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Photo: S L Shanth Kumar



Agreeing with Anukam to a large extent is manager of Ten Downing Street, Nagesh. His club has another innovative way to ensure that his clients are home safe. "If we see any of our clients drunk, we make it the responsibility of the steward concerned to stop serving them. Our job is to ensure that our clients come back the next day. Also, there are a number of autos that are stationed outside the club at all times. We ask the auto drivers to take our clients back home safely and sometimes, pay them extra to ensure the job is done."

Partygoers in the city see this as a welcome change and think that it is time that the moral custodians sat up and took note.

Says Ruchika Menon, a club regular, "This busts all the myths regarding safety at clubs. I'm extremely impressed by the initiatives pubs have taken."

So what happens when a drunken client refuses to take the offer?

"Well, we try our best to persuade our customer to allow us to drop them home. However, sometimes, we have a few people who insist that they are fine and do not want a ride back home. In such cases, we have our hotel drivers follow them back home to ensure their safety," concludes Karthik, manager of OPM, on a sober note.

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Pubs are doing everything possible to ensure that their clients act in a responsible way after a night of fun

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Being sober was never this cool. Contrary to the beliefs of a few in power, watering holes in the city are doing their bit to ensure that the public drinks responsibly and has a safe ride back home.

So, you walk into the popular resto bar Zara Tapas with a bunch of friends and order for drinks. Let's just say one of you isn't quite up to drinking and prefers to stay away from alcohol that night. This is when the pub decides to reward you. Just ask for the 'designated driver' badge and the next time, you walk into Zara, you could exchange the badge for a free drink!

So, how did this concept come about? Says Arasu, bar manager, Zara Tapas, "Drink responsibly has always been the motto of our pub. We decided to do our bit to ensure the safety of our

clients and give back to the society. It's a common misconception that clubs are only interested in raking in the moolah. That's absolutely untrue. We do not want to make money at the risk of our client's safety. It is our policy not to force anybody to drink and to ensure that our clients have a safe ride back home."

He goes on to add, "The badge serves as an incentive for our clients who will ensure that they come back the next time to avail the offer. In the process, they also develop a sense of responsibility; thereby ensuring that at least one person at the table is sober."

While Zara has initiated the drink responsibly drive, other clubs are not far behind. Anukam Tiwari, manager of Havana, says, "During the course of the

evening, the DJ asks the public to drive safely and drink responsibly. If we find a couple of our regulars inebriated, we offer them the service of a chauffeur. We encourage them to leave their car back at the hotel and ask them to pick it up the next morning. However, we do not make this a practice as we don't want a sense of complacency to set in."

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