

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 1844
TO BE ANSWERED ON 22/12/2022**

ADVERTISEMENT OF HEALTH PRODUCTS

1844. SHRI VIVEK THAKUR:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether many advertisements of health products are promoted on television by resorting to various traditional systems of medicine like Ayurveda, etc.;
- (b) if so, whether these products have the acceptance of the Drug Controller General of India;
- (c) whether Government proposes to frame rules or regulations to ban advertisement of such products; and
- (d) if so, by when and if not, the reasons therefor?

ANSWER

**MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER
OF YOUTH AFFAIRS AND SPORTS (SHRI ANURAG SINGH THAKUR)**

(a) to (d): All advertisements telecast on private TV channel are required to adhere to the Advertising Code laid down under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. Appropriate action is taken when violation is found.

Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and Rules thereunder provides for prohibition of misleading advertisements and exaggerated claims of drugs and medicinal substances (including AYUSH medicines). Central Government has notified Rule 170 in the Drugs & Cosmetics Rules, 1945 on 24th December, 2018 specifically for controlling inappropriate advertisements of Ayurvedic, Siddha and Unani medicines. An institutional mechanism at the central and state levels have been set up for enforcement and taking action in case of violation.

Under the Consumer Protection Act, 2019, a Central Consumer Protection Authority (CCPA) has been established w.e.f 24.07.2020 to regulate matters, inter alia, relating to false or misleading advertisements. CCPA has issued guidelines for the prevention of misleading advertisements and Endorsements on 9th June 2022.
