

# STUDY CIRCLES

Student to student  
sensitization tool





**Dr. Rajeshree Gokhale**  
**Brihan Maharashtra College of Commerce**  
**Pune, INDIA**

# Introduction

- **70% of India's population is below the age of 35 years**
- **Pune - Hub for Information Technology (IT) and Education Sector**
- **Large Student Population**
- **Nouveau rich class of consumers**
- **Coffee shops, malls, and multiplexes**
- **Bars and pubs - rise of pub culture**
- **Increase in consumption of tobacco and alcohol**

# Objectives

**To provide an effective platform for open discussions and sensitization of youth issues.**

**To provide healthy socialization platforms for the student community.**

# Activities of Study Circle

- Screening of movies followed by discussions
- Survey on Hookah (water pipes)
- Visit to De-addiction centers
- Interactions with cancer surgeons
- Blue Ribbon Campaign
- Popularizing Indian heritage and classical music amongst the students

# Rationale of the Survey

- **Parties being organized in clubs for minors**
- **Suburban youth emulating the party culture of their urban counterparts**
- **More than 800 drunken driver cases recorded in city of Pune in 2012 – as per Pune police statistics**
- **Increase in the number of crimes against women**

# Methodology

**Questionnaire administered to a sample of 100 party revelers in the 18-25 year age group**

# Survey Findings

- **65% frequent clubs every week**
- **Drug experimentation but not regular use**
- **Major influence of Bollywood on style of dressing**
- **Overindulgence of alcohol and tobacco**
- **Drunken driving**
- **Rising popularity of club culture among young women**
- **Eve teasing**

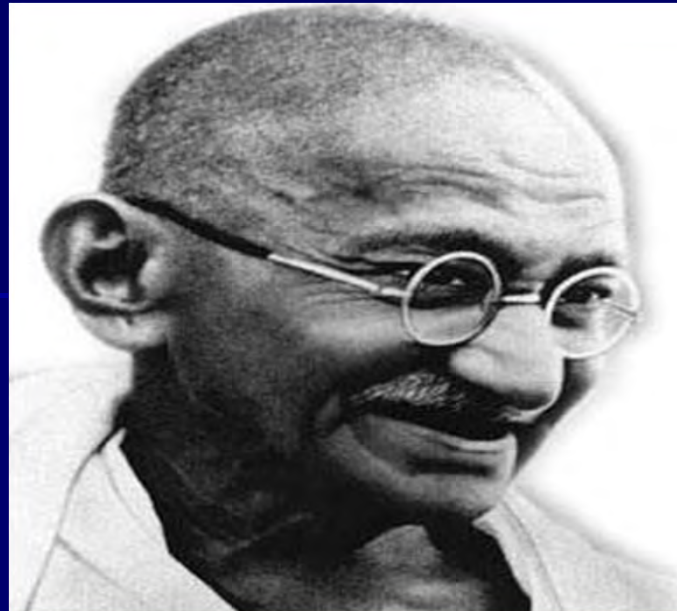


# Discussions

- **Case study on the ethics of surrogate advertising of alcoholic products**
- **Sponsorship of major events by alcohol companies**
- **Discussions on films and youth behavior**
- **Social Networking sites**
- **Music - beyond just entertainment**
- **Presentations by the youth among their peer group**
- **Awareness of facilities like 'Party hard drivers'- paid Designated Driver service**

# Conclusions

- **Student to student sensitization can prove to be an effective tool**
  - **Use of social media and mobile technology**
  - **Initiative and motivation by professors and other academia**



**“Almost everything you do will seem insignificant, but it is important that you do it”**