

Now, Produce Govt ID as Age Proof to Buy and Drink Liquor

Starting from June 1, Pune residents will need to present a government-issued identification card as proof of age when purchasing or consuming alcohol. This new mandate, introduced by the Maharashtra state excise department, aims to curb underage drinking and ensure compliance with legal drinking age regulations.

Implementation Details: The directive stipulates that all liquor stores, bars, and restaurants serving alcohol must verify the age of their customers by checking a valid government ID, such as an Aadhaar card, driving license, passport, or voter ID card. Establishments failing to adhere to this requirement may face strict penalties, including fines and potential suspension of their liquor licenses.

Objective: The primary goal of this initiative is to prevent minors from accessing alcohol. By enforcing stricter age verification processes, the government seeks to address concerns related to underage drinking and its associated social and health issues.

Public Awareness: To ensure smooth implementation, the excise department has launched a public awareness campaign, informing both consumers and business owners about the new regulations. Educational materials and guidelines are being distributed to liquor vendors and hospitality establishments to help them understand and comply with the new rules.

Response from the Industry: While some business owners have expressed concerns about the potential impact on customer convenience and sales, many support the move, recognizing the importance of responsible alcohol consumption and legal compliance. The industry is gearing up to train staff and update procedures to align with the new requirements.

Looking Ahead: The excise department plans to monitor the implementation of this mandate closely and is prepared to make adjustments as needed based on feedback from the public and the hospitality sector. The success of this initiative

will be evaluated over the coming months, with the possibility of further tightening regulations if necessary.

In summary, Pune has introduced a new requirement for residents to present government-issued ID as age proof for purchasing and consuming alcohol. This measure aims to prevent underage drinking and ensure adherence to legal drinking age laws, supported by a public awareness campaign and close monitoring by the state excise department.