

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
UNSTARRED QUESTION NO. 3053
TO BE ANSWERED ON 28TH MARCH, 2023**

ACTION TAKEN AGAINST MISLEADING ADVERTISEMENT OF PATANJALI

3053 SHRI SANDOSH KUMAR P:

Will the Minister of **AYUSH** be pleased to state:

- (a) whether the Ministry has taken any legal action against Patanjali Ayurveda for their misleading advertisements of drugs claiming to cure diseases;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor;
- (d) whether the Ministry has initiated any guidelines to avoid the publication of misleading advertisements in newspapers with false claims of medicinal value and treatment efficiency; and
- (e) if so, the details thereof?

**ANSWER
THE MINISTER OF AYUSH
(SHRI SARBANANDA SONOWAL)**

(a) to (c) Yes Sir. As prescribed in Drugs and Cosmetics Act 1940 and Rules 1945 made thereunder, enforcement of the legal provisions pertaining to Quality Control and issuance of drug licence of Ayurveda, Siddha, Unani and Homoeopathic drugs, is vested with the State Drug Controllers/ State Licensing Authorities appointed by the concerned State/ Union Territory Government. State/UT Governments are empowered to enforce the provisions of Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954 & Rules there under and Rule 170 of the Drugs & Cosmetics Rules, 1945 pertaining to control and prohibition of misleading advertisements and exaggerated claims of drugs. Accordingly, directives have been issued to the States/UTs for appointing Officers to enter, search any premises or examine or seize any record related to the alleged misleading or improper advertisements and initiate action against the cases of default.

In the year 2022, Ministry of Ayush had forwarded advertisements of Madhunashini, Madhugrit, Lipidom, Livogrit, Livamrit, Eyegrit Gold, Drishti Eyedrops and BPgrit to

Ayurveda & Unani Services, State of Uttarakhand to examine the matter for withdrawal of advertisement.

(d) & (e) Yes Sir. Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and Rules thereunder encompass the provisions for prohibition of misleading advertisements and exaggerated claims of drugs and medicinal substances including Ayush medicines, which appear in the print and electronic media and Government has taken note thereof. Central Government has notified insertion of Rule 170 in the Drugs & Cosmetics Rules, 1945 on 24th December, 2018 for prohibition of advertisements of Ayurvedic, Siddha or Unani drugs.

Pharmacovigilance Centres for Ayurveda, Siddha, Unani and Homoeopathy (ASU&H) Drugs set up in different parts of the country under the Central Scheme of Ministry of Ayush are mandated to monitor and report the misleading advertisements to the respective State Regulatory Authorities. A three tier structure comprising of a National Pharmacovigilance Co-ordination Centre (NPvCC), Intermediary Pharmacovigilance Centres (IPvCs) and Peripheral Pharmacovigilance Centres (PPvCs) is established. All India Institute of Ayurveda (AIIA), New Delhi under Ministry of Ayush is the National Pharmacovigilance Co-ordination Centre (NPvCC) for the implementation of the National Pharmacovigilance program for Ayurveda, Siddha, Unani & Homoeopathy drugs. Objectionable advertisements are being reported to the respective State Licensing Authorities by PPvC at regular intervals.
