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‘Don’t ban, but regulate e-cigarettes’

The Association of Vapers India (AVI), representing e-cigarette users across the country, approached the state government to reconsider the ban



What was the discussion with the officials at the State Health Department?

■ Today, we made an appeal to the state health minister and principal secretary (health) Dr J Radhakrishnan and suggested that the government bring a legislation to regulate the domain of alternatives to smoking, including vaping. It is about Rs 400 crore market and is likely to go up to Rs 750 crore by 2019. It is a huge market and it is a grey market where there is a regulation.

Q&A

How are e-cigarettes different?

■ Unlike tobacco cigarettes, e-cigarettes do not produce any tar or the toxic chemicals released from combustion that cause tobacco-related deaths. E-cigarettes do contain nicotine, which is addictive but not the one responsible for tobacco-related harm.