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Retailers make most of ban, sell gutkha on the sly

TNN / Updated: Apr 3, 2012, 05:07 IST

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tobacco-mixed gutkha are learning it the hard way. Gutkha buyers were found buying the substance at more than double the price from retailers as the ban on tobacco-mixed gutkha entered its second day in the city on Monday.

Taking advantage of a short supply in the market following the state government ban on the sale of tobacco-mixed gutkha small-time shopkeepers were found selling pouches at exorbitant prices stealthy manner. "Earlier I paid Rs 5 for three sachets, I get just one for the same price," said a bus conductor, chewing his preferred brand of the banned gutkha.

"A small sachet of gutkha, which costs between Rs 1 to Rs 2 in the market earlierm are being sold for Rs 2 to Rs 7, depending on the brand," said a shopkeeper at Hamidia road.

Cautious about raid by Food and Drug Administration (FDA) inspectors, shopkeepers are stocking the banned product in

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(https://timesofindia.indiatimes.com/videos baby-powder-fails-maharashtra-fdas-quality loses-licence-to-manufacture/videoshow/94 nearby shops to avoid action in case of a raid.

In larger markets like New Market and Bittan market the ban was more effective. In order to curb the distribution, FDA inspectors raided five godown in old Bhopal, including Jumerati, Shahjehanabad and Janakpuri area.

In the raids conducted throughout the day in the city, a large number of paan kiosks were checked for the banned product throughout the day. "We even disguised as customers in some cases enquiring for the banned product," said FDA inspector BS Dhakkar.

The FDA has yet to impose the stipulated penalty of up to Rs 25,000 on anyone selling tobacco-mixed gutkha in the state.

"But we don't have stocks. The wholesaler asks us to lift the stock with prices he quotes and we have to sell accordingly," the shop-owner said.

The wholesalers here withheld stocks of gutka into the market after ban was announced. When there was a demand-supply mismatch, they released the stock jacking up the price.

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gutka and pan parag should be banned in all states.persons who defaces the public place should be fined.

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Here's how Aparna's willingness to financially support her family was backed up by Amazon & its 'I Have Space' program

BHAVNA DUBEY

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experts/articleshow/12499231Meet Aparna Deka! A woman who actualised the age-old adage, "Where there's a will, there's a way", and became an inspiration for all women wanting to financially support their families but finding themselves chained by societal constructs.

> Aparna Deka is a store owner from Hatigaon, Assam. She, along with her husband, used to run a small store to earn their family a livelihood. While the couple worked quite hard to make ends meet, their financial conditions kept them from considering building a house or providing quality education for their daughter. Aparna's husband tried to earn additional income by making package deliveries on a bicycle, but even that couldn't suffice. Later on, the couple decided to buy a scooter for Aparna to be able to help her husband with the deliveries. Once they had a scooter, Aparna joined Amazon's 'I Have Space' program as a delivery partner and started making door-to-door deliveries.

> The program helped her earn a steady income to complement their store's income and fulfil the family's longdue aspirations. While associating with Amazon, with her continued persistence and courage, she has finally been able to start building a house and support her daughter's education. On her way to supporting her family financially, she also broke many societal norms and set an example by becoming the first female delivery partner in their locality. Now she's an inspiration to many!



Just like Aparna and her husband, countless other small store owners struggle to make ends meet and find it difficult to afford a decent lifestyle for their families. Little do they know that by collaborating with Amazon via the 'I Have Space' program, they can support their families more efficiently. Not just that, the program can also help them grow their small store by getting more footfalls that eventually improve their store's income and overall business. Amazon's 'I Have Space' program has so far helped thousands of store-owners in around 420 cities to join the Amazon delivery network. Through the program, delivery partners earn a steady income by making deliveries to

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customers close to their doors. The same collaboration has helped Aparna provide her family with a better life, her daughter a better education and herself the courage to start building a house to live in.

Indeed, one can turn their hard times around. All it takes is the willingness, as unfettered as Aparna's!

Disclaimer: This article has been produced on behalf of Amazon by Times Internet's Spotlight team.

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