



HOME, PROHIBITION AND EXCISE DEPARTMENT

DEMAND No. 37

PROHIBITION AND EXCISE

**POLICY NOTE
2024 – 2025**

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Urban Development

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Government of Tamil Nadu
2024

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INTRODUCTION

The Government of Tamil Nadu has a pragmatic liquor policy which focusses on safeguarding the weaker and vulnerable sections of society against the evils of illicit liquor to ensure their health and socio-economic well-being.

The Prohibition and Excise Department functions under the administrative control of the Home, Prohibition and Excise Department. Three Head of Departments and a state public sector undertaking are functioning under the Prohibition and Excise wing of Home Department:

1. The Commissionerate of Prohibition and Excise;
2. Prohibition Enforcement Wing;
3. Narcotic Intelligence Bureau - CID; and
4. Tamil Nadu State Marketing Corporation Limited (TASMAC).

2. COMMISSIONERATE OF PROHIBITION AND EXCISE

2.1 The Commissioner of Prohibition and Excise oversees the enforcement of the Tamil Nadu Prohibition Act, 1937 (Tamil Nadu Act X of 1937) and the rules framed thereunder. The primary Goals include:

- Monitoring the production of liquor through improved excise administration.
- Eradicating the illicit distillation and sale of illicit arrack.
- Raising public awareness about the evils of alcoholism.
- Preventing the smuggling of fake and non-excised liquor across State border.

2.2 At the State level, the Commissioner is assisted by Two Joint Commissioners (in the cadre of District Revenue Officer), One Financial Controller (in the cadre of Joint Secretary to Government, Finance Department) and Five Assistant Commissioners (in the cadre of Deputy Collector). At the District level, the District Collectors are assisted by Deputy/Assistant Commissioners (Excise). This team is entrusted with the primary responsibility of implementation of the policy including rules and regulations under the Act.

2.3 To ensure control over alcohol production viz., Spirits, IMFL, Beer and Wine; prevent unauthorized diversion and monitor excise duty collection on excisable articles under Tamil Nadu Prohibition Act, 1937; Deputy Collectors are stationed at manufacturing units, chemical plants and bonded warehouses. Tahsildars and Deputy Tahsildars are appointed as

Excise Supervisory Officers and Bonded Manufactory Officers and entrusted with this work.

MOLASSES

2.4 Molasses serves as the primary raw material for spirit production and it is a by-product obtained during the sugar production. Licensees are allowed to possess and utilize molasses within the specified possessional limits determined on a monthly, quarterly or annual basis by the Commissioner of Prohibition and Excise. The District Collector/ District Revenue Officer is the license issuing authority for the possession, sale, transport and use of molasses with the prior approval of the Commissioner of Prohibition and Excise.

DISTILLERIES AND SPIRIT PRODUCTION

2.5 Distilleries are primarily engaged in the production of spirit, which serves as the essential raw material for liquor production.

In Tamil Nadu, there are two (2) distilleries in the co-operative sector and fourteen (14) in the Private Sector, totally sixteen (16) distilleries are functioning. The details are as follows:

Sl. No.	Name and Address of the Distillery Units
Co-operative Sector:	
1.	Tvl. Amaravathy Co-operative Sugar Mills Ltd., Krishnapuram, Madathukulam Taluk, Tiruppur District.
2.	Tvl. Salem Co-operative Sugar Mills Ltd., Mohanur, Namakkal District.
Private Sector:	
3.	Tvl. Shree Ambika Sugars Ltd., Kanathukandan, Virudachalam, Cuddalore District.
4.	Tvl. E.I.D. Parry (I) Ltd., Nellikuppam, Cuddalore District.
5.	Tvl. E.I.D. Parry (I) Ltd., Udaikulam, Sivagangai District.

6.	Tvl.Dharani Sugars and Chemicals Ltd., Kaliyanallur, Kallakurichi District.
7.	Tvl. Southern Agrifurane Industries Ltd., Mundiyampakkam, Villupuram District.
8.	Tvl. Rajshree Sugars and Chemicals Ltd., Semmedu, Villupuram District.
9.	Tvl. Bhavani Distilleries & Chemicals Ltd., T. Pudur, Arcot Taluk, Ranipet District.
10.	Tvl. Bannari Amman Sugar Mills Ltd., Chinnapuliyur, Erode District.
11.	Tvl. Sakthi Sugars Ltd., Appakudal, Erode District.
12.	Tvl. Thiru Arooran Sugar Mills Ltd., Thirumandankudi, Thanjavur District.
13.	Tvl.Kothari Sugars and Chemicals Ltd., Kattur, Tiruchirappalli District.
14.	Tvl. Dhanalakshmi Srinivasan Sugars Pvt Ltd., Udumbiyam Village, Perambalur District.
15.	Tvl. Rajshree Sugars and Chemicals Ltd., Varadarajanagar, Kullapuram Village, Theni District.
16.	Tvl. Dharani Sugars and Chemicals Ltd., Vasudevanallur, Tenkasi District.

EXTRA NEUTRAL ALCOHOL (ENA)

2.6 Extra Neutral Alcohol is used for the production of Indian Made Foreign Spirits by the IMFS Units. There are 16 distillery units in the State that are producing Extra Neutral Alcohol. 13.17 crore bulk litres of Extra Neutral Alcohol has been produced in the 16 distilleries during the year 2023-24. The IMFS manufacturing units were also allowed to import 4.89 crore bulk litres of Extra Neutral Alcohol from other States during the year 2023-24.

GRAIN BASED EXTRA NEUTRAL ALCOHOL (GENA)

2.7 Indian Made Foreign Spirits manufacturing units require GENA for the production of premium brand liquors. Grain based Extra Neutral Alcohol (GENA) is not produced in the State. Hence, they have been permitted to import GENA from other States. During the year

2023-24, 7.87 crore bulk litres have been imported from other States. Efforts are underway to establish Grain based Extra Neutral Alcohol manufacturing units within Tamil Nadu, to create additional job opportunities and for generating increased revenue.

ETHANOL

2.8 Ethanol is highly compatible for blending with petrol due to its bio-fuel nature and non-polluting characteristics. The Government of India's National Bio-fuel Programme promotes the Ethanol Blended with Petrol Programme (EBPP) in the States. Ethanol production is done in 12 distilleries in Tamil Nadu. Out of 12 distilleries, 8 distilleries have produced 1.66 crore litres of ethanol during the year 2023-24 in the State.

INDIAN MADE FOREIGN SPIRITS, BEER AND WINE MANUFACTURING UNITS

2.9 At present in Tamil Nadu, there are 11 Indian Made Foreign Spirit manufacturing units, 8 beer manufacturing units and 1 wine manufacturing unit as detailed below: -

Sl. No.	Name of the Unit with Address
IMFS Units	
1.	Tvl. Enrica Enterprises (P) Ltd., Poonamallee, Tiruvallur District, Chennai - 600 056.
2.	Tvl. Transworld Breweries and Distilleries (P) Ltd., 7, Selva Street, M.M Nagar, Valasaravakkam, Chennai - 600 087.
3.	Tvl. Empee Distilleries Ltd., Mevalooruppam Village, Thandalam Post, Sriperumbudur Taluk, Kancheepuram - 602 105.
4.	Tvl. Midas Golden Distilleries (P) Ltd., 2/207, Padappai Post, Pushpagiri Road, Sirumathur-Padappai, Kundrathur Taluk, Kancheepuram - 601 301.

5.	Tvl. Accord Distillers and Brewers (P) Ltd., Nathanallur, Walajabad Taluk, Kancheepuram - 631 605.
6.	Tvl.SNJ Distillers (P) Ltd., 56/1, Kallappiranpuram Village, Maduranthakam Taluk, Chengalpattu - 603 308.
7.	Tvl.Southern Agrifurane Industries (P) Ltd., Ellichathiram Road, Valudhareddy, Villuppuram - 605 602.
8.	Tvl.Shiva Distilleries Private Ltd., 45, Mettupalayam Road, Narasimhanaickenpalayam, Coimbatore - 641 031.
9.	Tvl. Kals Beverages (P) Ltd., Mavuthampathi Village, Navakkarai Post, Coimbatore - 641 105.
10.	Tvl. KALS Distilleries (P) Ltd., Kallakottai Village, Gandharvakkottai Taluk, Pudukottai - 622 302.

11.	Tvl. Golden Vats (P) Ltd., Karnavur Village, Mannargudi Taluk, Tiruvarur - 614 014.
BREWERY UNITS	
1.	Tvl. Transworld Breweries and Distilleries (P) Ltd., 7, Selva Street, M.M. Nagar, Valasaravakkam, Chennai - 600 087.
2.	Tvl. Accord Distillers and Brewers (P) Ltd., Illayanarvellore Village, Walajabad Taluk, Kancheepuram - 631 603.
3.	Tvl. SNJ Breweries Private Ltd., Moosivakkam-Kolambakkam Village, Maduranthagam Taluk, Chengalpattu - 603 308.
4.	Tvl. United Breweries Ltd., Aranvoyal Village, MTH Road, Tiruvallur - 602 025.
5.	Tvl. United Breweries Ltd., 788/2, Kuthambakkam Village, Thirumazhisai Post, Tiruvallur - 600 124.

6.	Tvl. Appollo Distilleries and Breweries (P) Ltd., Billakuppam Village, Sirupuzhalpettai, Tiruvallur – 602 025.
7.	Tvl. Tropical Breweries (P) Ltd., Thervoikandigai Village, Gummidipoondi Taluk, Tiruvallur - 601 202.
8.	Tvl. Kals Breweries Private Limited, KunnathurVillage, Viralimalai Taluk, Pudukottai - 621 316.
WINERY UNIT	
1.	Tvl. Cumbum Valley Winery (P) Ltd., Chinnaovalapuram Village, Uthamapalayam Taluk, Theni - 625 516.

EXPORT OF BEER

2.10 Export of beer to other States/Union Territories and other Countries has been permitted by the Government. During the year 2023-24, 3,20,024 cases of beer were exported and the revenue earned by export of

beer is Rs.187.79 lakh. Export permits to States and Union Territories are being issued online.

IMPORT OF FOREIGN LIQUOR

2.11 The Commissioner of Prohibition and Excise issues Import Permits for the import of foreign liquor from other Countries, subject to the payment of a special fee under the Tamil Nadu Liquor (Licence and Permit) Rules, 1981. Since March, 2012, TASMAL has been designated as the nodal agency to facilitate the import of foreign liquor for FL2 (Recreation Clubs) and FL3 (Star Hotels upto 3 Star category and non-Star hotels) license holders. TASMAL collects a service charge of 3% on the special fee for this purpose.

2.12 FL3 licensees (Four Star, Five Star Hotels and above categories) can procure imported foreign liquor through TASMAL from suppliers whose excise bonded warehouses are situated in other States.

2.13 For the fiscal year 2023-24, the Government earned Revenue of Rs.53.93 crore through the Special Fee on imported foreign liquor, while TASMAC earned Rs.16.70 lakh from service charges.

NEERA

2.14 A non-alcoholic nutritious beverage, Neera is extracted from the unopened inflorescence of coconut trees using anti-fermentation technology. The Government have granted permission for tapping Neera from coconut trees and for the manufacturing of other products derived from Neera, subject to obtaining the necessary licenses from the District Collector, who is the licensing authority.

2.15 Coconut Producer Companies registered under the Companies Act, 2013 or co-operative societies registered under the Tamil Nadu Co-operative Societies Act, 1983 are

eligible to obtain licenses for tapping, distribution, sale and production of Neera derived products. The Coconut Producer Companies and co-operative societies have to register with the Coconut Development Board.

STATE EXCISE LABELS

2.16 To eliminate the sale of spurious liquor, prevent smuggling from other States and to ensure the proper payment of excise duty on Indian Made Foreign Spirits (IMFS), Beer and Wine bottles produced by manufacturing units, the Government have introduced foolproof Polyester based Hologram excise labels replacing traditional paper labels. The security features of these labels are regularly updated to enhance their effectiveness. Currently, the average monthly requirement for excise labels is approximately 27.55 crore. In the year 2023–24, the Government have earned a net revenue of Rs.25.03 crore from the sale of excise labels.

ONLINE WEB-BASED APPLICATIONS FOR PROCESSING OF APPLICATIONS AND ISSUE OF LICENSES AND RENEWAL OF LICENSES

2.17 From 2018-19, online web-based system for processing of applications, issue of licenses and renewal of licenses have been implemented to enhance transparency and efficiency in various processes. These web-enabled applications have significantly reduced the processing time for issuing export and import permits as well as license renewals.

The services now rendered online include:

- a) Issuing import permits for the import of Foreign Liquor by FL2, FL3, FL3A and FL3AA licensees.
- b) Issuing export permits for the export of beer to other States and Countries.
- c) Renewal of FL2, FL3, FL3A and FL3AA licenses.

2.18 In 2022-23, the Government had sanctioned Rs.3.00 crore for enabling 74 services online under e-Governance initiatives viz., 'e-Kalaal' web enabled application. All 74 services will be fully enabled in 'e-Kalaal' by July, 2024. The launch of 'e-Kalaal' will enhance transparency, streamline operations, expedite application process for license holders and regulatory authorities.

REHABILITATION FUND FOR ERSTWHILE PROHIBITION OFFENDERS

2.19 The Government initiated a rehabilitation fund for erstwhile prohibition offenders in 2002, with the aim of socio-economic upliftment of erstwhile prohibition offenders. Initially the rehabilitation assistance was provided as a loan and later converted into a grant in 2011.

2.20 Each District has a Rehabilitation Committee chaired by the District Collector, along with the following officials as Members:

1. Superintendent of Police
2. The Senior Regional Manager of TASMAC
3. Deputy Commissioner / Assistant Commissioner (Excise)

This Committee identifies eligible beneficiaries and the grants are released by them. Beneficiaries received a maximum of Rs.30,000/- as grant to start sustainable income generation self employment ventures like livestock rearing, agarbathi and camphor production, instant sambrani preparation, candle making, paper cup manufacturing, soap production and similar small businesses.

2.21 During 2023-24, the rehabilitation assistance amount was enhanced from Rs.30,000/- to Rs.50,000/- per beneficiary. An amount of Rs.2.50 crore has been released to District Collectors for rehabilitating 496 prohibition offenders.

CONDUCTING AWARENESS CAMPAIGNS AGAINST ALCOHOLISM

2.22 The Government have allocated a sum of Rs.4.00 crore for conducting awareness campaigns in districts against the harmful effects of alcoholism, illicit liquor and drug abuse. This fund is allocated to the District Collectors and the Enforcement Wing of Police Department for planning and conducting various awareness activities. A district level committee under the chairmanship of the District Collector and with the following officials plan and implement the activities:

1. The Superintendent of Police (Enforcement), Chennai and Madurai Zones.
2. The District Superintendent of Police
3. The Chief Educational Officer
4. The Deputy Commissioner/ Assistant Commissioner (Excise)
5. The Public Relation Officer

2.23 Awareness activities by the district administration will be implemented in various locations and institutions in collaboration with Students, Self Help Groups and Non Governmental Organizations.

2.24 Furthermore, District level cultural events and competitions like poetry writing, story writing and short film making are organized to engage the public and encourage the participation in spreading awareness about the harmful effects of alcoholism, illicit liquor, drunken driving and drug abuse.

2.25 Out of Rs.4.00 crore allocated, a sum of Rs.9,46,600/- has been allotted to each district and a sum of Rs.15.00 lakh has been allotted to the Additional Director General of Police (Enforcement), Chennai and Rs.10.00 lakh each has been allotted to the Superintendent of Police (Prohibition Enforcement Wing) Chennai and Madurai Zones. During the year 2023-24, 2,310 awareness programmes have been conducted and 3,61,500 persons have participated.

DE-ADDICTION CENTRES

2.26 The Government have established 20 De-addiction Centres across the State to offer integrated treatment and rehabilitation services for individuals struggling with alcoholism and drug addiction. These centres provide comprehensive support to help individuals overcome their addiction and to lead a healthier and substance free life.

3. PROHIBITION ENFORCEMENT WING

3.1 The Prohibition Enforcement Wing (PEW) functions with the prime objective of eradication of distillation, transportation, possession and sale of illicit liquor; prevent smuggling of spurious liquor; as well as non-duty paid Indian Manufactured Foreign Liquor from other States.

3.2 Additional Director General of Police heads this wing, who is assisted by Inspector General of Police and three Superintendents of Police. The Superintendent of Police, Central Intelligence Unit is assisted by 2 Deputy Superintendents of Police, 6 Inspectors of Police, 8 Sub Inspectors of Police and other supporting staff. The two zonal Superintendents of Police (Enforcement) are stationed at Chennai and Madurai respectively.

3.3 There are 101 Prohibition Enforcement units in the State which are headed by Inspector of Police, the PEW Units are declared as Police Station for enforcing the Tamil Nadu Prohibition Act, 1937. These units are supervised by Deputy Superintendents of Police in districts and Assistant Commissioners of Police in cities respectively. In seven selected districts Additional Superintendents of Police are posted to supervise the PEW units in their districts. The officers of PEW units are working under the administrative and operational control of the Superintendents of Police in districts and Commissioners of Police in Cities who are primarily responsible for enforcing the TNP Act.

3.4 MEASURES TO CURB THE MOVEMENT OF RECTIFIED SPIRIT / SPURIOUS LIQUOR FROM NEIGHBOURING STATES

(a) SPECIAL TEAMS

To curb smuggling of rectified spirit, spurious liquor and other State liquor from neighbouring States, special teams are formed to collect human intelligence and through CDR analysis track and nab the offenders.

(b) PROHIBITION CHECK POSTS

There are 45 permanent Prohibition Check Posts functioning throughout the State to curb the movement of illicit liquor.

The details of check posts are as under:

Sl. No.	Name of the District	No. of Check Posts
1.	Villuppuram	9
2.	Krishnagiri	7

3.	Nagapattinam	5
4.	Thiruvallur	5
5.	Vellore	5
6.	Cuddalore	4
7.	Salem	2
8.	Kanniyakumari	1
9.	Theni	1
10.	Erode	1
11.	The Nilgiris	1
12.	Tiruppur	1
13.	Thiruvarur	1
14.	Coimbatore	1
15.	Chennai City	1
TOTAL		45

Apart from this, 7 Mobile Check Posts are functioning in the following districts:

Sl. No.	Name of the District	No. of Check Posts
1.	Nagapattinam	2
2.	Cuddalore	1
3.	Villuppuram	1
4.	Krishnagiri	1
5.	Thiruvallur	1
6.	Thiruvarur	1
TOTAL		7

In addition, temporary check posts are also established on special occasions, festivals and dry days in order to restrict infiltration of spurious liquor / non-duty paid IMFL / rectified spirit / arrack sachets from the bordering areas of neighbouring States into Tamil Nadu.

(c) ACTION AGAINST RECTIFIED SPIRIT

Rectified spirit is a highly concentrated form of ethyl alcohol. It is generally transported for selling as cheap liquor. The consumption of rectified spirit many a time results in hooch tragedies. On the basis of intelligence collected by the Central Intelligence Unit in the State, surprise vehicle checks are organised throughout the State to detect the movement of rectified spirit. During the year 2023-24, 30 cases were detected and 18 vehicles seized.

(d) STEPS TAKEN FOR ELIMINATION OF ILLICIT DISTILLATION

To curb illicit distillation of arrack (IDA), special raids are organised frequently by PEW units with District Police and revenue officials. During the year 2023-24, 12,431 cases were booked, 12,422 distillers arrested and 4,64,152 litres of illicit arrack destroyed.

INSTALLATION OF SOLAR POWER GENERATORS IN BORDERING CHECK POSTS

3.5 In 2022-23, the Government have sanctioned installation of Solar Power Generators with batteries in 20 check posts located in the border areas of the neighbouring States through Tamil Nadu Energy Development Agency (TEDA) at a cost of Rs.7.11 lakh.

REWARDS FOR INFORMANTS

3.6 Every year, the Government sanctions Rs.15.00 lakh from TASMAL to reward informants who are risking their life to pass critical and actionable information to Prohibition Enforcement Wing officials about movement of rectified spirits. In the year 2023-24, the Government enhanced the existing informant reward amount from Rs.15.00 lakh to Rs.20.00 lakh.

INCENTIVE SCHEME

3.7 Every year, the Government grant monetary reward of Rs.15.00 lakh as incentive to

Prohibition Enforcement Wing personnel and local police personnel who have helped in the seizure of rectified spirit, spurious liquor and non-duty paid liquor. In the year 2023-24, the Government have enhanced the incentive amount from Rs.15.00 lakh to Rs.20.00 lakh per annum. Police personnel from constables upto the rank of Additional Superintendent of Police are eligible for the reward.

AWARENESS ABOUT THE EVILS OF ILLICIT LIQUOR AND METHANOL

3.8 The Government have sanctioned a sum of Rs.4.00 crore for conducting awareness campaigns about the evils of consuming illicit liquor, alcoholism and drugs for the year 2023-24. Out of Rs.4.00 crore, Rs.35.00 lakh has been allotted to Prohibition Enforcement Wing. Awareness was created about the evils of consumption of liquor among School/College students through group discussions, poster making, essay competitions, etc.

3.9 Apart from this, awareness materials like T-Shirts, travel bags and calendars to the public were distributed. Pamphlets and digital content are circulated among the public to create awareness on evils of alcoholism and drugs. Stickers are provided to transport authorities for displaying in buses as part of awareness campaign.

3.10 During the year 2023-24, 5,928 awareness programmes were conducted and 5,88,304 students and public were sensitized.

PROHIBITION HELPLINE – 10581

3.11 The Government have announced a Toll-Free prohibition Helpline No. '**10581**' which is managed from the Control Room at the Enforcement Headquarters. This toll-free line is manned 24 X 7 by the Central Intelligence Unit Control Room. Apart from this number, a WhatsApp number "**94984 10581**" has also

been provided to the public for sharing information and registering complaints with respect to prohibition offences viz., illicit arrack distillation, transport of rectified spirit, spurious liquor, selling of illicit liquor, sale of drugs and narcotic substances, etc. During the period from 01.04.2023 to 31.03.2024, a total No. of 2,797 complaints were received and appropriate action taken.

STEPS TAKEN TO AVERT HOOCH TRAGEDIES

3.12 In a few districts death due to consumption of Methanol was reported. Prompt action by the Police and District administration led to the arrest of the accused immediately and prevented further loss of life. The cases registered on this incident were transferred to CB-CID and under investigation.

3.13 Methanol, which was the main reason for causing hooch tragedies in 2002 was brought within the ambit of the Tamil Nadu Prohibition

Act, 1937. Suitable amendments were also made in 2002 in the Tamil Nadu Denatured Spirit, Methyl Alcohol and Varnish (French Polish) Rules, 1959 to maintain strict control over possession, use, transportation, import, sales etc., of methanol.

3.14 The District Superintendents of Police have also been instructed to check all methanol manufacturing units, end-users, factories, industries that have licenses to possess methanol in the State. Their monthly reports are closely analyzed at the Enforcement Headquarters. All District Collectors have been instructed by the Government to monitor all the units in possession of methanol licenses and inspect these premises frequently and check for any deviation or malpractice.

3.15 ACHIEVEMENTS FOR THE YEAR 2023-24

- Efforts are being taken to eradicate illicit / spurious / seconds liquor (Other State Liquor) in the State. Enforcement measures taken by Prohibition Enforcement Wing Units have considerably contained illicit distillation, transport and selling to a large extent.
- A total of 1,61,241 prohibition cases were registered and 1,60,013 accused were arrested. The details of contraband seized from the offenders, its value are as follows:

Sl. No.	Name of the Contrabands	Quantity Seized and Destroyed (in Ltrs.)	Value (in Rs.)
1.	IMFL	2,92,410	19,64,99,520
2.	Fermented Wash	8,72,836	1,74,56,720

3.	ID Arrack	4,64,152	1,85,66,080
4.	Rectified Spirit	22,018	22,01,800
5.	Toddy	46,279	9,25,580
TOTAL			23,56,49,700

- A total number of 3,440 vehicles including 4 Lorries, 7 Vans, 230 Cars, 49 Auto-Rickshaws, 15 Boats and 3,135 Motor Cycles were seized.
- A total of 120 notorious prohibition offenders were detained under the Tamil Nadu Act XIV of 1982. (Bootleggers Act).

GANDHI ADIGAL POLICE MEDAL

3.16 The Government have selected 1 Superintendent of Police, 1 Deputy Superintendent of Police, 1 Inspector of Police, 1 Sub Inspector of Police and 1 Head Constable

for the "Gandhi Adigal Police Medal" for the year 2023 for their outstanding work in curbing illicit liquor.

A medal and cash prize of Rs.40,000/-was distributed to the above said police personnel during the Republic Day function on 26th January 2024 by the Hon'bleChief Minister of Tamil Nadu.

4. NARCOTIC INTELLIGENCE BUREAU–CID

4.1 The NIB-CID functions under the Home, Prohibition and Excise Department, is led by the Additional Director General of Police (Crime) and he is assisted by the Inspector General of Police (Crime), a Superintendent of Police, an Additional Superintendent of Police, 12 Deputy Superintendents of Police, 16 Inspectors of Police, 17 SubInspectors of Police and 118 other ranks.

4.2 ACHIEVEMENTS FOR THE YEAR 2023-24

LAW ENFORCEMENT ACTIVITIES

- The State is maintaining 'Zero Ganja Cultivation' due to untiring efforts of Tamil Nadu Police.
- A total of 10,213 cases were detected resulting in seizure of Ganja and other Drugs. The details are as follows:

Sl. No.	Name of the Drug	Quantity
1.	Ganja	22,969 Kgs.
2.	Ganja Chocolate	246 Kgs.
3.	Ibuprofen	101 Kgs.
4.	Ephedrine	18 Kgs.
5.	Methamphetamine	7 Kgs.
6.	Heroin	953 Grams
7.	Amphetamine	250 Grams
8.	Cocaine	60 Grams
9.	MDMA tablets	9 Grams
10.	Other drugs	240 Kgs.
11.	Sedative tablets	56,460 Nos.

In this process, 14,447 accused were arrested including 4 foreign nationals.

- 15,642 Tobacco cases were detected and 1,47,130 Kg Banned Tobacco products were seized.
- Due to continuous action taken against interstate drug cartels, 2,486 other State accused have been arrested in the last three years.
- To intensify the action against the sale of Ganja near educational institutions, special checks were conducted at the shops located in the vicinity of the Schools and Colleges. In total, 79,893 awareness programmes have been conducted in educational institutions, in which 30,08,591 members participated throughout the State.
- Only since, 2022 financial investigation has been initiated against narcotic offenders involved in commercial quantity cases. In the last three years, movable and immovable properties worth about Rs.19.31 crore have been frozen.

- 1,663 Bank accounts pertaining to the accused concerned in NDPS Act cases and their relatives / friends were frozen under section 102 Cr.PC.
- 557 Notorious Drug offenders have been detained under Tamil Nadu Act 14 of 1982.
- To curtail movement of drug offenders who come out on bail, they are being bound over under security proceedings and bound down whenever they violate condition. In one year alone 3,441 accused have been bound over and 41 accused are bound down.
- 1,403 vehicles used for transporting of ganja and other Narcotic Drugs and Psychotropic Substances are seized, confiscated and efforts are on to dispose these vehicles through Drug Disposal Committees.

4.3 AWARENESS ACTIVITIES

- 1) The Government have sanctioned a sum of Rs.1.00 crore for 'Conducting Awareness Campaign against Drug Abuse' and the

following activities have been carried out during 2023-24:

- i. 47,000 'Enakku Vendam' badges have been distributed to the office bearers of Anti Drug Clubs in Schools and Colleges.
 - ii. Created awareness against drug abuse through social media viz. Face Book / Twitter / Instagram / You Tube by uploading messages, videos, reels etc.
 - iii. A song titled "Life Irukku Drug Ethukku" has been launched to create awareness among the youth through the social media.
- 2) The Enforcement Bureau created public awareness on drugs using Mass Silambam event. In which mass silambam movements (9,60,000 movements in least time) performed by 1,600 students was recognized as a 'World Record' by the World Record Union.

- 3) Anti-Drug Awareness campaign was organized at 6000 Traffic junctions throughout the State on 26th June, the International Day against Drug Abuse and Illicit Trafficking also called World Drug Day. This effort was recognized as a 'World Record' by the World Record Union.
- 4) In a State Level event on 11.08.2023, the Hon'ble Chief Minister of Tamil Nadu administered Anti-Drug Pledge, in which more than 80 lakh School and College students from all over the State took the pledge at the same time across the State. The effort has been recognized as a 'World Record' by the World Record Union.
- 5) In order to create awareness among students, an Awareness video incorporating message of the Hon'ble Chief Minister of Tamil Nadu along with the ill effects of drugs was created and shared with all

educational institutions and multi-media platforms.

- 6) As part of the Drive Against Drugs (DAD) movement, Anti-Drug Clubs have been formed in 18,000 educational institutions to create awareness and take proactive action in schools and colleges against drug menace.

NEW INITIATIVES:

4.4 During 2023-24, the Government sanctioned a sum of Rs.50.00 lakh as one-time revolving fund to encourage the Police Officials and the Informants to contribute in Drive Against Drugs (DAD) to achieve the object of "Drugs Free Tamil Nadu". The revolving fund will be used for sanctioning of rewards upto Rs.1.00 lakh to Police Officers and upto Rs.2.00 lakh to the informants for specific cases registered under the NDPS Act, 1985.

FORMATION OF ENFORCEMENT BUREAU-CID

4.5 The Government have issued orders for merging the Prohibition Enforcement Wing and the Narcotic Intelligence Bureau CID Unit as "Enforcement Bureau Crime Investigation Department" (EB-CID).

4.6 Newly formed 'Enforcement Bureau CID' has responsibility of enforcing the Tamil Nadu Prohibition Act, NDPS Act, PIT NDPS Act and Intellectual Property Rights.

4.7 The newly formed Enforcement Bureau CID Units in the districts will help in the augmentation of existing PEW units with officers and men from NIB-CID.

5. TAMIL NADU STATE MARKETING CORPORATION LIMITED

5.1 The Tamil Nadu State Marketing Corporation Limited (TASMAC) was incorporated as a State Public Sector Undertaking on 23.05.1983 under the Companies Act, 1956.

EXCLUSIVE PRIVILEGE

5.2 As per Section 17-C (1-A) (a) of the Tamil Nadu Prohibition Act, 1937 (Tamil Nadu Act X of 1937), Tamil Nadu State Marketing Corporation has been granted the exclusive privilege of wholesale trade of Indian Made Foreign Spirits and Foreign Liquor for the whole of Tamil Nadu and is carrying on the wholesale distribution of liquor from 23.05.1983. Under Section 17-C (1-B) (a) of the Tamil Nadu Prohibition Act, 1937 (Tamil Nadu Act X of 1937), the Corporation has been granted the exclusive privilege of Retail Vending of Indian Made Foreign Spirits and is carrying on the Retail Vending of

liquor from 29.11.2003. In addition, Imported Foreign Liquor, Beer and Wine products are also marketed by the Corporation.

BOARD OF DIRECTORS

5.3 The Board of TASMAL spearheads and provides guidance for the effective functioning of the Corporation. The Principal Secretary to Government, Home, Prohibition and Excise Department is the Chairperson of the Corporation. The Principal Secretary to Government, Finance Department, the Principal Secretary to Government, Commercial Taxes and Registration Department, the Commissioner of Prohibition and Excise and the Managing Director, Tamil Nadu State Marketing Corporation are the members of the Board.

SHARE CAPITAL

5.4 The authorized share capital of Rs.15.00 crore has been fully contributed by the

State Government to Tamil Nadu State Marketing Corporation Ltd.

ORGANIZATIONAL SET UP

5.5 The Managing Director is in-charge of the day to day operations and functioning of TASMAC and is supported by General Manager (Wholesale & Administration), General Manager (Retail Vending) in the cadre of District Revenue Officer, General Manager (Finance), General Manager (Personnel Welfare) in the cadre of Deputy Commissioner of Labour, Deputy General Manager (Purchase and Sales), Company Secretary, Chief Accounts Officer, Law Officer and other supporting staff.

REGISTERED OFFICE AND REGIONAL OFFICES

5.6 The Registered Office of Tamil Nadu State Marketing Corporation is situated at Chennai. The TASMAC has five regional offices at Chennai, Salem, Coimbatore, Tiruchirappalli and

Madurai. These offices are administrated by the Senior Regional Managers in the cadre of District Revenue Officer.

SPECIAL FLYING SQUADS

5.7 Special Flying Squads in the cadre of Deputy Collectors are posted in the Regional Offices located at Chennai, Salem, Coimbatore, Tiruchirappalli and Madurai. The primary responsibility is ensuring proper functioning of the Retail Vending Shops and attached bars and verify complaints received from Head office.

DISTRICT OFFICES, DEPOTS, LIQUOR RETAIL VENDING SHOPS AND BARS

5.8 Tamil Nadu State Marketing Corporation has 38 District Offices; 43 Indian Made Foreign Spirits depots; 4,829 Retail Vending shops; and 2,919 bars attached to the Retail Vending shops. Further, TASMALC supplies liquor to the 546 FL2 license clubs and 854 FL3 license Hotels across the State as on 31.03.2024.

5.9 Tamil Nadu State Marketing Corporation is stocking liquor in 43 depots, out of which 32 depots are functioning in own building and the remaining 11 depots are functioning in rented buildings.

PROCUREMENT OF LIQUOR

5.10 Indian Made Foreign Spirits, Beer and Wine products are procured by the Corporation from 11 Indian Made Foreign Spirits Manufacturing Units, 8 Beer Manufacturing Units and One Winery Unit functioning in the State. There are 236 Local and other State brands available in TASMAL, which includes 179 local brands of liquor, 40 local brands of Beer, 3 local brands of Wine, 6 other State brands of liquor and 8 other State brands of Wine.

SALE OF IMPORTED FOREIGN LIQUOR THROUGH TASMAL RETAIL VENDING SHOPS

5.11 TASMAL sells 500 brands of liquor imported from foreign countries, which includes 264 brands of liquor, 26 brands of Beer and 210 brands of Wine being sold through FL11 licensed 238 (Mall/Elite shops) retail outlets of Tamil Nadu State Marketing Corporation.

LIQUOR RETAIL VENDING SHOP PERSONNEL

5.12 As of 31st March 2024, in the 4,829 Retail Vending Shops of TASMAL, the number of shop personnel working on contract/consolidated pay basis are as follows:

Sl. No.	Category	No. of Personnel
1	Supervisors	6,581
2	Salesmen	14,775
3	Assistant Salesmen	2,630
	TOTAL	23,986

WELFARE MEASURES FOR LIQUOR RETAIL VENDING SHOP PERSONNEL

5.13 TASMALC pays Bonus and Ex-gratia every year to the Liquor Retail Vending Shop Personnel as ordered by the Government apart from monthly consolidated pay. The Shop personnel are also covered under Employees' Provident Fund Scheme, Employees' Deposit Linked Insurance Scheme, Gratuity, Family Benefit Fund Scheme, Annual Additional Fixed Incentive, etc. A Medical Assistance Scheme is also being implemented for the welfare of these employees.

5.14 Based on the request from the Field Officers and staff, the following measures were taken up during 2023-24:

1. Enhancement of Shop Rent for 1038 shops for which Rs.13.68 crore was allocated.

2. The Petty Cash advance was enhanced to Rs.750/- per shop for which Rs.4.34 crore was allocated.
3. Installation of separate EB meters in 824 shops.
4. Rs.5.50 crore was earmarked towards mishandling / breakage of bottles at Retail Vending Shops.
5. Minimum area for Retail Vending Shops has been revised to 500 sq.ft. along with basic amenities.

INSTALLATION OF IP CCTV CAMERAS

5.15 TASMAL has installed IP CCTV Cameras in 3000 Retail Vending Shops which are prone to theft and are located in vulnerable areas. Providing IP CCTV Cameras in TASMAL has acted as a deterrent and reduced theft / attempts to theft in the Retail Vending Shops. Further, it has aided in identifying individuals who indulge in

burglary and theft. Any unknown person in the shop or suspicious activities near the shops can also be monitored, as the feed / images captured by IP CCTV camera are linked to District Manager's Office and Corporate Office.

5.16 Based on the Orders issued by the Government, TASMACH has taken action to install IP CCTV Cameras with night vision in 500 Liquor Retail Vending Shops at the rate of 2 Cameras per shop. During 2023-24, sanction was accorded for purchase of 1000 IP CCTV cameras at a cost Rs.16.00 crore.

INSTALLATION OF CASH SAFE

5.17 Cash safes which weigh more than 300 Kg have been installed in 2,825 Liquor Retail Vending Shops which are prone to theft and robbery especially in Village Panchayat and Town Panchayat areas. This cash safe is robust and cannot be damaged easily. After closing hours of

shop, the sale proceeds of the day can be kept inside the cash safe which are adequately protected.

5.18 The Government has ordered installation of 970 cash safes in vulnerable shops, TASMACH has issued orders and procured 970 number of case safes and so far installed 715 numbers.

INSPECTION APP

5.19 TASMACH has developed an 'Inspection App' through TNeGA for facilitating inspection of Retail Vending Shops by officers across the State. The new app is GIS based with all Retail Vending Outlets geotagged and designed to capture all the important details during inspection, like shop personnel attendance, stock availability, more than 90 days stock, display of price list, functioning of CCTV Camera, maintenance of various registers and overall functioning of a

Retail Vending Shop. All the Senior Regional Managers, Special Flying Squad Deputy Collectors, District Managers and Assistant Commissioners (Excise) have been imparted training on the App features and report format for inspection on the App. The App is put on trial for a period of one month.

END TO END COMPUTERIZATION

5.20 TASMAC has embarked on a novel Project “Integrated Solution enabling End to End Computerization of Core and Support functions of TASMAC” based on the orders issued by the Government.

5.21 M/s. Railtel Corporation of India Limited is the Vendor who is designing the Project. When the Project is implemented, TASMAC and the Commissionerate of Prohibition and Excise will have a transparent, systematic and technology based solution for monitoring all

activities from production in distilleries to sale in retail vending outlets. The solution envisages a track and trace system for monitoring each liquor bottle produced, packing cartons sent to depots, allocation to Retail Vending Shops and sale effected in shops. The stock position and sales details can be tracked at the corporate office in real time.

BUY-BACK OF EMPTY LIQUOR BOTTLES

5.22 To address the environmental concerns and to mitigate the harmful effects of liquor glass bottles strewn mindlessly, in accordance with the directions of the Hon'ble High Court, TASMAC has implemented a Buy-back scheme for empty liquor bottles. Under this scheme, the consumer who returns the empty liquor bottle will receive a refund of Rs.10/- collected over and above the MRP. The scheme was initially implemented in The Nilgiris district from 15.05.2022 and later expanded with effect

from 15.06.2022 to Coimbatore (North), Coimbatore (South), Dharmapuri, Kanniyakumari, Nagapattinam, Perambalur, Theni and Thiruvapur districts and other hilly regions.

INSTALLATION OF POINT of SALE (PoS) MACHINES

5.23 To enable the consumers to make payment by electronic mode, Point of Sale Machines have been installed in all the Retail Vending Shops.

FSSAI LICENCE

5.24 All Depots and Liquor Retail Vending Shops of the Corporation have been registered under the provisions of the 'Food Safety and Standards Act, 2006' and rules framed thereunder. FSSAI Licenses are being renewed periodically.

DRY DAYS

5.25 As per Government Orders, there will be no sale of liquor on the following eight days in the Retail Vending Shops of TASMAL:-

1. Thiruvalluvar Day
2. Republic Day
3. Vadalur Ramalingar Ninaivu Naal
4. Mahavir Jayanthi Day
5. May Day
6. Independence Day
7. Birth Day Eve of Nabigal Nayagam
8. Gandhi Jayanthi Day

Apart from the above, dry days are declared during important local events by District Collectors and on polling day and counting day for Parliament, Legislative Assembly and Local Body elections.

GOVERNMENT REVENUE

5.26 The details of Government Revenue earned are given below:-

(Rs. in crore)

Sl. No.	Year	Excise Revenue	VAT (Sales Tax)	Total
1	2003-04	1,657.10	1,982.83	3,639.93
2	2004-05	2,549.00	2,323.03	4,872.03
3	2005-06	3,176.65	2,854.12	6,030.77
4	2006-07	3,986.41	3,487.20	7,473.61
5	2007-08	4,764.05	4,057.11	8,821.16
6	2008-09	5,755.42	4,846.08	10,601.50
7	2009-10	6,740.59	5,757.63	12,498.22
8	2010-11	8,115.90	6,849.52	14,965.42
9	2011-12	9,956.06	8,125.10	18,081.16
10	2012-13	12,125.31	9,555.36	21,680.67

11	2013-14	5,034.82	16,640.07	21,674.89
12	2014-15	5,731.18	18,433.77	24,164.95
13	2015-16	5,836.01	20,009.57	25,845.58
14	2016-17	6,248.17	20,747.08	26,995.25
15	2017-18	6,009.25	20,788.71	26,797.96
16	2018-19	6,863.11	24,294.72	31,157.83
17	2019-20	7,205.97	25,927.27	33,133.24
18	2020-21	7,821.69	25,989.46	33,811.15
19	2021-22	8,236.60	27,814.05	36,050.65
20	2022-23	10,422.47	33,698.66	44,121.13
21	2023-24*	10,774.28	35,081.39	45,855.67

*** Subject to reconciliation**

CONCLUSION

The Government is determined to take stern action against illicit distillation, sale and transportation of illicit liquor, as well as the sale of Narcotic drugs and Psychotropic substances. Intensive inspection of FL/DL licensed premises; increased number of raids; confiscation of vehicles involved in illegal activities by the Prohibition Enforcement Wing; freezing of bank account and assets; and continuous monitoring by the District Collectors have started yielding results.

Rehabilitation measures for erstwhile prohibition offenders will be strengthened by imparting skill training through Tamil Nadu Skill Development Corporation and income generation activities through Tamil Nadu Corporation for Development of Women and Tamil Nadu Adi Dravidar Housing and Development

Corporation. This year 25 additional De-addiction centres will be set up in Government hospitals in coordination with the Health and Family Welfare Department for the rehabilitation of drug addicts.

Action will be taken in co-ordination with various departments like Police, Prohibition and Excise, School Education, Higher Education, Youth Welfare and Sports Development, Municipal Administration and Water Supply, Rural Development and Panchayat Raj, Social Welfare and Women Empowerment, Information and Public Relations etc., to make Tamil Nadu a drug free State.

S. MUTHUSAMY

Minister for Housing and
Urban Development