

**GOVERNMENT OF INDIA  
HEALTH AND FAMILY WELFARE  
LOK SABHA**

UNSTARRED QUESTION NO:936  
ANSWERED ON:28.11.2014  
MARKETING OF E CIGARETTES  
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**Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:**

- (a) whether the use of electronic-cigarettes or e-cigarettes is as harmful as the regular cigarettes and if so, the details thereof;
- (b) whether attention of the Government has been drawn to import and marketing of electronic-cigarettes or e-cigarettes and their growing popularity across the country and if so, the details thereof;
- (c) whether the World Health Organisation (WHO) has warned against the growing market of e-cigarettes in India and if so, the details thereof along with the reaction of the Government thereto;
- (d) whether the Government has put in place any standard and regulatory mechanism for the sale and use of e-cigarettes in the country; and
- (e) if so, the details thereof and if not, the reasons therefor along with the corrective measures being taken by the Government in this regard?

**Answer**

THE MINISTER OF HEALTH AND FAMILY WELFARE (SHRI JAGAT PRAKASH NADDA)

(a): As per the World Health Organization (WHO) expert group, the main constituents of the solution contained in e-cigarettes, in addition to nicotine, are propylene glycol, with or without glycerol and flavouring agents.

The limited research done so far on electronic cigarettes has revealed wide variations in the nature of toxicity of contents and emissions of these products.

The nicotine contained in e-cigarettes is highly addictive and may lead to cardiovascular and lung diseases. Although nicotine itself is not a carcinogen, it may function as a "tumour promoter". Further, there is a growing body of evidence to suggest harmful effects of nicotine exposure on adolescents and pregnant women especially in terms of retarded brain development and foetal growth. The use of e-cigarettes also increases the exposure of non-smokers and bystanders to various emissions from these products.

However, given the fact that these are new products, scientific research attempting to throw light on the health effects of these products is still evolving.

(b): The Government is aware about the marketing of e-cigarettes and their growing popularity across the country. The Ministry of Health organized a round table in July, 2014 to discuss the current evidence around the existing and potential impact of Electronic Nicotine Delivery Systems (ENDS) on public health, explore global efforts in combating ENDS and decide measures to control the sale, supply, import, manufacturing and trade of ENDS.

(c): The WHO in its report has called for tougher restrictions on electronic cigarettes, including curbs on advertising, promotion & sponsorships, indoor use and use of such flavors as fruit and candy.

It has also recommended that governments should prohibit cigarette manufacturers from making health claims, including marketing the devices as smoking-cessation aids, until proper scientific evidence is in place.

Further the sixth session of the Conference of Parties (COP6) under WHO Framework on Tobacco Control (FCTC), held in Moscow in October, 2014 adopted a decision (copy at ANNEX) urging/inviting member states to:

1) Consider taking measures in order to achieve at least the following objectives, in accordance with national law:

- (a) prevent the initiation of ENDS/ENNDS by non-smokers and youth with special attention to vulnerable groups;
- (b) minimize as far as possible potential health risks to ENDS/ENNDS users and protect non-users from exposure to their emissions;
- (c) prevent unproven health claims from being made about ENDS/ENNDS; and

(d): protect tobacco-control activities from all commercial and other vested interests related to ENDS/ ENNDS, including interests of the tobacco industry;

2) consider prohibiting or regulating ENDS/ENNDS, including tobacco products, medicinal products, consumer products, or other categories, as appropriate, taking into account a high level of protection for human health;

3) consider banning or restricting advertising, promotion and sponsorship of ENDS;

4) comprehensively monitor the use of ENDS/ENNDS, including the relevant questions in all appropriate surveys;

(d) to (e): Section 5 of the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA, 2003), prohibits all direct and indirect advertisements of the tobacco products. The said prohibition also extends to any activity that promotes the use or consumption of cigarettes or any other tobacco products.