

UP Govt to promote liquor vends

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Lucknow: UP government had brought rules to encourage setting up of microbreweries in the state in 2019 but due to the Covid-19 pandemic, a year and a half later there are only 11 microbreweries functional in the state.

In a review of the [excise](#) department on Thursday, additional chief secretary, excise, Sanjay Bhoosreddy directed officials to encourage more people to set up microbreweries and premium liquor vends.

With the excise department was unable to meet its revenue target for the year up to August, Bhoosreddy has directed district excise officers to contact people who are interested in setting up either of the two in their respective areas and encourage them to open up micro breweries and premium retail vends. "The meeting was held to review the revenue received in August and up to August for this financial year, enforcement and additional sources of revenue like establishment of microbrewery, retail bonds, reallocation of remaining shops. In August, 88.7% revenue was received against the target while up to August, the department earned 73% revenue against the target," said excise commissioner Senthil Pandiyan C.