



Context Mapping of Hookah Use in Kathmandu Valley



Introduction

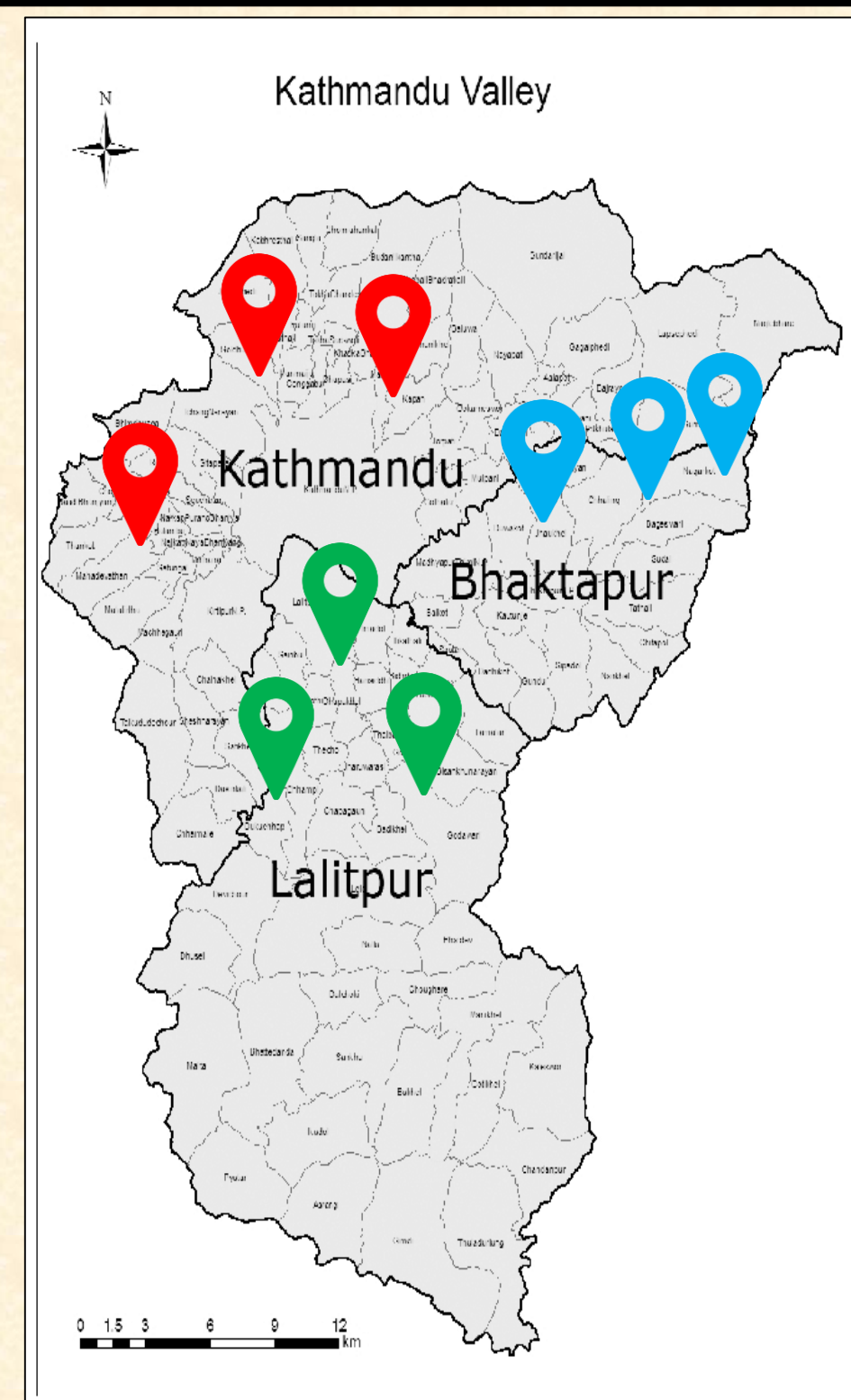
The gurgling sound, the aromatic smoke, the glowing embers and a group of people huddled around a glass hookah has become a common scene around Kathmandu valley. Hookah or the flavored version commonly known as shisha has become trendy and is offered at many restaurants around town especially in Thamel, Jhamsikhel, Baneshower etc, especially where the restaurants are crowded.

Objective

The objective of this study was to map the status and trend of hookah sale at restaurants and distributors and use, and map the knowledge of health effects and perception of hookah in Kathmandu Valley.

Location of Survey

Thamel, Basantapur, and Baneshwor from **Kathmandu** district, Durbar square, Dattatryae, and Bhatbhateni-Radhe Radhe from **Bhaktapur** and Jhamsikhel, Patan Durbar Square, and Kumaripati areas were selected for **Lalitpur** for the case study survey.



Methodology

Total 9 restaurants and 9 distributors of hookah from Kathmandu valley, 3 from each district. Locations were selected which has high density of restaurants and distributors for each district.

Restaurants and Distributors

Business type: Young business (6mts – 7 years old)

Brands: Major 6 brands are available: Afzal, Al Faker, Al zahra, MYA, REZO, Al Akber (Pic)

Flavors: Around 30+ flavors are available. E.g. Mint, Double apple, Strawberry, Paan ras etc. (Pics)

Price range: Flavors - Rs 180-Rs 150 per 50gm, and Rs 2000 to 3000/kg Coal – Rs 50

Ready to smoke hookah (one serving) – Rs 350 to 500

Hookah consumer group: Majority of 15-30 years

Place of import: India, China, and Dubai, Mahaboudha at local level

Findings

Hookah Sets Available in Market

S.N	Name of the hookah set	Price Range (Rs)
1	MYA hookah set	1500 to 3000
2	Al Akbar Hookah Set	1500 to 3000
3	REZO hookah set	1500 to 3500
4	Inch Hookah Set	1200 to 5000
5	Green hookah set	1200 to 5000
6	White glass hookah set	1000 to 6000
7	Black glass textured hookah	1500 to 5000



MYA set



Alakbar set



REZO set



Hukka Coal

COVID 19 effect on sales

Pre COVID-19 the sale was tremendously increasing. During COVID 19 it declined sharply due to low demand and inability to import. However ,now days it has gradually started increasing like that of previous year .



Knowledge on health impacts

Majority of the respondents were well aware that **hookah contains tobacco** (0.5% of nicotine), however some believe that it is safe alternative to cigarette smoking. Most of the respondents knew that **hookah use causes lung cancer and respiratory diseases** whilst; very less had idea that it would cause heart diseases.

Perceptions on hookah use and regulations

Restaurant owners were conscious about the health of non-hookah user customer, though were worried about the arrangement of the closed chamber and designed area in their restaurants and did not favors the strict regulation of hookah just like cigarettes and liquors.

While hookah distributors have supported for regulating its use as for cigarettes. Keeping separate hookah zones in closed chamber is demand of all the respondents. Most of the distributors supported the fact that there should be some regulations for purchase of hookah. Most said that there should be age restrictions since teenagers are the major users, and should not be easy purchase of hookah.



- Evidence shows that hookah smoke contains **high levels of toxic compounds**, including tar, carbon monoxide, heavy metals and cancer-causing chemicals (carcinogens).

- Hookah smokers are **exposed to more carbon monoxide** and smoke than are cigarette smokers.

- As with cigarette smoking, hookah smoking is **linked to lung and oral cancers, heart disease**, and other serious illnesses.

- Hookah smoking delivers about the **same amount of nicotine as cigarette smoking**, possibly leading to tobacco dependence.

WARNING



The charcoal used

when smoking hookah has

3x

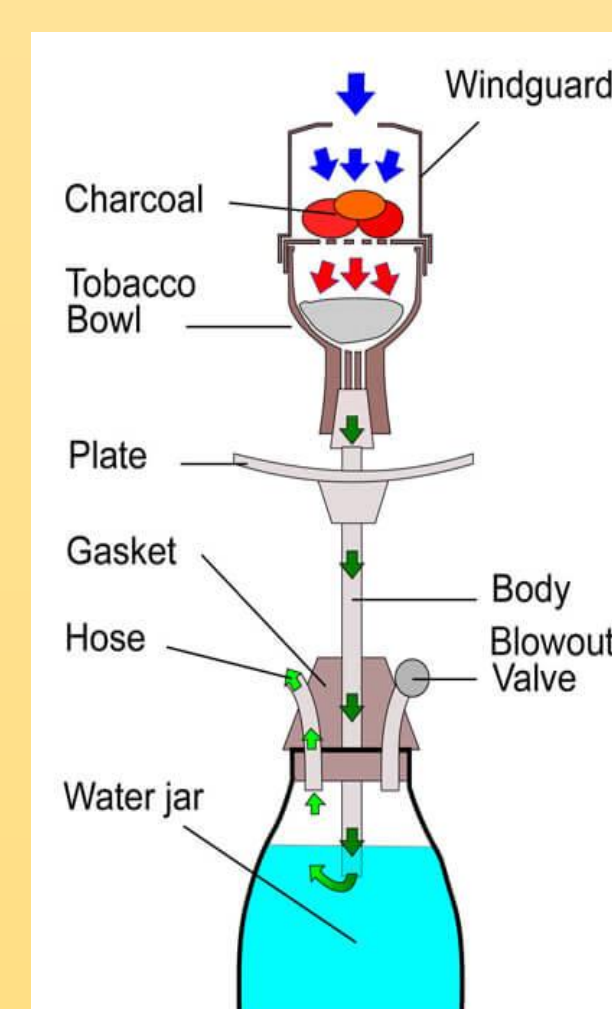
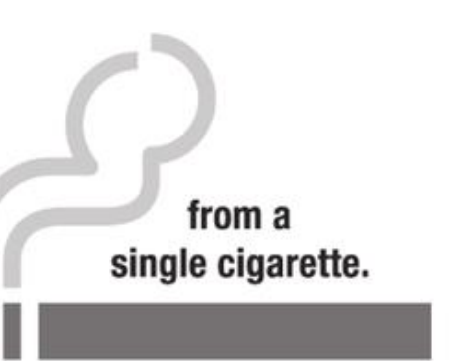
more carbon monoxide than cigarettes.



In just one **60-minute** hookah session, smokers are exposed to

100-200x

the volume of smoke inhaled



Just like Smoking ,Hookah also Kills

Conclusion

Although the business of hookah is a young business dating back to only around half a decade; its popularity has risen drastically. Especially, it is famous among teenagers and young population aged 15-25yr. The sale of the hookah is very satisfactory and lucrative as sellers make sale of up to 5 lakhs per month. Though restaurant owners are little bit cautious, distributors are fully in support of certain age restrictions for its purchase and regulations.

In Collaboration with

