



# A Model for Tobacco Vendor Licensing

Sikar leads the way

## Disclaimer

This report documents the process, experiences, and outcomes of implementing Tobacco Vendor Licensing (TVL) in Sikar, Rajasthan. The views and interpretations expressed in this report are based on programmatic experiences, stakeholder consultations, and available data at the time of documentation.

The contents of this report do not necessarily reflect the official views or policies of the Government of Rajasthan, the Department of Medical, Health and Family Welfare, the Urban Self Government Department, or any other government authority. References to specific institutions, policies, or initiatives are for documentation and learning purposes only.

The information contained herein is intended to support knowledge sharing, policy dialogue, and replication of good practices in tobacco control. While every effort has been made to ensure accuracy and completeness, the authors and contributing organisations do not assume any legal liability for the use or interpretation of the information presented in this report.



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D.O. No. PS/Secy/LSG/2026/

Date:- 27.01.2026

**Message-**

Urban Local Bodies are central to advancing public health through effective local governance. Tobacco control, in particular, requires structured regulatory mechanisms that can be implemented and sustained at the municipal level.

**The Tobacco Vendor Licensing (TVL)** initiative adopted in Sikar demonstrates how municipal licensing powers can be used to strengthen compliance with the Cigarettes and Other Tobacco Products Act (COTPA)-2003, reduce tobacco availability near educational institutions, and protect children and youth. This initiative reflects the intent of the Local Self Government Department, Government of Rajasthan, to enable Urban Local Bodies to play a proactive role in tobacco control under the Rajasthan Municipalities Act-2009.

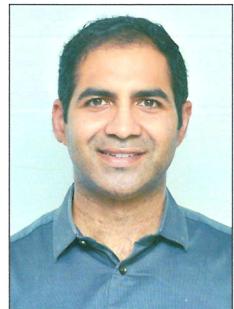
I commend the Municipal Council, Sikar, district administration, and partner organisations for their leadership in implementing this model. The experiences in Sikar as documented in this report offer valuable guidance for other Urban Local Bodies, seeking to integrate public health priorities into urban governance.

My Best Wishes ,

(Ravi Jain)



**Dr. Amit Yadav, IAS**



**Mission Director, NHM & Joint Secretary  
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### Message

Tobacco use among young people remains a serious public health concern, particularly in cities that serve as major educational hubs. Easy access to tobacco products and their visibility around educational institutions significantly increases the risk of early initiation, with long-term consequences for health and well-being. Addressing this challenge requires strong policy intent combined with decisive local action.

During my tenure as District Collector, Sikar, it was evident that conventional enforcement under the Cigarettes and Other Tobacco Products Act (COTPA), 2003 needed to be strengthened through a more structured and sustainable mechanism. Tobacco Vendor Licensing (TVL) emerged as a practical and effective solution to regulate the sale of tobacco products, reduce their availability near educational institutions, and create accountability at the point of sale. The decision to adopt this policy was guided by the need to protect the large population of students residing and studying in Sikar.

The implementation of Tobacco Vendor Licensing in Sikar demonstrates how district administration and Urban Local Bodies can work together to translate public health priorities into actionable governance measures. By linking the right to sell tobacco with compliance to the law, the initiative has contributed to reducing violations and strengthening tobacco control at the local level.

I appreciate the leadership shown by the Municipal Council, Sikar, and the collaborative efforts of the Health Department, civil society organisations, and technical partners in operationalising this initiative. The Sikar experience offers valuable lessons for other districts and cities seeking to safeguard youth and promote healthier urban environments.

I hope this documentation encourages wider adoption of Tobacco Vendor Licensing and reinforces our collective commitment to protecting future generations from the harms of tobacco.

(Dr. Amit Yadav)

## Message



Effective tobacco control requires strong local governance and consistent implementation of regulatory measures at the urban level. Urban Local Bodies, being closest to communities, are well positioned to translate state and national policies into meaningful action.

The Tobacco Vendor Licensing (TVL) initiative implemented in Sikar is a noteworthy example of how municipal powers under the Rajasthan Municipalities Act, 2009 can be utilised to strengthen compliance with the Cigarettes and Other Tobacco Products Act (COTPA), 2003. By regulating the sale of tobacco products, the initiative has contributed to reducing violations, particularly around educational institutions, and to protecting children and youth in an important education hub of the state.

I appreciate the efforts of the Municipal Council, Sikar, the district administration, and partner organisations in implementing this initiative. The experiences documented in this report provide valuable guidance for other Urban Local Bodies in the Jaipur Division and beyond to adopt similar measures in the interest of public health.

A handwritten signature in blue ink, appearing to read 'V.K. Purohit'.

Vinod Kumar Purohit (RAS)  
Deputy Director (Regional), Jaipur Division  
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Government of Rajasthan



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## Message

Licensing the retail sale of all types of tobacco products has clear evidence of its impact on protecting minors. It prevents them from initiating into nicotine addiction.

The case study of Sikar city from Rajasthan is commendable. It exhibits how a collaborative approach of the local municipal body (Nagar Parishad, Sikar) with a NGO (SRKPS, Jhunjhunu) can succeed to make “An impossible become possible!”

I was privileged to have seen its working firsthand in the field and its overall satisfactory efficacy to observe retailers’ willingness to licensing and the Sikar Nagar Parishad staying committed to protect the youth locally. It also deserves a special mention in view of the only local body in the State of Rajasthan that has its own “Tobacco Control Cell” which is self-sustained.

In consideration of the reported replicability of this model by the municipalities in some more districts such as Jhunjhunu, Bharatpur and Beawar, the State government should make a policy for its statewide implementation. Not only it will expedite the process of retailers’ licensing, but it will also give add to the leadership Rajasthan provides nationally to further strengthen tobacco control in India.

I wish SRKPS, Jhunjhunu and Sikar Nagar Parishad all very best to continue working in collaborative manner to be an Ideal Model in Retailers’ licensing because it is the way forward to bring an Endgame for Tobacco in the country for all tobacco and non-therapeutic nicotine products.

**Dr. Rakesh Gupta**

**President**

**Dated 21 January 2026**



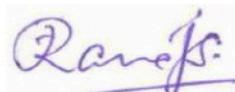
## Foreword

Tobacco vendor Licensing is increasingly recognized as a critical policy tool for regulating the retail environment and reducing the accessibility & availability of tobacco products. Despite the presence of COTPA, 2003, the tobacco industry continues to employ aggressive tactics to obstruct its effective implementation. Unregulated retail practices not only undermine existing laws but also contribute to unaccounted sales, loss of government revenue, and weak enforcement mechanisms.

Recognising this, Govt. of India issued advisories to States/UTs in 2017 to implement TVL policy through municipalities. TVL initiative undertaken by the Municipal Council, Sikar represents an important step in strengthening local governance for tobacco control. By exercising its powers under the Rajasthan Municipalities Act, 2009, Sikar has demonstrated how municipal licensing can be used not only to regulate trade but also to protect public health, particularly of children and young people in an education-focused city. The establishment of a formal vendor registry, linkage of the right to sell tobacco with compliance to COTPA, and the creation of a dedicated Municipal Tobacco Control Cell together reflect a comprehensive and forward-looking approach.

This document, *“A Model for Tobacco Vendor Licensing: Sikar Leads the Way,”* systematically captures the journey of policy formulation, stakeholder engagement, implementation, challenges, and measurable outcomes of the TVL initiative in Sikar. It brings together operational experiences, evidence from baseline and endline assessments, and lessons that are highly relevant for other Urban Local Bodies in Rajasthan and across the country.

It is hoped that this report will serve not only as a record of Sikar’s pioneering efforts, but also as a practical guide and inspiration for policymakers, municipal leaders, public health professionals, and civil society organisations working towards stronger enforcement of tobacco control laws and the long-term goal of a tobacco-free generation.



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## Preface



Tobacco use remains a major public health concern in India, with serious implications for health, social well-being, and economic productivity. While national frameworks such as the Cigarettes and Other Tobacco Products Act (COTPA), 2003, provide a strong legal foundation, their effectiveness depends largely on implementation at the local level. Urban Local Bodies play a critical role in ensuring that these laws translate into real and measurable outcomes.

Sikar, as a prominent educational hub of Rajasthan, carries a special responsibility to protect its youth from exposure to tobacco. Recognising the growing challenge of unregulated tobacco sales, the Municipal Council, Sikar adopted Tobacco Vendor Licensing (TVL) under the Rajasthan Municipality Act, 2009. The notification of the Tobacco Products Sales Licensing Fee, Regulation, and Control Rules, 2023 marks an important step towards regulating tobacco sales, improving compliance with COTPA provisions, and strengthening municipal governance.

Tobacco Vendor Licensing is not merely a regulatory measure; it is a public health intervention that links the right to sell tobacco with legal accountability and social responsibility. The experience in Sikar demonstrates that structured licensing, combined with awareness, dialogue, and coordinated enforcement, can significantly reduce violations, especially around educational institutions.

This report documents Sikar's journey in implementing TVL, highlighting key processes, challenges, and lessons learned. It reflects the commitment of the Municipal Council and its partners to institutionalise tobacco control through initiatives such as the Municipal Tobacco Control Cell and data-driven monitoring.

I hope this documentation serves as a useful reference for other Urban Local Bodies and contributes to the collective effort towards building healthier cities and protecting future generations from the harms of tobacco.

(Shashikant Sharma)  
Senior Commissioner  
Municipal Councillor Sikar

## **Acknowledgement**

On behalf of Shikshit Rojgar Kendra Prabandhak Samiti (SRKPS), I extend my sincere gratitude to all institutions, departments, and individuals whose leadership, collaboration, and commitment made the implementation and documentation of Tobacco Vendor Licensing (TVL) in Sikar possible.

I would like to place on record my deep appreciation for the proactive leadership of the district administration and the Municipal Council, Sikar, whose vision and administrative resolve were central to the adoption and enforcement of the Tobacco Products Sales Licensing Fee, Regulation, and Control Rules, 2023. The initiative reflects a strong commitment to protecting public health, particularly the youth of Sikar, an important educational hub of Rajasthan.

My sincere thanks to the Department of Medical, Health and Family Welfare and the Urban Self Government Department, Government of Rajasthan, for their continued guidance and policy support in strengthening tobacco control efforts at the urban local body level. I also acknowledge the valuable technical guidance and mentorship provided by experts and senior officials who helped refine the policy framework and implementation approach.

I am grateful to Vital Strategies for their technical support in planning, capacity building, and strengthening monitoring and assessment processes. I also acknowledge the dedication of the District Tobacco Control Cell, Department of Health, Medical and Family Welfare, Police Department, Education Department, and municipal officials whose coordinated efforts ensured effective implementation on the ground.

This report reflects collective learning from Sikar's experience and is intended to support other Urban Local Bodies in adopting evidence-based approaches to tobacco control. I hope it contributes meaningfully to the shared goal of protecting future generations and building healthier communities.

**Rajan Chaudhary**

*Executive Director*

*Shikshit Rojgar Kendra Prabandhak Samiti (SRKPS)*

## Table of Contents

<b>I. List of Abbreviations.....</b>	<b>7</b>
<b>II. List of Contributors.....</b>	<b>8</b>
<b>1. Executive Summary.....</b>	<b>9</b>
<b>2. Introduction.....</b>	<b>11</b>
<b>3. History of Tobacco Vendor Licensing (TVL) in Rajasthan.....</b>	<b>12</b>
<b>4. Sikar Leads the Way: A Model for Tobacco Vendor Licensing.....</b>	<b>13</b>
4.1. About Sikar .....	13
4.2. Rationale for Launching TVL in Sikar .....	13
4.3. The Journey of TVL Sikar .....	14
4.4. Process of Implementation of TVL in Sikar.....	15
4.5. The Challenges .....	18
4.6. Actions to Address Challenges .....	19
4.7. Best Practices from TVL Implementation in Sikar .....	20
4.8. Current status of TVL in Sikar (01.12.2025 to 31.12.2025) .....	24
4.9. Timeline of TVL Implementation in Sikar .....	25
4.10. Recommendations for Strengthening Tobacco Vendor Licensing (TVL).....	25
4.11. Baseline and Endline Assessment of Tobacco Vendor Density and COTPA Compliance .....	27
4.12. Dissemination of Findings and Factsheet Release .....	30
4.13. Vendor Experiences: Business Transition Following Tobacco Vendor Licensing in Sikar.....	31
<b>Annexure- 1: Photographic Documentation of Tobacco Vendor Licensing (TVL).....</b>	<b>32</b>
<b>Annexure- 2: TVL journey covered in media .....</b>	<b>36</b>

## I. List of Abbreviations

- **COTPA** – Cigarettes and Other Tobacco Products Act (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution), 2003
- **FM** – Frequency Modulation
- **FCTC** – Framework Convention on Tobacco Control
- **GoI** – Government of India
- **LSG** – Local Self Government
- **MC** – Municipal Council
- **MoHFW** – Ministry of Health and Family Welfare
- **MTCC** – Municipal Tobacco Control Cell
- **NGO** – Non-Governmental Organisation
- **NTCP** – National Tobacco Control Programme
- **PoS** – Point of Sale
- **RAJToFA** – Rajasthan Tobacco Free Alliance
- **SRKPS** – Shikshit Rojgar Kendra Prabandhak Samiti
- **STCC** – State Tobacco Control Cell
- **TAPS** – Tobacco Advertising, Promotion and Sponsorship
- **TVL** – Tobacco Vendor Licensing
- **ULB** – Urban Local Body
- **USD** – United States Dollar
- **WHO** – World Health Organization

## II. List of Contributors

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## 1. Executive Summary

Tobacco use remains one of the leading preventable causes of morbidity and mortality in India, accounting for more than 1.3 million deaths annually and imposing a significant economic burden on households and the health system. Despite the existence of a strong legislative framework under the Cigarettes and Other Tobacco Products Act (COTPA), 2003, enforcement at the local level continues to face challenges due to unregulated vendors, weak monitoring mechanisms, and limited deterrence against repeat violations. In this context, Tobacco Vendor Licensing (TVL) has emerged as a critical governance and public health tool to strengthen local-level regulation of tobacco sales.

This report documents the pioneering implementation of Tobacco Vendor Licensing in Sikar, Rajasthan, undertaken through a collaborative effort involving the Municipal Council Sikar, District Tobacco Control Cell, Shikshit Rojgar Kendra Prabandhak Samiti (SRKPS), and Vital Strategies. Sikar is among the early adopters of TVL in Rajasthan, formally notifying the Tobacco Products Sales Licensing Fee, Regulation, and Control Rules, 2023, under the Rajasthan Municipality Act, 2009. The initiative aimed to establish a formal registry of tobacco vendors, link the right to sell tobacco with compliance to COTPA provisions, reduce tobacco availability near educational institutions, and strengthen enforcement through municipal authority.

Sikar's context as a major educational hub with a high concentration of adolescents and young adults made it a priority setting for tobacco control. The TVL initiative was rolled out through a structured process involving policy framing, council approval, public consultation, vendor awareness campaigns, licensing, and phased enforcement. Special emphasis was placed on awareness before enforcement, engagement with vendor associations, and interdepartmental coordination to address resistance and misinformation.

**A significant institutional innovation accompanying TVL was the establishment of the Municipal Tobacco Control Cell (MTCC) in Sikar on 12 September 2025—the first such municipal-level tobacco control cell in the country.** Sikar is also the first municipality in the country to allocate a dedicated budget for Tobacco Vendor Licensing (TVL) related activities, making it the first city nationwide to take this initiative. MTCC serves as a dedicated coordination and monitoring unit, bringing together the Municipal Council, Health Department, Police, Education Department, and civil society partners. It plays a central role in planning enforcement drives, monitoring COTPA and TVL compliance, conducting awareness activities, building capacity of stakeholders, and ensuring that tobacco control actions are systematically implemented rather than fragmented.

To assess the impact of TVL and municipal enforcement, a baseline survey conducted in November 2024 was followed by an endline assessment in September 2025 across three wards of Sikar city. The comparative findings demonstrate substantial improvements within a one-year period. The total number of tobacco vendors declined by 37%, reflecting reduced informal and unlicensed sales. Vendors operating within 100 yards of educational institutions reduced by 91%, indicating strong enforcement of COTPA Section 6(b). Compliance with mandatory warning signage prohibiting sales to minors increased more than sevenfold, and the visibility and accessibility of tobacco products to minors declined sharply. By 2025, 360 tobacco vendor licenses had been issued by the municipal authority, signalling institutional acceptance and operationalisation of the TVL framework.

While challenges such as vendor resistance, protests, and limited compliance with advertising restrictions were encountered, these were addressed through sustained dialogue, public awareness campaigns, uniform enforcement actions, and positive reinforcement for compliant vendors and municipal staff. The Sikar

experience highlights the importance of political commitment, legal clarity, interdepartmental coordination, and data-driven monitoring in strengthening tobacco control at the urban local body level.

Overall, the Sikar model demonstrates that TVL, when integrated with institutional mechanisms like the Municipal Tobacco Control Cell and supported by evidence from baseline–endline assessments, can significantly strengthen COTPA enforcement, reduce youth exposure to tobacco, and improve public health outcomes. The lessons from Sikar provide a replicable framework for other Urban Local Bodies in Rajasthan and across India, supporting the broader vision of a tobacco-free generation and stronger local governance in tobacco control.

## 2. Introduction

Tobacco Vendor Licensing (TVL) is a regulatory mechanism through which Urban Local Bodies (ULBs) require all retailers intending to sell tobacco products to obtain an official license. This license is issued under the municipal governance framework and is subject to conditions aligned with national tobacco control laws. By making the right to sell tobacco conditional on compliance with the *Cigarettes and Other Tobacco Products Act (COTPA), 2003* and related municipal rules, TVL empowers local authorities to monitor, regulate, and, when necessary, penalise non-compliant vendors.

While the *National Tobacco Control Programme (NTCP)* has made significant strides in advancing awareness, policy adoption, and enforcement, certain gaps remain at the local level. NTCP currently relies on interdepartmental coordination, law enforcement drives, and periodic monitoring; however, it does not include a systematic, local-level mechanism to register and track every tobacco retailer. As a result, unregistered vendors—including mobile sellers, temporary kiosks, and small shopkeepers—often operate outside the monitoring framework, making it difficult to ensure compliance with COTPA provisions such as:

- **Ban on sales near educational institutions (Section 6b)**
- **Prohibition of sales to minors (Section 6a)**
- **Ban on Tobacco Advertising, Promotion, and Sponsorship (TAPS) at points of sale (Section 5)**

COTPA enforcement faces persistent challenges:

- **Lack of a vendor registry:** Without an official list of sellers, enforcement agencies cannot systematically target inspections or track repeat violations.
- **Frequent violations of TAPS provisions:** Vendors often display brand boards, product advertisements, or promotional offers, which are banned under COTPA but go unchecked in the absence of regular monitoring.
- **Proximity violations:** Mobile and unregulated vendors often operate within the 100-yard radius of educational institutions.
- **Limited enforcement capacity:** Police and health officials often have competing priorities, leading to irregular enforcement drives.
- **Weak deterrence:** Vendors fined or warned under COTPA can quickly resume violations without risk of losing their sales privilege.

TVL addresses these gaps by:

- Establishing a formal registry of all tobacco vendors within the jurisdiction of a ULB.
- Making adherence to COTPA including TAPS restrictions a condition for license issuance and renewal.
- Empowering ULBs to suspend or revoke licenses of repeat violators, creating a stronger deterrent effect.
- Integrating a monitoring system that allows municipal authorities, health departments, and enforcement agencies to act on the same data.
- Reducing the density and visibility of tobacco outlets, especially around educational institutions and youth-centric areas.

When effectively implemented, TVL strengthens COTPA enforcement especially in urban areas, improves retailer accountability, and limits opportunities for tobacco marketing and visibility. This makes TVL not just an administrative tool but a vital public health measure that complements NTCP objectives and supports India's obligations under the *WHO Framework Convention on Tobacco Control (FCTC)*.

### 3. History of Tobacco Vendor Licensing (TVL) in Rajasthan

- The concept of TVL in Rajasthan gained momentum after the Ministry of Health and Family Welfare (MoHFW), and Ministry of Housing & Urban Poverty Alleviation, Government of India, issued letters on **21 September 2017 & 25<sup>th</sup> September 2018 respectively**, advising state governments to develop a mechanism for granting permission/authorization to shops selling tobacco products through municipal/local authorities. The advisories encouraged states to create a structured licensing system to regulate tobacco sales and ensure compliance with the *Cigarettes and Other Tobacco Products Act (COTPA), 2003*.

In Rajasthan, the process formally began when the **Department of Local Self Government (LSG)** issued a circular on **4 January 2018** to guide municipalities on implementing TVL. This was followed by a series of official communications over the years to strengthen and expand the system:

- **15 October 2020:** Additional directives from LSG to facilitate municipal action on TVL.
- **21 July 2023, 2 April 2024, 11 June 2024, and 21 August 2024:** Updated letters refining implementation guidelines and encouraging adoption by more Urban Local Bodies (ULBs).
- **25 September 2024 & 24 October 2024:** Communications from the Chief Secretary's Office reinforcing the importance of TVL and urging action from municipal authorities.

Under the **Rajasthan Municipalities Act, 2009**, Section 282(1)(t) read with Section 340(1)(j)(vii) empowers municipal councils and corporations to frame rules for vendor licensing, providing the legal foundation for TVL implementation in the state.

The first cities to adopt TVL through **Gazette Notifications** were:

1. **Jaipur Municipal Corporation Greater** – 7 January 2021
2. **Jaipur Municipal Corporation Heritage** – 13 June 2021
3. **Sikar Municipal Council** – 23 May 2023
4. **Jhunjhunu Municipal Council** – 8 August 2024
5. **Bharatpur Municipal Corporation** – 20 February 2025

Followed by many more.

This progressive expansion has been driven by collaboration between Department of Local Self Governance, Rajasthan Cancer Foundation, technical partners such as SRKPS, and Vital Strategies. The approach aims to create a **legally enforceable and sustainable system** for regulating tobacco vendors, reducing COTPA violations, preventing sales to minors, restricting Tobacco Advertising, Promotion, and Sponsorship (TAPS), and ultimately contributing to the vision of a tobacco-free Rajasthan.

## 4. Sikar Leads the Way: A Model for Tobacco Vendor Licensing

### 4.1. About Sikar

Sikar is a prominent city located in the Shekhawati region of Rajasthan, known for its rich cultural heritage, historic havelis, and educational institutions. Situated approximately 115 km northwest of Jaipur, the state capital, Sikar serves as the administrative headquarters of the Sikar district. The city has a diverse economy driven by agriculture, trade, education, and small-scale industries.

With a population exceeding 3.2 lakh (Census 2011, projected higher in recent estimates), Sikar has grown into an important urban hub in Rajasthan. The city is governed by the **Nagar Parishad Sikar** (Municipal Council), which is responsible for civic administration, including licensing, regulation of businesses, and enforcement of public health measures.

Sikar is widely recognised for its role as an **educational hub**, attracting students from across Rajasthan and neighbouring states due to its reputed coaching centres, schools, and colleges. This high concentration of young people makes the city a priority area for **tobacco control interventions**, as reducing the availability and visibility of tobacco products can significantly curb youth initiation.

The city's expanding commercial zones and busy marketplaces also present challenges in regulating tobacco sales, including unlicensed vendors, sales near educational institutions, and violations of Tobacco Advertising, Promotion, and Sponsorship (TAPS) provisions. Against this backdrop, Sikar became one of the first cities in Rajasthan to formally adopt **Tobacco Vendor Licensing (TVL)** through a Gazette Notification issued on **23 May 2023**, marking a significant milestone in strengthening urban tobacco control measures.

### 4.2. Rationale for Launching TVL in Sikar

SRKPS's work on Tobacco Vendor Licensing (TVL) in Sikar emerged from both national and state policy directions and pressing local realities. Following the Ministry of Health and Family Welfare's 2017 advisory and the Government of Rajasthan's circular under the Rajasthan Municipality Act, 2009, municipal bodies were empowered to license shops selling tobacco products. However, despite this legal framework, **on-ground implementation across the state remained stalled**.

In Sikar, several challenges highlighted the urgent need for a licensing system:

- Persistent COTPA Violations** – Unregistered vendors, including mobile and temporary sellers, routinely sold tobacco near schools, to minors, and in violation of Tobacco Advertising, Promotion, and Sponsorship (TAPS) provisions. Enforcement under COTPA alone proved insufficient to monitor and penalise such vendors.
- Absence of a Vendor Registry** – Without a formal list of sellers, municipal authorities and the District Tobacco Control Cell struggled to track and regulate vendors, making it difficult to identify repeat offenders or ensure compliance.

3. **Youth Vulnerability in Sikar** – As an educational hub attracting thousands of students, Sikar faced heightened risk of youth tobacco initiation.

Recognising these gaps, SRKPS engaged directly with **Dr. Amit Yadav**, District Collector of Sikar, and **Mr Shashikant Sharma, Municipal Commissioner of Sikar** in late 2022, proposing TVL as a solution to bridge enforcement shortcomings in COTPA and strengthen municipal control over tobacco sales. The proposal received strong support from **Mr. Jeevan Khan**, Chairman of the Sikar Municipal Council, who ensured its unanimous passage in the Council's general meeting.

The approach was framed not only as a public health intervention but also as a means to:

- Protect young people from tobacco exposure
- Reduce environmental litter from tobacco waste
- Increase municipal revenue through licensing fees

By creating a legal obligation for vendors to obtain a license—and linking that license to compliance with COTPA—SRKPS aimed to establish a sustainable, enforceable framework that local authorities could maintain. This strategy ultimately led to Sikar becoming one of the first cities in Rajasthan to issue a [\*\*TVL Gazette Notification\*\*](#) on **23 May 2023**, setting a precedent for other municipalities.

#### 4.3. The Journey of TVL Sikar

The journey of **Tobacco Vendor Licensing (TVL)** in Sikar began with the adoption of the *Tobacco Products Sales Licensing Fee, Regulation, and Control Rules 2023* by the Municipal Council Sikar. The aim was to create a legally enforceable framework to control the sale of tobacco products in the city and align with the provisions of the Rajasthan Municipality Act, 2009.

This initiative developed over time through sustained coordination between civil societies, technical partners, and the Municipal Council's leadership, which was willing to take bold action for protecting public health. The turning point came when Sikar's authorities recognised the city's unique context:

- As an **educational hub**, Sikar attracts thousands of students to its schools, coaching centres, colleges, and hostels.
- This high youth presence meant that easy availability of tobacco products—especially near educational corridors like Piprali Road and Nawalgarh Road—posed a serious public health risk.

#### Step-by-step journey:

1. **Baseline Assessment** – Prior to policy framing, a baseline survey was conducted to map tobacco vendors, understand the scale of tobacco sales, assess compliance with COTPA provisions, and document existing challenges related to tobacco availability and enforcement.
2. **Policy Framing & Rule Drafting** – The Municipal Council prepared specific rules detailing licensing fees, conditions, and enforcement mechanisms.

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अनुग्रहित शुल्क नियम 2023

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दिनांक 04-01-2018 में पदान निर्देशों के अनुरूप में राजस्थान नगरपालिका अधिनियम, 2009 की पारा 105 समिति धारा 339  
(ग) के द्वारा प्रदत्त शक्तियों का प्रयोग करते हुए नगर परिषद, सीकर (तम्बाकू उत्पादों की विक्री हेतु लाईसेन्स शुल्क का  
निर्धारण विनियमन और नियंत्रण) अनुग्रहित शुल्क नियम, 2023 प्रस्तावित करती है।

3. **Council Approval** – The rules were formally approved within the Council, confirming political commitment.
4. **Public Notification & Consultation** – Notices were issued to invite public input and suggestions on the draft rules.
5. **Setting the Licensing Framework** – The Council finalised eligibility criteria, required documents, application process, and fee structure.
6. **Awareness Before Enforcement** – Before issuing licenses, awareness drives were conducted in all wards using auto-tippers, tricycles, and FM radio broadcasts to explain the purpose of TVL.
7. **Launch of TVL & First Licenses** – The District Collector of Sikar formally distributed licenses to approved vendors, marking the start of regulated tobacco sales in the city.
8. **Prohibited Zones Declared** – High-density educational areas were designated as complete no-tobacco zones, banning both purchase and sale.
9. **Enforcement Action** – Municipal inspectors carried out field visits, seizing tobacco products from unlicensed vendors and cancelling allotments for booths selling in violation.
10. **Endline Assessment and Review** – An endline survey was conducted to assess changes in vendor compliance, visibility and availability of tobacco products, enforcement effectiveness, and behavioural shifts among vendors following TVL implementation.
11. **Recognition & Motivation** – Vendors complying with the rules and municipal staff showing strong enforcement performance were publicly recognised.

This journey demonstrates how Sikar moved from rule formulation to active enforcement, overcoming resistance from trade bodies and vendors through continuous engagement, clarification of rules, and consistent communication—ultimately positioning itself as a model city for urban tobacco control in Rajasthan.

#### 4.4. Process of Implementation of TVL in Sikar

The implementation of Tobacco Vendor Licensing (TVL) in Sikar followed a structured, step-by-step process aimed at ensuring transparency, legal compliance, and effective participation of all relevant stakeholders.

##### 1. Preparation of Rules and Conditions

The Municipal Council, Sikar drafted the Tobacco Products Sales Licensing Fee, Regulation, and Control Rules, 2023, clearly defining eligibility criteria, permitted activities related to the sale, storage, distribution, and marketing of tobacco products, applicable licensing fees, and provisions for suspension or cancellation of licenses. A clear policy decision was taken to exclude temporary kiosks, roadside stalls, and footpath vendors from the licensing framework, with formal amendments initiated to remove them from eligibility.

S.no.	Category	Registration Fee	Annual License Fee
1.	Kiosk	200	2400
2.	Retail Shops	500	4800
3.	Wholesaler/Manufacturer	1000	25000

## 2. Public Notification and Consultation

A public notification was issued to inform residents, vendors, and other stakeholders about the proposed rules and to invite feedback. This consultation process enhanced transparency and allowed stakeholders to understand the regulatory requirements and provide inputs prior to finalization.

## 3. Application Process

Eligible vendors were required to submit a formal application along with the following documents:

- Aadhaar card for identity verification
- Proof of age to ensure compliance with minimum legal requirements
- Verification certificate from the local ward councillor for non-resident applicants
- Two copies of the site map of the proposed shop or sales location
- Photographs of the establishment
- Proof of land ownership or a valid rental agreement
- A notarised affidavit on ₹100 stamp paper confirming adherence to the prescribed rules

## 4. Verification and Inspection

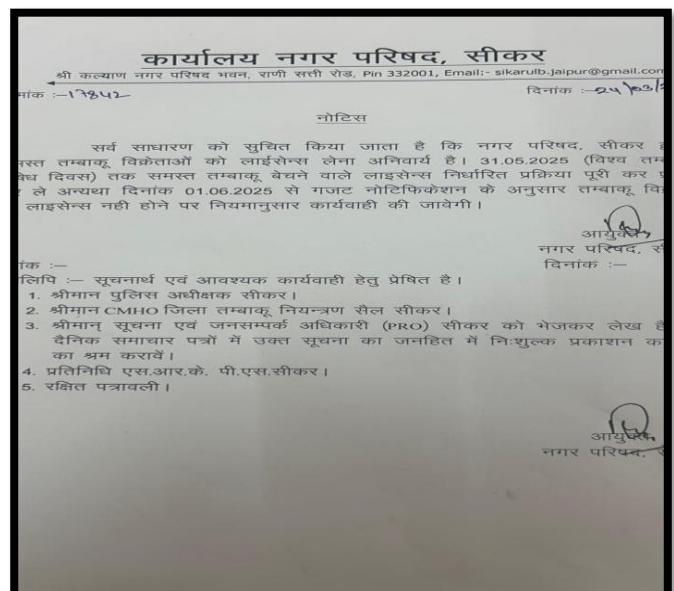
Municipal inspectors or the Sanitary Inspector conducted site visits to verify compliance with licensing conditions, including minimum distance from educational institutions and adherence to restrictions under Tobacco Advertising, Promotion, and Sponsorship (TAPS) provisions. Any deficiencies identified during inspection were communicated to applicants for correction prior to approval.

## 5. Fee Collection

Following successful verification, the prescribed license fee was collected. Fees were standardised to promote fairness and also served as a source of municipal revenue.

## 6. License Issuance

Upon completion of all procedural requirements, the Municipal Council issued tobacco vendor licenses. Vendors were clearly informed that licenses were subject to suspension or cancellation in cases of non-compliance or repeated violations.



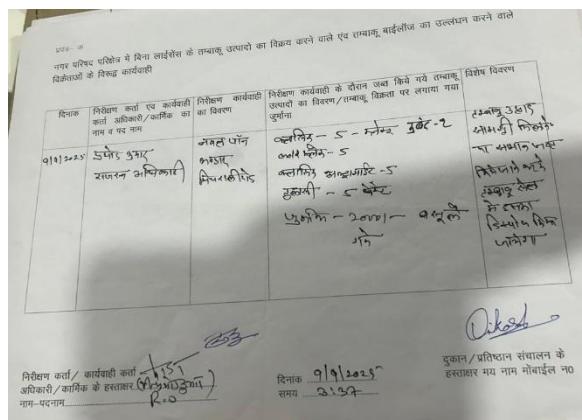
License copy with terms & conditions

## 7. Awareness and Education Before Enforcement

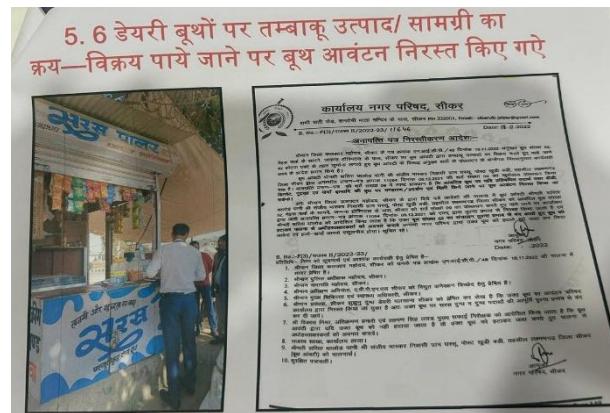
- Before initiating strict enforcement, awareness activities were conducted across all municipal wards. Information dissemination was carried out through auto-tippers, tricycles, and FM radio messages to inform vendors and the general public about the new licensing rules and compliance requirements, helping reduce confusion and improve acceptance.

## 8. Enforcement and Monitoring

A multi-departmental enforcement task force comprising officials from the Municipal Council, Health Department, Police Department, and SRKPS was constituted. Regular inspections were conducted, and enforcement actions included seizure of tobacco products, imposition of penalties, and cancellation of licenses for repeated violations. Notably, six dairy booths found selling tobacco products in prohibited zones had their allotments cancelled.



## **Fines issued for selling without license**



## **Cancellation of dairy booth license**

## 9. Prohibited Zones Implementation

High-density educational corridors, including Piprali Road and Nawalgarh Road, were formally notified as no-tobacco zones for both sale and purchase. Dedicated enforcement teams ensured strict compliance in these designated areas.

## 10. Geotagging of vendors

The Sikar Municipal Council has initiated the geotagging of all licensed tobacco vendors to create a digital, location-based registry. This will help in accurate mapping of vendor density, improve monitoring of compliance with COTPA provisions (such as distance from educational institutions), and support targeted enforcement and planning activities.

Overall, this comprehensive process ensured that TVL implementation in Sikar functioned as an effective regulatory mechanism, integrating rule-making, stakeholder engagement, awareness generation, and enforcement to safeguard public health.

	A	B	C
	Timestamp	Name of vendor/shop	Owner name
1	15/09/2023 13:01:59	Irfan mousavi	Munaz j
2	15/09/2023 12:12:49	Shigatop	Rameeshaan m
3	15/09/2023 13:24:10	Neha Ismaan dhot	Kehar dev
4	15/09/2023 13:00:00	RAM LAL SAH	Bhavesh sahu
5	15/09/2023 13:44:48	Bhupinder lal	Hanayon n
6	14/09/2023 12:00:00	Babulal	Ulfarnam
7	14/09/2023 13:01:43	Kiran lal amvadi	Soham das swami
8	14/09/2023 13:20:46	Deep Kumar	Shankar lal
9	14/09/2023 13:22:57	Parmar Kumar Singh	Bawari Lal Ghosw
10	14/09/2023 13:39:59	Shanti	Chule ram
11	14/09/2023 14:01:22	Neha ram premwati	Chule ram
12	14/09/2023 14:02:57	Neha ram premwati	Mohammed Aman
13	14/09/2023 14:05:52	Harmeet paler	Buli ram
14	14/09/2023 14:18:55	Sugan chhod	Dhruv ram
15	26/09/2023 09:24:24	Kiran lal amvadi	Leelu nei sahi
16	26/09/2023 09:24:44	Mukund amvadi	Jagdish prem sahi
17	26/09/2023 10:00:37	Shanti	Ghulam Ali
18	26/09/2023 13:08:42	Virendra	Ghulam Ali

## 4.5. The Challenges

### Vendor Resistance

When the TVL rules were introduced, many shopkeepers viewed them as an unnecessary burden. Their immediate reaction was to demand that authorities target large tobacco companies instead of local retailers. They feared that licensing would reduce sales and increase their operational costs.

### Organised Protests

Trade associations and vendor groups mobilised quickly, staging sit-ins and demonstrations outside the Municipal Council offices. TVL was labelled a “black law” in public speeches, and protesters demanded its complete withdrawal.

### Market Closures

As part of their protest, vendors closed their shops for two days, creating both economic disruption and political pressure on the Municipal Council to roll back the rules.

### Memorandums from Business Associations

Several trade bodies submitted formal memorandums opposing the implementation of TVL, arguing that it would harm small businesses and be difficult to enforce fairly.

### Misinformation and Misunderstanding

Rumours spread that the municipal authorities were planning to ban all tobacco sales outright. This created panic among vendors and hardened resistance, making it difficult to communicate the actual intent of the rules.

### Enforcement Difficulties

Even after licenses began to be issued, there were cases of non-compliance—particularly unlicensed vendors continuing to operate, and licensed vendors violating Tobacco Advertising, Promotion, and Sponsorship (TAPS) provisions.

**तंबाकू बेचने के लिए लाइसेंस का विरोध:**  
व्यापारियों ने निकाली आक्रोश रैली, बोले - इस तरह के प्रयोग सीकर में ही क्यों

स्ट्रीकर | 30/05/23



## 4.6. Actions to Address Challenges

### Direct Communication with Vendors

Municipal officials and SRKPS representatives met vendors face-to-face, clarifying that TVL was not a ban on tobacco sales but a system to regulate and monitor them. This helped reduce fear and mistrust.



### Engagement with Trade Bodies

Multiple meetings were held with trader associations and market leaders to explain the benefits of licensing, including protection from illegal competition, potential for increased municipal services, and the possibility of structured regulation rather than ad-hoc enforcement.

### Public Awareness Campaigns

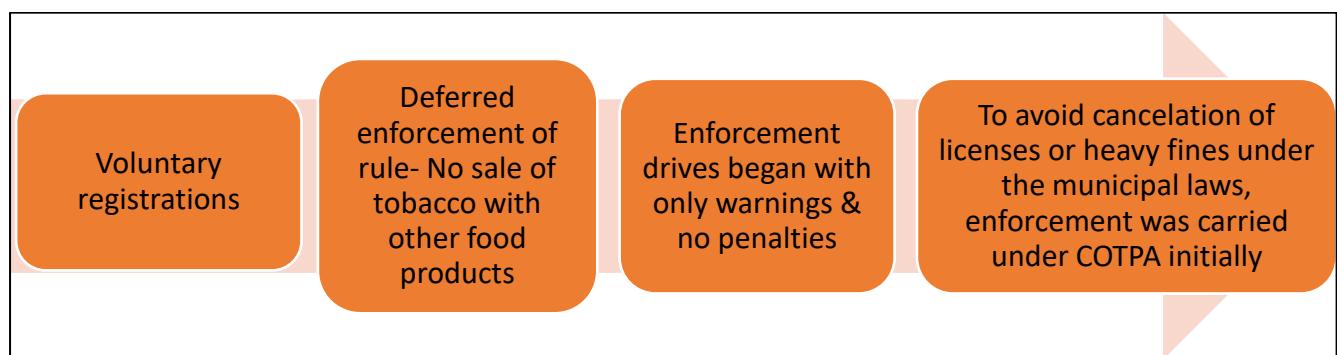
Awareness messages about TVL were broadcast in all wards through:

- **Auto-tippers and tricycles** with loudspeakers
- **FM radio spots** explaining the rules
- **Community meetings** in local market



These efforts made it clear that the policy aimed to protect youth, reduce litter, and improve public health, not to shut down livelihoods.

### Phased roll out approach:



### Formation of a Multi-Department Task Force

A joint enforcement team was established, including representatives from the Municipal Council, Health Department, Police, and SRKPS. This created a united front for inspections and compliance checks.

### Demonstrating Early Wins

To build credibility, the Municipal Council took targeted enforcement actions against known violators:

- Seizing tobacco products from unlicensed vendors.

- Cancelling six dairy booth allotments found selling tobacco products.
- These actions signalled that the rules would be applied uniformly, not selectively.

## Recognition and Positive Reinforcement

Vendors who complied with the rules were recognised publicly, and municipal staff who performed well in enforcement were honoured. This created positive publicity and encouraged broader compliance.

## Clear Zoning Measures

High-risk areas, especially educational corridors like Piprali Road and Nawalgarh Road, were declared complete no-tobacco zones. This demonstrated a focused, public-health-oriented approach rather than a blanket crackdown.

### 4.7. Best Practices from TVL Implementation in Sikar

The Municipal Council Sikar's experience with implementing Tobacco Vendor Licensing offers several best practices that can guide other Urban Local Bodies (ULBs) in Rajasthan and across India. These practices focus on making the licensing process legally sound, socially acceptable, and operationally sustainable.

#### Strong Legal Foundation

- The adoption of the *Tobacco Products Sales Licensing Fee, Regulation, and Control Rules 2023* provided a clear legal framework for regulating tobacco sales.
- Rules were aligned with the Rajasthan Municipality Act, 2009, ensuring that enforcement actions had solid legal backing.

#### Multi-Department Task Force

- A dedicated enforcement team was formed with members from the Municipal Council, Health Department, Police, and SRKPS.
- This ensured coordinated action, reduced duplication of effort, and built authority for inspections and enforcement drives.

#### Awareness Before Enforcement

- The Council prioritised awareness campaigns before launching enforcement.
- Auto-tippers, tricycles, waste collection vans (jingles) and FM radio broadcasts were used across all wards to inform vendors and residents about the rules, objectives, and benefits of TVL.
- This pre-enforcement sensitisation reduced confusion and improved voluntary compliance.



**Jingle content:**

जनहित सूचना | सीकर नगर परिषद्  
 सुनिए, सुनिए!  
 सीकर नगर परिषद् की सख्त हिदायत –  
 अब हर तंबाकू विक्रेता को लाइसेंस लेना अनिवार्य है।  
 बिना लाइसेंस तंबाकू बेचना कानूनन अपराध है।  
 स्कूलों और शिक्षण संस्थानों के आसपास तंबाकू की दुकानें अब नहीं चलेंगी।  
 न प्रत्यक्ष, न अप्रत्यक्ष –  
 तंबाकू का किसी भी प्रकार का विज्ञापन पूर्णतः प्रतिबंधित है।

विदेशी सिगरेट बिना चित्रात्मक चेतावनी के –  
 ना मंजूर है, ना कानूनी है।  
 खुली सिगरेट या बीड़ी की बिक्री पूर्णतः गैरकानूनी है।  
 साथियों,  
 तंबाकू नियंत्रण कानूनों का पालन करें  
 और सीकर नगर परिषद् से अपना तंबाकू विक्रेता लाइसेंस आज ही प्राप्त करें।  
 याद रखिए – सेहत है सबसे बड़ी पूँजी।  
 शिक्षा नगरी सीकर बनेगी नशा-मुक्त नगरी।

## Vendor Engagement and Dialogue

- Multiple meetings were held with vendor associations and business groups to address concerns, correct misinformation, and highlight benefits such as protection from illegal competition and fairer market conditions.

## Declaring Prohibited Zones

- High-density educational areas like Piprali Road and Nawalgarh Road were declared complete no-tobacco sale zones.
- This targeted approach protected vulnerable youth and demonstrated a public-health-first mindset.



## Uniform and Visible Enforcement

- Action was taken against both licensed and unlicensed violators, reinforcing that the rules applied equally to all.
- Examples include seizing tobacco products from unlicensed sellers and cancelling six dairy booth allotments for violations.

## Recognition and Motivation

- Vendors who followed the rules and municipal staff who excelled in enforcement were honoured publicly.
- This positive reinforcement encouraged ongoing compliance and helped change the narrative from punitive action to shared responsibility.

## Integration with Broader Health Goals

- The initiative was linked to Sikar's vision of becoming a "Model City" for a tobacco-free generation, aligning it with Rajasthan's larger aspiration of a "Nasha Mukt (Drug-Free) State."
- This connection helped position TVL not just as a regulatory step, but as part of a long-term health and social development strategy.

## Establishment of Municipal Council Tobacco Control Cell (MCTCC), Sikar

As part of efforts to strengthen institutional mechanisms for tobacco control, the Municipal Council, Sikar initiated the establishment of a dedicated Municipal Council Tobacco Control Cell (MCTCC), a first-of-its-kind initiative in India. The Tobacco Control Cell was formally inaugurated on 12 September 2025, marking a historic milestone in institutionalising tobacco control at the municipal and district levels.



The inauguration ceremony was held at the Municipal Council, Sikar in the presence of senior administrative officials and key stakeholders. The Tobacco Control Cell was formally inaugurated by Divisional Commissioner Ms. Poonam, along with District Collector Mr. Mukul Sharma, Municipal Commissioner Mr. Shashikant Sharma, representatives from the Rajasthan Tobacco Free Alliance, Jaipur, including Dr. Ramesh Gandhi, and Dr. Rakesh Gupta, President of the Rajasthan Cancer Foundation. Officials from SRKPS and the Municipal Council, including Revenue Officer Mr. Pramod Kumar Soni, were also present during the ceremony.

On this occasion, the Rajasthan Tobacco Free Alliance presented the innovative TVL model implemented in Sikar. The state-level team conducted field inspections of tobacco vendors and notified tobacco-prohibited zones, including Piprali Road and Nawalgarh Road, followed by a detailed review meeting in the Municipal Council conference hall to discuss progress made under the tobacco licensing system.



During the press conference, officials reiterated that the primary objective of the licensing system is to protect the younger generation from tobacco addiction and appealed to citizens to actively support the administration in making Sikar a tobacco-free city. As part of the programme, a workshop was organised at the Municipal Council conference hall, where the Municipal Commissioner emphasised that tobacco vendor licensing is a key strategy to safeguard youth and announced that vendors must obtain licenses for the sale of tobacco products by 2 October (Gandhi Jayanti).

The MCTCC functions as a central coordination, monitoring, and implementation unit for all tobacco control-related policies and activities in Sikar. It plays a critical role in ensuring effective enforcement of the Cigarettes and Other Tobacco Products Act (COTPA), 2003, implementation of National Tobacco Control Programme (NTCP) activities, and sustained operationalisation of the Tobacco Vendor Licensing (TVL) framework. The establishment of the MCTCC is widely regarded as a milestone initiative towards building a tobacco-free and healthier society in Sikar.

The Cell brings together key stakeholders under a unified platform, including:

- Municipal Council Sikar
- District Health Department
- Police Department
- Education Department
- Civil society organisations and technical partners



Through this multi-sectoral structure, the MTCC ensures that tobacco control efforts are not fragmented across departments but are systematically planned, coordinated, and executed.

Key functions of the Municipal Tobacco Control Cell include:

- Coordinating enforcement drives under COTPA and TVL
- Supporting municipal inspections and compliance monitoring
- Planning and implementing public awareness campaigns
- Conducting capacity-building and orientation sessions for vendors and enforcement officials
- Monitoring data related to vendor licensing, violations, and compliance trends



The establishment of the MCTCC has strengthened governance and accountability in tobacco control by providing a permanent institutional mechanism at the local level. It complements Sikar's TVL initiative by

enabling continuous oversight, timely enforcement action, and evidence-based decision-making positioning Sikar as a pioneering model for integrated municipal tobacco control in India.

#### 4.8. Current status of TVL in Sikar (01.12.2025 to 31.12.2025)

<b>Total applications received till date</b>	<b>419</b>
<b>Total licenses issued till date</b>	<b>380</b>
<b>Total revenue collected till date</b>	<b>₹16,53,100.00</b>
<b>Number of applications under process</b>	<b>06</b>

#### 4.9. Timeline of TVL Implementation in Sikar

Year / Period	Key Milestones & Activities
2022	Initial engagement with district administrations in Jhunjhunu and Sikar to share the vision for Tobacco Vendor Licensing.
Mid-2022	Proposal endorsed by District Collector Dr. Amit Yadav and forwarded to the Sikar Municipal Commissioner for further action.
Late-2022	Official circular issued; proposal unanimously approved in the Municipal Council's general meeting.
Early-2023	Discussions with Jaipur Municipal Corporation highlighting youth protection, litter reduction, and potential municipal revenue generation.
Mid-2023	First TVL issued in Sikar; faced resistance and protests from vendors.
Late-2023	Bengaluru meeting attended by Municipal Commissioner; vendor licensing efforts accelerated with appointment of dedicated staff.
Jan 2024	State-level workshop held; administrative minister assured support for replicating the Sikar model across Rajasthan.
2024–2025	Continued engagement with the Director of Local Bodies, Additional Principal Secretary, DDR Jaipur, and Chief Secretary to expand TVL adoption.
24 April 2025	Orientation session conducted for municipal officers from Udaipur Division (Udaipur, Salumbar, Banswara, Dungarpur, Chittorgarh, Pratapgarh, Rajsamand) on implementing TVL.
15-16 December 2025	Two-day state-level workshop took place in Jaipur focused on building multi-stakeholder engagement with TVL and other tobacco control measures.

#### 4.10. Recommendations for Strengthening Tobacco Vendor Licensing (TVL)

- To ensure the effective and sustainable implementation of Tobacco Vendor Licensing (TVL) across Rajasthan, it is essential to establish a strong and uniform legal framework. The Government of Rajasthan should issue a state-level *Gazette Notification* mandating TVL for all Urban Local Bodies (ULBs). Such a notification will remove legal ambiguities, prevent procedural delays, and ensure that municipal councils and boards follow a consistent approach. This legal clarity will also empower municipal officials to withstand resistance from trade associations and vendor groups.
- TVL should be designed to directly strengthen the enforcement of the Cigarettes and Other Tobacco Products Act (COTPA), 2003. Licensing conditions must explicitly prohibit sales to minors, sales within 100 yards of educational institutions, and all forms of Tobacco Advertising, Promotion, and Sponsorship (TAPS). By linking license renewal to COTPA compliance, violations can be addressed more effectively through license suspension or cancellation, providing an enforcement mechanism that COTPA alone often cannot achieve.
- A centralised, state-level vendor database should be developed to record all licensed tobacco vendors, integrated with municipal records. This system would allow easy tracking of vendors,

identification of repeat offenders, and greater transparency for both enforcement authorities and the public. Automated license renewal reminders and periodic compliance reports could further support efficient monitoring.

- Before rolling out TVL in any new ULB, targeted awareness campaigns should be conducted to ensure vendor understanding and reduce resistance. Using tools such as FM radio, mobile loudspeakers, and community meetings, these campaigns must clarify that TVL is a regulatory mechanism rather than a blanket ban, with the aim of protecting youth, reducing litter, and improving public health.
- Dedicated multi-department enforcement teams should be established in every implementing ULB. These should include representatives from the Municipal Council, Health Department, Police, and civil society organisations. Joint inspections by these teams will ensure consistent enforcement and demonstrate that rules are applied impartially. Training for enforcement personnel on both TVL rules and COTPA provisions will further enhance operational efficiency.
- High-risk zones, such as school areas, coaching hubs, and public parks, should be officially declared as no-tobacco-sale zones, with clear signage to communicate restrictions. Community groups and youth volunteers can play a critical role in monitoring these zones, fostering shared responsibility. Positive reinforcement measures, such as recognising compliant vendors through public appreciation events or certificates, can also help change perceptions of TVL from punitive to cooperative.
- Vendor capacity building is another critical area. Municipalities should organise orientation workshops for licensed vendors, not only to explain TVL and COTPA compliance requirements but also to raise awareness of the health risks associated with tobacco. These efforts can encourage vendors to adopt more socially responsible sales practices.
- Finally, Sikar's journey offers valuable lessons for replication. Its documented process, challenges, and solutions should be used as a reference model for other ULBs. Peer learning visits for municipal officials to observe TVL in Sikar can be a practical way to promote replication. A robust monitoring and evaluation framework with measurable indicators—such as reduction in sales near schools, compliance with TAPS provisions, and the number of licenses issued—should be established to assess progress, identify gaps, and make evidence-based improvements.
- Through these measures, TVL can evolve into a powerful tool for reducing youth access to tobacco, strengthening local governance, and promoting healthier urban environments across Rajasthan.

#### 4.11. Baseline and Endline Assessment of Tobacco Vendor Density and COTPA Compliance

To strengthen COTPA enforcement and assess the impact of the **TVL** policy, a **baseline assessment was conducted in November 2024**, followed by an **endline survey in September 2025** across three wards of Sikar city—**Ward No. 39, 40, and 43**. These wards were selected to represent high-, medium-, and low-density population settings and were recommended by municipal authorities to reflect Sikar's diverse socio-commercial landscape.

The assessment aimed to evaluate:

- Changes in tobacco vendor density
- Compliance with key COTPA provisions (Sections 5, 6, and 7)
- The impact of municipal enforcement actions implemented between the two survey rounds

#### Key Findings

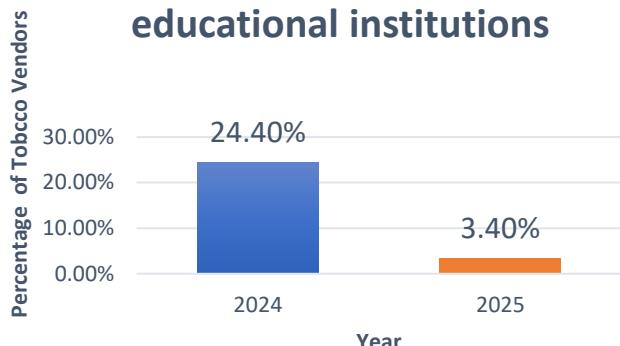
Indicator	2024	2025	Change / Trend
Total Vendors Identified	94	59	↓ 37% reduction
Permanent Vendors	92.5%	100%	Increase
Temporary Vendors	10%	0%	Decrease
Vendors within 100 yards of educational institutions	23 (24.4%)	2 (3.4%)	↓ 91% reduction
Vendors displaying advertisements outside shop	9 (9.6%)	5 (8.4%)	↓ 31% reduction
Vendors displaying advertisements inside shop	0	0	No violation observed
Vendors displaying warning signage (no sale to minors)	8 (8.5%)	35 (59.3%)	↑ Sevenfold improvement
Vendors displaying tobacco packs/products	37 (39.4%)	21 (35.6%)	↓ 10% improvement
Displays within reach of minors (of total displays)	33 (89%)	3 (14.3%)	↓ 84% reduction

#### Overall Vendor Trends

- The total number of tobacco vendors declined from **94 in 2024 to 59 in 2025**, representing a **37% reduction**.

- In 2025, all identified vendors operated from permanent kiosks, indicating the complete elimination of temporary or mobile vendors in the surveyed wards.
- No independent shops, supermarkets, or street/mobile vendors were observed in either survey round.
- Tobacco-related litter was observed outside **17 vendors (28.3%)** in 2025.

### Vendors within 100 yards of educational institutions



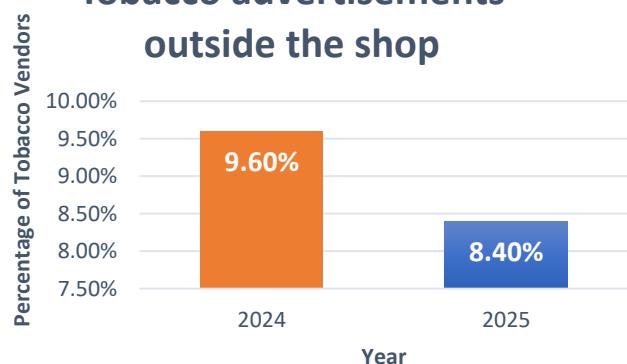
### Proximity to Educational Institutions (COTPA Section 6(b))

- In 2024, **23 vendors (24.4%)** were located within 100 yards of educational institutions.
- In 2025, this number reduced to **2 vendors (3.4%)**, reflecting a **91% reduction**.
- This improvement highlights strengthened mapping, monitoring, and enforcement efforts by municipal authorities.

### Advertising and Signage Compliance

- Outdoor tobacco advertisements declined from **9.6% (2024)** to **8.4% (2025)**.
- No indoor advertisements or brand promotions were observed in either survey.
- Compliance with mandatory warning signage prohibiting sales to minors increased from **8.5% to 59.3%**, marking a **sevenfold improvement**.

### Tobacco advertisements outside the shop



### Product Display and Accessibility

- Vendors displaying tobacco products decreased from **39.4% to 35.6%**.
- Displays within reach of minors reduced sharply from **89% (2024)** to **14.3% (2025)**.
- In 2025, **64.4% of products were placed behind the cashier**, aligning with COTPA guidelines.

### Sales Practices

- Smokeless tobacco remained the most commonly sold product, followed by cigarettes and bidis.
- Sale of loose cigarettes and bidis reduced substantially from **51% in 2024 to 13% in 2025**.

## Methodology

Both baseline and endline assessments followed a **cross-sectional observational design**. Survey teams conducted complete physical mapping of tobacco vendors within defined ward boundaries and assessed compliance with COTPA provisions related to advertising, signage, product display, and proximity to educational institutions.

Data were collected using:

- **EpiCollect5** mobile application for real-time data capture
- **MapMyWalk** for route verification and coverage assurance

The same ward boundaries and road networks were used in both rounds to ensure comparability. Field supervision and cross-verification protocols were applied to maintain data quality and consistency.

## Discussion and Conclusion

The endline findings from 2025 demonstrate substantial progress in tobacco control enforcement in Sikar within a one-year period. By September 2025, the Municipal Council had issued **360 Tobacco Vendor Licenses**, indicating strong institutional uptake of the TVL framework.

Key improvements included:

- Significant reduction in vendor density
- Drastic decline in tobacco sales near educational institutions
- Marked improvement in warning signage compliance
- Reduced visibility and accessibility of tobacco products to minors

While minor challenges persist—particularly the presence of outdoor advertisements at a few points of sale—the overall results highlight the effectiveness of **data-driven enforcement, vendor licensing, and sustained interdepartmental coordination**.

The findings affirm that Tobacco Vendor Licensing, when combined with structured monitoring and municipal leadership, can lead to measurable public health gains. With continued commitment and the institutional support of mechanisms such as the Municipal Tobacco Control Cell, Sikar is well-positioned to emerge as a **model tobacco-free city in Rajasthan**.

## 4.12. Dissemination of Findings and Factsheet Release



Findings from the baseline (2024) and endline (2025) assessments were summarized into concise factsheets highlighting key changes in tobacco vendor density and COTPA compliance. The baseline factsheet presented the pre-intervention scenario and supported planning for enforcement actions, while the endline factsheet documented improvements achieved after implementation of the Tobacco Vendor Licensing (TVL) policy.

Both factsheets were formally released during state-level Mult stakeholder's workshop to ensure wider dissemination. Photographs of the factsheet release events have been included to document stakeholder engagement and transparency in the tobacco control process.

**TOBACCO VENDOR DENSITY AND COMPLIANCE WITH TOBACCO CONTROL LAWS IN SIKAR, RAJASTHAN, INDIA**

**Background**  
Every year, a staggering 14 lakh lives are lost to tobacco in India alone. Despite the existence of the comprehensive Cigarette and Other Tobacco Products Act (COTPA), the tobacco industry continues to employ various tactics to hinder its effective implementation. To strengthen enforcement of COTPA & other related tobacco control laws, the local self-government of Rajasthan and Municipal council of Sikar have implemented the Tobacco Vendor Licensing (TVL) Policy.

The study assessed tobacco vendor density, advertising practices, and adherence to tobacco control regulations in three selected wards (Ward no. 39, 40, and 43) of Sikar city, which has a total of 65 wards. These wards were selected based on recommendations from the Municipal Corporation to represent different levels of population density—high, medium, and low ensuring a thorough representation of the city's overall landscape.

**Key Findings:**

**Vendor characteristics**

- A total of ninety-four (94) tobacco vendors were identified in all the three (03) surveyed wards.
- The most common vendor type observed was a permanent kiosk (n=87, 92.5%) while 7.4% (n=7) vendors were temporary kiosks. No independent shops/store/supermarket or street/mobile vendors were found in the three surveyed wards in Sikar city.

**Proximity to Educational Institutions**

- 24.4% (n=23) vendors were located within 100 yards of educational institutions.

**Vendor density**

- Vendor density was very high with 34 vendors/km<sup>2</sup> [10 vendors/km of road] across the three wards.
- Vendor density varied significantly between wards [range 659 to 15 vendors/km<sup>2</sup>, 7 to 11 vendors/km of road].
- Whilst the total number of vendors is unknown, based on the population and area of the city it can be estimated that 1-2000 vendors are selling tobacco in Sikar.

**TOBACCO VENDOR DENSITY AND COMPLIANCE WITH TOBACCO CONTROL LAWS IN SIKAR, RAJASTHAN, INDIA**

**Background**  
Every year, approximately 14 lakh people in India lose their lives due to tobacco use. Despite the existence of the comprehensive Cigarettes and Other Tobacco Products Act (COTPA), 2003, effective implementation continues to be challenged by the tactics of the tobacco industry. To strengthen the enforcement of COTPA and related laws, the Government of Rajasthan and the Municipal Council of Sikar have implemented the Tobacco Vendor Licensing (TVL) Policy to formally regulate vendors.

In 2024, an assessment was conducted, followed by a survey in September 2025 across three wards (Ward No. 39, 40, and 43) of Sikar city to evaluate changes in vendor density and compliance with COTPA provisions, specifically Sections 5, 6 and 7, and to assess the impact of municipal enforcement activities between the two survey rounds.

These wards were selected based on population density (high, medium, and low) to represent the city's diverse socio-commercial environment. They are the same wards assessed in the November 2024 survey and were also recommended by the municipal authorities.

**Key Findings**

Indicator	2024	2025	Change / Trend
Total Vendors Identified	94	59	+ 37% reduction
Permanent Vendors	92.5%	100%	Increase
Temporary Vendors	10%	0%	Decrease
Vendors within 100 yards of educational institutions	23 (24.4%)	2 (3.4%)	+ 91% reduction
Vendors displaying advertisements outside shop	9 (9.6%)	5 (8.4%)	+ 31% reduction
Vendors displaying advertisements inside shop	0	0	No violation observed
Vendors displaying warning signage (no sale to minors)	8 (8.5%)	35 (59.3%)	+ Sevenfold improvement

**Fig. 1 Tobacco vendor location in three wards in Sikar**

**TOBACCO VENDOR DENSITY AND COMPLIANCE WITH TOBACCO CONTROL LAWS IN SIKAR, RAJASTHAN, INDIA**

**Background**  
Every year, approximately 14 lakh people in India lose their lives due to tobacco use. Despite the existence of the comprehensive Cigarettes and Other Tobacco Products Act (COTPA), 2003, effective implementation continues to be challenged by the tactics of the tobacco industry. To strengthen the enforcement of COTPA and related laws, the Government of Rajasthan and the Municipal Council of Sikar have implemented the Tobacco Vendor Licensing (TVL) Policy to formally regulate vendors.

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**Background**  
Every year, a staggering 14 lakh lives are lost to tobacco in India alone. Despite the existence of the comprehensive Cigarette and Other Tobacco Products Act (COTPA), the tobacco industry continues to employ various tactics to hinder its effective implementation. To strengthen enforcement of COTPA & other related tobacco control laws, the local self-government of Rajasthan and Municipal council of Sikar have implemented the Tobacco Vendor Licensing (TVL) Policy.

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**Fig. 1 Tobacco vendor location in three wards in Sikar**

#### 4.13. Vendor Experiences: Business Transition Following Tobacco Vendor Licensing in Sikar

Insights from in-depth interviews with tobacco vendors in the Municipal Council area of Sikar highlight a clear shift in business practices following the implementation of Tobacco Vendor Licensing (TVL). The case studies demonstrate that licensing requirements, enforcement mechanisms, and increased awareness influenced vendors to voluntarily discontinue tobacco sales and transition to alternative livelihoods.

One vendor, who had been selling tobacco products since 2004 due to better profit margins, decided to completely stop tobacco sales after the introduction of licensing and the associated risk of penalties. He shifted to selling non-tobacco items such as water bottles, toffees, cardamom, and digestive products. Despite discontinuing tobacco sales, the vendor reported only a minimal reduction in daily income (₹50–100), with customer footfall remaining largely unchanged. The vendor strongly perceived licensing as a protective measure for children and the wider community.

Another vendor, operating a shop for five years, stopped selling gutkha, beedi, and cigarettes after the introduction of licensing, citing concerns related to public nuisance, cleanliness, and ethical considerations. He transitioned to selling religious offerings (prasad), which aligned better with the shop's location near a religious and market area. Although the vendor initially experienced a daily income loss of ₹100–150, he reported improved financial stability due to the elimination of credit-based tobacco sales, a cleaner shop environment, and greater social acceptability. The vendor expressed strong support for tobacco vendor licensing while suggesting that license fees be kept affordable to encourage wider compliance.

A third vendor chose not to apply for a tobacco license after learning about the mandatory licensing requirements through municipal announcements. Despite knowing that licensed vendors in nearby areas continued tobacco sales, he voluntarily discontinued selling tobacco due to high license fees and limited profit margins. The vendor remained committed to prioritizing public health. He emphasized that reduced visibility of tobacco products through licensing and enforcement helps lower consumption, particularly among children.

Overall, these case studies indicate that Tobacco Vendor Licensing in Sikar has not only strengthened regulatory compliance but has also influenced voluntary behavioural change among vendors. The transition to alternative, non-tobacco livelihoods reflects the broader public health and social impact of TVL, demonstrating its potential to reduce tobacco availability while supporting ethical and sustainable business practices.



Annexure- 1: Photographic Documentation of Tobacco Vendor Licensing (TVL)



*State level Workshop by SRKPS on strengthening tobacco control through ULB on 30 July 2025*



*State level workshop meeting with key stakeholders*



*Protest by merchants and Vendors on Tobacco Vender licensing policy*



*RajToFA Visit: Tobacco-Free Initiative in Sikar Nagar Parishad*



*Enforcement Team of Sikar Municipal Council during Tobacco Control Enforcement Activity*



*Dedicated Enforcement Vehicle of Sikar Municipal Council Used for Tobacco Vendor Licensing*



*District-Level Multi-Stakeholder Workshop on Tobacco Vendor Licensing (TVL)*

## 5. Annexure- 2: TVL journey covered in media

**महानगर टाइम्स**  
epaper.mahanagartimes.com  
19 Jun 2025 - Page 3

**राज्य में तंबाकू नियंत्रण कार्यक्रम को प्रभावी बनाने की दिशा में एक पहल के तहत राज्यस्तरीय कार्यशाला**

## युवाओं को तंबाकू से दूर रखने के लिए सामूहिक प्रयास जरूरी : खर्च

महानगर संवाददाता

जयपुर। राज्य में तंबाकू नियंत्रण कार्यक्रम को प्रभावी बनाने की दिशा में एक पहल के तहत वृद्धवार को जयपुर में राज्यस्तरीय कार्यशाला का आयोजन किया गया। यह कार्यशाला स्थानीय निकाय, जयपुर तथा एसआरकैपीएस के तत्वावधान में तंबाकू विक्रेताओं के लिए लाइसेंस प्राप्ताली लागू करने के उद्देश्य से आयोजित की गई।

कार्यशाला को संवेदित करते हुए नारीय विकास एवं आवासन मंत्री ज्ञावर सिंह खर्च ने कहा कि युवाओं को नरों की ओर ले जाने वाली पहली कढ़ी (मैती सुधारी और तंबाकू उत्पाद) से दूर रखना अत्यंत आवश्यक है। यह केवल सकारा ही नहीं, बल्कि पूरे समाज के लिए चिता का विषय है और इसके लिए हर स्तर पर सामूहिक प्रयासों की आवश्यकता है। मंत्री



खर्च ने निर्देश दिए कि कार्यशाला की सभी अनुरूपालाइसेंस रूप में नियम 6 का प्रभावी क्रियान्वयन ताकि स्वायत्त शासन निदेशालय, संभव होगा, जिससे स्कूलों के आसपास बच्चों को तंबाकू उत्पादों मामन्य कर सकूचे राज्य के लिए एक सामान्य नियमावली तैयार की जा सके।

कार्यशाला की अध्यक्षता करते हुए स्थानीय निकाय, सभाग जयपुर के उपनिदेशक विनोद कुमार पुरोहित ने कहा कि तंबाकू विक्रेताओं के लिए लाइसेंस अनिवार्य करने से कोटा प्रतिनिधि, 2003 के नियम 6 का प्रभावी क्रियान्वयन ताकि स्वायत्त शासन निदेशालय, संभव होगा, जिससे स्कूलों के आसपास बच्चों को तंबाकू उत्पादों की सहज उपलब्धता पर अंतर्का लगेगा। उन्होंने यह भी बताया कि राज्य के 10 से अधिक स्थानीय निकायों में इस प्रणाली को सफलतापूर्वक लागू किया गया है और इसके सकारात्मक परिणाम सामने आए हैं।

## तंबाकू न केवल स्वास्थ्य के लिए घातक बल्कि देश की प्रगति में भी बाधक

### शिक्षा नगरी सीकर हो नशा मुक्त बनाने को लेकर कार्यशाला का आयोजन

न्यूज सर्विस/नवज्ञोति, सीकर।

तंबाकू नियंत्रण दिवस पर एसआरकैपीएस व सीकर हो नशा मुक्त बनाने को लेकर कार्यशाला का आयोजन किया गया। कार्यशाला का उद्देश्य युवाओं में नशे के प्रति जागरूकता फैलाना और शिक्षण संस्थानों को नशा मुक्त बनाने की दिशा में ठोस कदम उठाना था। नगर परिषद राजस्व अधिकारी प्रमोत कुमार सोनी ने नगर परिषद सीकर द्वारा तम्बाकू नियंत्रण को लेकर किए जा रहे कार्य के बारे में विस्तार से बताया। सोनी ने बताया कि सार्वजनिक स्थलों पर तंबाकू सेवन को रोकने और जन जागरूकता बढ़ाने के उद्देश्य से कई महत्वपूर्ण कदम उठाए



गए हैं। इस अवसर पर विशिष्ट अतिथि पिपराली ब्लॉक स्वास्थ्य अधिकारी डॉ. अजीत कुमार ने कहा कि युवाओं को नशे से दूर रहने और स्वस्थ जीवन शैली अपनाना आवश्यक है। उन्होंने कहा कि तंबाकू न केवल स्वास्थ्य के लिए घातक है, बल्कि यह समाज और देश की प्रगति में भी बाधक बनता है।

एसआरकैपीएस प्रतिनिधि राजन चौधरी ने कहा कि तंबाकू नियंत्रण कानून का प्रभावी क्रियान्वयन बहुद जरूरी है। उन्होंने कहा कि हमें मुख्य रूप से युवा पीढ़ी को नशे से बचाना है। इस मौके पर एसआरकैपीएस संस्था की ओर से तम्बाकू वैंडरधारी जिहोंने अच्छा काम किया है उनको सम्मानित किया गया। साथ ही नगर परिषद के कार्यिक सुरेश मिठारवाल व प्रदीप कुमार को तम्बाकू नियंत्रण को लेकर किए गए कार्य के लिए सम्मानित किया गया। कार्यशाला के अंत में सभी प्रतिभागियों ने तंबाकू और नशे से दूर रहने की शपथ भी ली। अंत में सुरेश मिठारवाल ने सभी का आभास प्रकट किया।

सिपोर्ट में बताया कि 10 सितंबर को गई जिससे शुरूआत की पता नहीं चल फैसल हो गई है। सीकर देकर कर दिया गया। मुनील को कार में डाल लिया व मरीए, निष्कार हो चुका है।

**संभागीय आयुक्त पूनम ने किया तंबाकू नियंत्रण कक्ष का शुभारंभ, नोन वेंडिंग जोन का किया निरीक्षण**

**सीकर में तंबाकू उत्पाद बेचने वालों को लेना होगा नगर परिषद से लाइसेंस**

पत्रिका पत्रिका न्यूज नेटवर्क patrika.com

सीकर, शारीर सम्बाद ने शिक्षानगरी का तंबाकू नियंत्रण कक्ष के लिए नवाचार किया है। नगर परिषद सभागार में शुरूआत की तंबाकू नियंत्रण कक्ष का शुभारंभ हुआ। संभागीय आयुक्त पूनम, जिला कलेक्टर, मुकुल शर्मा, आयुक्त शशिकांत शर्मा व राजस्थान टोकेंकों प्री एलायंस जयपुर की टीम के चेयरमैन डॉ. रमेश गांधी, राजस्थान कैरियर फाउंडेशन के अध्यक्ष डॉ. रामेश गुप्ता, राजन चौधरी एसआरकैपीएस राजस्थान की तोगों ने भागीदारी निभाई। इस दौरान और से तंबाकू विक्रेता लाइसेंसिंग शिक्षानगरी में तंबाकू वेंडर्स एवं अधिकारी प्रमोट कुमार सोनी की तोगों ने भागीदारी निभाई। इस दौरान और से तंबाकू विक्रेता लाइसेंसिंग शिक्षानगरी में हुए कार्यक्रम में काफी राजस्थान टोकेंकों प्री एलायंस की नवाचार प्रस्तुत किया गया। टीम ने तंबाकू प्रतिक्रिया विवेचित केन्द्र पिपराली रोड लाइसेंस बनवा सकते हैं।

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## सीकर आस-पास



## युवाओं को तंबाकू से सुरक्षित करने के लिए नगर परिषद सीकर का एक और कदम

संभागीय आयुक्त पूनम ने तंबाकू नियंत्रण कक्ष का फीता काटकर किया शुभारंभ



### आस-पास व्यूपो...<sup>१</sup>

सीकर। नगर परिषद सीकर में तंबाकू नियंत्रण के लिए एक ऐतिहासिक पहल की शुरूआत शुरूआत को हुई। संभागीय आयुक्त जयपुर पूनम, जिला कलेक्टर मुकुल शर्मा, आयुक्त शशिकांत शर्मा और राजस्थान टोकेंकों प्री एलायंस जयपुर की टीम के चेयरमैन डॉ. रमेश गांधी, राजस्थान कैरियर फाउंडेशन के अध्यक्ष डॉ. रामेश गुप्ता, राजन चौधरी एसआरकैपीएस राजस्थान अधिकारी प्रमोट कुमार सोनी की मीडियरों में तंबाकू नियंत्रण कक्ष का फीता काटकर शुभारंभ किया गया। इस अवसर पर उन्होंने शहरवासियों से अधील की किस समाज को तंबाकू-मुक्त बनाने में प्रशासन का सहयोग करें। कार्यक्रम के अंतर्गत नगर परिषद का नेट्वर्क हाल में कार्यशाला आयोजित हुई, जिसमें नगर परिषद आयुक्त शशिकांत शर्मा ने बताया कि तंबाकू विक्रेताओं को लाइसेंस जारी करने के साथ ही युवाओं को तंबाकू से सुरक्षित

करना कार्यशाला का मुख्य उद्देश्य है। उन्होंने बताया कि तंबाकू विक्रेता 2 अक्टूबर गांधी जयंती तक अपने तंबाकू उत्पाद विक्रय के लिए लाइसेंस बनवा सकते हैं। इस दौरान तंबाकू नियंत्रण को मजबूत करने की दिशा में स्टॉल लेवल टीम ने भी निरीक्षण किया। इस पहल को सीकर शहर में तंबाकू मुक्त स्वरूप समाज निर्माण की दिशा में एक मील का पथर माना जा रहा है।

## शमशान भूमि दुकान का विवाद एसपी तक पहुंचा, मेघवाल सम्माज ने किया विरोध-प्रदर्शन

# शहर में बिना लाइसेंस तंबाकू विक्रय पर होगी सख्त कार्रवाई : शशिकांत शर्मा

खबरों की दुनिया

**शीकर।** नगर परिषद सभागार में सोमवार को अधिकारियों जिला कलेजर एवं प्रशासनिक नगर परिषद सीकर की अध्यक्षता में तंबाकू वेंडर लाइसेंसिंग का उपचारण किया गया। इस कार्यशाला का लोकल शहर में तंबाकू उपचारों को बिक्री को नियंत्रित कर जनस्वास्थ्य को सुरक्षा सुनिश्चित करना था।

कार्यशाला में विशिष्ट अतिथि डॉ. हंसा कुंदू (वाइटेल स्ट्रेटेजी, नई दिल्ली) ने कहा कि तंबाकू जनित बीमारियां आज वैश्विक स्तर पर एक गंभीर चुनौती हैं। उन्होंने बताया कि लाइसेंसिंग प्रणाली को तकनीकी रूप से लागू कर तंबाकू विक्रय को



नियंत्रित करना है सबसे प्रभावी

नगर परिषद आयुक्त शशिकांत शर्मा ने नगर परिषद सीकर द्वारा

तंबाकू नियंत्रण एवं नियमन के बोर्ड में किए जा रहे नवाचारों को

जानकारी देते हुए कहा कि अब शहर में तंबाकू उपचारों की बिक्री के बीच अधिकतम येंडरों के माध्यम से ही संभव होती। उन्होंने आमजन से अपील की कि वे तंबाकू से दूरी बनाए रखें और स्वस्थ समाज के नियंत्रण में सहयोग दें।

कार्यशाला में ड्राइवर डॉ अमीन कुली (एस.आर.के.पी.एस. NGO) ने युवाओं को नहीं से दूर रखने और जाइकूलता फैलाने की अपील की। यात्रक अधिकारी प्रधान दोस्ती (प्रधारी तंबाकू लाइसेंस शाहर) ने कार्यशाला का संचालन करते हुए पीढ़ी पीढ़ी प्रश्नों के माध्यम से सीकर शहर में जारी तंबाकू वेंडर लाइसेंसों पर एवं अब तक की गंभीर कार्यवाही को जानकारी साझा की। इस दौरान मुश्तिर नियंत्रण (तंबाकू लाइसेंस

शाहर) ने अतिथियों से तंबाकू के दुष्प्रभावों पर आधारित जनआनंदकाल प्रोस्टर का विमोचन कराया।

कार्यशाला में ड्राइवर डॉ अमीन कुली ने कहा कि शहर में बिना लाइसेंस तंबाकू विक्रीयों ने अब नहीं से पदार्थों की बिक्री करने वालों के विलाकू मरमानी का अपील की। यात्रक अधिकारी प्रधान दोस्ती (प्रधारी तंबाकू लाइसेंस शाहर) ने कार्यशाला का संचालन करते हुए पीढ़ी पीढ़ी प्रश्नों के माध्यम से सीकर शहर में जारी तंबाकू वेंडर लाइसेंसों पर एवं अब तक की गंभीर कार्यवाही को जानकारी साझा की। इस दौरान मुश्तिर नियंत्रण (तंबाकू लाइसेंस



सीकर भास्कर 21-09-2024



सीकर भास्कर 16-10-2025

## तंबाकू बेचने वाले दुकानदारों को लाइसेंस लेना अनिवार्य

नगर परिषद में हुई कार्यशाला में दी जानकारी



सीकर, बैठक में मौजूद लोगों को नियंत्रित करते आयुक्त।

ग्राम परिवाददाता। सीकर

नगर परिषद सभागार में शुक्रवार को विशिष्ट नियंत्रण व जामदारी की कार्यवाही हुई। इस दौरान नगर परिषद आयुक्त शशिकांत शर्मा ने शहर को सच्च मुक्त बनाने के साथ ही भी बात कही। उन्होंने कहा कि सीकर को नगा मुक्त बनाने के लिए शहर में तंबाकू उत्पाद बेचने वाले दुकानदारों को लाइसेंस लेना अनिवार्य होगा।

बताया गया कि तंबाकू उत्पाद बेचने वाले 102 दुकानदारों ने लाइसेंस के लिए आवेदन किया है, इनमें प्रतिक्रिया पूरी करने वाले 27 दुकानदारों को लाइसेंस दे दिए हैं। दुकानदारों को लाइसेंस दे दिए जाएंगे। आयुक्त ने कहा 31 दिसंबर तक

सभी दुकानदारों को जास्तक कर लाइसेंस बनाने के लिए बताया जाएगा। 01 जनवरी 2025 से तंबाकू उत्पाद बेचने वाले दुकानदारों की सकती है। बैठक में उपचार तंबाकू मुक्त अधिकारी के प्रतिनिधि एवं जामदारी ने कहा कि नई पीढ़ी को तंबाकू उत्पाद से दूर रख कर तंबाकू लाइसेंस की परिवर्तना कराना जा सकती है। जिला तंबाकू नियंत्रण सेतर के जिला सम्बन्धित हैं।

## बिना लाइसेंस तंबाकू विक्रय पर होगी कार्रवाई: एडीएम



सीकर | नगर परिषद सभागार में सोमवार को एडीएम रतन कुमार की अध्यक्षता में तंबाकू वेंडर लाइसेंसिंग पर एक दिवसीय कार्यशाला हुई। विशिष्ट अतिथि डॉ. हंसा कुंदू वाइटेल स्ट्रेटेजी ने कहा कि तंबाकू जनित बीमारियां आज वैश्विक स्तर पर एक गंभीर चुनौती हैं। उन्होंने बताया कि लाइसेंसिंग प्रणाली को तकनीकी रूप से लागू कर तंबाकू विक्रय को नियंत्रित करना ही सबसे प्रभावी उपाय है। नगर परिषद आयुक्त शशिकांत शर्मा ने नगर परिषद सीकर द्वारा तंबाकू नियंत्रण एवं नियमन के क्षेत्र में किए जा रहे नवाचारों की जानकारी दी। कहा कि अब शहर में तंबाकू उत्पादों की बिक्री केवल अधिकृत वेंडरों के माध्यम से ही संभव होगी। उन्होंने आमजन से अपील की कि वे तंबाकू से दूरी बनाए रखें और स्वस्थ समाज के निर्माण में सहयोग दें।

# शहर में बिना लाइसेंस तंबाकू विक्रय पर होगी सख्त कार्रवाई-एडीएम

## तंबाकू वेंडर लाइसेंसिंग पर प्रभावी कार्यशाला आयोजित

आस-पास ब्यू...<sup>८५</sup>

सीकर। नगर परिषद सभागार में परिषद सीकर नगर परिषद कलेक्टर एवं प्रशासक को अतिरिक्त जिला नवाचारों को अधिकारी देते हुए कहा तंबाकू के द्वारा तंबाकू नियंत्रण लाइसेंस शाखा) ने अतिथियों से कि अब तंबाकू के द्वारा वारों पर आधारित नियामित कर जनस्वास्थ की सुक्ष्मा सुनिश्चित करना था। कार्यशाला में तंबाकू के विक्री केवल अधिकृत लाइसेंस तंबाकू उत्पादों के कार्यशाला का आयोजित किया गया। इस कार्यशाला का उद्देश्य शहर में तंबाकू वेंडर लाइसेंसिंग पर विशेष विक्री के विकास को बढ़ावा देना था। आमजन से अपील की कि वे तंबाकू सेंद्रीय बाजार में हो संभव होंगी। उहोंने आमजन से अपील की कि वे तंबाकू सेंद्रीय बाजार में हो संभव होंगी। उहोंने अपील की कि वे तंबाकू नशीले पदार्थों को विक्री करने वालों के खिलाफ सख्त कानूनी कार्रवाई को जाएंगी। कार्यशाला में डॉ. हसा कुंडू (वार्टिल स्ट्रेटेजी, ईड दिल्ली) ने कहा रखने और जागरूकता फैलाने की कि तंबाकू जनित बीमारियाँ आज अपील की। राजस्व अधिकारी प्रमोद सोनी, अजीत पाल, मुख्य स्वास्थ्य निरीक्षक, जोन प्रभारी निरीक्षक, तंबाकू वेंडर, मुख्यमंत्री सद्बालन वेंडर की महिला समूह सदस्याएँ एवं नगर परिषद के सीकर शहर में जारी तंबाकू वेंडर ही सबसे प्रभावी उपाय हैं। नगर लाइसेंसों एवं अब तक की गई

परिषद आयुक्त शशिकांत शर्मा ने नगर सोनी को अतिरिक्त जिला एवं नियमन के क्षेत्र में किए जा रहे तंबाकू के द्वारा वारों पर आधारित नियामन में तंबाकू उत्पादों की अवैधता के बारे में उपरांत उप अधिकारी पुलिस (स्ट-स्ट्रीम सेल) अजीत पाल ने कहा कि शहर में बिना लाइसेंस तंबाकू उत्पादों य अन्य नशीले पदार्थों को विक्री करने वालों के खिलाफ सख्त कानूनी कार्रवाई को जाएंगी। कार्यशाला में डॉ. हसा कुंडू, आयुक्त शशिकांत शर्मा, राजन चौधरी, राजस्व अधिकारी प्रमोद सोनी, अजीत पाल, मुख्य स्वास्थ्य निरीक्षक, जोन प्रभारी निरीक्षक, तंबाकू वेंडर, मुख्यमंत्री सद्बालन वेंडर की महिला समूह सदस्याएँ एवं नगर परिषद के अधिकारी-कर्मचारी उपस्थित रहे।

राजस्थान प्रतिका ७ अक्टूबर 2023

## कार्यालय नगर परिषद, सीकर

फ़ाइल - 14746

दिनांक - 30/01/2023

### लोक - सूचना

सर्व-साधारण को एतद द्वारा सूचित किया जाता है कि राजस्थान सरकार, स्वायत्त शासन विभाग के परिषद क्रांति प. ८ (ग) () नियम/ ईएलबी/ 17 / 720 दिनांक 04.01.2018 में प्रदत्त निर्देशों के अनुक्रम में राजस्थान नगरपालिका अधिनियम, 2009 की धारा 105 सप्तित धारा 339 (ख) के द्वारा प्रदत्त शक्तियों का प्रयोग करते हुए नार परिषद, सीकर (तंबाकू उत्पादों की बिक्री हेतु लाइसेंस शुल्क का निर्धारण विनियमन और नियंत्रण) अनुचित शुल्क नियम, 2023 प्रस्तावित करती है। आमजन की सूचनार्थ एवं अवलोकन हेतु उक्त नियमों का प्रकाशन नार परिषद, सीकर की वेबसाइट <http://npsikar.in> पर एवं विभागीय वेबसाइट <http://urban.rajasthan.gov.in/ulbsikar> पर तथा नोटिस बोर्ड कार्यालय हाजा पर किया जा दुका है। इस संबंध में किसी भी व्यक्ति को किसी भी प्रकार की कोई आपत्ति/ सुझाव हो तो इस लोक-सूचना प्रकाशन के 15 दिवस के भीतर नार परिषद, कार्यालय में अपनी आपत्ति/ सुझाव प्रस्तुत कर सकता है। निर्धारित समयावधि प्रस्ताव प्राप्त होने वाली आपत्ति/ सुझाव पर किसी प्रकार का विचार नहीं किया जायेगा।

राज.संदाद/सी/22/14116

आयोजन

## सीकर भास्कर 13-09-2025

जपा। नवाचाल लाइव भास्कर कला ला। भद्रा वमा, सुमन वमा, रासदा काम्पा आद था।

दरअसल राधाक्षशनपुर म अडरपास लाग माजूद रह।

# कलेक्टर सभागार में संभागीय आयुक्त पूनम ने जिला स्तरीय अधिकारियों की बैठक ली रोडटे प्रदर्शन राइजिंग राजस्थान; एनओसी, कन्वर्जन व भूमि आवंटन के काम निर्धारित समय पर करें : संभागीय आयुक्त

भास्कर नवाचाल| सीकर



सीकर. एनओसी, कन्वर्जन, भूमि आवंटन के काम समय पर करें

### सीकर में तंबाकू नियंत्रण कक्ष स्थापित किया



सीकर | नगर परिषद कार्यालय में तंबाकू नियंत्रण कक्ष स्थापित किया गया। कक्ष का शुभारंभ संभागीय आयुक्त पूनम व कलेक्टर मुख्त शर्मा ने किया। राजस्थान टॉक्सो प्री एलायंस द्वारा तंबाकू विक्रेता लाइसेंसिंग नवाचाल के बारे में जानकारी दी गई। नगर परिषद के कार्यक्रम बैठक में कलेक्टर मुख्त शर्मा, एडीएम रत्न कुमार, भावना शर्मा, एससी गंडे, सिंह जाला, युआईटी सचिव जेरी गौड़, जिला परिषद सीईओ राजपाल वादव, नगर परिषद आयुक्त शशिकांत शर्मा और अन्य युवाओं को तंबाकू से सुरक्षित रहना है।



ऑल ईडेरेशन रोडटे। कर्मचारिये बचाओ। कर्मचारी परिवहन इलेक्ट्रिक बदलाव। शेत्र को राजमार्ग व लोक। जा रहे। सहित को लेक इसके बार मुख्यमंत्री

## गो कार्यक्रम, वीरांगनाओं का करेंगे सम्मान

10 हजार रुपए का इनामी गांजा तरकर गिरफ्तार

## दांता में कपड़े की दुक तरते पांच प्रदिलाथों

