

# BEYOND KARMA

## CASE STUDY

IN ASSOCIATION WITH



UNDER THE AEGIS OF ISWAI



**SAMARITANS**  
**THE SOCIAL INITIATIVES CLUB OF MDI**



## Uniform Legal Drinking Age



*I think LDA is 21, but not too sure. I have seen people drinking at 17-18 years, am pretty sure everyone drinks in Goa at that age, how is it that they are allowed?*

CONSUMER, GURGAON

The legal drinking age (LDA) in India and the laws which regulate the sale and consumption of alcohol vary significantly from state to state. In India, consumption of alcohol is prohibited in the states of Bihar, Gujarat and Nagaland as well as the union territory of Lakshadweep. All other Indian states permit alcohol consumption but fix a legal drinking age, which ranges at different ages per region. In some states the legal drinking age can be different for different types of alcoholic beverage.

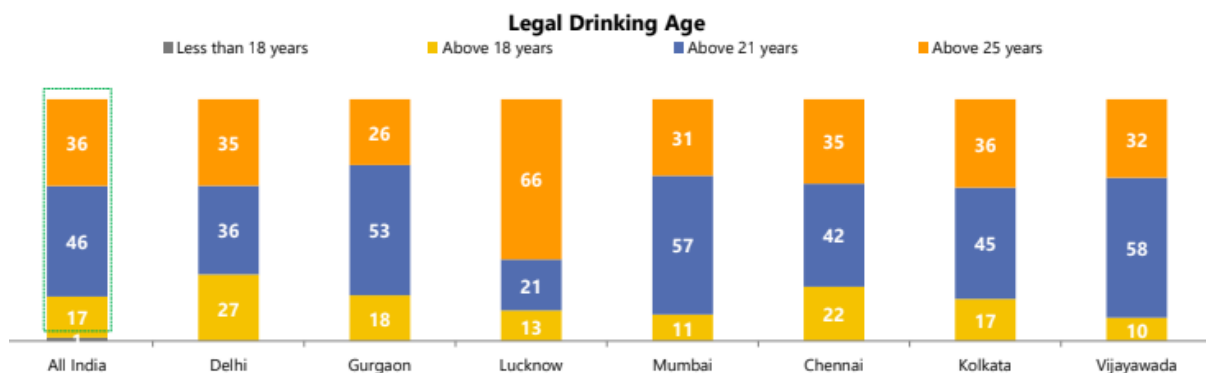
Issues with non-uniform Legal drinking age in India:

- Lack of uniformity in LDA across states makes consumers participate in underage drinking by hiding or finding a jugaad way to sneak in alcohol
- Seen as irrational – A person's ability to consume at a certain age cannot change by geography! Also, at 18, people have the right to vote, marry, join the army while their choice to drink is denied until 25 in some states
- Crossing borders – Differential LDA means that consumers travel to neighbouring states to get alcohol
- Consumers are left confused and bogged down with keeping track of the LDA variations from one state to another

According to several studies, responsible drinking has gained enough ground among the millennials. More and more number of people are now urging for a uniform legal drinking age across the country.

A research done by Kantar and NFX Digital, undertaken by Consocia Advisory under the aegis of ISWAI (The International Spirits and Wine Association of India) suggested that LDA needs to be reduced to 21 and it should be uniformly accepted as the LDA across states.

Following are some key insights from the research:

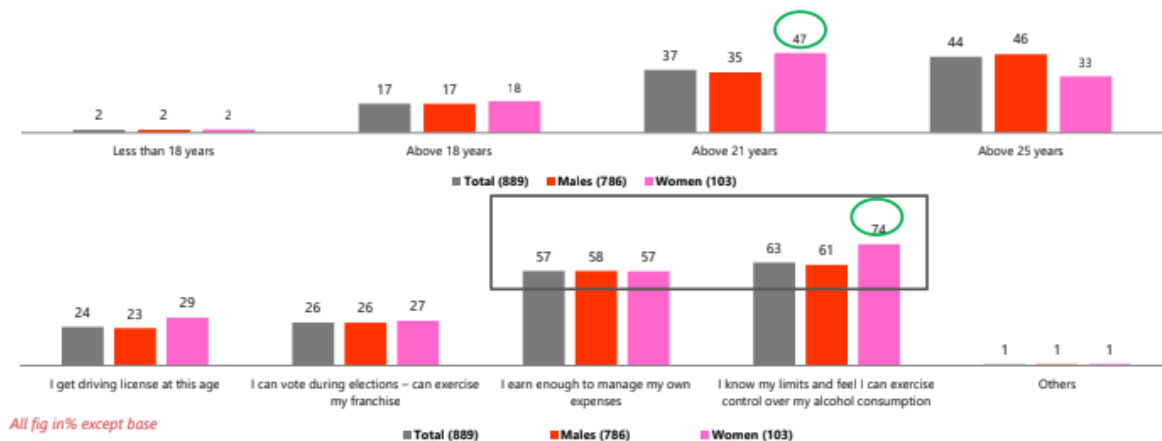


Most alcohol consumers resonate with the idea of **LDA being above 21 years**. Exceptions

- Lucknow more conservative ; subscribe to LDA above 25 years
- Delhi more liberal, almost a third of consumers subscribe to LDA above 18 years.

**Right Age for Alcohol consumption-** Women advocate relatively lower age for alcohol consumption, however need for maturity and responsibility remain same – women directionally give higher credence to exercising control on alcohol consumption.

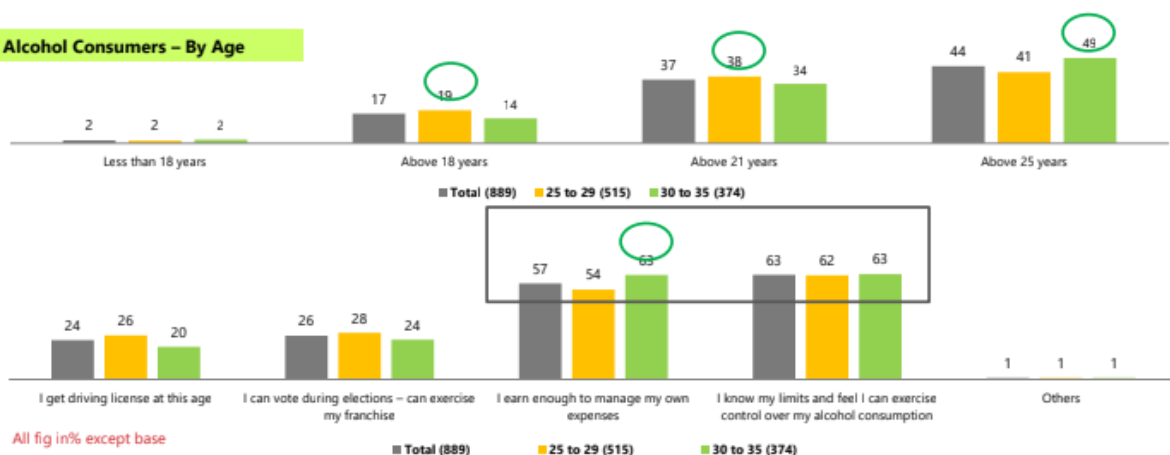
#### Alcohol Consumers – By Gender



**Right Age for Alcohol consumption-** Directionally, 25 to 29 year old consumers advocate relatively younger age for alcohol consumption.

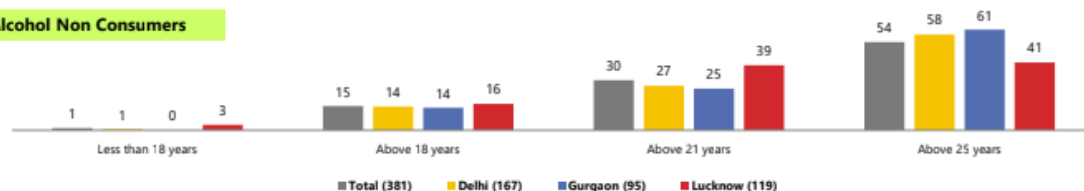
The need for capability to manage one's expenses is higher amongst 30 to 35 years – possibly a function of their life stage.

#### Alcohol Consumers – By Age

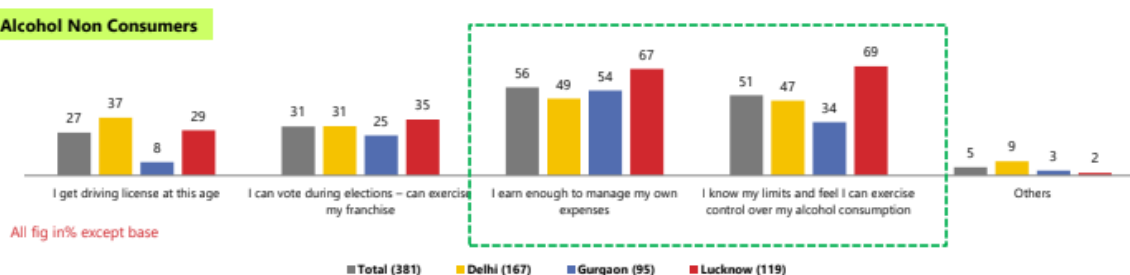


**Right Age for Alcohol consumption and reasons for it-** Similar to alcohol consumers, the non alcohol consumers in Delhi and Gurgaon, advocate 25 years, as the permissible age for alcohol consumption. Lucknow, on the other hand, advocates relatively younger age 18 to 21 years.

#### Alcohol Non Consumers



#### Alcohol Non Consumers



**Participants are expected to provide solutions to the following questions, backed by strong reasoning building a case for the opinion:**

- a) What should be the Legal Drinking Age (LDA)?
- b) How big a barrier does the issue of different/ ill specified LDA create?
- c) Rationale for having a uniform LDA across the nation
- d) When the decision making on the issue rests with the state government, what role can the central govt., civil societies, student groups, social media and mainstream media play?