



Alcohol
and
Development



"Nordic but nice!"



Blame the poor

**DEVELOPMENT FOR THE
RICH???**

- BUT THE RICH ARE PERFECT

Development

Reduced deprivation or suffering

Reduced disparities or inequity

Gross National Happiness ??















Jayantha

Jude

Jamis







**‘artificial requirements’ govern spending of
Scandinavians**

**‘artificial requirements’ govern spending of
rich Sri Lankans**

**‘artificial requirements’ govern spending of
poor Sri Lankans**

**Being governed by ‘artificial requirements’ is
disastrous**

for the poor



**Consumer behaviour is
moulded by forces that we
don't recognize**

Challenging social attributes ..



Our goal: “To fool most of the people most of the time”









