

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
UNSTARRED QUESTION NO. 1288
TO BE ANSWERED ON 01ST AUGUST, 2023**

“GUIDELINES TO CONTROL THE PROMOTION OF AYUSH MEDICINE”

1288 SHRI VIVEK THAKUR:

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

- (a) whether any guidelines have been formulated to control the promotion and advertisement of products claiming to provide health benefits through Ayurvedic and other systems of medicine;
- (b) if so, the details thereof; and
- (c) if not, whether the Ministry proposes to formulate any guidelines in this regard?

ANSWER

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

(a) to (c) 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. State/UT Governments are empowered to enforce the provisions of Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954 and Rules there under.

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.
