

Tobacco Vendor Licensing Implementation Guidelines

**General guidelines for implementing Tobacco
Vendor Licensing in India**

Disclaimer: These guidelines have been developed in consultation with government officials, technical experts, and other stakeholders. They are intended solely for general guidance and do not constitute legal advice or mandatory requirements. Users are responsible for applying these guidelines in accordance with applicable laws, regulations, and local requirements. For the avoidance of doubt, this report solely contains general policy recommendations concerning the implementation of tobacco vendor licensing, and is not intended to support or oppose any specific piece of legislation.

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Preface



Tobacco Vendor Licensing (TVL) is increasingly being recognized as an effective measure to strengthen the regulation of tobacco retail and support compliance by vendors. As more States and Urban Local Bodies have expressed interest in adopting TVL, there has been a growing demand for practical guidance to support its introduction and implementation.

These General Guidelines for Implementing Tobacco Vendor Licensing in India have been developed to address this need. The document draws upon the experiences and lessons learned from states and Urban Local Bodies that have introduced TVL, including Karnataka, Rajasthan, Rishikesh, and other jurisdictions across the country. It is intended to serve as a practical reference that can be adapted to local, legal, administrative, and institutional contexts.

The guidelines have been developed through a collaborative process involving government officials from more than 08 states, Urban Local Bodies, public health experts, and technical partners. Their valuable insights and experiences have helped shape this document into a practical resource for policymakers, municipal authorities, and enforcement agencies.

It is hoped that these guidelines will support States and Urban Local Bodies in strengthening tobacco control efforts and encourage the exchange of experiences and good practices across the country.

I sincerely thank all the contributors for their valuable support and commitment in developing this publication.

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Messages

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-Message-

Tobacco use remains one of the leading causes of preventable deaths and diseases in India, claiming nearly 1.4 million lives annually. Since most users begin during adolescence or early adulthood, protecting children and youth from tobacco exposure is a public health priority. Reducing the availability and accessibility of tobacco products, particularly around educational institutions, is essential to preventing initiation.

Tobacco Vendor Licensing (TVL) provides an effective regulatory mechanism by creating accountability among tobacco retailers. It strengthens enforcement of tobacco control laws, limits tobacco advertising and promotion at points of sale, and helps reduce the availability of tobacco products near schools and other public places.

Rajasthan has demonstrated strong leadership in tobacco control, with several Urban Local Bodies adopting TVL as a key public health intervention. Among them, Sikar has emerged as a model by successfully implementing TVL through strong political commitment, inter-departmental coordination, and community participation. The initiative has led to improved compliance, reduced tobacco vendor density, and strengthened protection for children and youth.

Developed through extensive consultations during the National Workshop on Tobacco Vendor Licensing in Jaipur, these Guidelines provide a practical roadmap for local governments on the legal, administrative, monitoring, and enforcement aspects of TVL implementation.

I am confident that this document will support municipalities and state governments across the country in strengthening tobacco control and advancing a healthier, tobacco-free future for the next generation.

My Best Wishes

(Ravi Jain)

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**Message**

The retail environment plays a critical role in shaping the accessibility and visibility of tobacco products. Strengthening regulation at the point of sale is therefore essential to reducing tobacco use and preventing its initiation, particularly among young people. Tobacco Vendor Licensing (TVL) provides an effective regulatory mechanism for local governments to oversee the sale of tobacco products, improve compliance with existing tobacco control laws, and foster a more accountable and responsible retail environment.

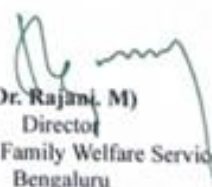
Karnataka has emerged as a pioneer in this regard by becoming the first State in India to notify rules for Tobacco Vendor Licensing under the State Municipal Act. Building upon this progressive policy framework, the State has established a comprehensive online licensing system and is implementing TVL across all Urban Local Bodies. This initiative has streamlined the licensing process, enhanced transparency, strengthened monitoring, and empowered local governments to enforce tobacco control regulations effectively.

Beyond regulation, Tobacco Vendor Licensing is a significant public health intervention. By promoting compliance with licensing conditions, preventing sales to minors and in prohibited areas, and reducing the easy availability and visibility of tobacco products, particularly among children and adolescents, TVL contributes to preventing tobacco initiation, reducing tobacco use, and curbing the overall tobacco menace.

As more States and Urban Local Bodies consider Tobacco Vendor Licensing as a strategic measure to strengthen tobacco control, the need for practical guidance on policy formulation and implementation has become increasingly important. These General Guidelines for Implementing Tobacco Vendor Licensing in a State/City in India have been developed by drawing upon experiences, best practices, and lessons learned from across the country.

I am pleased to note that these guidelines have been prepared through extensive consultations with government officials, municipal administrators, public health professionals, and tobacco control experts. I am confident that this document will serve as a valuable reference for policymakers, administrators, and implementing agencies in establishing robust, transparent, and sustainable Tobacco Vendor Licensing systems.

I commend the dedicated efforts of all the partners and stakeholders who have contributed to the development of this important resource and extend my best wishes for its successful dissemination and implementation across the country, with the shared objective of strengthening tobacco control and protecting public health.



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पत्रांक ...जे.पी......

दिनांक 23/06/2026

ऋषिकेश को आध्यात्म, स्वास्थ्य और प्राकृतिक धरोहर के नगर के रूप में व्यापक पहचान प्राप्त है, यहाँ के निवासियों, श्रद्धालुओं एवं आगंतुकों के स्वास्थ्य एवं कल्याण का संरक्षण हमारी प्राथमिक जिम्मेदारी है। इसी दृष्टिकोण से प्रेरित होकर, नगर निगम, ऋषिकेश ने उत्तराखण्ड में सबसे पहले तंबाकू विक्रेता लाइसेंसिंग (Tobacco Vender Licensing – TVL) प्रणाली लागू किया, जो एक स्वस्थ, स्वच्छ एवं अनुशासित शहरी वातावरण के निर्माण की दिशा में एक महत्वपूर्ण कदम है।



ऋषिकेश में लागू की गई तंबाकू विक्रेता लाइसेंसिंग नीति में नगर की सांस्कृतिक एवं आध्यात्मिक पहचान को ध्यान में रखते हुए कई अभिनव प्रावधान शामिल किए गए हैं। यह नीति न केवल तंबाकू उत्पादों की बिक्री को लाइसेंस के माध्यम से विनियमित करती है, बल्कि शैक्षणिक संस्थानों, प्रमुख मंदिरों, घाटों एवं अन्य संवेदनशील सार्वजनिक स्थलों के निकट तंबाकू बिक्री पर विशेष प्रतिबन्ध भी लगाती है। ये उपाय हमारे सामूहिक संकल्प को दर्शाते हैं, जो बच्चों की सुरक्षा, धार्मिक एवं सांस्कृतिक स्थलों की पवित्रता बनाए रखने तथा जनस्वास्थ्य को सुदृढ़ करने के लिए आवश्यक है।

इस नीति के प्रभावी क्रियान्वयन से तंबाकू विक्रेताओं की निगरानी सुदृढ़ हुई है, तंबाकू नियन्त्रण कानूनों के अनुपालन में सुधार हुआ है तथा उल्लंघनों के विरुद्ध प्रभावी कार्यवाही संभव हो पाई है। साथ ही इससे विक्रेताओं एवं आमजन के बीच तंबाकू के दुष्प्रभावों तथा जिम्मेदार विक्रय व्यवहार के प्रति जागरूक भी बढ़ी है।

ऋषिकेश का यह अनुभव दर्शाता है कि नगर निकाय स्थानीय परिस्थितियों के अनुरूप तंबाकू नियन्त्रण नीतियों को प्रभावी ढंग से लागू कर सकते हैं, साथ ही जनस्वास्थ्य के व्यापक उद्देश्यों को भी सुदृढ़ बनाए रख सकते हैं। हमें इस मार्गदर्शिका के माध्यम से अपनी इस यात्रा एवं अनुभवों को साझा करते हुए गर्व हो रहा है।

मैं Vital Strategies एवं इस मार्गदर्शिका के निर्माण में सहयोग करने वाले सभी साझेदारों को हार्दिक बधाई देता हूँ। आशा है कि इसमें उल्लिखित अनुभव अन्य नगरों एवं राज्यों को भी प्रेरित करेंगे, ताकि वे जनस्वास्थ्य की रक्षा हेतु नवाचारपूर्ण कदम उठाते हुए तंबाकू मुक्त भविष्य की दिशा में अग्रसर हों।

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Message

The tobacco epidemic remains one of the most significant public health challenges facing India. While substantial progress has been made in developing and implementing tobacco control policies, regulating the retail environment remains a critical and often underutilized strategy for reducing tobacco use and protecting future generations.

Tobacco Vendor Licensing (TVL) has emerged globally as an effective policy tool to regulate the sale of tobacco products, reduce tobacco outlet density, restrict access to tobacco products among children and adolescents, and strengthen compliance with existing tobacco control laws. Evidence from several countries including India, has demonstrated that the vendor density positively relates to tobacco use prevalence. Therefore licensing systems can contribute significantly to reducing the availability and visibility of tobacco products in communities.

I am pleased to note that these *General guidelines for implementing Tobacco Vendor Licensing (TVL) In a City/State in India* have been developed through a collaborative process involving government officials, municipal administrators, public health professionals, and tobacco control experts. By bringing together practical experiences from States and local governments that have implemented licensing systems, this document provides a valuable roadmap for jurisdictions seeking to adopt and operationalize TVL.

These guidelines are timely and relevant, particularly as more States and local governments explore innovative approaches to strengthen tobacco control and protect young people from initiating tobacco use. I am confident that this resource will support policymakers and implementers in designing effective licensing systems and advancing India's commitment to reducing the burden of tobacco-related diseases.

I congratulate all those who contributed to the development of these guidelines and hope they will accelerate the adoption and effective implementation of Tobacco Vendor Licensing across the country.

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The development of these General Guidelines for Implementing Tobacco Vendor Licensing (TVL) in India was made possible through the collective efforts, technical expertise, and valuable contributions of numerous government officials, municipal authorities, public health professionals, technical experts, civil society organizations, and development partners.

We sincerely acknowledge the representatives from State Health Departments, State and District Tobacco Control Cells, Urban Local Bodies, Self-Governance Departments, enforcement agencies, and other line departments who have implemented TVL and also those who participated in national and state-level consultations, technical discussions, and review meetings. Their practical insights, field experiences, and policy perspectives greatly enriched the content of these guidelines.

We also express our appreciation to the representatives of academic institutions, public health organizations, professional bodies, and civil society organizations whose technical inputs, implementation experiences, and constructive feedback helped ensure that these guidelines are practical, evidence-based, and adaptable to diverse administrative and legal contexts across India.

Special appreciation is extended to Dr. Hansa Kundu, Dr. Amit Yadav and Ms. Morgan Kreher, Vital Strategies who contributed to the drafting, review, validation, and refinement of these guidelines. Their thoughtful suggestions and commitment to strengthening tobacco control have significantly enhanced the quality and relevance of this publication.

Finally, we acknowledge the leadership and technical guidance provided by Dr. Rana J Singh, Ms. Kathy Wright and Mr. Ashish Pandey, Vital Strategies throughout the development of these guidelines. Their vision, continued support, and commitment to advancing effective tobacco control policies have been instrumental in bringing this resource to fruition.

It is hoped that these guidelines will assist states, Union Territories, Urban Local Bodies, and other implementing agencies in establishing effective TVL systems, strengthening enforcement of tobacco control laws, protecting children and youth, and promoting healthier communities across India.

Introduction

The negative effects of tobacco use on health systems, economic productivity, and overall well-being are substantial. It is the sole commercial product that kills nearly half of all long-term users. Throughout the world, tobacco smoking is disproportionately prevalent among vulnerable populations, especially young people and low-income individuals. In India, over 260 million people use tobacco products, amounting to nearly 29% of adults (GATS, 2017). The tobacco industry makes large investments in direct and indirect advertising campaigns to retain and grow their consumer base. These campaigns frequently target young people and adolescents, who are particularly susceptible to smoking initiation due to targeted advertisements and social pressure. 38% of cigarette smokers, 47% of bidi smokers, and 52% of smokeless tobacco users started smoking tobacco before the age of ten, according to statistics from India's Global Youth Tobacco Survey (GYTS, 2019). This highlights the importance of further fortifying India's tobacco control legislation.

The role of regulating the retail environment is promoted by the World Health Organization's Framework Convention on Tobacco Control (WHO FCTC) and the WHO FCTC Protocol to Eliminate Illicit Trade. One tool specifically recommended is Tobacco Vendor Licensing (TVL), a regulatory mechanism that enables Urban Local Bodies (ULBs) to control the sale of tobacco products within their jurisdiction. It is internationally recognized as a best practice to reduce availability and accessibility of tobacco products to children and youth and strengthen enforcement of tobacco control laws. TVL is not a prohibition on tobacco sales. It is a licensing-based regulatory system that defines who is permitted to sell tobacco and what terms and conditions they must follow.

In most Indian cities, tobacco is sold through a large number of informal and unregulated points of sale. This makes enforcement of laws, such as the Cigarettes and Other Tobacco Products Act, 2003 (COTPA, 2003), very difficult, and allows frequent violations, especially sales to minors, advertising at the point of sale (POS), and sales near educational institutions. The lack of oversight also makes it difficult to track production, consumption, and tax revenue, hindering effective policymaking and resource allocation.

In India, TVL is a crucial tool to regulate the sale and distribution of tobacco products by large- and small-scale traders, vendors, wholesalers, and manufacturers. It aims to protect public health, especially vulnerable populations, and to reduce the prevalence of tobacco-related diseases.

In view of this, two advisories were issued to all states/UTs for implementing TVL:

- 21st September 2017 - Ministry of Health and Family Welfare issued an advisory to state governments
- 25th September 2018 - Ministry of Housing & Urban Poverty Alleviation issued an advisory to state governments

The benefits of TVL include:

- Public health protection
 - TVL policies protect minors from exposure to tobacco products and prevent experimentation and initiation of tobacco use.
- Compliance with Laws
 - TVL does not interfere with the sale of tobacco, but regulates formal and informal tobacco retail outlets, improving compliance with several central legislations (COTPA 2003; Juvenile Justice Act 2015; Food Safety and Standards Act 2006 & regulations, Prohibition of Electronic Cigarette Act 2019 etc.) and state-specific and municipal laws.
 - Licensed vendors can be more easily monitored, ensuring adherence to other legal requirements, such as health warnings on packaging. By maintaining a comprehensive registry of tobacco retailers, enforcement officers can monitor compliance more effectively by clearly identifying retail locations, facilitating systematic inspections, and allowing for the more efficient and targeted deployment of enforcement resources. Well-enforced TVL policies can reduce common violations by tobacco vendors such as tobacco advertising, promotion, and sponsorship (TAPS) at the POS.
 - TVL is a mandatory strategy for all stages of tobacco production, sale and manufacture outlined in the WHO FCTC Protocol to Eliminate Illicit Trade in Tobacco Products, ratified by India in 2018 to support improving compliance with local laws and reducing the burden of illicit trade. Therefore, it is a vital regulatory tool that improves compliance with India's global commitments under the Protocol, along with Articles 15 and 16 of the WHO Framework Convention on Tobacco Control (FCTC) and national initiatives like Swachh Bharat, Smart Cities, and others.
- Economic Regulation
 - TVL helps establish a framework for fair competition among vendors, reducing illegal sales and promoting legal business practices.
 - Licensed vendors are more likely to comply with tax regulations, ensuring that the government receives due revenue from tobacco sales.
- Community Safety and Welfare
 - Licensed vendors can be required to undergo training on the health impacts of tobacco, helping to foster a more informed retail environment.
- Support for Tobacco Control Initiatives
 - Licensing fees can be directed toward public health campaigns aimed at reducing tobacco use and be used to support enforcement activities.

Legal and policy foundation

State Urban Development Department (UDD) and municipalities* play a key role in regulating trade, markets, and public health within their jurisdictions and municipal laws provide a strong legal basis for introducing licensing systems to control the sale and distribution of tobacco products.

Some states already include tobacco-related trade or tobacco products within the list of trades or activities regulated under their State Municipality Acts. In such cases, neither the State UDD nor the municipal authority is required to issue a separate gazette notification to implement TVL. Instead, TVL can be operationalized through implementation guidelines detailing licensing fees, penalties and compliance criteria, issued either by the state government for implementation at state level or by the concerned municipal authority.

Alternatively, state UDD / municipalities are empowered under the provisions of the Municipalities Act to introduce byelaws or rules for the adoption and implementation of TVL through the issuance of a gazette notification. Licensing fees and penalty amounts can be decided by the state, if rules are notified at state level, as was done by Karnataka, or by the municipality, if rules are issued by a ULB. Rules may be uniform for all categories of vendors or differentiated for retail and wholesale vendors.

However, there are some exceptions. For example, Himachal Pradesh has a separate state-level law, “The Himachal Pradesh Prohibition of Sale of Loose Cigarettes and Beedies and Regulation of Retail Business of Cigarettes and Other Tobacco Products Act, 2016,” which requires any person carrying on or intending to carry on retail business of cigarettes and other tobacco products to apply for registration with the registration authority. Registration authorities are municipal authorities in urban areas and Panchayati Raj in rural areas. As this is a separate state law, it is applicable in the whole state. Further rules have authorised multiple enforcement officers. This example can be followed by states intending to pass a separate law.

Framing a state level TVL policy or issuing uniform state level guidelines can streamline the implementation process by ensuring consistency across municipalities, reducing procedural delays, and facilitating coordinated adoption throughout the state.

*Municipality applies to municipalities in urban areas and Panchayati Raj departments in rural areas.

Suggested terms and conditions for issuance of TVL

(as suggested in Government of India advisories and adaptable by municipalities)

Municipalities may incorporate the following indicative terms and conditions while granting tobacco vendor licenses:

- a. General criteria for an applicant
 - The applicant shall be a citizen of India.
 - The applicant must have attained a minimum age of 18 years at the time of application.
 - Proof of having a permanent place to run the business (example: lease registration, rent agreement, ownership documents, etc.) must be submitted and municipalities may restrict licensing of temporary or mobile vendors selling tobacco products.
 - Municipalities may also require additional trade registration, MSME/Udyam registration or trader license, wherever applicable.
- b. Nature and validity of license
 - The license shall be non-transferable and issued only in the name of the approved applicant.
 - The license shall remain valid only for a specified time period, subject to renewal as per municipal provisions.
- c. Documentation requirements
 - i. An individual as an applicant:
 - Identity proof of trade applicant as a mandatory document (e.g., Aadhaar card / voter ID card / other government-issued identity proof and may preferably be a permanent resident of the city/state).
 - ii. A trader as an applicant:
 - If the applicant is the owner of the premises, land possession certificate / allotment order / revenue rent receipt / sale or lease deed / updated holding tax receipt should be included as mandatory documents.
 - If the applicant is not the owner of the premises, lease agreement / rent agreement / electricity bill (in the name of trader applicant) / affidavit attested by a notary public officer should be required.
 - iii. Private business as an applicant:
 - NoC / clearance certificate and registration certificate from authorities under the Companies Act, 1956 & 2013 should be required.
 - iv. Partnership firm as an applicant:
 - Partnership deed or agreement as a mandatory document.
- d. Compliance with tobacco control laws
 - All licensed vendors shall comply with relevant provisions of COTPA, 2003 and PECA, 2019.

In particular, the following shall be ensured:

- No TAPS at the POS as per Section 5 of COTPA, 2003.
- No display of tobacco products and smoking aids like lighters, ashtrays or similar promotional accessories at the POS as per Section 4 of COTPA, 2003.
- Display of “No Smoking board” mandatory as per Section 4 of COTPA to ensure buyers don’t smoke outside the shops as below:



- Prohibition on sale of loose cigarettes and sale of tobacco products without mandated pictorial health warnings as per Section 7 of COTPA, 2003.
- Strict prohibition on sale of tobacco products to or by minors as per Section 6 a of COTPA, 2003 and mandatory display of the board as below:



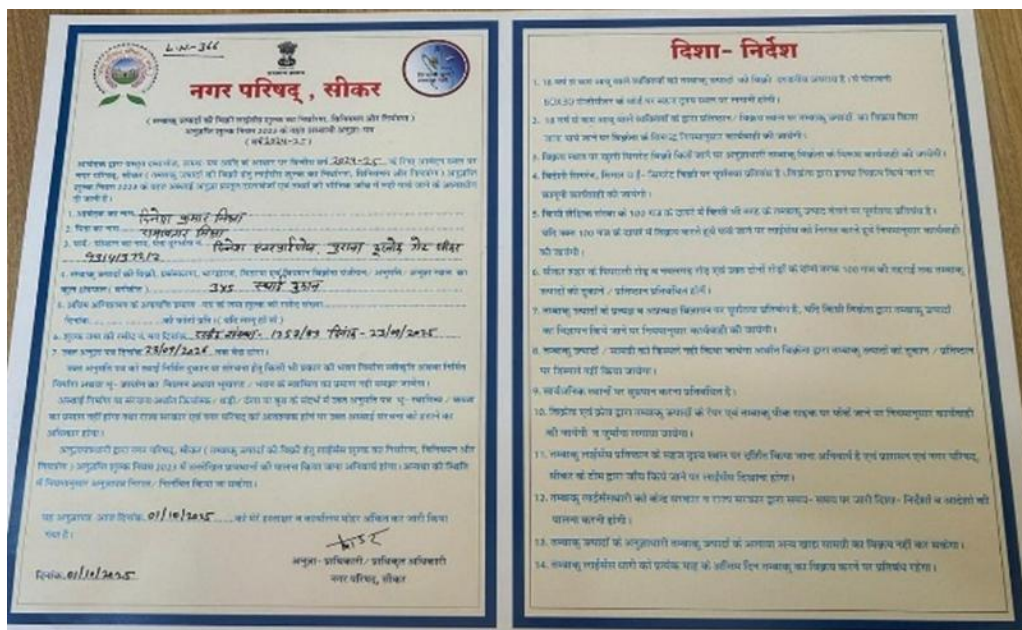
- No display of large models of cigarette or other tobacco products. No special lighting or rotating platforms for tobacco products
 - No license shall be granted to a shop located within 100 yards/metres of any educational institution as per Section 6b of COTPA, 2003
 - No sale, storage or distribution of electronic nicotine delivery systems (prohibited as per PECA 2019) and other not-approved products (such as nicotine pouches).
 - Vendors must strictly comply with all tobacco control laws and regulations as notified by central, state, or municipal authorities.
- e. Compliance with other applicable laws
- Municipalities may also require adherence to additional legislation, including but not limited to:
- Juvenile Justice (Care and Protection of Children) Act, 2015
 - Food Safety and Standards Act, 2006
 - Legal Metrology Act 2009
 - Any other relevant state or local regulations
- f. Penalties and enforcement
- Penalties for non-compliance with licensing terms shall be clearly specified.
 - Municipal authorities may suspend or cancel the license in case of repeated or serious violations.
 - More detailed guidelines will be desirable e.g. on number of violations, seriousness of violations etc connecting those with just a fine, suspension of license or complete cancellation. Examples from other cities/states are mentioned later in the document.
- g. Licensing procedure and timelines
- Municipalities shall notify the procedure, documentation requirements, and timelines for processing and approval of applications.

- Adopting a “One Shop – One License” principle ensures that each shop operates under a unique license and prevents the misuse or transfer of licenses issued to other individuals.
 - License issued should non-transferable.
- h. Additional restrictions by municipalities

Municipal authorities may consider additional regulatory measures such as:

- Prohibition of sale of tobacco products in specific public or sensitive areas (e.g., near temples, ghats, markets, or public institutions).
- Prohibition of sale of non-tobacco products such as toffees, candies, chips, biscuits, soft drinks, etc., which are meant for non-users, especially children, alongside tobacco products (this recommendation is per the national advisories issued by the Ministry of Health and Family Welfare and the Ministry of Housing and Urban Affairs).
- Restricting eligibility of certain categories of vendors, such as mobile vendors or temporary stalls.
- Fixing caps on the number or density of tobacco vendors within municipal limits.
- A condition or provision that shops authorized for selling tobacco products cannot sell products popular with children such as toffees, candies, chips, biscuits, soft drinks etc. can be incorporated

The finalized instructions and eligibility criteria can be incorporated directly into the license. An example is provided below:



Checklist for vendors

Do's	Don'ts
Display the valid tobacco vendor licence prominently at the place of business	Do not sell tobacco products to minors
Display all statutory signage as required under COTPA	Do not allow sale of tobacco products by minors
Sell only legally compliant tobacco products	Do not advertise, promote, or display tobacco products
Maintain valid purchase invoices and bills for inspection	Do not sell tobacco products near educational institutions or other areas decided by the municipality/panchayat
Cooperate with authorised inspections by municipal or enforcement officers	Do not provide smoking aids like lighters, matches, ashtrays, or similar items and do not permit smoking at, within, or in front of the shop
Ensure compliance with all licence conditions and applicable laws	Do not violate the terms and conditions for providing the license
Enforcement - Any violation of the above conditions shall attract penal action in accordance with applicable laws and may lead to suspension or cancellation of the license	

Stakeholder roles and responsibilities



State UDD (state-level) or Municipal Commissioner (ULB-level)– *Policy & Oversight*

- Notify & operationalize TVL policy in consultation with stakeholders
- Designate licensing & inspection officers
- Approve, suspend or cancel licenses
- Review implementation progress



Licensing Section / Trade License Cell – *Application Management*

- Receive & process applications
- Maintain vendor database
- Issue & renew licenses



Health Inspectors / Sanitary Inspectors and DTCC Staff – *Field Verification & Compliance*

- Conduct field inspections
- Clearance after ensuring COTPA compliance
- Check norms & sale conditions
- Submit inspection reports



District Tobacco Control Cell – *Technical Support*

- Provide guidance & training
- Field verification
- Support enforcement drives
- Assist with IEC & sensitization



Police & Enforcement Agencies – *Enforcement Support*

- Enforce laws & penalties
- Assist in seizure & recovery
- Action on violations

State UDD (state-level) & Municipal Commissioner (ULB-level) - Policy & Oversight

The state UDD, in the case of a state-level policy, and Municipal Commissioner, in the case of a ULB-level policy, plays a central role in providing overall policy direction and oversight for TVL. This authority is responsible for notifying and operationalising the policy within the jurisdiction, designating appropriate licensing and inspection officers, and ensuring that the licensing framework is implemented effectively. Various stakeholders may be consulted before implementing the policy. The office also has the authority to approve, suspend, or cancel vendor licenses based on compliance with regulations and periodically reviews implementation progress to ensure adherence to tobacco control laws.

Licensing Section / Trade License Cell - Application Management

The Licensing Section or Trade License Cell manages the administrative aspects of the licensing process. It is responsible for receiving and processing applications submitted by tobacco vendors, maintaining an updated database of licensed vendors, and ensuring transparency and efficiency in the licensing procedure. This section also facilitates the issuance of new licenses and renewal of existing licenses in accordance with established guidelines and timelines.

Health Inspectors / Sanitary Inspectors and District Tobacco Control Cell (DTCC) staff - Field Verification & Compliance and

For better inter-department coordination, health inspectors/sanitary inspectors who are responsible for field-level verification in a municipality may form a team with DTCC staff and can provide clearance for compliance of COTPA provisions by the vendor. Thereafter, municipal inspectors can conduct on-site inspections of vendor premises to verify the information provided in license applications and ensure adherence to regulatory requirements. During inspections, they assess compliance with prescribed norms and sale conditions, including location restrictions and display requirements, and submit inspection reports to the licensing authority for further action.

District Tobacco Control Cell - Technical Support

The DTCC provides technical support to strengthen the implementation of TVL and also provides field verification along with Municipal inspectors. DTCC shall ensure compliance of COTPA provisions by the licensed vendors. It offers guidance and capacity building support to municipal officials and enforcement agencies, assists in planning and conducting enforcement drives, and supports information, education, and communication (IEC) activities aimed at raising awareness about tobacco control laws and compliance requirements among vendors and the public.

Enforcement Agencies - Enforcement Support

Enforcement agencies, which include municipal officials, DTCC staff, police, and food safety officers, shall constitute an enforcement squad and play a critical role in ensuring effective implementation of TVL policies and compliance with tobacco control regulations, including COTPA, 2003, the Food Safety and Standards Act, 2006, legal metrology and other applicable state and local laws. These agencies are responsible for enforcing legal provisions, conducting inspections, detecting violations, and initiating appropriate action against offenders. They may also assist in the seizure of prohibited or non-compliant tobacco products, recovery of penalties, and prosecution of violators in accordance with applicable legal provisions.

The constitution of a dedicated TVL enforcement squad facilitates coordinated and systematic enforcement by bringing together officers from different departments with complementary legal powers. Such a multi-sectoral team enables joint inspections, improves detection of violations, enhances accountability, reduces duplication of efforts, and ensures more effective implementation of tobacco control laws and licensing conditions. The squad can also undertake regular compliance drives, monitor licensed vendors, address public complaints, and take prompt action against unlicensed sales, sales to minors, sales near educational institutions, and other violations of tobacco control regulations.

Preparatory actions before launch

Municipal officers may complete the following preparatory steps before initiating the issuing of licenses.

Mapping of vendors

A simple ward-wise mapping exercise may be undertaken to identify all tobacco vendors operating within the municipal jurisdiction by the municipal authorities or independent agencies permitted by the municipality. This mapping may cover permanent shops, mobile kiosks and street vendors involved in the sale of tobacco products. The initial survey will help authorities understand the number, location and density of existing tobacco vendors, enabling the development of a structured and evidence-based licensing policy and operational system suitable to the jurisdiction.

The information collected may also be compiled into a basic vendor database to support monitoring, licensing, and enforcement activities once the TVL policy is in effect. Periodic surveys may be conducted in subsequent years to monitor compliance and track progress. Sample methodology to conduct the survey is in Annex 1.

Internal preparedness

The proposal for introducing TVL may be placed before the municipal board for discussion and approval, including decisions related to eligibility criteria, licensing procedures, and fee structures. In the case of a state-level policy, the state UDD, in consultation with other relevant departments, including the State Tobacco Control Cell (STCC), may discuss similar elements.

The state UDD / ULB may then begin by issuing an internal circular clearly outlining the TVL process and roles and responsibilities of concerned officers. This may be followed by the development or adoption of Standard Operating Procedures (SOPs) to ensure uniform understanding and consistent implementation across departments. The state UDD / municipalities may also designate a nodal officer within the municipal board or local authority who will be responsible for coordinating and overseeing the implementation of the tobacco vendor licensing system.

Additionally, state UDD / municipalities may consider establishing a multi-departmental coordination committee, comprising representatives from the municipal authority, health department (including the DTCC), police department, and other relevant agencies. This committee can facilitate inter-departmental coordination and ensure effective implementation and enforcement of TVL.

Public consultation

The state government or municipality / panchayat may issue a public notice prior to publishing the gazette notification to inform stakeholders about the proposed introduction of TVL and to invite comments or suggestions from the public. The notice should clearly outline the proposed licensing requirements, timelines for compliance, application procedures, applicable fees, and consequences of non-compliance.

Early consultation with key stakeholders, including trade associations, vendor groups, and community representatives can help address concerns, improve compliance, and build broader support for the licensing system.

Gazette notification

To maximize awareness and facilitate compliance, the gazette notification should be disseminated in the local language(s) through appropriate communication channels, including municipal websites, local newspapers, public notice boards, social media platforms, and community networks. Such communication can help ensure that tobacco vendors and other stakeholders are adequately informed and prepared for the implementation of the licensing system.

Issuing a single state-level gazette notification, wherever legally feasible, offers several advantages over separate notifications by individual municipalities. It promotes uniformity in the implementation of TVL across all ULBs within the state, reduces administrative burden and duplication of effort, and provides a consistent legal and operational framework.

Vendor sensitisation and public awareness

Vendor sensitisation activities may be conducted to facilitate smooth implementation of TVL. These may include trainings, meetings with vendor associations, trade unions, and individual vendors to explain legal obligations, licensing requirements, and the public health rationale behind the policy.

Municipalities may also undertake public awareness campaigns and communication activities to inform the general public about the purpose, benefits and requirements of tobacco vendor licensing.

Simple FAQs and guidance notes may be distributed to address common queries and support compliance. One such video developed to debunk the myths can be seen here:

[Debunking TVL Myths](#)



Stepwise implementation

Where feasible, authorities may consider implementing the licensing system initially in selected wards or areas, allowing for operational learning before expanding the system across the entire jurisdiction.

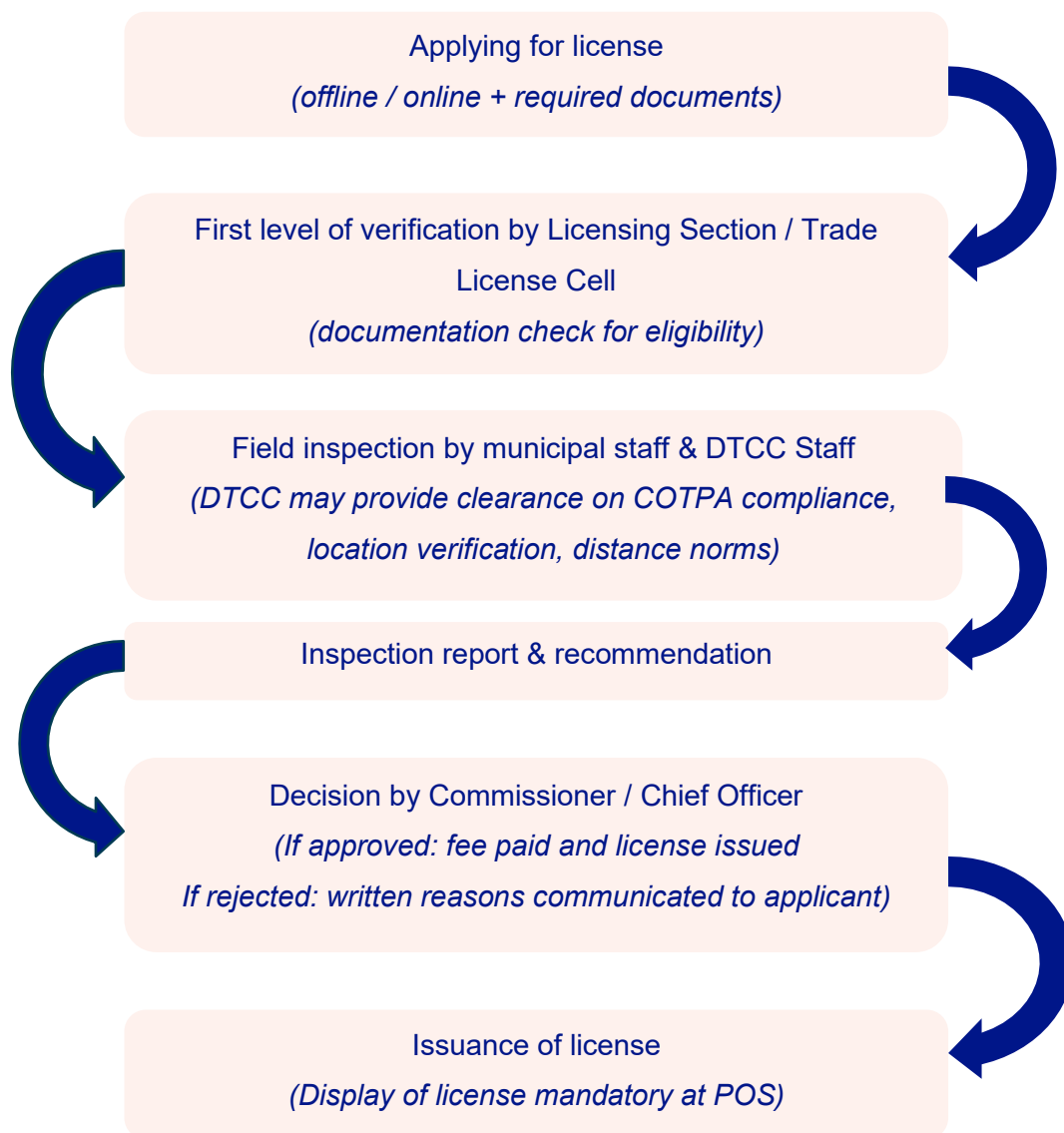
Application & licensing process

Prior to implementing TVL, the state UDD / municipality may review its existing trade licensing framework and administrative procedures to determine the most appropriate mechanism for integrating TVL into the current system. Based on this assessment, the municipality may designate responsible departments and officers, establish workflows for application processing, inspections, approvals, renewals, and enforcement, and develop or adapt the necessary administrative tools, including application forms, license certificates, inspection checklists, compliance reporting formats and record-keeping systems. DTCC may be included in initial discussions for better coordination. Municipal field-level staff, along with DTCC, may ensure COTPA compliance by the vendors and provide clearance to them for issuance of license.

Capacity building and orientation programmes may also be conducted for licensing authorities, inspectors, enforcement personnel and other relevant stakeholders to ensure uniform understanding and implementation of the licensing requirements.

A transparent, structured and time-bound licensing process helps build stakeholder confidence, improve compliance and enhance administrative efficiency. Municipalities may aim to process license applications within approximately 13–15 days from the date of submission, subject to satisfactory completion of verification and inspection requirements. To facilitate effective monitoring and accountability, the municipality may maintain an implementation tracker or digital register documenting applications received, inspection status, approvals, rejections, renewals, and licenses issued (sample template provided in Annex 2). Such systems can support timely decision-making, performance monitoring and ongoing compliance oversight.

Tobacco Vendor License application process



Key officer note: Processing of all applications within the recommended timeline of 13-15 days ensures transparency and prevents administrative delays or grievances.

License application

The POS owner applies for a license through online or offline mode, along with all required supporting documents and identification.

The application may be accompanied by the following documents:

- Photograph of the applicant
- Photograph of the shop location
- Identity proof such as Aadhaar card or other government-issued ID
- Registration, lease, or ownership documents of the shop premises
- An affidavit confirming compliance with tobacco control laws
- Payment of the prescribed application or registration fee

Municipal authorities may also ensure that all application data and supporting documents are digitally recorded and stored in an online database, enabling better monitoring and transparency.

First level of verification

The application is initially reviewed by the designated municipal operator, particularly in cases of hardcopy submissions. The concerned Health Inspector or authorized municipal officer then verifies the application details, documents, and eligibility of the applicant.

Field inspection by municipal & DTCC staff

Upon preliminary verification, the designated officials conduct a physical inspection of the proposed shop premises, in coordination with other relevant stakeholders where necessary.

The inspection focuses on verifying:

- Compliance with location restrictions (e.g., distance from educational institutions)
- Compliance with other COTPA measures
- Adherence to municipal licensing conditions, including compliance with all tobacco control laws and any other relevant municipal laws
- Suitability of the shop premises for tobacco sales

Inspection report & recommendation

Based on the clearance by DTCC, document verification and inspection findings, the designated official prepares an inspection report and submits recommendations to the Chief Officer / Commissioner regarding approval or rejection of the license application.

License decision

If the application is approved, the applicant is notified and required to pay the prescribed licensing fee, which may be annual or periodic depending on municipal rules. A challan is generated, and the

application is forwarded for official authorization and signature. License validity may range from one to three years, as determined by the municipal authority.

If the application is rejected, written reasons must be communicated to the applicant.

Reasons for refusal or disapproval of a license application may be clearly documented and communicated to the applicant. These may include:

- Application form not properly filled or required documents incomplete or not in order.
- Discrepancies identified during inspection, including non-compliance with licensing conditions.
- Violation of provisions under COTPA or other applicable laws as reported by DTCC.
- Shop location failing to meet distance or eligibility requirements.

Issuance of license

After successful fee payment and authorization, the license is issued or renewed with the digital or official signature of the competent municipal authority within the stipulated time frame.

The issued license should be displayed prominently at POS to facilitate verification by enforcement officials and the public.

License validity, renewal, and fees

Tobacco vendor licences shall be issued for a defined validity period as determined by the municipality, which may range from one to three years. Licensing fees and penalty amounts can be decided by the respective states/municipalities and can be either the same for all types of vendors or different for temporary, permanent and wholesalers.

Applications for renewal shall be submitted prior to the expiry of the licence. Renewal of licences may be linked to the vendor's compliance history and adherence to licence conditions. Renewal fees can be decided by the municipality.

Licence fees collected may be earmarked to support inspection, monitoring and enforcement activities related to tobacco control / TVL.

Licensing fees can be decided by the state or respective municipalities and can either be the same for all types of vendors or different for temporary, permanent and wholesalers. Some current examples are as below:

Licensing fees are the same for all types of vendors in Madhya Pradesh (Rs.300/-), Karnataka (Rs.500/-) and Himachal Pradesh (Rs.500/-).

Licensing fees vary by vendor type in:

- Jharkhand as per built area (100 sq ft- Rs 500/annum, 1000 sq ft- Rs 1500/annum, beyond 1000sq ft- Rs. 2500/annum)
- Rajasthan as per vendor type (Rs. 1000 for temporary kiosks, Rs. 1200-2400 for permanent kiosks, Rs. 25000 for wholesalers)
- Uttar Pradesh as per vendor type (Rs. 200 for temporary kiosks, Rs. 1000 for permanent kiosks and Rs. 5000 for wholesalers)
- Rishikesh as per vendor type (Rs. 1500 for temporary kiosks, Rs. 5000 for permanent kiosks and Rs. 20000 for wholesalers)

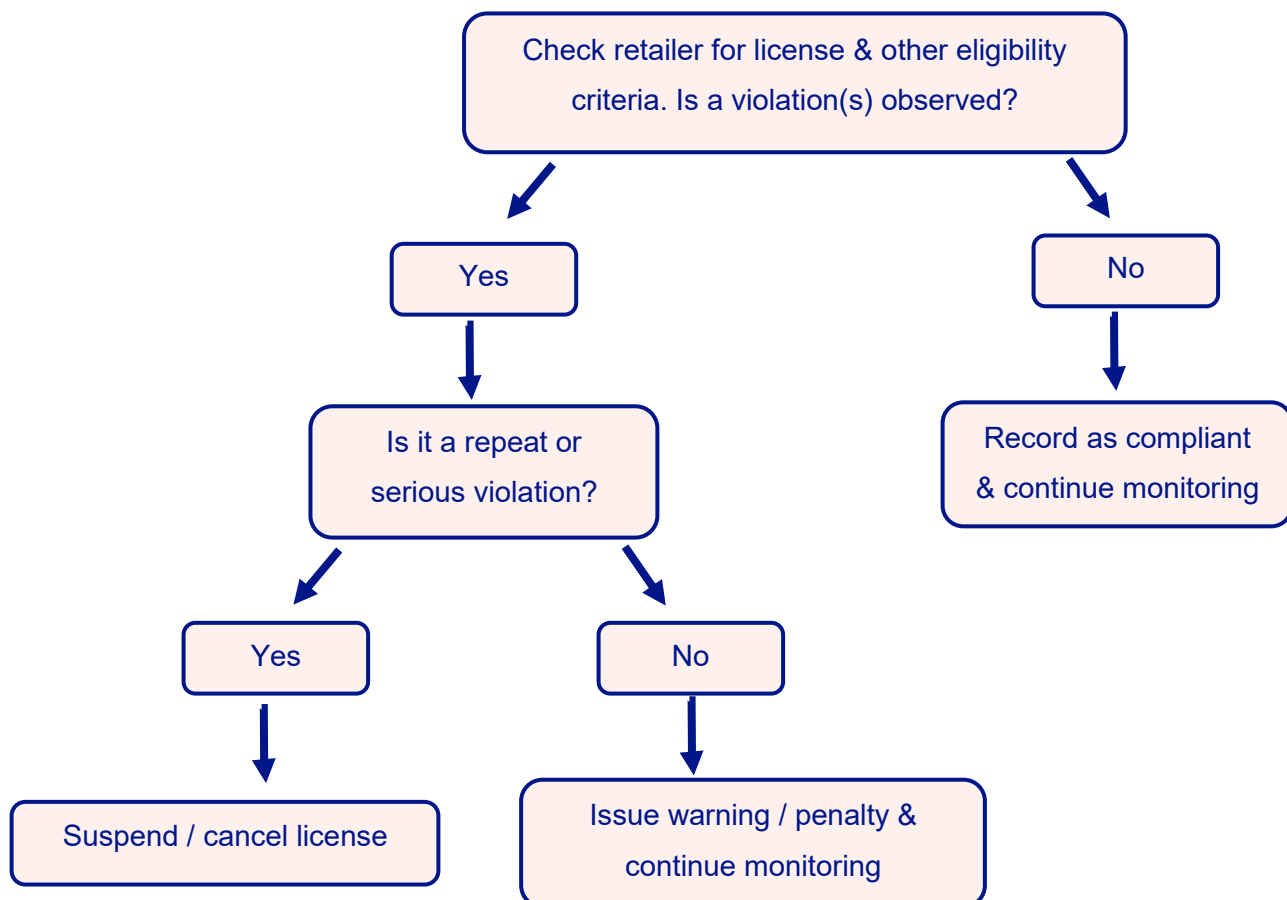
Renewal fees can also be decided by the respective municipalities.

The renewal fees are the same as licensing fees in Madhya Pradesh, Uttar Pradesh, Karnataka, Himachal Pradesh, Jharkhand and Rajasthan, but are different in Rishikesh- Rs. 1000/- for temporary kiosks, Rs. 2000/- for permanent & Rs. 10,000/- for wholesalers.

Inspection, enforcement, and penalties

Authorised municipal officers shall carry out both periodic and complaint-based inspections in accordance with the prescribed inspection checklist. An enforcement squad comprised of members from the health department, tobacco control cells, police department, food safety and any other relevant agencies may also conduct regular enforcement drives. Where violations are detected, penalties shall be imposed as per the provisions of the relevant municipal rules or notifications. In the event of repeated or serious violations, the competent authority may, after following due process, suspend or cancel the vendor's license. All enforcement actions shall be undertaken in a fair, proportionate, transparent, and duly documented manner. Municipal officers should be regularly trained and sensitized by tobacco control experts to strengthen enforcement of tobacco control laws and ensure compliance among licensed tobacco vendors.

Process for routine and complaint-based inspections



Examples of penalties from various cities / states in India

State/City	Penalty for selling without a license	Penalty for non-compliance / Breach of rules
Rishikesh, Uttarakhand	First time- Rs. 2000/- plus seizure of material Second time- Rs. 5000/- plus seizure of material Third time- Rs. 10000/- plus First Information Report (FIR)	First time- Warning Second time- Rs. 1000/- Regular violation- Cancellation of license
Lucknow, Uttar Pradesh	First time- Rs. 2000/- plus seizure of material Second time- Rs. 5000/- plus seizure of material Third time- Rs. 5000/- plus seizure plus FIR	First time- Warning Second time- Proceedings for suspension of license Third time- License suspension
Karnataka	Penalty amounts up to Rs. 3000/- to 5000 (based on type of Municipality) and up to Rs.100 per day for continuing the breach from the day of the conviction of the first breach.	Penalty amounts up to Rs.3000/- to 5000(based on the type of Municipality) and up to Rs.100 per day for continuing the breach from the day of the conviction of the first breach.
Sikar, Rajasthan	First time- Rs. 2000/- plus seizure of material Second time- Rs. 5000/- plus seizure of material Third time- Rs. 10000/- plus seizure plus FIR	First time warning, second time suspension proceedings by municipality, third time- seizure, revoking license & non-issuance of license
Jhunjhunu, Rajasthan	First time- Rs. 2000/- plus seizure of material Second time- Rs. 5000/- plus seizure of material Third time- Rs. 5000/- plus seizure plus FIR	First time warning, second time suspension proceedings by municipality, third time- seizure, revoking license & non-issuance of license
Bharatpur, Rajasthan	First time- Rs. 2000/- plus seizure of material Second time- Rs. 5000/- plus seizure of material Third time- Rs. 10000/- plus seizure plus FIR	First time warning, second time suspension proceedings by municipality, third time- seizure, revoking license & non-issuance of license

Role of municipal officers beyond TVL

In addition to regulating TVL, municipal authorities and designated officers play a wider role in strengthening local tobacco control enforcement. Key responsibilities may include:

- Outdoor advertising control: Ensuring that no hoardings, billboards, or other forms of direct or indirect outdoor tobacco advertisements are displayed within municipal limits.
- Prevention of spitting in public places: Taking necessary measures to prevent spitting in public areas, in accordance with applicable municipal laws, rules, and notifications.
- Integrating COTPA compliance into other licenses: Including compliance with provisions of the COTPA, 2003 as a mandatory condition for licensing of eating houses, restaurants, hotels, and similar establishments.
- Ban on tobacco advertisements on vehicles: Ensuring that tobacco advertisements are not displayed on movable properties such as buses, auto-rickshaws, taxis, and other vehicles operating within municipal jurisdiction.
- Enforcement against unauthorized vendors: Undertaking special drives to remove illegal or unauthorised tobacco vendors operating on footpaths or in other public spaces.
- Supporting enforcement of key COTPA provisions: Facilitating implementation and enforcement of Section 4 and Section 6(a) & 6(b) of the COTPA, 2003.
- Penalties for tobacco waste and littering: Imposing penalties on vendors for littering or improper disposal of tobacco-related waste in public places, including areas adjoining their establishments, as per applicable municipal regulations.
- Ban on plastic packaging for tobacco products: Ensuring enforcement of restrictions on the use of plastic pouches or packaging for tobacco products, in line with relevant laws and notifications.

Monitoring, review, reporting, and progress tracking

Sustaining TVL implementation requires a structured and institutionalized monitoring system. In many cities, motivation to consistently carry forward regulatory reforms can be challenging due to competing priorities, limited staff and administrative turnover. Therefore, monitoring and review mechanisms should not be treated as optional activities but as core governance functions, essential to the success of TVL.

Municipalities should establish a comprehensive and regularly updated database of licensed vendors, including details such as the vendor's name, photograph, unique license number, shop address, location, type of outlet, license validity, renewal status and enforcement history. Maintaining a database ensures transparency, improves accountability, and prevents unauthorized vendors from operating undetected.

Regular review mechanisms

- Review licensing progress in monthly or quarterly review meetings chaired by senior municipal officials and DLCC meeting under the chairmanship of District Collector / Magistrate.
- Track the number of applications received, approved, rejected, pending and renewed.
- Monitor the time taken for processing applications.
- Identify bottlenecks in approval processes and resolve them promptly.
- Document enforcement actions such as inspections conducted, violations detected, penalties imposed, suspensions or cancellations.

These review meetings may serve to not only track licensing and vendor numbers, but also to analyse trends, for example identifying areas with high non-compliance or clusters of unlicensed vendors. Strict sanctions / challans may also be applied where violations occur, including suspension or cancellation of licenses for repeated non-compliance with tobacco control regulations.

Coordination between municipalities and Tobacco Control Cells

Effective implementation of TVL requires strong coordination between ULBs, DTCCs and STCCs. A coordinated approach ensures that licensing complements existing tobacco control efforts and strengthens compliance monitoring and enforcement. Involvement of the DTCC in the clearance of vendors to obtain a license ensures DTCC's accountability in monitoring compliance of COTPA by the vendors.

Role of Municipalities / Urban Local Bodies

Municipalities may:

- Digitize records to enhance transparency, improve efficiency, and facilitate effective monitoring.
- Periodically share updated lists of licensed tobacco vendors with DTCCs / STCCs.

- Nominate representatives from the municipality to participate in district-level tobacco control enforcement squads and include them in their enforcement squads.
- Conduct joint inspections and enforcement drives in collaboration with health department officials and tobacco control teams.
- Inform Tobacco Control Cells (TCCs) about licence suspensions, cancellations, or repeated violations by vendors.
- Share periodic reports on licensing status, compliance levels, enforcement actions and revenue generated through TVL.

Role of Tobacco Control Cells

TCCs may:

- Verify compliance with provisions of the COTPA by the vendors, including:
 - Sale of tobacco products to and by minors (Section 6a);
 - Sale of tobacco products within 100 yards/metres of educational institutions (Section 6b);
 - Violations related to TAPS (Section 5);
 - Other tobacco control violations identified during routine inspections.
- Communicate details of violations committed by licensed vendors to the concerned municipality for appropriate licensing action.
- Include TVL implementation and compliance monitoring as a regular agenda item in District Tobacco Control review meetings.
- Provide technical guidance, capacity building, and training support to municipal officials.
- Support municipalities in conducting baseline assessments, compliance surveys and monitoring activities related to TVL.

Institutional coordination mechanisms

To strengthen interdepartmental collaboration:

- ULBs should be represented in State Level Coordination Committee (SLCC) and District Level Coordination Committee (DLCC) meetings under the National Tobacco Control Programme.
- Meeting minutes and action points from SLCC and DLCC meetings should be regularly shared with municipalities and other relevant stakeholders.
- Joint review meetings may be conducted periodically to assess progress, identify implementation challenges and plan coordinated enforcement activities.
- A designated nodal officer may be identified at both the municipal and district levels to facilitate routine communication and follow-up actions.

Such coordination ensures that TVL does not function as a standalone regulatory mechanism but rather serves as an integral component of the broader tobacco control framework. By linking licensing with compliance monitoring and enforcement under COTPA, municipalities and TCCs can work together to reduce violations, improve accountability among tobacco vendors and strengthen public health outcomes.

Online dashboard or implementation tracker

Development of an online dashboard or digital monitoring platform to track licensing and enforcement activities is recommended. State UDD / municipalities are encouraged to develop an implementation tracker that may include:

- Real-time tracking of license applications and approvals
- A centralized database of licensed vendors
- GIS-based mapping and geotagging of licensed vendors
- Automated alerts for license renewals and compliance checks
- Public access portals allowing citizens to verify licensed vendors
- Dashboard indicators such as compliance rates, enforcement actions taken, and vendor density trends

An online system can improve transparency, reduce discretionary practices, and enable authorities to monitor implementation more effectively. It also allows state-level authorities to compare performance across cities and support evidence-based decision-making. If a state-level policy is in place, online data collection may be done through the UDD portal.

Importance of data

Collecting and analysing data is critical for effective enforcement and improved compliance. Data helps municipalities to:

- Identify high-density zones requiring regulatory intervention
- Detect distance violations around schools and educational institutions
- Map both registered and unregistered vendors through GIS-based mapping technologies, allowing authorities to understand vendor distribution patterns
- Prioritize inspection areas based on past violations
- Measure reduction in vendor density over time
- Assess compliance trends before and after enforcement drives

It is also recommended that municipalities conduct periodic surveys to track changes in vendor density, compliance levels, and the overall impact of the licensing system over time.

Without reliable data, enforcement remains reactive and fragmented. With data, enforcement becomes targeted, strategic, and measurable.

Data can also support improved compliance through:

- Evidence-based decision-making in renewal or cancellation of licenses
- Targeted awareness campaigns in high-risk areas
- Reporting progress to state governments and national authorities
- Building justification for scaling up TVL to other jurisdictions

Regular reporting to state-level departments and the inclusion of TVL indicators in municipal performance dashboards can institutionalize accountability.

Public participation and complaint mechanisms

Public engagement in tobacco control is essential to support strong compliance. Citizens may be provided with accessible mechanisms such as online complaint portals, reporting systems or helplines through which they can report violations or illegal tobacco sales. Encouraging public participation strengthens community oversight and helps authorities identify violations more quickly.

In addition, vendors may be clearly identifiable through their license display, including details such as the vendor's name, license number and shop address. Such transparency helps citizens verify legal vendors and improves compliance with licensing requirements.

Safeguards for protection of minors

Safeguards should be introduced to prevent youth involvement in tobacco trade. Family members or employees below 18 years of age may not be involved in the sale of tobacco products, ensuring that minors are protected and discouraged from participating in tobacco retail activities.

Documentation and positive reinforcement

Municipalities may systematically document:

- Best practices and innovations
- Successful enforcement drives
- Reduction in violations
- Improvements in compliance levels
- Recommendations and lessons learned for TVL

Sharing positive compliance stories such as vendors voluntarily adhering to regulations or areas achieving 100% licensing coverage can help reduce resistance from stakeholders and improve uptake. Public recognition of compliant vendors may also serve as a behavioural incentive.

The successful design and rollout of TVL requires coordinated action across municipal authorities, enforcement agencies and community stakeholders. The following key recommendations and lessons learned may support effective implementation:

Generate baseline evidence for planning

Since any reliable data on tobacco vendors is lacking, municipalities may consider conducting baseline surveys either themselves or by independent agencies (colleges etc.) to map vendor numbers, proximity to schools, and compliance levels. Evidence generated through such mapping can strengthen decision-making and support advocacy with political leadership. Key actions include:

- Conduct baseline survey and mapping
- Identify vendor concentration and sensitive zones

- Use data for planning and resource allocation

Align public support

Given the influence of vendor groups, municipalities, STCC, and DTCC may promote evidence on public health impacts, legal obligations, and success stories from other cities. TVL may be framed as a governance reform promoting responsible vending rather than as a punitive measure.

Ensure legal preparedness and regulatory clarity

States / municipalities may anticipate resistance to new regulatory measures and proactively strengthen the legal foundation of TVL through a well-defined gazette notification. Draft regulations should be widely disseminated through public notices and local media to invite feedback, enhance transparency and build legitimacy. Key actions include:

- Draft clear regulations and gazette notification
- Issue a public notice and invite feedback
- Communicate timelines, fees and penalties clearly

Engage vendor associations early

ULBs may involve tobacco vendor unions, market associations and local representatives in structured consultations. Early engagement helps address concerns, improve cooperation and facilitate smoother adoption of licensing norms. Regular dialogue with vendor groups may be institutionalized to clarify that TVL is not intended to prohibit lawful trade, but rather to ensure tobacco sales occur within the boundaries of existing law. Sensitizing vendors about the public health objectives of the licensing system can also help build cooperation. Such trust-building can convert resistance into cooperation. Key actions include:

- Consult vendor associations and market bodies
- Address concerns and clarify licensing intent
- Institutionalize regular dialogue and feedback

Establish multi-stakeholder coordination mechanisms

Implementation of TVL may be approached as a shared responsibility. Relevant departments such as health, police, education and other municipal authorities may be actively engaged and included in the tobacco control or licensing committee. In addition, civil society organizations and community-based groups play an important supportive role through advocacy, awareness generation, monitoring and community engagement. Coordinated involvement ensures shared accountability and reduces the enforcement burden on any single department. Collaboration with youth networks such as MY Bharat, Nehru Yuva Kendra (NYK), and National Service Scheme (NSS) is recommended to support youth involvement in the development of creative communication campaigns and community outreach initiatives. Key actions include:

- Constitute multi-departmental TVL committee
- Define roles and responsibilities
- Engage civil society and community-based groups

Strengthen public awareness and outreach

Awareness regarding licensing requirements and compliance obligations may be disseminated widely using locally accessible channels such as waste collection vans, auto-rickshaw announcements, FM radio, and other community-based platforms. Key actions include:

- Use multiple local communication channels and disseminate information on licensing.
- Promote community participation and support

Example of IEC used in Karnataka:



Example of a radio jingle script (can be revised by the state/municipality):

जनहित सूचना |..... नगर परिषद्
सुनिए, सुनिए!
.... 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 नगर परिषद् से अपना तंबाकू विक्रेता लाइसेंस आज ही
प्राप्त करें।
याद रखिए — सेहत है सबसे बड़ी पूँजी।
... नगरी हमारी बनेगी नशा-मुक्त नगरी।

Amplify health and youth-focused messaging

Vendors should be sensitized about the harms of tobacco exposure, including passive smoking risks to their own health. Emphasis may also be placed on the illegality of sales near educational institutions and the importance of protecting children. Key actions include:

- Educate vendors on health risks and legal obligations
- Highlight importance of protecting children and youth
- Engage youth networks (e.g., MY Bharat, NYK, NSS) for campaign development and outreach

Use balanced messaging to reduce opposition

Authorities may highlight that licensing can offer legal clarity and business legitimacy to compliant vendors. Communicating that those willing to comply may not be denied the opportunity can help ease resistance and gradually reduce protests. Key actions include:

- Communicate health benefits of licensing for compliant vendors
- Reinforce that TVL is not a ban, but a tool to enforce regulations
- Build trust and convert resistance into cooperation

Ensure sustainable enforcement and monitoring

Regular inspections, coordinated enforcement activities and monitoring systems are essential to maintaining compliance. Municipalities may establish implementation trackers or digital dashboards to monitor licensing coverage, inspections, violations, enforcement actions and renewal status. Key actions include:

- Conduct regular inspections and enforcement activities
- Maintain digital dashboard / tracker
- Monitor compliance, violations and renewals

Recognise revenue generation as an added administrative benefit

Licensing fees may provide an additional municipal revenue stream which could help support sustainable tobacco control activities and enforcement systems. Key actions include:

- Determine appropriate fee structure
- Use revenue to support enforcement and awareness
- Ensure transparency and accountability in fund use

Adopt a phased roll-out strategy

Municipalities may consider implementing TVL in a phased manner to allow vendors and enforcement agencies adequate time to adapt to the new regulatory framework. Initial efforts may focus on voluntary registration, awareness generation, and capacity building, followed by gradual enforcement of licensing requirements and compliance provisions. During the early stages, authorities may prioritize education, issue written warnings, and corrective actions over punitive measures, thereby fostering cooperation and minimizing resistance. Progressive enforcement enables municipalities to build a comprehensive vendor database, strengthen stakeholder confidence, and ensure smoother implementation. Experiences from several jurisdictions suggest that a phased approach can facilitate greater acceptance of TVL while maintaining the long-term objective of achieving full compliance with tobacco control and municipal regulations.

Conclusion

TVL represents a critical and strategic public health intervention with the potential for far-reaching and sustained impact. By regulating the number, location and operation of tobacco vendors, particularly in proximity to educational institutions, TVL can significantly reduce tobacco retail density and limit the visibility and accessibility of tobacco products in communities.

TVL also strengthens compliance with key provisions of COTPA, 2003, including restrictions on TAPS, and helps enhance municipal regulatory oversight. Such measures align with the broader evidence that reducing the retail availability of tobacco products is an effective strategy to prevent initiation, especially among youth, and support cessation at the population level.

Through controlled access, stronger compliance mechanisms and accountability of vendors, TVL reduces opportunities for sales to minors and contributes to long-term declines in tobacco use. Importantly, TVL is consistent with the objectives of the WHO FCTC, which calls for comprehensive measures to reduce tobacco supply and demand, and supports the MPOWER approach by strengthening monitoring and enforcement.

Over time, effective implementation of TVL can accelerate progress toward the vision of tobacco free cities and states and ultimately contribute to a tobacco-free future. As part of a comprehensive tobacco control strategy, tobacco vendor licensing represents one of the most sustainable and transformative pathways for advancing the tobacco free generation

Annex 1: Compliance survey methodology

The survey aims to quantify the total number of tobacco retailers in each selected ward. Each identified POS shall be geo-referenced, and photographic documentation will be undertaken where feasible to support data validation.

The survey can also be used to assess compliance with COTPA, 2003, and other relevant laws as needed.

Selection of survey area

Municipalities, DTCCs, STCCs, or any other dept planning to conduct a survey may adopt a ward-based sampling approach, selecting a representative sample (either alternate wards or 30% of total wards) based on factors such as population size, commercial activity, presence of educational institutions, transport hubs, markets, hospitals, and other public gathering places.

Following ward selection, one of the following approaches may be adopted:

Option 1: Complete ward coverage

- A complete census of tobacco vendors shall be conducted within the entire geographic boundary of each selected ward.
- All streets, lanes, markets, and public areas within the ward shall be systematically covered.
- This approach is recommended where municipalities seek comprehensive estimates of tobacco vendor density and compliance within selected wards.

Option 2: Fixed-distance roadway assessment

- Within each selected ward, a standardized survey route of approximately 1 kilometre of roadway (500 metres on each side of the road) shall be identified, preferably in areas with high commercial activity and public congregation.
- Data collectors shall assess all tobacco vendors located on both sides of the selected road segment throughout the entire route.
- This approach may be adopted when resources are limited, and a rapid assessment of vendor density and compliance is required.

Each identified tobacco vendor may be classified by type as an independent store, permanent kiosk, temporary kiosk or street vendor. The geographic location of every tobacco vendor may be recorded.

Data collectors shall also record the location of educational institutions within the surveyed area.

To facilitate systematic data collection in the selected wards of ULBs, a comprehensive list of all wards along with their officially notified ward boundaries shall be obtained from the respective municipal bodies. Correspondingly, ward and jurisdictional details for Gram Panchayats will be obtained from the concerned Gram Panchayat offices.

Trained data collectors shall be engaged for the survey. Following training, the data collectors shall conduct a complete census of tobacco vendors within the entire jurisdiction of the selected wards in both ULBs and Gram Panchayats or within 1km of roadway whichever is selected

Wards may be purposively selected to ensure coverage of areas with high concentration of commercial activity and public congregation, including markets, educational institutions, playgrounds, government offices, hospitals and other prominent public spaces.

Educational institutions include all places where teaching or training takes place, such as schools (all levels), colleges, universities, Anganwadi centres, coaching or tuition centres, computer or skill training centres, sports academies, and any similar public or private institutions.

Data collection

Systematic observations shall be undertaken to identify, map and enumerate all tobacco vendors located within the entire jurisdiction of each selected ward, covering both sides of streets and roads.

Data collection shall document the presence and type of tobacco sales, including POS displays, as well as TAPS displayed inside and outside the retail premises. This may include branded print and digital/electronic materials, such as posters and banners, intended to promote tobacco products or brands.

Observations may also assess compliance with relevant provisions of COTPA, 2003, including Sections 5 and 6A.

Scope of observations

Tobacco Vendor Density Assessment

A systematic count of tobacco retailers may be undertaken in one of two ways:

1. Vendors per kilometre of road/street frontage or complete ward as decided by the municipalities
2. A complete census of all tobacco vendors located along the identified road or street stretches within each selected ward will be conducted to assess vendor density.

Proximity to educational institutions

- During observations along the selected road/street stretches, data collectors can record whether any tobacco retailer is located within 100 yards/metre of an educational institution, in accordance with COTPA provisions.

Assessment of Compliance with TAPS

- All identified tobacco vendors may be assessed for compliance with the ban on tobacco product display and TAPS, including observation of any promotional materials displayed along with required statutory signage.

Data collection procedure

Walking Protocol: Prior to initiating observations, data collectors shall scope the selected road or street stretches to establish a systematic walking route and identify the presence of any educational institutions along the route. The selected road/street must lie entirely within the boundary of the selected ward and must not overlap with adjoining wards.

Data collectors may select one continuous road/street or multiple closely located lanes, ensuring that no road or street segment is covered more than once.

Observations shall begin at one end of the identified route, with data collectors walking along the road/street and assessing vendors on both sides throughout the stretch.

To support accurate coverage and monitoring, the following mobile applications will be used:

- MapMyWalk – to measure the distance walked and avoid duplication of routes
- Google Maps – to ensure observations remain within the selected ward boundaries

Do's and Don'ts for data collectors

Do's	Don'ts
Carry official authorization/ID and introduce yourself politely, if asked.	Do not purchase tobacco products under any circumstances.
Cover the entire selected ward or road/street systematically, including both sides of all streets and lanes.	Do not argue, confront or insist if a vendor refuses cooperation.
Observe and record all tobacco vendors, including those selling cigarettes, bidis, smokeless tobacco, or any tobacco-related products.	Do not disclose survey objectives in detail unless officially required.
Record geo-coordinates accurately for each POS.	Do not enter data or review questionnaires inside the POS.
Observe and document: • Tobacco product display • Tobacco advertisements/promotions • Presence or absence of mandated COTPA signage (Section 5, 6A)	Do not take photographs in a manner that may create conflict and try to avoid capturing people's faces.

Politely enquire whether tobacco is sold if products are not visibly displayed but indicators suggest tobacco sales.	Do not fabricate, assume or guess information.
Behave like a regular customer and remain unobtrusive during observations.	Do not skip streets, lanes, or sections of the selected ward.
Take photographs cautiously, preferably from outside or at the entrance of the POS.	Do not collect data outside the selected wards.
Use MapMyWalk (or assigned tracking app) to record field movement.	Do not continue data collection if the situation feels unsafe.
Immediately stop data collection and leave if asked by the vendor or any authority.	Do not share survey data, photos or locations with unauthorized persons.
Report any field difficulty or safety concern to the supervisor without delay.	

Survey tool

A data collection checklist shall be designed to record the details of the observations at each tobacco vendor and educational institution including their location. Based on their physical structure and permanence, tobacco vendors shall be classified as independent shops/supermarkets, permanent kiosks, temporary kiosks, and street vendors (see Table 1 for vendor type definitions and Figure 1 for pictures of vendor types).

Table 1: Definitions of different vendor types (as per current scenarios)

Vendor type	Definition
Independent shop / supermarket	A permanent retail establishment primarily engaged in selling groceries or daily-use items (e.g., food staples, packaged foods, cleaning supplies) and also selling tobacco products. The primary business is grocery retail.
Kiosk – permanent	A small, permanent, enclosed structure, often freestanding, open on one side or with a service window, used for the sale of cigarettes, bidis, paan, and other tobacco products.
Kiosk – temporary	A small, temporary, enclosed or semi-enclosed structure, often freestanding, open on one side or with a service window, used for the sale of cigarettes, bidis, paan and other tobacco products (e.g., shanty or hut-type structures).
Street vendor	A mobile or semi-mobile vendor operating from stands, tables, pushcarts or similar setups, without a permanent enclosed structure.

Figure 1: Vendor type, photo example

Vendor Type	Photo Example
Independent shop / supermarket	
Kiosk – permanent	
Kiosk – temporary	
Street vendor	

Mobile data collection application

The observation checklist can be administered using the **Epi-collect** mobile application or similar applications which can be downloaded onto smartphones. The application enables geo-location capture and photographic documentation for each observation. Data will be uploaded in real time wherever internet connectivity (mobile data or Wi-Fi) is available. In the absence of connectivity, the application will store data in offline mode and automatically upload the records once a connection is re-established. All data collected shall be securely stored on the device and uploaded to the cloud-based server, ensuring data security, prevention of data loss, and facilitation of real-time data quality monitoring and supervision.

Photographic documentation

Wherever feasible, photographs may be taken for each tobacco retailer visited. Photographs may include:

- The front of the retail outlet, clearly showing the shop name or identifiable features
- Tobacco product displays
- Tobacco advertisements or promotional materials, displayed inside or outside the outlet
- Mandatory warning signage, including signage prohibiting the sale of tobacco products to minors

If photographs cannot be taken due to practical or safety considerations, the reason will be recorded in the observation form.

Survey timeline

Survey timeline and conduction of data analysis should be decided by the municipality. It is recommended to complete data collection and checking/cleaning of data within one month.

Data analysis and reporting

The data collected may be compiled and analysed using Microsoft Excel. A comprehensive analytical report shall be prepared and shared with relevant stakeholders, including Gram Panchayats and ULBs, to support local planning and enforcement actions.

Tobacco vendor baseline study questionnaire

1. Observer ID/Name: _____
2. Date: _____
3. Time of Observation: AM/PM
4. Geo-coordinates of Observation: _____
5. Gram Panchayat Name/ Name of ULB _____
6. Ward Name/Number: _____
7. What is the type of establishment:
 - ☐ Tobacco Vendor
 - ☐ Tobacco Vendor near education institute
8. Tobacco Vendor Name: _____
(if the name is displayed on the shop, no need to ask)
9. Tobacco Vendor Street Address:
10. Photo of Vendor Entrance (With name clearly displayed):
11. Vendor Type:
 - ☐ Independent Shop/ Store/ Supermarket
 - ☐ Kiosk- Permanent Structure
 - ☐ Kiosk – temporary structure
 - ☐ Street vendor/ Mobile vendor (on cart/bicycle)
12. Venue Status:
 - ☐ Open
 - ☐ Closed
13. What items are sold at this location along with tobacco?
 - ☐ Only Tobacco
 - ☐ Food items (such as candies/ sweets/ cold drinks/ ice-cream/ chips)
 - ☐ Stationary/ School supplies
 - ☐ Services
 - ☐ Others
14. Are any tobacco products advertisements observed outside or inside the point of sale?
 - ☐ Yes
 - ☐ No
15. Which products advertisements you have seen outside/inside the point of sale (select all that apply)
 - ☐ Cigarette
 - ☐ Beedi
 - ☐ Khaini
 - ☐ Gutkha
 - ☐ Zarda
 - ☐ Gul
 - ☐ Gudaku
 - ☐ Pan Masala

If you can recollect, please mention the brand name(s):

.....

16. Which of the following advertisements are observed outside the shop
 - ☐ Direct (Boards/Screens/Posters/Leaflets/ etc. with any tobacco products/ tobacco brand names)
 - ☐ Indirect (With the name or brand of tobacco products for advertising non-tobacco products; tobacco brand name or trademark, colours, layout, presentation)
17. Photo of advertisement outside the store?
 - ☐ Yes
 - ☐ No
18. Which of the following types of advertisements are displayed inside the shop
 - ☐ Direct (boards/screens/posters/leaflets etc. with any tobacco products/brand names)
 - ☐ Indirect (tobacco brand name or trademark, colours, layout, presentation; non-tobacco products with the name or brand of tobacco products)
19. Photo of advertisement inside the store?
 - ☐ Yes
 - ☐ No
20. Which advertisement materials are observed outside/inside point of sale (select all that apply)?
 - ☐ Print signage / static promotional materials (Posters, banners, stickers, wall boards, leaflets, counter mats, price boards, discount signs)
 - ☐ Backlit / illuminated / digital advertisements (LED screens, digital video screens, illuminated brand boards, lightboxes with brand logos)
 - ☐ Three-dimensional signage / branded display structures (Display cabinets, transparent boxes, branded shelves/cabinets, open display on shelves/racks/counters)
 - ☐ Sales promotion / incentive-based advertisement (Discount offers, bundle offers, free accessories, retailer incentives, retailer contests)
21. Is there any display of tobacco packs/products (cigarette/bidi/khaini/zarda etc.) at the POS?
 - ☐ Yes
 - ☐ No
22. If yes, are those displayed tobacco products placed at a height such that it is accessible to a minor?
 - ☐ Yes
 - ☐ No
23. Is there a board at the entrance with a warning sign prohibiting the sales of tobacco product to person below the age of eighteen/twenty one(as per state law) years
 - ☐ Yes
 - ☐ No
24. Photo of warning signage displayed outside/inside the store?
 - ☐ Yes
 - ☐ No
25. Is there evidence of tobacco-related litter outside the vendor (cigarette, butts, packets, smokeless pouches)?
 - ☐ Yes
 - ☐ No
26. Is the tobacco shop located within 100 yards/metre(as per state law applicable) of an educational institute?
 - ☐ Yes
 - ☐ No

27. If Yes, school name and address: _____

28. Photo of School entrance (with Name clearly displayed)

29. Name of any other educational institution around

30. Was the observation completed?

- Yes
- No- Data collector not allowed to enter venue
- No-Vendor was closed
- No-Others (please explain) _____

31. Comment if any? _____

32. Time of completion: _____

Annex 2: Implementation tracker template

Establishment of TVL mechanism checklist

Indicator	
S No.	
District Name	
Name of ULB(s)	
Type of ULB	
TVL Discussed During DLCC Meeting (Yes/No)	
Tobacco Control Committee Formed (Yes/No)	
If Yes, Office Order Details	
Tobacco Control Enforcement Squad Formed (Yes/No)	
If Yes, Office Order Details	
TVL Nodal Officer Nominated (Yes/No)	
Baseline Survey Conducted to Assess Vendor Density (Yes/No)	
Head of Account Created for TVL Revenue (Yes/No)	
Training Conducted on TVL for Enforcement Officers (Yes/No)	
Sensitization/Training Conducted for Tobacco Vendor Associations (Yes/No)	
Public Notice on TVL Issued (Yes/No)	
IEC Materials on TVL Developed/Received from STCC (Yes/No)	
TVL Licences Started Being Issued (Yes/No)	

Monthly licensing and enforcement tracker

Indicator	[Insert month]	[Insert month]	[Insert month]
Number of TVL Applications Received			
Number of Licenses Issued			
Number of Applications Under Review			
Number of Applications Rejected			
Number of Raids/Enforcement Drives Conducted			
Number of Vendors Compliant with TVL Guidelines			
Number of Vendors Violating TVL Guidelines			
Total Fine Amount Collected (₹)			

Annex 3: Example of the few TVL related Gazettes

Rishikesh notification:

		
सरकारी गजट, उत्तराखण्ड		
उत्तराखण्ड सरकार द्वारा प्रकाशित		
रुड़की		
खण्ड-26] रुड़की, शनिवार, दिनांक 01 मार्च, 2025 ई0 (फाल्गुन 10, 1946 शक सम्वत्) [संख्या-09		
विषय-सूची		
प्रत्येक भाग के पृष्ठ अलग-अलग दिये गए हैं, जिससे उनके अलग-अलग खण्ड बन सकें		
विषय	पृष्ठ संख्या	वार्षिक चन्दा
		रु0
सम्पूर्ण गजट का मूल्य	—	3075
भाग 1—विज्ञप्ति—अवकाश, नियुक्ति, स्थान-नियुक्ति, स्थानान्तरण, अधिकार और दूसरे वैयक्तिक नोटिस	119—146	1500
भाग 1—क—नियम, कार्य-विधियाँ, आज्ञाएं, विज्ञप्तियाँ इत्यादि जिनको उत्तराखण्ड के राज्यपाल महोदय, विभिन्न विभागों के अध्यक्ष तथा राजस्व परिषद् ने जारी किया	63—71	1500
भाग 2—आज्ञाएं, विज्ञप्तियाँ, नियम और नियम विधान, जिनको केन्द्रीय सरकार और अन्य राज्यों की सरकारों ने जारी किया, हाई कोर्ट की विज्ञप्तियाँ, भारत सरकार के गजट और दूसरे राज्यों के गजटों के उद्धरण	—	975
भाग 3—स्वायत्त शासन विभाग का क्रोड-पत्र, नगर प्रशासन, नोटीफाइड एरिया, टाउन एरिया एवं निर्वाचन (स्थानीय निकाय) तथा पंचायतीराज आदि के निदेश जिन्हें विभिन्न आयुक्तों अथवा जिलाधिकारियों ने जारी किया	—	975
भाग 4—निदेशक, शिक्षा विभाग, उत्तराखण्ड	—	975
भाग 5—एकाउन्टेन्ट जनरल, उत्तराखण्ड	—	975
भाग 6—बिल, जो भारतीय संसद में प्रस्तुत किए गए या प्रस्तुत किए जाने से पहले प्रकाशित किए गए तथा सिलेक्ट कमेटियों की रिपोर्ट	—	975
भाग 7—इलेक्शन कमीशन ऑफ इण्डिया की अनुविहित तथा अन्य निर्वाचन सम्बन्धी विज्ञप्तियाँ	—	975
भाग 8—सूचना एवं अन्य वैयक्तिक विज्ञापन आदि	57—61	975
स्टोर्स पर्वेज—स्टोर्स पर्वेज विभाग का क्रोड-पत्र आदि	—	1425

कार्यालय-नगर निगम ऋषिकेश

06 फरवरी, 2025 ई0

पत्रांक मैमो/भवनकर/2024-2025-

1- संक्षिप्त नाम, विस्तार और प्रारम्भ-

- IV. यह उपविधि नगर निगम ऋषिकेश, देहरादून(तम्बाकू उत्पादों की विक्री हेतु लाइसेन्स शुल्क का निर्धारण विनियमन और नियंत्रण एवं अनुज्ञप्ति शुल्क) उपविधि, 2024 कही जायेगी
- V. इसका विस्तार नगर निगम ऋषिकेश, देहरादून के सम्पूर्ण क्षेत्र में होगा।
- VI. यह उपविधि गजट में प्रकाशित होने के दिनांक से प्रभावी होगी।

2- तम्बाकू वेंडर लाइसेंसिंग के लिए योग्यता-

- VII. वह भारत का नागरिक हो।
- VIII. आवेदनकर्ता की न्यूनतम उम्र 18 वर्ष या उससे अधिक होना अनिवार्य है।
- IX. दुकानदार के नाम का आधार कार्ड अनिवार्य है। नगर निगम ऋषिकेश, देहरादून से बाहर का आधार कार्ड होने की स्थिति में पुलिस से सत्यापन आवश्यक होगा।
- X. आवेदनकर्ता तम्बाकू की दुकान किसी भी शैक्षणिक संस्थान (स्कूल, कॉलेज/युनिवर्सिटी, कोचिंग सेंटर, आदि), मन्दिर (वीरभद्र महोदय मन्दिर, चन्द्रेश्वर महादेव मन्दिर, सोमेश्वर महादेव मन्दिर, हनुमान मन्दिर, घाट इत्यादि) के 100 गज की परिधि में नहीं होनी चाहिये।
- XI. आवेदनकर्ता की दुकान स्थाई हो।
- XII. उक्त के अतिरिक्त नगर निगम सीमा के अन्तर्गत स्ट्रीट वेण्डिंग नीति के अन्तर्गत अस्थाई दुकान हो सकती है।

3- वार्षिक पंजीकरण एवं नवीनीकरण शुल्क-

- IV. तम्बाकू विक्रेताओं का पंजीकरण एक वर्ष के लिए ही मान्य होगा, तत्पश्चात् लाइसेंस का नवीनीकरण कराना अनिवार्य होगा। स्ट्रीट वेण्डिंग नीति के अन्तर्गत अस्थाई दुकानों हेतु वार्षिक पंजीकरण शुल्क ₹0 1500.00 (₹0 एक हजार पांच सौ) स्थाई दुकानों हेतु ₹0 5000.00 (₹0 पांच हजार) थोक स्थाई दुकानदारों के लिए ₹0 20000.00 (₹0 बीस हजार) होगा।
- V. एक वर्ष के उपरान्त नवीनीकरण शुल्क थोक विक्रेता के लिए ₹0 10000.00, फुटकर स्थाई विक्रेताओं के लिए ₹0 2000.00 एवं फुटपाथ पर गुमटी और अस्थाई दुकानों हेतु ₹0 1000.00 होगा।

- VI. उक्त धनराशि आवेदनकर्ता द्वारा पंजीकरण के समय ही देय होगी।

4- तम्बाकू नियंत्रण कानून का अनुपालन-

पंजीकृत तम्बाकू विक्रेताओं को निम्नलिखित का अनुपालन अनिवार्य होगा-

- VIII. तम्बाकू विक्रेता को कोटपा (सिगरेट और अन्य तम्बाकू उत्पाद विज्ञापन का प्रतिषेध और व्यापार तथा वाणिज्य, उत्पादन, प्रदाय और वितरण का विनियमन) अधिनियम, 2003 की धारा 4 (सार्वजनिक स्थानों पर धूम्रपान प्रतिबन्ध) का अनुपालन करना होगा। धूम्रपान को सम्भव या सुगम बनाने वाली कोई भी चीज जैसे माचिस की तिल्ली और लाइटर या अन्य चीजें मुहैया नहीं करायी जाएगी।

- IX. तम्बाकू विक्रेता द्वारा कोटपा की धारा 5 के अन्तर्गत तम्बाकू उत्पादों के विज्ञापनों पर प्रतिबंध का कड़ाई से अनुपालन। धारा 5 के अनुसार दुकानदार किसी भी तम्बाकू उत्पाद का प्रत्यक्ष या अप्रत्यक्ष रूप (जैसे कि बोर्ड, पोस्टर, बैनर इत्यादि) से प्रचार प्रसार नहीं करेगा।
- X. तम्बाकू विक्रेता को कोटपा की धारा 6 अ के अनुसार नाबालिग को तम्बाकू उत्पाद न तो बिक्री करेगा और न ही नाबालिग द्वारा बिक्री की जाएगी। तम्बाकू विक्रेता को कोटपा की धारा 6 अ के अन्तर्गत साइनेज लगाना अनिवार्य होगा।
- XI. तम्बाकू विक्रेता द्वारा कोटपा की धारा 6 ब के अनुसार किसी भी शैक्षणिक संस्थानों के 100 गज की परिधि में कोई भी तम्बाकू उत्पाद की दुकान संचालित नहीं की जाएगी।
- XII. तम्बाकू विक्रेता को कोटपा की धारा 7 का अनुपालन करना होगा एवं लाइसेंस धारक विक्रेता केवल भारतीय तम्बाकू उत्पादों जिस पर सचित्र चेतावनी अंकित होगी एवं भारत सरकार के आयात नियमों के अन्तर्गत आयातित तम्बाकू उत्पादों की ही बिक्री करेगा।
- XIII. दुकान पर खुली सिगरेट की बिक्री प्रतिबंधित होगी।
- XIV. तम्बाकू विक्रेता को इलेक्ट्रॉनिक सिगरेट (उत्पादन, निर्माण, आयात, निर्यात, परिवहन, बिक्री, वितरण, भण्डारण और विज्ञापन) पर प्रतिबंध विधेयक, 2019 का अनुपालन करना होगा।

5- नियम एवं शर्तें-

- VIII. तम्बाकू विक्रेताओं का पंजीकरण एक वर्ष के लिए ही मान्य होगा। तत्पश्चात् लाइसेंस का नवीनीकरण करना अनिवार्य होगा। बिना लाइसेंस से तम्बाकू उत्पाद नहीं बेचे जायेंगे।
- IX. पंजीकरण दुकानदार सिर्फ और सिर्फ तम्बाकू उत्पादों की ही बिक्री करेगा।
- X. एक व्यक्ति एक लाइसेंस की प्रक्रिया अपनाई जाएगी। दिया गया लाइसेंस अहस्तान्तरणीय होगा।
- XI. एक लाइसेंस एक दुकान के लिए ही मान्य होगा।
- XII. किन्हीं भी परिस्थितियों में केन्द्र सरकार, राज्य सरकार, माननीय न्यायालय, स्वास्थ्य विभाग, नगर निगम अथवा अन्य विभागों के द्वारा जारी नियम और कानून में कोई परिवर्तन अथवा संशोधन अथवा उसके दिशा-निर्देश का अनुपालन पंजीकृत दुकानदारों द्वारा अनिवार्य होगा।
- XIII. तम्बाकू उत्पादक की बिक्री हेतु देय लाइसेंस के नियमों के उल्लंघन होने की स्थिति में लाइसेंस धारक को पहले संबंधित अधिकारी द्वारा चेतावनी दी जाएगी। लाइसेंस धारक द्वारा उल्लंघन जारी रखने पर नगर निगम ऋषिकेश द्वारा कार्यवाही की जाएगी तथा 1000 रु0 का जुर्माना किया जाएगा। फिर भी उल्लंघन जारी रखने की दिशा में लाइसेंस रद्द किया जा सकता है। एक बार लाइसेंस रद्द होने पर दोबारा लाइसेंस होने की प्रक्रिया पर विचार नहीं किया जाएगा।
- XIV. तम्बाकू बिक्री लाइसेंस धारक के अतिरिक्त कोई अन्य कामर्शियल मॉल, थोक बाजार, बिग बाजार, जनरल मर्चेन्ट, किराना दुकान आदि तम्बाकू उत्पादों की बिक्री नहीं कर पायेगा। इसमें वे दुकानें भी सम्मिलित होगी, जो गुमटी लगाते हैं। उक्त के उल्लंघन होने पर प्रथम बार रु0 2,000.00 जुर्माना व सामग्री जब्त, दूसरी बार रु0 5,000.00 व सामग्री जब्त तीसरी बार रु0 10,000.00 सामग्री जब्त व प्राथमिकी दर्ज करायी जायेगी।

6-पंजीकरण प्रक्रिया-

- i.vii. नगर निगम ऋषिकेश में तम्बाकू उत्पादों के व्यापार एवं मानवीय इस्तेमाल पर निर्वहन और शर्तों के अनुरूप अनुज्ञप्ति लाइसेंस जारी करने के सम्बन्ध में जोनल अधिकारी नामित अधिकारी के रूप में कार्य करेंगे, जो मुख्य कर निर्धारण अधिकारी/सहायक नगर आयुक्त के निर्देशन में कार्य करेंगे।

- viii. ट्रेड लाइसेंस हेतु पंजीकरण नगर निगम, ऋषिकेश में आवेदन-पत्र/फार्म भरकर जारी किया जायेगा।
- ix. प्राप्त आवेदनों को जॉचोपरान्त सही पाये जाने पर ट्रेड लाइसेंस जारी किया जाएगा।
- x. अपूर्ण आवेदन स्वतः निरस्त माने जायेगे।
- xi. जारी ट्रेड लाइसेंस को दुकान पर चरपा करना अनिवार्य होगा।
- xii. पंजीकरण के सन्दर्भ में नगर निगम ऋषिकेश, देहरादून द्वारा लिया गया निर्णय अन्तिम एवं मान्य होगा।

7-वेंडर लाइसेंस लागू करने की समयावधि-

पंजीकरण प्रणाली नगर निगम ऋषिकेश, देहरादून के प्रशासक महोदय, नगर निगम ऋषिकेश के अनुमोदन के पश्चात् गजट नोटिफिकेशन/अधिसूचना जारी होने के तत्काल पश्चात् प्रभावी मानी जाएगी।

शैलेन्द्र सिंह नेगी,
नगर आयुक्त,
नगर निगम ऋषिकेश।

Please access additional gazette notifications from some cities and states for reference:

Himachal Pradesh:

[1783584533_4d6052ea3f1e7c85f4b7.pdf](https://www.rctcpqi.org/portal/writable/uploads/circular_order/1783584533_4d6052ea3f1e7c85f4b7.pdf)

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Rishikesh:

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Ayodhya:

https://www.rctcpqi.org/portal/writable/uploads/circular_order/1783583227_5e874b3f2b135d091839.pdf

Jhunjhun: <https://www.rctcpqi.org/portal/master/circular/view/79f8af0fde8a4bc380edb26448acd663>,

Khetri:

https://www.rctcpqi.org/portal/writable/uploads/circular_order/1783584247_972f242b8e3e18d51832.pdf

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Bissau:

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