

To Study on the Consumer Behaviour of Residents of Kharghar due to the Prohibition of Alcohol in Kharghar

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Abstract: *Mumbai – Metro Politian Cities are always referred to as the craziest hub for celebration, parties, and whatnot, this all is often referred to for city aura and fame.*

Kharghar- A part of the Mumbai suburb is a node of NAVI MUMBAI, a smart city which is under, Panvel Municipal Corporation (PMC). Kharghar has both residential and commercial segments, educational institutes and has corridors to transport, employment facilities, and various townships like Hiranandani. The connecting bridge, a city named CBD (Central Business District) Belapur next to Kharghar has many Lounge, Bars, etc. This being a Business District has no prohibition to Alcohol but, why Kharghar do it? As this city has its utmost, it is observed that Kharghar does not have single alcohol shop, pub, resto bar, lounge, etc. So, it can be a thought of great concern as to why so. Hence, a research study has to be done on- Why this concept is not given a thought. Having a lounge, or bar would benefit a city, in terms of recognition, increased public, greater benefit to people residing there, and various other factors. Which would give a boost to the hospitality industry and also employment. The study should include analytics from various groups of people like people residing there, people having their enterprises or businesses, shops, etc. Studying these aspects in terms of city and factors like social, which would include public opinion, social standards; physical; and economic. Taking into consideration all this would help in formulating results for this study via survey method or interview. And we would be able to summarize data, with real and scientific aspects

Keywords: Menu, Menu development, Menu management, Restaurant firms.

I. INTRODUCTION

Kharghar :

History of Kharghar

Let's talk about the city in Navi-Mumbai named Kharghar

Kharghar is a city in Raigad district, that has good structure, residents, and all necessary facilities. But, the main secret of the area lies as it does not have any alcohol shops, which might be annoying to many; mostly to teenagers and people who enjoy weekend diaries with drink. But this is the main matter of concern and very weird to hear for many people as being a part of a metropolitan city it lacks alcohol. In this area, no one is allowed to sell alcohol, do not permit any license regarding it. And hence it has to be looked upon. As it is such a famous spot/ area in terms of other factors and lacking such essential one which might bring glory to it, is to be thought with deep thought. The nearby areas like CBD, Kamothe & and Panvel are also in the developing stage but has lounge, and shops and are permitted with their licenses. Hence, analytics of people's opinions is needed to frame which would turn its base either positive or negative.

Getting to know, how alcohol and we studied Kharghar being a dry area and how it affects the residents, other people, shopkeepers, and other sellers and buyers. The rule issued to keep Kharghar as a dry area is maintained or not, also what problems are faced, what is the take of hotels towards it. Also, the Panchayat Samiti of Kharghar is seen to take some norms and formulate it. Looking at the overall view of Kharghar liquor policy, the Panchayat take on it. And about how long it has been planned to keep Kharghar a Dry-zone. Also, Why?? Such policy or rule has been observed in Kharghar only, apart from overall Navi-Mumbai. Gram panchayat has intended to compose a letter to the former Home Minister R. R Patil, encouraging him to arrange a severe vigil marked down of illicit alcohol there at the point

when every single corner of Navi Mumbai is specked with alcohol shops and bars, Kharghar strolls along the contrary roadside. The recently chosen gram panchayat has chosen not to permit any alcohol shop or bar in towns under its ward. In any case, this wasn't the first occasion when the panchayat had precluded any sort of authorization for opening an alcohol shop. For as far back as 10 years, Kharghar has kept the region liberated from the offer of liquor. While Vimla Patil, sarpanch of Kharghar gram panchayat has supported the boycott, a segment of inhabitants say the boycott has 'just' expanded the offer of alcohol from adjoining regions. "In the event that anybody goes to close regions like Belapur, Seawoods, or Nerul, they will get it effectively," says Rajesh Khara, an occupant of Sector 35/E, Kharghar. A prohibition on anything just raises interest, the same is the situation with liquor, said another occupant, who liked to be mysterious. In the event that a gram panchayat needs to control alcohol utilization, there are a few different techniques, yet denial will just prepare available to be purchased of deceptive alcohol, said an occupant at Spaghetti. Specialists say an alliance denial will keep the gram panchayat from producing reserves. Then again, if the offer of liquor is allowed under the gram panchayat ward, it will decrease the offer of misleading alcohol and furthermore get income, they add. Nonetheless, the chosen gram panchayat is firm on its stand. "We have seen a ton of progress in the psychological and actual strength of residents for as long as a couple of years. Further, we are getting dynamic help from ladies, who are dead against any sort of offer of alcohol," added the sarpanch. The vast majority of the locals are ranch workers and have lost their deserved cash on liquor utilization before the restriction became effective, she contemplated. Also, a similar case says, about prohibition and how it has affected the village part of Kharghar. While trying to keep up appropriate instructive climate around there, Kharghar was proclaimed as a dry zone at the command of occupants and activists around twenty years prior. As of now, this is the alone alcohol-free zone in Navi Mumbai where there is nobody has been offered a permit to open a wine shop. Nonetheless, a nearby perception uncovers that this restriction on wine shops is only an eyewash, as alcohol is accessible in each alcove and corner of the town.

"An enormous number of townspeople of Kharghar have been selling alcohol as their customary business. They don't have any lasting shop however they are mainstream among their nearby clients through informal exposure. Thus, they never face any difficulty while selling alcohol." "There are in excess of fifteen such unlicensed wine shops just in Papdicha Pada of area 35. This separated a few groups of Owa town and Owepath town have likewise been illicitly selling alcohol for the last numerous years. Aside from the marked wines, different sorts of nation-made alcohols are likewise accessible in their stocks," he said. "Their usual methodology is that they transport the mixers in certain SUVs from different spots of Mumbai and Navi Mumbai around evening time and disperse among themselves. Understudies who stay in the lodgings of the town and other working experts are their ordinary clients. Despite the fact that the Kharghar police know about this reality, they are making no move against these guilty parties till now," he added. Twelve Bank Kendriya Vidyalaya Road, a primary street going through Kharghar in Navi Mumbai. The Local people allude to it as Bank Street. But this street ought to have been called Bar Street. These properties were once little lodgings, fabricated rapidly during the 1990s to take advantage of the cash streaming into the area as Mumbai's smaller municipality extended. However, local people dissented, driving the gram panchayat to boycott the offer of alcohol in 1994. Kharghar being so rapidly developed city, with great townships and whatnot, has proved to grow in twenty years, and has many great plans like forming an airport, etc. Then too it is sticking to the roots of banning liquor, a decision made by Kharghar Panchayat. It is not only followed by villagers but also by people who shifted from Mumbai to Kharghar. Recently, a samiti rally was held, which gave permission to alcohol in some hotels. This Case, again elaborates about the difference made, as Kharghar has been developed in various terms and perspectives, though the policy is observed of Alcohol Ban. The rally of Samiti held, granted permission to hotels for alcohol. Twelve Bank Kendriya Vidyalaya Road, a primary street going through Kharghar in Navi Mumbai. The Local people allude to it as Bank Street. But this street ought to have been called Bar Street. These properties were once little lodgings, fabricated rapidly during the 1990s to take advantage of the cash streaming into the area as Mumbai's smaller municipality extended. However, local people dissented, driving the gram panchayat to boycott the offer of alcohol in 1994. Kharghar being so rapidly developed city, with great townships and whatnot, has proved to grow in twenty years, and has many great plans like forming an airport, etc. Then too it is sticking to the roots of banning liquor, a decision made by Kharghar Panchayat. It is not only followed by villagers but also by people who shifted from Mumbai to Kharghar. Recently, a samiti rally was held, which gave permission to alcohol in some hotels. This Case, again elaborates about

the difference made, as Kharghar has been developed in various terms and perspectives, though the policy is observed of Alcohol Ban. The rally of samiti held, granted permission to hotels for alcohol.

Objectives:

1. To study consumer behavior of residents of Kharghar due to unavailability of alcohol in Kharghar.
2. To study the factors procuring alcohol outside Kharghar

II. REVIEW OF LITERATURE

As reported in a news article in Hindustan Times, dated 20 December 2017, named: In first in Maharashtra civic body calls for banning alcohol in Panvel, Navi Mumbai, the reporter G. Mohiuddin Jeddy said: According to, Panvel Municipal Corporation (PMC) general body meeting to boycott liquor in the town of Kharghar in Panvel district. The collectively passed proposition will presently be shipped off to the state government for endorsement. Kharghar territory, which falls under PMC, has for around 10 years been a liquor-free zone following a choice by the nearby panchayat and endeavors of the privately shaped Sangharsh Samiti. Following the arrangement of PMC a year ago, and the community decisions in May this year, at the main general body meeting held, resistance pioneer Pritam Mhatre of Panvel Municipal Corporation had presented a calling consideration movement looking for a restriction on liquor shops around there. House pioneer also Paresh Thakur had thusly requested a total restriction on liquor in the Node of Kharghar. According, to Kavita Chautmal of PMC, Civic Chairman who said, "It involves pride for me as a lady that the proposition has been passed by PMC during my residency. We will take up the proposition with the right sincerity with the public authority. I will look into it." As indicated by metropolitan official Sudhakar Shinde, "PMC is the primary city body in the state to pass such a goal. We will circle back to the issue with the state government." The execution of the proposition will be an intense undertaking. The forces to carry out it fall under the ward of the locale gatherer. The gatherer should hold a choice in every one of the hubs of Panvel on the issue. Sudhir Pokle, administrator of, the state extract division, Panvel said, "The PMC goal doesn't mean there will be a prompt prohibition on special liquor around there. It requires the assent of the area gatherer." He added, "From there on, region astute choice will be held. It will need more than half a yes vote in favor of the choice to be carried out. The gatherer will at that point make an imperative move." This case completely explains the problem, also at the end, it points out that voting should be done to make the decision. 20 | Page According to the report from a news article in The Indian Express, dated 25 December 2017, named as Civic and excise officials are waiting for the decision of the State Government on the Panvel liquor Ban, reported by Vishwas Waghmode: Authorities from the Excise Department said that it was not at this point clear how this choice would be executed. "This is interesting that a community body has passed such a goal. So, we are uncertain about whether the state government will take a choice at its level or request that the region gatherer gather information in the wards," said an extract official, adding that if surveying is directed regarding the matter in all wards, it would require 50% votes for the alcohol boycott for it to come into power. The issue of an alcohol boycott has its set of experiences in the Kharghar region, which had a prohibition on the offer of alcohol since 2008, when the territory was as yet represented by a gram panchayat. When Kharghar turned out to be important for the recently framed Panvel district in October 2016, neighborhood occupants raised the issue of proceeding with the alcohol boycott, with ideological groups, who had an eye on the municipal surveys in May this year, supporting their interest. According, to Pritam Mhatre, resistance pioneer and corporator of the Peasants and Workers Party (PWP), moved a movement in the city body requesting that the alcohol boycott proceeds in the Kharghar territory. The overall body requested that the urban organization concoct a solid proposition explaining the legitimate parts of something very similar. Arvind Mhatre, a PWP corporator, raised the issue last Monday and was upheld by the BJP, who said that there ought to be an alcohol boycott in the whole city company region, not simply Kharghar. The proposition was passed collectively. Sources in the Panvel city body said that they would now send the goal to the state government for its choice. Sanjay Jadhav, an individual from the Sangharsh Samiti for an alcohol boycott in Kharghar, invited the choice, saying that it ought to be executed right away. "It is acceptable that our perspective on forbidding alcohol in Kharghar has been acknowledged by the municipal body for the whole district. Yet, we feel that the goal could be a joke. Execution will be critical," said Jadhav. Sangita Mhatre, an inhabitant of Kharghar, concurred with the choice. "The nearby adolescents had spent loads of cash on alcohol and dance bars around 10 years prior. It had prompted part of aggressive behavior at

home issues and a few infections. Numerous families were demolished in those days thus it is a genuinely necessary choice," she said. Vivek Patil, a head of the PWP, said Panvel and the encompassing regions had become a center of dance bars and alcohol organizations around 2005.

Conclusion:

Residents in Kharghar find it difficult to procure alcohol in Kharghar, which causes problems or inconveniences in terms of celebration, travel, and sometimes personal issues. Also, articles suggested the involvement of political leaders and other people. So, we could also say that few young residents of Kharghar wish to have the policy of Alcohol and find it difficult to follow the rule of prohibition.

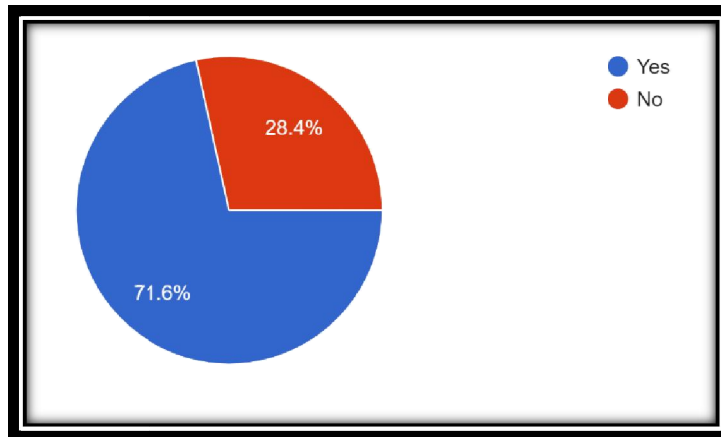
Also, we could see from survey analysis that people/residents of Kharghar would like if permission to be granted for alcohol in the future, 50.5% said yes to this.

Residents of Navi- Mumbai crowd who travel to Kharghar for leisure facilities there finds it difficult.

Data Interpretation and Analysis :

1. Do you know that alcohol is prohibited in Kharghar?

Responses:

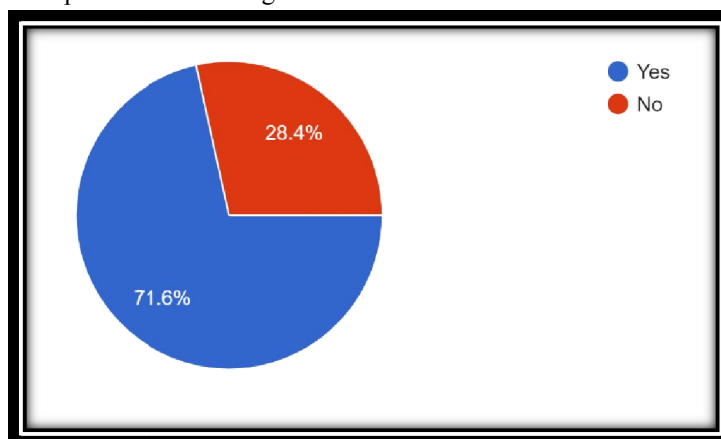


Responses

1. 71.6% of the respondents know that Alcohol is prohibited in Kharghar.

2. 28.4% of the respondents don't know that Alcohol is prohibited in Kharghar

2. Do you know that alcohol is prohibited in Kharghar?

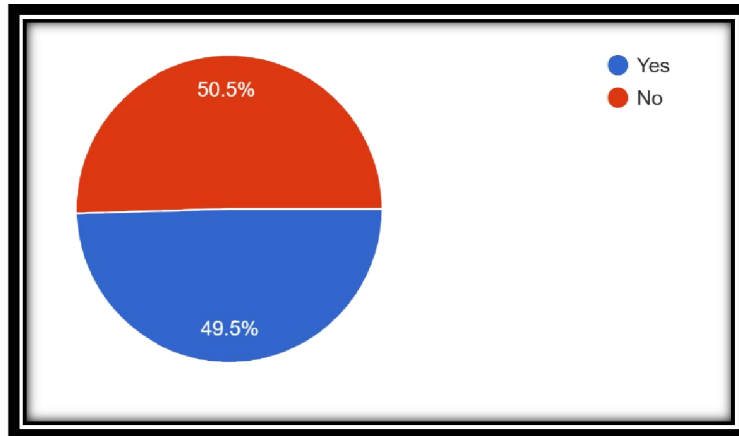


Responses:

71.6% of the respondents know that Alcohol is prohibited in Kharghar.

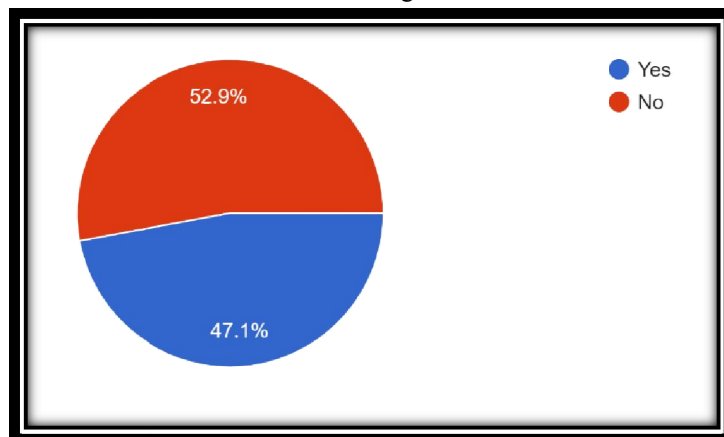
28.4% of the respondents don't know that Alcohol is prohibited in Kharghar

3. Would residents of Kharghar like, it if in the future there is permission granted for alcohol?



Responses:

1. 50.5% of respondents like, if in future there is permission granted for Alcohol.
2. 49.5% of respondents don't like if in future there is permission granted for alcohol
4. Is there an ill-legally sale of alcohol in 4-star Hotels of Kharghar?



Responses:

1. 52.9% of respondents don't know that there is ill-legally sale of Alcohol in 4 Star Hotels of Kharghar.
2. 47.1% of respondents know that there is ill-legally sale of Alcohol in 4 Star Hotels of Kharghar

FAQS:

- 1, The article reported by The Hindu, dated 26 December 2017 named Residents, and bar owners divided on the Panvel liquor ban. Reported by: Nithya Mandyam said.
2. From the article of local Express. in answering all questions related to the city Kharghar.

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