

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**RAJYA SABHA
UNSTARRED QUESTION NO.1854
TO BE ANSWERED ON 04TH AUGUST 2026**

DIGITAL PROMOTION OF BANNED E-CIGARETTES THROUGH SOCIAL MEDIA

1854 MS. SWATI MALIWAL:

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether Government is aware of the promotion and sale of e-cigarettes through social media accounts, online platforms and e-stores in contravention of the Prohibition of Electronic Cigarettes Act, 2019 and if so, the action taken thereon;
- (b) whether a dedicated enforcement protocol for social media violations under the Act has been issued or is under consideration;
- (c) the mechanism in place to address cross-border online promotion of banned e-cigarettes by foreign influencers and international e-stores; and
- (d) whether Government has taken steps to check the illegal import of e-cigarettes and if so, the details thereof?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI PRATAPRAO JADHAV)**

(a) to (c): The Ministry of Health and Family Welfare (MoH&FW) has enacted the Prohibition of Electronic Cigarettes Act (PECA), 2019, to prohibit the production, manufacture, import, export, transport, sale, distribution, storage and advertisement of electronic-cigarettes and like devices. Health is a State subject and enforcement of tobacco control laws is the prerogative of State and UT Governments. The MoH&FW has issued advisories to all States and UTs, to ensure the effective compliance of PECA, 2019.

The MoH&FW has taken various steps to prohibit the sale of e-cigarettes including an initiative of launching “*Online Violation Portal*” for reporting of sale or advertisement of electronic cigarettes online, including on e-commerce platforms, websites etc. An Expert Committee is constituted to review the online complaints for taking appropriate action against the violations. To strengthen enforcement, the reported complaints are processed through the Sahyog Portal developed by the Ministry of Home Affairs for issuing take-down notices.

Further, MoH&FW also conducts the annual Tobacco Free Youth Campaign since 2023 to raise awareness about the harmful effect of Tobacco and Nicotine consumption among youth. One of the key strategies of the campaign is the rigorous enforcement of tobacco control laws, including PECA, 2019.

(d): As informed by Central Board of Indirect Taxes and Customs (CBIC), Department of Revenue, CBIC through its Customs field formations and DRI keeps a constant vigil and takes operational measures, inter-alia, based on intelligence, passenger profiling with the aid of Advance Passenger Information System (APIS), risk-based interdiction and targeting, non-intrusive inspection like baggage and container scanning; rummaging of carriers, including aircrafts, and coordination with other agencies for the purposes of thwarting smuggling including smuggling of e-cigarettes. Field formations are regularly sensitized to newer methods of smuggling. On detection of e-cigarettes smuggling cases, action is taken in accordance with law, including seizure and confiscation of smuggled e-cigarettes and arrest and prosecution of the persons accused of smuggling.
