

**Hindi transcript:**

और जहाँ तक... hard drinks की बात है, hard drinks भारत में बहुत ज़्यादा socially acceptable नहीं हैं। और जो लोग पीते हैं उनको अच्छी निगाह साम्ही दिखा जाता। हालांकि बहुत लोग पीते हैं, ज्यादातर... males पीते हैं, ज्यादातर आदमी लोग पीते हैं। और वह अपने groups में पीते हैं, किसी isolated जगह पर पीते हैं, बहुत कम लोग घरों में पीते हैं, और बहुत ही कम औरतें पीती हैं। Especially middle class में, upper-class में थोड़ा situation अलग है क्योंकि वहाँ प। वहाँ प। चीज़ें ज्यादा acceptable... वहाँ प। औरतें भी पीती हैं और कई सारा शहरों में, बड़ा शहरों में जैसे बॉम्बे में, और दिल्ली में, बेंगलूर में बहुत सारे pubs खुल गए हैं जहाँ प। special women's hour होते हैं, जहाँ प। औरतें जाती हैं और अपना मनपसंद का hard drink पीती हैं, especially beer ज्यादा मशहूर है, उस में भी।

और... फिर भी overall India में hard drinks... hard drink पीने वालों को, शराब पीने वालों को बहुत अच्छी निगाह साम्ही दिखा जाता। और शराब पीने वालों की वजह से बहुत सारी... क्योंकि... अगर शराब पीने वाला lower middle class से belong करता हो तो उसकी वजह से बहुत सारी problems भी होती हैं। अगर वो पीते हैं तो ज्यादातर वो afford नहीं कर पाते हैं। और अगर पीते हैं तो श... ज्यादातर उस पैसा में से पीते हैं जो family के लिए होता है। So उसकी वजह से बहुत ज्यादा... family problems होती हैं लोगों को। लोग शराबी हो जाते हैं, अपनी बीबीओ को तणा करते हैं, परिवार छोड़ देते हैं या खयाल रखना... करना बंद कर देते हैं। So इन सारी side-effects की, इन सारी वजहों से शराब पीना अच्छी निगाह साम्ही दिखा जाता। तो unlike Europe हमारा यहाँ शराब का कोई... positive culture नहीं है। पर, आज-कल of course काफी मशहूर हो रही है, आज-कल काफी लोग इसको accept कर रहे हैं और उसको... एक culture develop करना काफी कोशिश हो रही है। So, इस तरह से overall India में चाय और कॉफी ही main drinks हैं, और किसी को कुछ पीना हो तो चाय पीते हैं... और या कॉफी पीते हैं।

**English translation:**

And as far as ... hard drinks are concerned, hard drinks are not very socially acceptable in India. And the people who drink them are not regarded favorably (literally: regarded with a good eye). Even though many people drink, mostly ... males drink, mostly men drink. And they drink in their groups, in some isolated place, very few people drink at home and very few women drink. Especially in the middle class – upper-middle class –

the situation is a little different because there ... there things are more acceptable ... there women drink too and in many cities, in big cities such as in Bombay, in Delhi, in Bangalore, many pubs have opened where there are special women's hours, where women go and drink their favorite hard drink; out of them, beer is especially [popular].

And ... even then, overall, hard drinks in India ... those drinking hard drinks, alcohol drinkers are not regarded highly. And because of alcohol drinkers, there are a lot of ... because ... if the drinker of alcohol belongs to the lower middle class then there are a lot of problems due to that reason. If they drink, then mostly they are unable to afford it. And if they drink then ... they [spend money] from the money that is for the family. So because of that a lot ... of family problems arise for people. People become alcoholics; they trouble their wives; leave their families or stop taking care ... caring [for them]. So because of all these side-effects, because of these reasons, drinking is not regarded favorably. So, unlike in Europe, there is no "positive culture" in [India] for drinking alcohol. But nowadays of course, it is getting quite popular; nowadays quite a few people are accepting this and ... a culture [of drinking] is being developed. So, in this way in India, tea and coffee are the main drinks, and if someone would like to drink something then they drink tea ... or drink coffee.

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