

# NON ALCOHOLIC BAR AND ITS IMPORTANCE +

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**Abstract** – This study examines health NON ALCOHOLIC BAR in the context exclusive interior spaces. The concept of this project is to provide the feel of bar and lounge. This study examine a bar with 0% alcoholic consumption and serve non-alcoholic beverages such as non-alcoholic beer and mocktail, cocktail and beverages with low % of alcohol and often sell snacks food such as chips [potato chips] or peanuts for consumption.

Many a time these kind of bars provide bar stools and chair that are placed at table or counters for their patrons. Bar that offer entertainment or live music are often referred to as music bars.

Thus, understanding youth and their behavior, their responses towards their parents to get them to the right way this kind of place is to be developed more and more. I hereby conclude in the end that end that whatever information has been queued up in the dissertation is been taken from theoretical and practical situation. These measures which are supported in the dissertation will surely prove to be beneficial for the followers.

## INTRODUCTION

A bar is a facility that dispenses alcoholic beverages and cocktails and non alcoholic refreshing drinks and mocktails (non alcoholic cocktails). There are two types of Bar 1. Public bar They are independent facilities exclusively dedicated to the service of alcoholic beverages and refreshing non alcoholic drinks. These bars are also called pubs, taverns, discotheque bars, and cocktail lounges. In public bars, guest directly order drinks to the bartender and are also served by servers called barmen and barmaids seating away from the counter. 2. Service bars or dispense bars That dispenses drinks to servers who serve the beverage to guests. Service or dispense bars are found in back area of the hotel which caters to restaurants, Banquets, room service and outside catering. Dispense bar will always be at the back area of the hotel. It will not be a fancy bar like display bar. The will not be a fancy bar like display bar. The space available will be only to the extent that stock is kept and minimum space for the bartender to make and dispense the drink. There will be no sitting space available as the guest does not have the direct contact with this kind of

## HISTORY-

Alcoholic beverages have been used in human societies since time immemorial. Many writing on alcohol emphasize this long history and soothe the reader implicitly. Alcoholic

beverages occupy a prominent place among branded consumer goods. Alcohol market generates huge profits through increase in production, distribution and sale in one hand but consumption of various alcoholic beverages causes huge loss to the society on the society on the other hand.



## BACKGROUND

The beginning of the 18th century, attitudes toward drinking was characterized by a continued recognition of the positive nature of moderate consumption and an increased concern over the negative effects of drunkenness and till the date it is going on, which is now causing harm from generation to generation.

Here are some steps taken by the Government of India to reduce the drug demand.

- The Government of India is tackling the issue of drugs through its two pronged strategy viz. supply reduction and demand reduction.
- The main strategy is to empower the society and the community to deal with the problem of drug abuse.

**Statement of problem:**

*First you take a drink, then the drink takes a drink, then the drink takes you.*

— Francis Scott Key Fitzgerald.

- Alcohol is what we call an empty calorie. It contains zero vitamin and minerals or fibers.
- In U.S.it is estimated that 131.3 million people currently drink alcohol
- Daily consumption of alcohol in large amounts leads to cardiac problems
- Drinking alcohol too quickly and in excessive amounts depresses the nervous system.



**Global trends in young people’s alcohol use:**

Alcohol consumption is prevalent and socially accepted as a pleasurable activity in many countries around the world. This resonates with the United Nations’ statement:

*Beverage alcohol is the substance most widely consumed by young people worldwide. Alcohol use is interwoven into many cultures and, in some, the first drinking experience occurs in the context of family events.*

However, the youth’s drinking is widely recognized as a leading policy concern and public health problem in many countries throughout the world.

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A report from the World Health Organization (WHO) considers alcohol consumption to be the world’s third highest risk factor for disease and disability (WHO, 2011).

The report also identified an increasing trend for drinking among 18-25 year olds (WHO, 2011; 2012) and showed the percentage of students (aged 13-15) who had drunk at least one alcoholic drink in the past 30 day.

Developing countries are known to have the highest level of alcohol consumption, with Thailand leading the charts with a rate of 22 % among male school students.



**Alcohol consumption by young people in India:**

According to the World Health Organisation (WHO), about 30 per cent of India’s population consumes alcohol regularly. The percentage of under-15 boys who have not had alcohol has gone down from 44 per cent to 30 per cent and for girls it has decreased from 50 per cent to 31 per cent, reveals another study done by the Organisation for Economic Cooperation and Development (OECD).

**Laws in India:**

There is no uniform law related to legal age of drinking in India as it varies from state to state since the subject of alcohol is included in the State list. While it is legal to drink alcohol at the age of 18 in Pondicherry and Rajasthan, it is 25 in Delhi. In fact, the age at which one can legally buy liquor is different from the age at which it can be consumed.

For example, in Maharashtra, one can buy a bottle of whiskey at the age of 18 but can consume it only if the person is above 25.

Drinking has limited age due the reason the brain of a person develops till the age of 18-20. Underage drinking can therefore affect the development process and is therefore discouraged, says Dr Kumar.

“We can’t find every solution in law. Some changes need to be embedded at home through parenting.”

**Indian culture and alcohol consumption:**

India is the land of various culture and tradition. It is the country of oldest civilizations in the world. Indian culture is considered as the oldest and very interesting culture of the

world. People living here belong to different religions, traditions, foods, dress, etc.

Alcohol didn't actually "come" to India; alcohol was as much a home-grown essential as any other important thing.

Consumption of alcohol is a social taboo in most parts of India. While Islam as a religion does prohibit the consumption of alcohol, and Hinduism mentions it as one of the moral evils, alcoholism in India is linked more with the economic and family circumstances than with religious dictates.

Apart from the health concerns, chronic alcoholism is one of the greatest causes for poverty in the country.

The regular consumption of alcohol is also inversely proportional to the family income. This means that consumption increases significantly with diminishing income.



### Why things need to change?

The answer is given by - Jacquie Johnston-Lynch, owner and manager of The Brink, explains the reality of the drinking culture in Liverpool.

"Twenty seconds down the road there will be people drinking themselves silly...We don't want to have that image anymore, we don't want to have the image of drug crime, big drinkers. We want to have an image of people who are fit and healthy."

Johnston-Lynch's brother was also killed by a drunk driver, *then she thought, maybe if this man had a place to go where he had an alternative and didn't fell under pressure to drink, maybe my brother would be alive today. So [The Brink] was born out of a desire to save lives as well as give a fresh alternative to socializing.*

And there are many people who for religious or cultural reasons don't drink either. Alcohol-free bars don't follow the traditional model of the hospitality industry which depends

on the rocket-profits earned on weekends, largely fueled by alcohol sales, while the rest of the week lulls.

While dry venues might not make those kinds of sales over weekends, they can do well when traditional bars are struggling: during lunchtime, on Sundays, Mondays and Tuesdays, and in January, for instance. Their model can bring in a steadier stream of profit, and while less exciting, it may also be a less mercurial, more trustworthy source of revenue in the long term.

### CONCLUSIONS:

The primary goal of the dissertation is to look out with various elements and space in the non-alcoholic bar .studying the effects of interior design on the users of non-alcoholic bar and proposing this for young people based on the feel of bar .As discussed in chapters, number of youth is diverted in the consumption of alcohol in decades as an increasing in number of alcohol intake by people, which made parents worried about their child's life. There is as growing importance for understanding how young children are affected by their environments so we can: design buildings and clubs in a manner that is design developmentally appropriate and responsive to the needs and functions young generation.

The time and money young people spend in clubs and bars are the most crucial years of their developmental process as they not only grow physical and learn they also mature cognitively, and emotionally.

Now and then there is vast difference between the era ,as people that time were more indulge in out-door sports and moreover there were no entertainment sources, as they are present these days and influence young people now.

Thus, understanding youth and their behaviour, their responses towards their parents to get them to the right way this kind of place is to be developed more and more .I hereby conclude in the end that end that whatever information has been queued up in the dissertation is been taken from theoretical and practical situation. These measures which are supported in the dissertation will surely prove to be beneficial for the followers.

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