

Regarding need to put restriction on selling of cocktails containing high alcohol spirits in retail outlets adjacent to educational institutions in the country-Laid

DR. K. SUDHAKAR (CHIKKBALLAPUR): The recent emergence of brands such as "BuzzBallz" in retail outlets near schools and colleges in Bengaluru has caused serious health concern. These spherical, brightly coloured containers closely resemble juice or sports drinks, yet they contain high concentrations of alcohol, often reaching 15 per cent ABV. This deceptive packaging is a direct threat to student safety, as the visual appeal of the product masks its potent alcoholic content, making it dangerously attractive to minors who may mistake it for a harmless beverage. The presence of such products in the immediate vicinity of educational institutions highlights a critical lapse in regulatory oversight. There is an urgent need for strict control and monitoring of liquor licenses and product placement. Authorities must enforce stringent zoning laws that prohibit the sale of misleadingly packaged alcoholic beverages near campuses. Without rigorous enforcement, the barrier between adult products and adolescent curiosity thins, leading to accidental consumption or the early onset of substance abuse. Prioritizing child health is paramount in this scenario. The physiological and neurological impact of high-alcohol spirits on the developing brain can be devastating. I request the Government of India to urgently intervene and stop the sale of such beverages near educational institutions.