

# Center issues notice on implementation of e-cigarette ban

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**Context**– The Union health Ministry has issued a public notice on stricter implementation of the act that prohibits the manufacturers of electronic cigarettes, their sale and advertisements.

## **Key Highlights:**

- With e-cigarettes being easily available online and in tobacco shops the new notice was issued.
- The ministry has detected all providers, manufactures, importers, exporters, distributors, transporters, couriers, advertisers, social media websites, shopping websites, shopkeepers, retailers and others not to directly or indirectly produce, manufacture, import, export, transport, sell, distribute and store e-cigarettes, whether as a product or any part thereof. It has also asked them not to advertise.

## **About**

- The Prohibition of the Electronic cigarettes (Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement ) Act came into being in 2019.
- As per the statutory provisions of the Act, the production, manufacture, import, export, transport, sale, distribution, storage and advertisement of e-cigarettes is a cognisable and punishable offense with imprisonment for term that may extend to one year or fine up to one lakh rupees or both.
- The act gives the Union government the power over the electronic cigarette industry.
- It defines the electronic cigarette as an electronic device that heats a substance with or without nicotine and flavors to create an aerosol for inhalation.