

# Ethics with Water & Wine – Quality of Life

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## Abstract:

Key Words: Water, Wine, Health, Wealth, Violence, Crime, Revenue & Quality of Life.

Water is the most precious life saving natural commodity whereas Wine is life spoiling commodity. In spite of best efforts, there exists several villages without Water but Wine is flowing everywhere. In both the cases, the health and wealth of the people and communities do affect significantly whereas the latter is a good revenue generator for the business agencies and Government. The culture of drinking water from bottles even for cooking has increased in spite of spending money and energies for creating availability of drinking water. The concept of 3As which stands for Availability, Accessibility and Affordability with Water and Wine indicates that its poorness with Water and better way with Wine, affects the health & wealth of the people and communities. In both the cases, the consequences lower the Quality of Life (QOL). Then several questions arise from the common man who is doing the business? Who is getting the benefit and at whose cost? Who is responsible for the abuse, crime, accidents, violence resulted out of the consumption of Wine? Are there any ways out? Who is going to implement it and how it is going to be done? At any cost, Wine has to

be stopped at the production as well as at the stage of consumption and it is possible only when the people in general and particularly women groups handle the issue. In the case of Water, the effective measures to save it by way of rainwater harvesting, watersheds, stopping pollution, and better utilization & management leads to enhance 3As which further improve the health and wealth of the people & communities with improved quality of life. The suggested measures are scalable, replicable and sustainable with need based modifications matching to the dynamics of given environment.

## Statement of the Problem

Non availability of 'Water' on one side and plenty of 'Wine' on other side has consumed the time, energy and money of the people and further affected their health with poor quality of life (QOL).

## Objectives

The study has got specific objectives matching to the need and control of water and wine which include:

- To understand the concept of 3As with water and wine;
- To assess the consequences of water and wine;

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-To know the ways to minimize the unpleasant impact; and

-To understand the need of community initiatives.

**Background**

‘Development’ is the need of the hour and everyone should welcome it as it is the index of the growth of the people as well as the nation. But in the process of modernization with technological advancement, though a small group is getting its benefit, larger groups are facing several challenges with vulnerabilities leading to health and wealth hazards. It means it is widening the gap between the rich & poor and urbanites & villagers. In such a situation, the common man raises or thinks to raise several points which he or she can not understand such as: is the development required?... for whose benefit it is?... do our situation change?... do we get the critical human needs like roti (food), kapada (clothing) & makhan (house)... is it the motto for eradicating poverty (garibhi hatavo) or remove the poor (garibhoko hatavo)... are there any ways out?...who is going to do it?... how it is going to be done?... the common people are at cross roads with lot of confusion and wonder what is going to happen to their life?... poverty is getting deepened?... struggling for critical needs?... depressed with the systems, getting affected with poor health & wealth, Is it the systems or life we expect?

It is the fact that our Nation has got resources for the needs of the people but not for their greed. In spite of the systems and spending money & energy the reach to all is very poor and inadequate. Then, where are we missing the string? Are there any way out? Among many, there are three essential components to

be part of any system for its reach and success are missing.

**Concept of 3As**

They are 3As which stands for Availability, Accessibility and Affordability for the success of the system or model with better sustainability and quality. Among the human critical needs, Water is the life saving and most precious natural resource without which no life can be imagined.

More about water and wine in respect of 3As and consequences on the health & wealth of the people with reference to Quality of Life (QOL) will be discussed in due course of the paper. Quality of Life (QOL) is the general well-being of the people covering health and wealth with several other components which is confused with Standard of Living (SOL) that is primarily based on wealth alone. In brief, the QOL is subjective where as SOL is objective

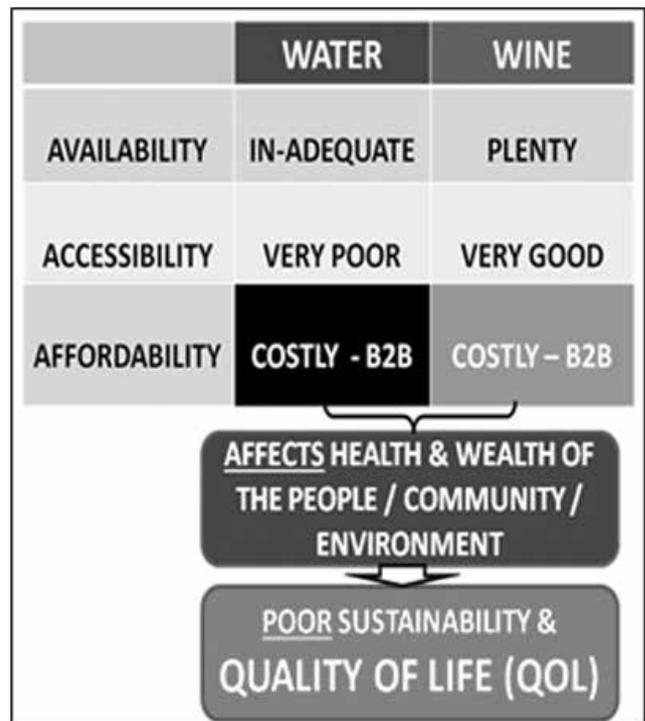


Fig. 1: SWOT of 3As with Water & Wine.

and certainly QOL is more concerned for the people in general.

### 3As with Water & Wine

As indicated above, the 3As with Water and Wine significantly influence the health and wealth of the people. A brief on Strengths, Weaknesses, Opportunities and Threats (SWOT) of Water & Wine in respect of 3As are shown in Fig.1. In the case of Water, its availability is inadequate to cater the needs of the people & society; its accessibility is very poor due to various reasons and its affordability is costly as it has become good business to business (B2B) without bothering about the consumers.

On the other side, availability of Wine is plenty, accessibility is very good and affordability is costly with B2B, but people do not mind to pay. Scarcity or poor 3As of Water on one side and better 3As of Wine on another side affects the health and wealth of the people / community / environment, which further results to poor sustainability and quality of life (QOL).

### Methodology

The methodologies adopted in the study include observation, discussion, field visit to the communities covering parts of the Nation.

### Consequences of Water and Wine – Quality of Life (QOL)

The consequences of poor 3As with Water and better 3As with Wine were plenty and are shown in Fig. 2. Both the commodities are affected significantly when it comes to the health, wealth and energy to be spent by the People specifically and Communities & Nation at large. On one side, better 3As with water

protects the health and wealth of the people with lot of energy for the development with better sustainability and quality which leads for their improved quality of life as it is considered as a National issue. On the other side, better 3As with Wine affects the health & wealth of the people with poor development and quality of life which acts as a Social issue.

Many a times the location of the wine shop violates the guidelines by its presence near educational institutions, religious places,

WATER	WINE
➤ Life Saving Commodity.	✓ Life Spoiling Commodity.
➤ No Life with out this.	✓ No occasion with out this.
➤ Search for a Solution.	✓ Search for a Problem.
➤ Loss of Money.	✓ Loosing Money.
➤ Loss of Time & Energy.	✓ Wasting of Time & Energy.
➤ Unproductive.	✓ Unproductive.
➤ Deepens Poverty.	✓ Accidents.
➤ Crime & Violence.	✓ Violence.
➤ Depression & Suicide.	✓ Affects Family.
➤ Poor Development.	✓ Insecurity.
➤ Vulnerable & Marginalized.	✓ Stigma, Isolation & invisible.
❖ Affects Health & Wealth.	❑ Affects Wealth & Health.
❖ Deepens Poverty.	❑ Deepens Poverty.
❖ Solution for Life.	❑ Problem with Business.
❖ Ways to improve 3As.	❑ Ways to minimize 3As.
❖ Joins with Acceptance.	❑ Every one Joins to Stop.
❖ National Issue.	❑ Social Issue.

Fig. 2: Water Vs Wine - QOL.

residential colonies and such protected areas. Then the question arises how unwanted wine is available when essentially required water is not available matching to the needs of the people? Is it the priority of the Government or Business Agencies or both? It is a fact to be remembered by every one that people can live without wine but not without water and in fact life cannot be imagined without water. The ethics covering what to do and what not to do in respect of water and wine are very clear to all but only lack in implementation, monitoring and evaluation. The violators particularly profit makers are able to access all the benefits and able to lead better SOL at the cost of QOL of poor people. If someone is thinking that wine can be a revenue source certainly it is a wrong notion and there exists several opportunities to improve the revenue without affecting the health and wealth of the people.

Now the option is up to the Government, people and other stakeholders to decide whether they want to move towards the safe and protected water resources both on surface as well as in subsurface as a 'life saving commodity' or wine which is a 'life spoiling commodity'. In addition, people create occasions to consume wine which reflects their level of fashion and addiction. But it is rare to see any occasion / programmes / activities to save, conserve and protect water resources. Pollution to the existing water resources at collection, storage, transmission and disposal is the most dangerous one which some time cannot be reversible. One such example is the level of pollution in the most respected Ganga River. The other alarming situations include: poorer ways of rainwater harvesting, limited ways for its storage, ineffective way

of distribution, lack of efficient drainage system, discharge of pollutants and wastages from industries, pollution both to surface and subsurface resources and poor recharge to the groundwater.

Another unanswered question is that wine is available in every village but many villages do not have water. Is it the people's priority or revenue generation approach by the Business Agencies including Government? Water takes the people towards prosperity, where as wine makes people pauper. The funny thing is that people either as consumers or profit makers (producers & marketers) or both control the situation of water and wine either to move towards prosperity or become pauper, but finally the poor people are the victims both with health & wealth along with their family members. Knowing the choice of selection or rejection, now it is up to the People, Government and other Stakeholders to search for healthy way outs.

### **Ways out**

The first way out from this unpleasant and unhealthy situation is to reject or stop the consumption of Wine and in fact it should be banned at production stage itself. Certainly Government and the Business Agencies are not in favour of this as they lose their revenue and never bother for the health and wealth of the people. It is up to the people in general and particularly women groups and Civil Society Organizations (CSOs) to form as an advocacy forum to fight against the production and consumption of wine. The community initiatives have resulted for minimizing the consumption level but it is mostly temporary and they create or search for an occasion

to celebrate with wine. Still the community initiatives are effective and should continue the same. Besides, the Government should come out with clarity on this social issue and should take right measure to protect the health of the people with improved quality of life.

On the second side, it should be the top priority to improve 3As with Water as there are no alternatives for health, wealth & development, the essential points in the agenda for all. Then the question rises what to do?... how to do?...who will do? The answers are very simple as the whole thing moves around the conservation, storage, utilization, management, monitoring and evaluation of water resources with better 3As, effectively matching to the needs of the people and communities. Some of the simple measures include:

Rainwater Harvesting at individual and community level to see that maximum rainwater should be allowed to store and recharge subsurface (groundwater);

Develop and maintain Clean & Green environment at all places;

Develop Watersheds including repairing, renovation and restoration (3Rs) of existing tanks, ponds, lakes and other water bodies;

Proper utilization with control at all levels;

Check pollutions at source of discharge and other possible points;

Use natural filters to the maximum extent possible rather than depending upon the systems which causes problems during and after filtration ;

Business model for safe water with people oriented and non profit motto should be encouraged;

Encourage for effective community participation including the services of Civil Society Organizations (CSOs); and adopt other strategies / interventions with the focus on saving water at all places and levels.

All such measures are expected to improve the water resources with better 3As and are shown in Fig.3. When water availability is adequate, having good accessibility and cost effective, then it works for better production that leads for better health & wealth of the People, Communities and Environment. Once water is available with required quantity and quality, it leads for sustainable development and finally improves the quality of life (QOL) of the people.

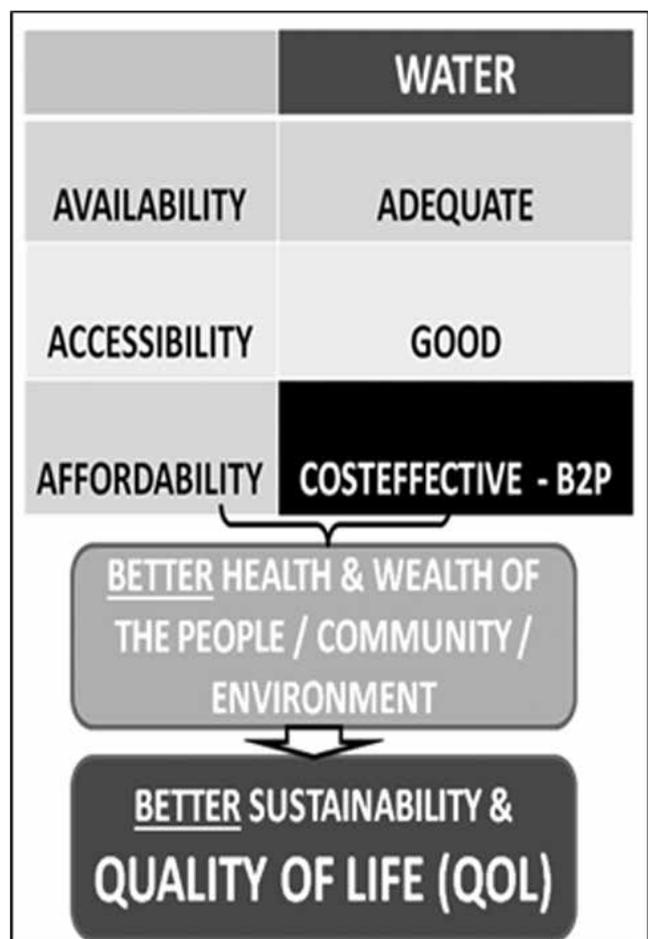


Fig. 3: 3As with Water - QOL

## Conclusions

The observational studies made covering both the urban and rural villages have resulted for several conclusions which include:

The 3As with Water are poor and inadequate to cater the needs of the People and Society reflecting its low priority;

The 3As with Wine are very good indicating the top priority of the People, Business Agencies and Government;

Water is the life saving commodity where as Wine is life spoiling commodity;

Ethics with water and wine like what to do or what not to do, is very clear but lack implementation on monitoring and evaluation;

The producers and violators always gets the benefit for wine leaving the consumers with lowered quality of life;

Poorer 3As with Water affects the health & wealth of the people and communities;

Better 3As with Wine affects the energy, health and wealth of the people as well as the communities but it is a revenue generation for the Business Agencies and Government;

Wine should not be treated as a revenue source;

The violation in establishing wine shops like near to educational institutions, religious places, residential colonies affects the common people with abuse, violence, accidents, crime and many such unpleasant consequences;

Water takes people towards prosperity where as Wine makes them pauper.

Wine is available in every village, where as several villages exist without Water;

People in general and particularly women groups and CSOs should raise their voice about their choice to say NO to Wine and YES to Water;

No Water or availability of Wine lowers the Quality of life (QOL) of the People considerably;

Water is a National issue where as Wine is a Social issue which leads to accidents, disability, abuse, violence, crime and other consequences;

Ways to come out of such unpleasant situations are to stop production as well as consumption of Wine;

In the case of Water, 3As can be improved with need based community initiatives along with the support of CSOs to enhance the water resources both quantitatively and qualitatively; Certainly poorer 3As with Wine and better 3As with Water improves the health, wealth and quality of life (QOL) of the People, Communities and Nation at large; and

Finally the healthy ethics with water and wine certainly improve the health and wealth of the people which further lead for improved quality of life with better sustainability.

## Recommendations

With the aim of improving the quality of life of the People with better sustainable development, recommendations include:

Create Awareness among the students in respect of ethics like do's and do not's with Water & Wine;

Motivate Youth to build their career rather than becoming victim to Wine & other Drugs;

Encourage community initiatives to say NO to Wine and YES to Water;

Save Water by way of conservation, watersheds, stop getting polluted, better ways of utilization & management; and

Organize trainings, workshops, seminars and encourage students to do research for innovative and creative solutions with sustainability and quality.

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## Gandhiji on Prohibition

With me it (prohibition) has been a passion ever since my close contact with the Indian immigrants in South Africa and also with the South Africans. I have seen with my own eyes the terrible scourge drink can be. It has ruined people morally, physically, economically and it has destroyed the sanctity and happiness of the home. My heart bleeds as I think of the disaster that comes in its wake and I have really pined for the immediate introduction of prohibition

-Prohibition Programme and Mahatma Gandhi;

Harijan, 10-6-1939.

