ABSTRACT – Alcoholism is a world wide problem in the developed, developing and under developed countries. Alcohol is one of the commonly consumed intoxicating substances in India. It is becoming responsible for quite a number of serious psychological problems like depression and behavioral abnormalities leading to family and social violence. The most dramatic effects produced by alcohol are exhibited within central nervous system (CNS) as it reduces the frequency of nerve transmission and impulse at synaptic junction within CNS, causing a significant depression in CNS function. The present study has been conducted on 150 males residing in rural areas of district Hoshiarpur, Punjab (India) and alcohol consumers were categorized into light, moderate and heavy drinkers. An increase in blood pressure was observed in alcohol consumers. The difference of SBP and DBP values in alcohol drinkers and non-drinkers was found to be statistically significant (p<0.05). Also a strong association between blood pressure and alcohol consumption was observed which was further strengthened by increasing the quantity of alcohol consumption.

Key words : Alcohol, alcohol consumers, hypertension, SBP, DBP.