

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOK SABHA
UNSTARRED QUESTION NO.1724
TO BE ANSWERED ON 16TH DECEMBER, 2022**

MISLEADING ADVERTISEMENT OF AYUSH PRODUCTS

1724. SHRI KARTI P. CHIDAMBARAM:

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

- (a) the details of complaints against misleading advertisements of AYUSH products and services registered with the Government since 2014-15 till present, year-wise;
- (b) whether it is a fact that no action has been taken against some companies publishing misleading advertisements of AYUSH products contravening Drugs and Cosmetics Act, 1940 and Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954;
- (c) if so, the details of such companies and the reasons for inaction by the Government thereon; and
- (d) whether the Government has taken any measures to curb objectionable advertisements of AYUSH products and services and if so, the details thereof?

ANSWER

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

(a) to (c): No 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 license 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.

As per the information received from State/UTs, the details of complaints against misleading advertisements of Ayush medicines registered with the Government since 2014-15 till present is at **Annexure –I**.

(d) Central Government has notified insertion of Rule 170 in the Drugs & Cosmetics Rules, 1945 on 24th December, 2018 specifically for controlling inappropriate advertisements of Ayurvedic, Siddha and Unani medicines.

Ministry of Ayush has implemented a Central Sector Scheme for Ayush Oushadhi Gunavatta evam Utpadan Samvardhan Yojana (AOGUSY) has been implemented for the year 2021-2026. The components of the AYUSH Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana (AOGUSY) Scheme are as under;

- A. Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards.
- B. Pharmacovigilance of ASU&H drugs including surveillance of misleading advertisements.
- C. Strengthening of Central and State regulatory frameworks including Technical Human Resource & Capacity Building programs for Ayush drugs.
- D. Support for development of standards and accreditation/ certification of Ayush products & materials in collaboration with Bureau of Indian Standards (BIS), Quality Control of India (QCI) and other relevant scientific institutions and industrial R&D centres.

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. The identified centers under this program report instances of misleading advertisements to the respective state licensing

authorities for suitable action against the defaulters. The numbers of misleading advertisements reported are as below:

Year	No. of misleading advertisement
2018	411
2019	4395
2020	6032
2021	8187
2022	6632
Total	25657

Annexure-I

The state-wise information received regarding the no. of complaints against misleading advertisements of Ayush products registered with Government since 2014-15 till present –

S.no.	Name of the State/UT	Year –wise number of complaints received									
		2014-15	2015-16	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022 (till date)	
1.	Uttarakhand	06	17	19	17	08	11	27	17	06	
2.	Kerala	01	-	07	01	01	03	04	01	01	
3.	West bengal	-	-	-	-	-	-	16	21	-	
4.	Gujarat	68	98	43	22	26	34	18	21		
5.	Manipur	Nil						17	03	-	
6.	Arunachal Pradesh	NIL									
7.	Andhra Pradesh	NIL									
8.	Odisha	NIL									
9.	Delhi	NIL									
10.	Rajasthan	NIL									
11.	Sikkim	NIL									
12.	Uttar Pradesh	NIL									
13.	Lakshadweep	NIL									
14.	Tripura	NIL									
15.	Nagaland	NIL									