



Directorate of Prohibition

At a Glance

Functions

The main function of the Directorate of Prohibition is publicity and propaganda against the consumption of liquor in Delhi.

Findings

- 292 out of 293 people who drink know the hazards of drinking according to a survey by the Planning Department.
- The Directorate employs a staff of 34 to publicise a well-known fact and spends about Rs 1.6 crore in the process.
- Government of India spends Rs 2.35 crore all over India on institutions which work towards eradicating the menace of alcoholism. Propaganda against alcoholism is only one of the activities of these organisations. Whereas Delhi government spends Rs 1.6 crore just towards publicity.
- The Directorate does not evaluate the effects of its own campaign and hence budget allocation is arbitrary.
- The objective of the Directorate clashes with the objective of other departments of Delhi government like Delhi State Industrial Development Corporation (DSIDC) and Department of Tourism which sell liquor to raise revenues.

Reforms

- Before preaching the ills of drinking, the government should get out of the business of selling liquor. As per the recent policy initiatives, liquor vending must be transferred to the private sector.
- The awareness campaign, if desired, would be performed better by Public Service Announcements. This function can be performed by the Department of Social Welfare. A full-fledged department with 34 employees is certainly not necessary for this objective.