

From

**MR Rajendran Nair,**  
Chairman, 3S and our health society  
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Subject: Proposal to Earmark Revenue from Tax on Non-Merit Goods for Social Value Creation

Dear Sir/ Madam,

I hope this message finds you well. I am writing as a representative of the organization 3S and Our Health. We are a non-profit organization dedicated to public health by focusing on the promotional and preventive aspects of health in a non-commercial manner. I am writing to draw attention to an important matter concerning the revenue generated from the taxation of non-merit goods within our state.

As you are aware, the consumption of alcohol and tobacco products has been steadily increasing, driven by various factors such as rising disposable income, urbanization, and extensive advertising. This surge in consumption not only poses significant health risks but also places a strain on societal well-being.

Notably, the tax levied on alcohol and tobacco products constitutes a substantial portion of our state's revenue. However, the current utilization of these funds primarily contributes to social value destruction rather than creation. Given the adverse effects associated with the excessive consumption of non-merit goods, we must reconsider how these resources are allocated.

Therefore, I propose that a portion of the revenue generated from the taxation of non-merit goods be earmarked specifically for initiatives aimed at social value creation. These funds could be allocated towards programs that promote public health, education, rehabilitation services, and other endeavors that enhance the overall well-being of our citizens.

By redirecting these resources towards social value creation, we can mitigate the negative impacts of excessive alcohol and tobacco consumption while simultaneously fostering a healthier and more prosperous society. Furthermore, such initiatives would demonstrate our commitment to prioritizing the welfare of our constituents over short-term financial gains.

I urge you to consider this proposal seriously and initiate measures to reallocate the revenue from tax on non-merit goods towards socially beneficial endeavors. Together, we can work towards building a more equitable and thriving community for all.

Thank you for your attention to this matter.

Sincerely,

Adv M R Rajendran  
Chairman  
3S and Our Health Society  
Adv M R Rajendran Nair