

The anti-alcohol campaign initiated in the conflict areas has definitely made some impact on government rules and the drinking patterns and self-prohibition in different areas. The campaigns became national agenda as the political party that too, which has been waging an armed struggle in Nepal launched the campaign. However, if the campaigns are participatory rather than coercive, they could bring about lot of positive changes in the communities and will eventually have a good impact on the lives of children. Alcohol related law, rules and regulation is not sufficient and existing rules are not effective.

There are no company made alcohols easily available in our

research areas but it is sold in black market. So, most of the people drank local homemade alcohol, which is of inferior quality. Therefore, the commercialization of alcohol should be targeted and the anti-alcohol campaigns should mobilize communities and work with them so that the movements are sustainable.

Almost all key-informants are concerned with religious and cultural values of alcohol use. Besides, political protection, lack of effective laws and ineffective implementation, open boarder, and easy access to alcohol are important reasons. They also blame the government for not being serious in implementing laws and regulations regarding the control of alcohol use, as for the latter it is one of the potential contributing resources of national revenue.

Besides age and gender, education appears to be clearly associated with alcohol use i.e., increasing literacy means decreasing the consumption of alcohol.

In patriarchal society like Nepal, the role of men in controlling alcohol consumption still remains imperative at the household level. However, women lead most of the anti-alcohol movements in Nepal, and their role in controlling alcohol should not be minimised.

Our empirical evidence shows that a substantial proportion of children were taking alcohol from their early childhood. Majority of parents are unsure that whether their children would drink in the future. Parents are also able to identify the impact of alcohol taking on their children's life. The major impacts reported were violence and physical abuse, neglect and mental abuse, deprivation from education and children taking up alcohol habit. As a result, an overwhelming majority of the parents are in favour of prevention of children from using alcohol. Children themselves also recognize the problem of alcohol use through their adult family members.

Finally, the positive perception of the anti-alcohol campaign and its effect on alcohol consumption suggests that people, particularly children, desire alcohol regulation. Moreover, the significant number of children that viewed the campaign as “punishment-based” may reflect the tendency towards vigilante acts in support of the campaigners.

Recommendations:

First, the role of legislation is important. There is currently little legislation concerning alcohol consumption, and no legislation specifically targeting the consumption of alcohol by minors (except for the 18-year old age limit). More attention should be given to the subject of youth drinking, particularly legislation that does more to discourage the sale of alcohol to youths under 16.

Almost all of the key informants expressed concern over the religious and cultural values of alcohol use. Unfortunately, draconian measures and complete bans do not take into account the traditional role of alcohol in Nepalese society. Community-based projects that take form around the abuse of alcohol and its negative effects on the person, the community, and children are likely to be much more effective. While regulations provide a helpful framework, they are insufficient given the lack of institutional presence and support in these regions. A more comprehensive approach is needed, which takes the cultural/traditional roles of alcohol into consideration when determining regulatory measures.

Finally, alcohol awareness needs to be integrated into existing educational programs. Although most of the children recognized the impact of alcohol on their own lives and those around them, they may lack any direction on how to lessen alcohol consumption. Given the majority of children who drank, expressed a desire to quit or minimize their consumption. There are strong grounds for a preventative and rehabilitative curriculum to be introduced into communities.

This can be done not only through revamping the educational structure, but also through informal teaching and public awareness campaigns.

The tragedy of alcohol abuse, especially among young children, is preventable. However, it is imperative that anti-alcohol efforts are reinforced through the concerted participation of the various social actors in the society. Legislative, communal, and educational solutions need to be conducted in a coordinated manner, creating a unified front in the war against alcohol abuse. It is not a question of whether the situation of youth alcohol consumption can be improved, but of when we are willing to improve it.

Appendix 1

**Study on Anti-Alcohol Campaign and it's Impact on
Children's Lives**

KEY INFORMANTS / FOCUS GROUP DISCUSSION

1. Anti Alcohol Movements

- Who are the initiators?
- When did the campaign start?
- What is the socio-economical, cultural, and historical context that inspired the movement?
- What was the situation of alcohol use and impact on children in the area before the movement?
- What are the strategies of this campaign—prohibition, awareness, counseling, rehabilitation or what?
- Who are the main actors of this campaign? Why?
- Who are the main beneficiaries? Why and how?
- What are the gender relations or perspectives of this movement in terms of initiation and impact?
- How the activities of this campaign has been legalized or established
 - Law and order
 - Social sanction
 - Local people participation
 - Orders
- What the impact of this campaign? In terms of
 - Appropriateness
 - Effectiveness
 - Sustainability
- What are the predicaments and obstacles faced by this campaign?

- What is the cooperation level from different agencies such as government, NGOs, CBOs, police, business community, school authority, etc.?
- Who do you see the future of this campaign in the comparison to similar movement in the other areas?
- What are the programs for the sustainability of this campaign?
 - Counter force
 - Institutionalization

2. Children

- What do you think about drinking alcohol?
- Change in alcohol consumption—past and present, patterns and reasons.
- Incidences of violence due to alcohol—frequency and types of violence.
- Do you know any children who have been affected by alcohol use in the family/community?
- How are the children affected?
(Physical vigilance, mental and emotional abuse, malnutrition, illness, loss of parents, poverty, lack of schooling opportunity, becoming child labor, running away from home, children using alcohol etc.)
- Do you know about anti-alcohol campaign?
- Who are the initiators?
- When did the campaign start?
- What is the situation of alcohol use and impact on children in the area after the campaign?

3. Community

- Culture and religious importance of alcohol in the community.

- Change in alcohol consumption—past, present and pattern, reasons.
- Alcohol economy in the community—production, distribution and consumption.
- Incidences of violence due to alcohol—frequency and types of violence.
- Do you know any children who have been affected by alcohol use in the family/community?
- How are the children affected?
(Physical vigilance, mental and emotional abuse, malnutrition, illness, loss of parents, poverty, lack of schooling opportunity, becoming child labor, running away from home, children using alcohol etc.)
- Social environment—accessibility, availability, and attitudes towards use alcohol.
- Alcohol network—how does the business function? Who are the producers, who are the distributor, who are the sellers?
- What do you think about anti alcohol campaign?
- Who are the initiators?
- When did the campaign start?
- What is the socio-economical, cultural, and historical context that inspired the campaign?
- What was the situation of alcohol use and impact on children in the area before the campaign?
- What are the predicaments and obstacles faced by this campaign?
- What are the programs for the sustainability of this campaign?
 - Counter force
 - Institutionalization

4. School teachers

- a. Impact of alcohol use among the students

- b. Social environment—alcohol shop
- c. Influencing factors for students
 - i. Family
 - ii. Peer group
 - iii. Media
 - iv. Others
- d. Attitude towards use of alcohol among children
- e. How it does it differ from the past?
- f. What do you think about anti-alcohol campaign?
- g. Who are the initiators?
- h. When did the campaign start?
- i. What is the socio-economical, cultural, and historical context that inspired the campaign?
- j. What was the situation of alcohol use and impact on children in the area before the campaign?
- k. What are the predicaments and obstacles faced by this campaign?
- l. Can children play role to reducing negative impact of alcohol?

5. NGOs/CBOs

- a. Any activities related to alcohol?
- b. What kind of activities?
- c. What are the strategies—presentations, rehabilitation, and counseling?
- d. Level of cooperation from society.
- e. Impact of such programs.
- f. What was the situation of alcohol use and impact on children in the area before the campaign and after the campaign?
- g. Assessment of overall situation of anti-alcohol campaign.
- h. Assessment of law and regulations currently practice.
- i. Suggestions for effective ways to address this issue.

6. Alcohol sellers

- a. What do you think about anti-alcohol campaign?
- b. How has the business changed from the past?
- c. Who are the suppliers?
- d. Who are the customers? (Age pattern, men, women, children).
- e. Number of shops in the locality.
- f. Impact of anti-alcohol campaign.
- g. What was the situation of alcohol use and impact on children in this area?
- h. Opinion of regulation of alcohol sale—licensing, not selling to under age people, placing of alcohol shop certain distance from residence /school.
- i. Your role in controlling alcohol use in the society.

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Appendix 3

**Questionnaire
Anti-alcohol Campaign and its effect on children**

S.N.	Questions		Answer	Co de
1	District			
2	VDC			
3	Ward No.			
4	Age			
5	Sex		Boy Girl	1 2
6	Caste		Magar Chettri Brahmin Gurung Dalit Others	1 2 3 4 5
7	Religion		Bhuddhist Hindu Kirat Others	1 2 3
8	Were you born in this district?		Yes No	1 2
9	With whom are you living?		Parents Relatives Friends Employer Alone	1 2 3 4 5
10	What is your family's main income source?		Own land Working on other's land Wage labour Business Service Others	1 2 3 4 5
11	Can you read and write?		Can read only Can write only Can't	1 2 3
12	Are you going to school?		Yes No	1 2

13	If yes, in which class?		Class	
14	If no, why?		Poverty Conflict Parents didn't send Did not feel like Others	1 2 3 4
15	Reason for not going to school		Poverty Conflict Parents didn't send Did not feel like Others	1 2 3 4 5
16	Do you help in household work?		Yes No	1 2
17	Do you work outside?		Yes No	1 2
18	If yes, what kind of work?			
19	How many hours you work?		Hour	
20	Why do you work outside?			
21	How many days you work in a week?		Days	
22	How much do you earn in a week?		Rs.	
23	What do you like to do in free time?		To roam Play Study Others	1 2 3

About Alcohol

24	Does your neighbour drink alcohol?	Yes No	1 2
25	Does in your family drink alcohol?	Yes No	1 2

26	If yes, since when?	1 to 2 years 3 to 5 years Above 5 years	1 2 3
27	Have you drink alcohol?	Yes No	1 2
28	When was the first time you drank alcohol?	Year	
29	Do you drink alcohol now?	Everyday Some days in a week Some days in a month Sometime	1 2 3 4
30	Which alcohol do you drink often?	Home made (Local) Made in distillery (Made in company)	1 2
31	Where do you drink often?	Home In friend's house Shop, hotel Others	1 2 3
32	Is alcohol made in your home?	Yes No	1 2
33	Is there any time where you couldn't go to school or work because of drinking?	Yes No	1 2
34	Is there any shop or hotel near your home that sells alcohol?	Yes No	1 2
35	Why do you drink alcohol?	For entertainment To forget sorrow To show your power As food As medicine To build confidence Cultural Others	1 2 3 4 5 6 7 8
36	What is the impact of alcohol drinking in your family? (More than one answer may come)	Domestic violence Decrease of prestige in society Bad relation with neighbor Loss of property, loan Sick or dead Others	1 2 3 4 5 6
37	Is there any effect of alcohol drinking on you by your family?	Yes No	1 2
38	If yes, what?	Obscene language and abuse	1

	(More than one answer may come)	Beating and torture	2
		No food/enough food	3
		Started drinking	4
		Couldn't go to school, left school	5
		Kicked out from home/ran away from home	6
		Ill or couldn't get medical treatment	7
		Others	8
39		Is there any effect of alcohol drinking on children by family? (Mention it)	
40	Do you want to leave/control alcohol?	Leave Control Regularize No	1 2 3 4
41	Why?		
42	Do you want others to leave alcohol?	Yes No	1 2
43	Why?		
44	Have you heard about Anti-Alcohol Campaign?	Yes No	1 2
45	How many years ago?	Year	
46	What are the programs/activities of that campaign? (Mention it)		
47	What is the effect of Anti Alcohol Campaign in village? (Mention it)		
48	Has the alcohol drinking become less by the campaign?	Yes Some No	1 2 3
49	Has the campaign brought any changes in your neighbour?	Yes No	1 2
50	If yes, what are those changes?		
51	Has the campaign brought any changes in your home?	Yes No	1 2
52	If yes, what are those changes?		
53	How do you feel about Anti Alcohol Campaign?	Very good Good OK Bad	1 2 3 4
54	Causes		

55	Has the alcohol drinking become less after the campaign?	Yes Some No	1 2 3
56	Do you know about the selling of alcohol after the campaign?	Yes No	1 2
57	In your opinion, how should the alcohol be sold?	Should be prohibited There should be a selling system It should be open	1 2 3
58	Is there any effect on culture/society by the Anti-Alcohol Campaign?	Yes No	1 2
59	If yes, what?		
60	What kind of role can children play to minimize the negative effect of alcohol?		

Thank you